

## DAFTAR PUSTAKA

- Anderson, K. and T. Clevenger (1963), "A Summary of Experimental Research in Ethos:" *Speech Monographs*, 59-78.
- Appelbaum, Ronald F and Karl WE. Anatol (1972), "The Factor Structure of Source Credibility as a Function of the Speaking Situation", *Speech Monographs*, 39 (August), 216-222.
- Arikunto, Suharsimi (2006). *Prosedur Penelitian: Suatu Pendekatan Praktek*, PT Rineka Cipta.
- Aronson, Elliot and Philip Worchel (1966), "Similarity versus Liking as Determinants of Interpersonal Attractiveness," *Psychonomic Science*, 5 (4), 157-158.
- Atkin, Charles and Martin Block (1983), "Effectiveness of Celebrity Endorsers", *Journal of Advertising Research*, 23, March, 57-61.
- Baker, Michael J. and Gilbert A. Churchill, Jr. (1977), "The Impact of Physically Attractive Models on Advertising Evaluations," *Journal of Marketing Research*, 14 (November), 538-555.
- Belch, George & Belch, Michael A. (2001). "Advertising and promotion: An Integrated Marketing Communications Perspective". 5<sup>th</sup> Edition. New York: McGraw-Hill.
- Berlo, David K., James B. Lemert, and Robert J. Mertz (1969), "Dimensions for Evaluating the Acceptability of Message Sources", *Public Opinion Quarterly*, 33 (Winter), 563-576.
- Chaiken, Shelly (1979), "Communicator Physical Attractiveness and Persuasion," *Journal of Personality and Social Psychology*, 37 (2), 1387-1397.
- Cooper, D.R. & P.S. Schindler. 2001. *Business Research Methods, 7th Edition*, McGraw-Hill Companies, Inc., New York.
- Evans, Joel R. and Barry Berman. (1995). *Principles of Marketing*. 3<sup>rd</sup> edition, Prentice Hall International, Inc., New Jersey.
- Ferdinand A, (2002). *Structural Equation Modelling Dalam Penelitian Manajemen*. Edisi 2, Seri Pustaka Kunci 03/BP UNDIP
- Ghozali, Imam, 2011. Edisi Kelima. "Aplikasi Analisis Multivariate dengan Program IBM SPSS 19". Semarang: Badan Penerbit Universitas Diponegoro.

- Giffin, Kim (1967), "The Contribution of Studies of Source Credibility to a Theory of Interpersonal Trust in the Communication Process," *Psychological Bulletin*, 68 (2), 104-119.
- Griffitt, William B. (1966), " Interpersonal Attractions as a Function of Self Concept and Personality Similarity-Dissimilarity," *Journal of Personality and Social Psychology*, 4(6), 581-584.
- Gujarati, Damodar. 2006. *Dasar-Dasar Ekonometrika*. Jakarta: Erlangga.
- Hair, JF., Anderson, RE., Tatham, R.L., and Black W.C., (1998), *Multivariate Data Analysis*, 5<sup>th</sup> ed., Upper Saddle River, New Jersey: Prentice Hall.
- Hartono, Jogyanto, 2010, *Teori Portofolio dan Analisis Investasi*, Edisi Keenam, BPFE, Yogyakarta.
- Horai, J.M., N. Naccari , and E. Fatoullah, (1974), "*The Effects of Expertise and Physical Attractiveness Upon Opinion Agreement and Liking*", *Sociometry*, 37 (4), 601- 606.
- Hovland, Carl I., Irving K. Janis, and Harold H. Kelley (1953), *Communication and Persuasion*, New Haven, CT: Yale University Press.
- Joseph, W. Benoy (1982), "The Credibility of Physically Attractive Communicators: A Review," *Journal of Advertising*, 11 (3), 15- 24.
- Kahle, Lynn R. and Pamela M. Homer (1985), "Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective," *Journal of Consumer Research*, 11 (March), 954-961.
- Kasali, Rhenald, *Membidik Pasar Indonesia: Segmentasi, Targeting dan Positioning*. Jakarta: PT Gramedia Pustaka Utama, 2001, hlm. 51.
- Kotler, Philip, 2002. *Manajemen Pemasaran*, Jilid 2, Edisi Milenium, Jakarta: PT.Prenhalindo.
- Kotler, Philip dan Armstrong, Gary, 2011. 10<sup>th</sup> Edition. "*Marketing an Introduction*". Indonesia: Pearson.
- Kussudyarsana, 2004, "*Fenomena Selebritas sebagai Model Iklan dari sudut pandang Sumber Pesan*", *Benefit*, Vol. 8 No. 2 , Desember, UMS Surakarta.
- Lamb, Charles W, Joseph F Hair, Carl Mc Daniel, 2001, "Pemasaran", Penerbit Salemba Empat, Jakarta.

- LittleJohn, Stephen W, 2005. *5<sup>th</sup> Edition. "Theories of Human Communication"* . Terjemahan edisi Indonesia 1 (*Chapter 1-9*), dan edisi Indonesia 2 (*Chapter 10-16*).
- Maddux, James E. and Ronald W Rogers (1980)," Effects of Source Expertness,Physical Attractiveness and Supporting Arguments on Persuasion: A Case of Brains Over Beauty," *journal of Personality and Social Psychology*, 39 (2), 235-244 Applbaum, Ronald F and Karl WE. Anatol (1972), "The Factor Structure of Source Credibility as a Function of the Speaking Situation," *Speech Monographs*,39 (August), 216-222.
- McCroskey, James C. (1966), "Scales for the Measurement of Ethos," *Speech Monographs*, 33, 65-72.
- Mills, Judson and John Harvey (1972), "Opinion Change as a Function of When Information About the Communicator is Received and Whether He is Attractive or Expert," *Journal of Personality and Social Psychology*, 21(1), 52-55.
- O'Mahony and Meenaghan. (1997) "The Impact of Celebrity Endorsements on Consumers "Journal Trush Marketing Review.ABI/INFORM Global.
- Ohanian, Roobina. 1990. "Construction and Validation of Scale to Measure Celebrity Endorsers Perceived Expertise, Trustworthiness, and Attractiveness". *Journal of Advertising*. ABI/INFORM Research. 19(3);39-52.
- Ray. L., Michael.(1982). *Advertising and Communication Management*, Englewood Cliffs, Prentice Hall.
- Ross, Joel A. (1973), "Influence of Expert and Peer Upon Negro Mothers of Low Socio-economic Status,"*The Journal of Social Psychology*, 89, 79-84.
- Sajian Utama IBBA 2010*. Majalah SWA 15/XXVI/15-28 Juli 2010.
- Sajian Utama IBBA 2011*. Majalah SWA 15/XXVII/18-27 Juli 2011.
- Schiffman, Leon. G. dan Leslie Lazar Kanuk, 2010. 10<sup>th</sup> Edition. "*Consumer Behaviour*". Indonesia:Prentice Hall Inc.
- Shimp, Terence A. 2003. *Periklanan Promosi dan Aspek Tambahan Komunikasi Pemasaran Terpadu*. Jakarta: Erlangga.
- Sugiyono. (2009). *Metode Penelitian Administrasi*. Bandung: CV Alfabeta.
- Suliyanto, 2006. *Metode Riset Bisnis*. Yogyakarta: Andi.

Tjiptono, Fandy., Chandra, Yanto., Diana, Anastasia. 2004, *Marketing Scale*. Jogjakarta: Andi.

Tjiptono, Fandy, 1997. Edisi Kedua. *Strategi Pemasaran*. Jogjakarta: Andi.

Widgery, Robin N. and Richard S. Ruch (1981), "*Beauty and the Machiavellian*," *Communication Quarterly*, 29 (Fall), 297-301.