

DAFTAR PUSAKA

- Atkin, Charles dan Martin Block, 1983, “*Effectiveness of Celebrity Endorsers*,” *Journal of Advertising Research*, 23 (Feb/Mar), 57-61.
- Bergstrom, Christian (2004). *Celebrity endorsement : case study of J. Lindeberg*. Bachelor Thesis Lulea University Of Technology.
- Belch, George.E& Michael A. Belch (2004). *Advertising and Promotion (International Edition)*. New Jersey: Prentice Hall Inc.
- Hair, J.F (1998). *Multivariate Data Analisis (4thed)*. New Jersey :Prentise Hall, International,Inc.
- Hidayat, Taufik, (2005, Mei 12- 25). Cara P&G Memberikan Best Value Bagi konsumen. SWA.
- Hovland, Carl I and Walter Weiss (1951), “The Influence of Source Credibility on Communication Effectiveness,” *Public Opinion Quarterly*, 15(4),635-50).
- Ishak, Asmai. (1996). “*Pentingnya Kepuasan Konsumen Imolementasi Strategi Pemasarannya*” *Jurnal Siasat Bisnis (JSB)*, vol 3 (1), November.
- Jogiyanto, H.M (2007). *Metode penelitian bisnis : Salah Kaprah dan Pengalaman – Pengalaman*. Yogyakarta : BPFE.
- Marry. (1993). *Conseptulaizing Measuring and Managing Customer- Based Brand Equality*. “*Journal of Marketing*”, (January), pp. 1-12.
- O’Mahony, Sheila and Meenaghan, Tony. (1997/1998) *The Impact of Celebrity Endorsement on Consumers* *Journal Irish Marketing Review*,10,2 ABI/INFORM Global.
- Ohanian, Roobina (1990). *Construction and Validation of Scale to Measure Celebrity* *journal of Advertising*,19,3 ABI/INFORM Global, page.39. *Celebrity Endorser Perceived Expertise, Trustworthiness, and Attractiveness* *Journal of Advertising* Volume 19, Number 3 ABI/INFORM Global.
- Kotler, Philip. 1994. *ManajemenPemasaran, Analisis, Perencanaan, ImplementasidanPengendalian*, Erlangga, GeloraAksaraPratama.
- Kotler, Philip. (1997). *Marketing Management : Analysis, Planning, Implementation and Control*, 9th Ed., Engewood Cliffs, NJ: Prentice Hall, Inc
- Kotler, Philip. 2000. “*ManajemenPemasaran*”. EdisiMillenium, JilidKedua. PT.Prenhalindo. Jakarta.

- Kotler and Keller, 2006, Marketing, Prentice-Hall Inc, USA.
- McCracken, G. (1989) Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), pp. 310-322.
- Nugroho, B.A. (2005). *Strategi Jitu Memilih Statistik Penelitian dengan SPSS*. Jogjakarta: CV. ANDI Offset.
- Putranto, Agus (2003). Perspektif Teoritik Strategi Periklanan dalam Fungsi Komunikasi Merek. *Jurnal isip*. 27-36
- Royan, Frans M. 2004. *Marketing Celebrity*. PT Elex Media Komputindo, Jakarta.
- Schlecht, Christina. 2003. *Celebrities' Impact On Branding*. Januari. www.globalbrands.org
- Sugiyono, (2003), *Metode Penelitian Kualitatif*, Bandung : Alfabeta
- Sekaran, Uma (2003). *Research Method for Bussiness A Skill-Building Approach*, 4thed, New York: John Wiley and Sons, inc
- Shimp, T. (2003). *Periklanan Promosi*. Jilid 1, Jakarta, Erlangga
- Sugiyono (2004). *Metode Penelitian Bisnis*, edisi enam, Bandung: Alfabeta.
- Sugiyono (2005), *Metode Penelitian Kualitatif*, Bandung : Alfabeta.
- Suliyanto. (2006). *Metode Riset Bisnis*. ANDI. Yogyakarta.
- Sumarwan, U. (2003). *Perilaku Konsumen : Teori dan Penerapannya dalam Pemasaran*, Jakarta : Ghalia Indonesia.
- Tjiptono, Fandy. (2005). *Marketing Scale*, Bayu Media Publishing, Yogyakarta.
- (<http://www.astra-honda.com/index.php/about/index/4>)
- (www.marketingpower.com)
- (http://selebriti.kapanlagi.com/indonesia/d/daniel_mananta/)