

DAFTAR PUSTAKA

Duncan, Tom, 2005, Principle Of Advertising and IMC, International Edition, Edisi Kedua, McGrawHill, New York

Gwinner, Kevin P., and John Eaton. "Building brand image through event sponsorship: The role of image transfer." *Journal of advertising* (1999): 47-57.

Harianti, Veronica, Setiawan, Iskandar. 2011. statistik 1. CV. Andi, Yogyakarta.

Kotler, Philip. and Armstrong, Garry. 1999. Dasar-Dasar Pemasaran, Edisi kesembilan, PT. Indeks, Jakarta.

Kotler, Philip. 2005a. Manajemen Pemasaran Edisi 11 Jilid 1. PT. INDEKS, Jakarta.

Kotler, Philip. 2005b. Manajemen Pemasaran Edisi 11 Jilid 2 Alih Bahasa Benyamin Molan. PT. INDEKS, Jakarta.

Kotler, Philip dan Kevin Lane Keller. 2007. Manajemen Pemasaran Edisi 12 Jilid 1. PT. INDEKS, Jakarta.

Kotler, Philip dan Kevin Lane Keller. 2009. Manajemen Pemasaran Edisi 13 Jilid 1. PT. Erlangga, Jakarta.

Lin, C.H., and Kao, D.T. (2004), "The Impacts of Country-of-Origin on Brand Equity", *The Journal of American Academy of Business*, Cambridge, September

Mattila, A.S. (2001), "Emotional Bonding and Restaurant Loyalty", *Cornell Hotel and Restaurant Administration Quaterly*, Vol. 42 No. 6, pp. 73-79.

Shimp, Terence A. 2003. Periklanan dan Promosi. Edisi Kelima Jilid Kedua. Erlangga, Jakarta.

Sugiyono. 2004. *Metode Penelitian Bisnis Cetak Pertama*. CV. Alfabeta, Bandung.

Suliyanto. 2005. *Metode Penelitian Bisnis*. CV. Andi, Yogyakarta.

Yasin, N.M., Noor, M.N. and Mohamad, O. (2007), "Does Image of Country of Origin Matter to Brand Equity?" *Journal of Product and Brand Management*, Vol. 16 No. 1, pp. 38-48.

Kotler, Philip. 2001. *Manajemen Pemasaran di Indonesia : Analisis, Perencanaan, Implementasi dan Pengendalian*. Salemba Empat. Jakarta.

Stanton, William J. 2001. *Prinsip Pemasaran*. Erlangga. Jakarta.

Swastha, Basudan Irawan. 2005, *Manajemen Pemasaran Modern*, Liberty, Yogyakarta.