

DAFTAR PUSTAKA

- Aaker, D.A. (1991), *Managing Brand Equity*, The Free Press, New York, NY.
- Batra, R. and Sinha, I. (2000), “Consumer-level factors moderating the success of private label brands”, *Journal of Retailing*, Vol. 76 No. 2, pp. 175-91.
- Berliani Ardha, Pusat Pengembangan Bahan Ajar UMB, pp.3,5-9.
- Collins-Dodd, C. and Lindley, T. (2003), “Store brands and retail differentiation: the influence of store image and store brand attitude on store own brand perceptions”, *Journal of Retailing and Consumer Services*, Vol. 10 No. 6, pp. 345-53.
- Corstjens, M. and Lal, R. (2000), “Building store loyalty through store brands”, *Journal of Marketing Research*, Vol. 37 No. 3, pp. 281-92.
- Faircloth, J.B., Capella, L.M. and Alford, B.L. (2001), “The effect of brand attitude and brand image on brand equity”, *Journal of Marketing Theory and Practice*, Vol. 9 No. 3, pp. 61-76.
- Imam, Ghozali, 2006. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Edisi 4. Badan Penerbit-Undip.
- Iqbal, Hasan, 2001. *Pokok-Pokok Materi Statistika I*. Edisi 2. Bumi Aksara
- Jogiyanto, H.M. 2007. *Metodologi Penelitian Bisnis*. BPFE-YOGYAKARTA. Yogyakarta.
- Hair, J.F., Anderson, R.E., Tatham, R.L. and Black, W.C. (1998), *Multivariate Data Analysis*, 5th ed., The Prentice-Hall, Englewood Cliffs, NJ.
- Keller, K.L. (1993), “Conceptualizing, measuring, and managing customer-based brand equity”, *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22.
- Martineau, P. (1958), “The personality of the retail store”, *Harvard Business Review*, Vol. 36 No. 1, pp. 47-55.

Mita, Omith. 2008. Promosi Perdagangan.

Pitta, D.A. and Kutsanis, L.P. (1995), "Understanding brand equity for successful brand extension", *Journal of Consumer Marketing*, Vol. 12 No. 4, pp. 51-64.

Sinha, I. and Batra, R. (1999), "The effect of consumer price consciousness on private label purchase", *International Journal of Research in Marketing*, Vol. 16 No. 3, pp. 237-52.

Suliyanto. 2006. *Metode Riset Bisnis*. Edisi 1. C.V Andi Offset, Yogyakarta.