

DAFTAR PUSTAKA

- Ade, Gunawan, 2003, *Analisis Consumer Decision Model Untuk Pengukuran Efektivitas Periklanan*, Jurnal Ilmiah "Manajemen & Bisnis" Program Studi Manajemen Fakultas Ekonomi, Universitas Muhammadiyah Sumatera Utara.
- Atkin, Charles, and Block, Martin, Effectiveness of Celebrity Endorsers. *Journal of Advertising Research* 23 (February/March 1983): 57-61.
- Baker, Michael J., and Churchill, Gilbert A., Jr., The Impact of Physically Attractive Models on Advertising Evaluations. *Journal of Marketing Research* 14 (1977): 538-555.
- Ball, Donald A, et al, 2004, *Bisnis Internasional*, Edisi kesembilan, penerbit: Salemba Empat, Jakarta.
- Belch, George E, & Michael A. Belch, 2006 : *Advertising and Promotion: An Integrated Marketing Communication Perspective*, International edition, penerbit: Mc Graw Hill, New York.
- Dion, Karen K., and Berscheid, Ellen, What Is Beautiful Is Good. *Journal of Personality and Social Psychology* 24 (December 1972): 285-290.
- Friedman, Hershey H., and Friedman, Linda, Endorser Effectiveness by Product Type. *Journal of Advertising Research* 19 (October 1979): 63 -71.
- Hendri, Ma'ruf, 2006, *Pemasaran Ritel*, Edisi kedua, penerbit: PT. Gramedia Pustaka Utama, Jakarta.
- Horai, J.M., Naccari, N., and Fatoullah, E., Effects of Expertise and Physical Attractiveness Upon Opinion Agreement and Liking. *Sociometry* 37 (no. 4, 1974): 601-606.
- Hovland, C.I., Janis, I.L., and Kelley, H.H., *Communication and Persuasion*, Yale University Press, New Haven, 1953.
- Kasali, Rhenald, 1998, "*Membidik Pasar Indonesia: Segmenting, Targeting, Positioning*", Gramedia Pustaka Utama, Jakarta.
- Kasali, Rhenald, 2006, "*Pop Marketing dalam Konteks Pemasaran Indonesia*", Gramedia Pustaka Utama, Jakarta.

- Keegan, Warren J, 2003, *Manajemen Pemasaran Global*, Edisi keenam, penerbit: PT. Indeks Gramedia, Jakarta.
- Kotler, Armstrong, 2001, “ *Prinsip – Prinsip Pemasaran* “, Edisi ke-8, Terjemahan Damos Sihombing, MBA, Erlangga, Jakarta.
- Kotler, Philip, 2005, “ *Manajemen Pemasaran* ”, Edisi Milenium, Jilid Kesatu, PT. Prenhalindo, Jakarta.
- Kotler, Philip, 2005, “ *Manajemen Pemasaran* ”, Edisi Milenium, Jilid Kedua, PT. Prenhalindo, Jakarta.
- M. Suyanto, 2005, Strategi Perancangan Iklan Televisi Perusahaan Top Dunia, penerbit: ANDI, Yogyakarta.
- Mowen, John C, and Michael Minor, 2002, “*Perilaku Konsumen*”, Edisi Bahasa Indonesia, terjemahan Lina Salim.
- Ohanian, Roobina, Impact of Celebrity Spokespersons' Perceived Image on Consumers' Intention to Purchase. *Journal of Advertising Research* (February/March 1991): 46-53.
- Ohanian, Roobina, Construction And Validation of a Scale to Measure Celebrity Endorsers Perceived Expertise, Trustworthiness, and Attractiveness,. *Journal of Advertising Research* (February/March 1990): 3-9
- Peter J. Paul, Olson, Jerry C. (2000). *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran*. Edisi Indonesia, Jilid 1.
- Rangkuti, Freddy, 2005, “ *Marketing Analysis Made Easy*”, Gramedia Pustaka Utama, Jakarta.
- Schiffman, L.G., dan L.L. Kanuk. (2004). 8th edition. *Consumer Behavior Upper Saddle River*, New Jersey: Prentice Hall, Inc.
- Shimp, Terence A, 2003, *Periklanan dan Promosi*, Edisi kelima, penerbit: Erlangga, Jakarta.
- Simon, Herbert W., Berkowitz, Nancy N and Moyer, John, Similarity, Credibility, and Attitude Change: A Review and a Theory. *Psychological Bulletin* 73 (January 1970): 1-16.
- Stanton, Etzel, and Walker, 2001, “ *Marketing* “, 12th edition, Mc Graw-Hill, New York.

Sugiyono,2004, "*Metode Penelitian Bisnis*", Alfabeta, Bandung.

Sumarwan, Ujang, 2003, "*Perilaku Konsumen : Teori Dan Penerapannya Dalam Pemasaran*", Ghalia Indonesia, Jakarta.

Djaslim Saladin, 2004, "*manajemen pemasaran, analisi-perencanaan-pelaksanaan-& pengendalian*", penerbit Linda Karya, Bandung

Tjiptono, Chandra, Diana, 2004, "*Marketing Scale* " ANDI, Jogjakarta.

www.google.com