

DAFTAR PUSTAKA

- Belch, G.E., & Belch, M.A. 2001. *Advertising and Promotion : An Integrated Marketing Communications Perspective*, (5th ed.). Boston : Irwin/MaGraw Hill.
- Kotler, Philip. 2000. *Manajemen Pemasaran*. Edisi Millenium, Jilid Kesatu. PT. Prenhalindo. Jakarta.
- Kotler, Philip. 2000. *Manajemen Pemasaran*. Edisi Millenium, Jilid Kedua. PT. Prenhalindo. Jakarta.
- Kotler, Armstrong. 2001. *Prinsip – Prinsip Pemasaran*. Edisi ke-8. Erlangga. Jakarta.
- 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.
- Ghozali, Imam. 2005. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Edisi Ketiga, Badan Penerbit Universitas Diponegoro. Semarang.
- Rahayu, Sri. 2005. *Aplikasi SPSS versi 12.00 dalam Riset Pemasaran*. Alfabeta. Bandung.
- Chabo, D.,& Saouma, J. 2005. *The Optimal Use Of Celebrity Endorsement*. Jonkoping International School.
- Erdogan, Z.B., Baker, M.J.,& Tagg, S. 2001. Selecting Celebrity Endorsers : The Practitioner’s Perspective : *Journal of Advertising Research*,41:1-26.
- McCracken, G. 1989. Who Is Celebrity Endorser? Cultural Foundation of The Celebrity Endorsement Process. *Journal Of Marketing Research*, 16(3):310-21.
- Silvera, D.H., & Austard. B. 2004. Factors Predicting The Effectiveness of Celebrity Endorsement Advertisements. *European Journal of Marketing*, 38(11/12): 1509-1526.
- Schimp, T. A. 2003. *Periklanan Promosi dan Aspek Tambahan Komunikasi Pemasaran Terpadu*. Edisi Ke-5. Erlangga. Jakarta.

- Nafi, M. 2004. Indonesia Tempati Tempat Ketiga Pasar Ekspor Sepeda Motor. (online). Tersedia :
[TOPhttp://www.tempointeraktif.com/hg/ekbis/2004/09/08/brk_20040908-19_id.html](http://www.tempointeraktif.com/hg/ekbis/2004/09/08/brk_20040908-19_id.html)
- Tjiptono, Chandra, Diana. 2004. *Marketing Scale*. ANDI. Yogyakarta.
- Eltom, H. 2006. *Celebrity Endorsement Branding. Linking Fragrances to Celebrities*. Institutionen For Ekonomi Och Foretagande. Hostterminen.
- Lasuin, A. 2005. *The Effects of Multiple Product Endorsements by Celebrities on Purchase Intentions*. Asian Institute of Technology. Thailand.
- Irawan, G. 2003. Dinamika Kredit Sepeda Motor. (online). Tersedia :
<http://www.sinarharapan.co.id/ekonomi/promarketing/2003/1014/prom1.Html>
- Fandy Tjiptono. 1997. *Strategi Pemasaran*. Edisi Kedua. ANDI. Yogyakarta.
- Sekaran, U. 2003. *Research Method for Bussiness A Skill- Building Approach*. 4th ed., New York: John Wiley and Sons, Inc.