

DAFTAR PUSTAKA

- Aprillia, Ariessa. 2006. Penilaian Sikap Terhadap Iklan, Sikap Terhadap Merk, Iklan Komparatif Tidak Langsung, Iklan Non Komparatif Serta Niat Beli. Unpublished Thesis S2, Universitas Gajah Mada, Yogyakarta.
- Becker, B.W. Dan Connor, P.E. (1981). Personal Values of The Heavy User of Mass Media. *Journal of Advertising Research*, 21 (10) Oktober hal. 37-43.
- Grube, J.W., Weir, I.L., Getzlaf, S. dan Rokeach, M. (1998). Own Value System, Value Images, and Cigarette Smoking. *Personality and Social Psychological Bulletin*, 10, hal. 306-313.
- Hair J.F. Jr., Anderson R.E., Tahtam R.L., Black W.C. (1998). *Multivariate Data Analysis*. 5th Edition. Prentice-Hall, New Jersey.
- Kahle, L.R., Dan Chiagouris, L. (1997). *Values, life style, and psychographics*. Lawrence Erlbraun Associates, Mahwah NJ.
- Kahle, L.R., Dan Kennedy, P. (1989). Using the List of Values (LOV) to Understand Consumers. *The Journal of Consumer Marketing*, 6 (3), Summer, hal. 15-12.
- Kasali, Rhenald. (1998). *Membidik Pasar Indonesia: Segmentasi, Targeting, dan Positioning*. Gramedia, Jakarta.
- Kotler, Philip dan Amstrong. (2004). *Principles of Marketing, IE*. Prentice-Hall, New Jersey.
- Kotler, Amstrong. (1999). *Prinsip Prinsip Pemasaran*. 8th edition. (Alih Bahasa : Damos Sihombing, M.B.A). Erlangga. Jakarta.

- Kotler, Philip. (2000). *Manajemen Pemasaran*. Edisi milenium. (Alih Bahasa : Drs. Benjamin Molan). Prenhallindo, Jakarta.
- Kunto, Yohanes Sondang dan Inggried Kurniawan Khoe. 2005. *Jurnal Manajemen Fakultas Ekonomi-Universitas Kristen Preta*.
- Lamb, Hair, McDaniel. (2000). *Pemasaran*. 5th edition. (Ahli Bahasa : David Octarevia). Salemba Empat, Jakarta.
- Levy, Doran J. Segmentation: Cooking a Good Segmentation. *DM Review Magazine*, Oktober (10).
- Lupiyoadi, Rambat. (2001). *Manajemen Pemasaran Jasa*. Penerbit Salemba Empat, Jakarta.
- Manser, L.dan SJ. Miller. (1978). An Examination of the Value-Attitude Structure in the Study of Donor Behavior. *Proceedings of American Institute of Decision Science*, 12. Saint Louis, hal. 523-38.
- Ma'ruf, Hendri. (2005). *Pemasaran Ritel*. Gramedia, Jakarta.
- Peter, J.P., dan J.C. Olson. (1994). *Understanding Consumer Behavior*. Irwin, Burr Ridge, IL.
- Plumer, Joseph. (1974). The Concept and Application of Life Stlye Segmentation. *Journal of Marketing*, 38 (1) January, hal. 33-37.
- Riesman, D.R., Glazer,N., dan Denney, R. (1950). *The Lonely Crowd: A study of the Changging American Character*. Yale universitas Press, New Heven, CT.
- Sharma, Subhash. (1996). *Applide Multivariate Techniques*. John Wiley & Sons Inc, Toronto.

Santoso, Tjiptono. (2001). Riset Pemasaran (Konsep dan Aplikasi dengan SPSS). 3th edition. PT Elex Media Komputindo Kelompok Gramedia, Jakarta.

Toler, Curt, (1975). The Personal Values of Alcoholics and Addicts. *Journal of Clinical Psychology*, 31 (7) Juli, hal. 554-557.

Trout, Jack dan Al Ries. (2005). *Writting The Winning Marketing Plan*. Derby Management.