

DAFTAR PUSTAKA

- Aaker, David., V.Kumar., George, Day. (1995). *Marketing Research*, 5th ed, New York: John Wiley & Sonn.
- Alma, Buchari. (2004). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Boon, Kurtz. (2008). *Contemporary Marketing*, 14th, Sount-West Cengage Learning, New York.
- Breman, Evan. (1999). *Manajemen Riset Bisnis, Terjemahan*, Raja Grafindo. Jakarta.
- Gozali, Imam. (2005). *Aplikasi Analisis Multivariative dengan Program SPSS*, edisi Ketiga, Universitas Diponegoro. Semarang.
- Jogiyanto. (2007). *Metodologi Penelitian Bisnis*. BPFE. Jakarta.
- Keller, Kevin. (2008). *Strategic Brand Management*, 3th ed, Pearson Education Upper Saddle River, New Jersey.
- Kotler, Philip,. Keller, Kevin. (2007). *Manajemen Pemasaran*, edisi 12, jilid satu, PT. Indeks, Jakarta.
- Kotler, Philip,. Keller, Kevin. (2007). *Manajemen Pemasaran*, edisi 12, jilid dua, PT. Indeks, Jakarta.
- Kotler, Philip,. Keller, Kevin. (2009). *Marketing Management*, 13th ed, Pearson Education Upper Saddle River, New Jersey.
- Kotler, Philip. (2002). *Manajemen Pemasaran*, edisi Millennium, Prenhalindo, Jakarta.
- Kotler, Philip. (2003). *Manajemen Pemasaran*, edisi Millennium, Prenhalindo, Jakarta.

- Mowen J.C., Minor M. (2002). *Perilaku Konsumen*, Edisi Kelima, Jilid Pertama, Erlangga, Jakarta.
- Mowen J.C., Minor M. (2002). *Perilaku Konsumen*, Edisi Kelima, Jilid Kedua, Erlangga, Jakarta.
- Ohanian, RR. (1990). Construction and Validation of Scale to Measure Celebrity Endorsers Perceived Expertise, Trustworthiness, and Attractiveness, *Journal of Advertising*, Vol. 19, No.3, pp. 39-52.
- Olson, Peter. (2000). *Consumer Behavior*, edisi keempat, Erlangga, Jakarta.
- Olson, Peter. (2005). *Consumer Behaviour and Marketing Strategy*, 7th ed, Mc Graw Hill, New York.
- Ping, Edward. (2013). *Pengaruh Celebrity Endorser (Christian Sugiono) Terhadap Niat Beli Konsumen Gatsby Facial Wash Di Universitas Kristen Maranatha*. Skripsi. Bandung: Universitas Kristen Maranatha.
- Pride. (1987). *Marketing*, 5th, Houghtton Mifflin, New York.
- Rangkuti, Freedy. (1997). *Riset Pemasaran*. Gramedia Pustaka Utama. Jakarta.
- Saladin, Djasalim. (2002). *Manajemen Pemasaran*. Linda Karya. Bandung.
- Saladin, Djasalim. (2004). *Intisari Manajemen Pemasaran*. Linda Karya. Bandung.
- Schiffman, Kanuk. (2005). *Consumer Behaviour* 8th ed, Pearson Education Upper Saddle River, New York.
- Sekaran. (2003). *Research Method for Bussiness A Skill-Building Approach*, 4th ed, New York: John Wiley and Sons,inc.
- Shimp, Terrence. (2001). *Periklanan*, Erlangga. Jakarta.

Shimp, Terrence. (2004). *Periklanan*, Erlangga. Jakarta.

Staton, Walker. (2001). *Marketing*, 12th ed, Mc Graw Hill, New York.

Sugiyono. (2004). *Metode Penelitian Bisnis*, Alfabeta. Bandung.

Suliyanto. (2006). *Metode Riset Bisnis*, ANDI. Yogyakarta.

Tjiptono, Fandi., Yanto, Chandra, dan Anastasia, Diana (2004). *Marketing Scale*, Yogyakarta: ANDI

<http://lib.uin-malang.ac.id/thesis/fullchapter/05610013-samsul-arifin.ps>

repository.upi.edu/skripsiview.php?start=1684

<http://www.unilever.co.id/id/brands/personalcarebrands/ponds/index.aspx>

http://id.wikipedia.org/wiki/Gita_Gutawa

<http://bisniskeuangan.kompas.com/read/2012/02/08/00152164/Inilah.Pemenang.Top.Brand.Award.2012>