

DAFTAR PUSTAKA

- A. Aaker, David (1996). *Building Strong Brand. The Free Press: New Jersey.*
- Hasan, Iqbal (2002). Pokok – pokok Materi Statistik I, edisi dua, Jakrta; PT. Bumi Aksara.
- Kotler, Philip (2003). *Marketing Management. Prentice Hall Inc: New Jersey.*
- Kotler, Philip dan Amstrong Gary (2004). *Principles of Marketing. Prentice Hall Inc: Jakarta.*
- Kotler, Philip (2006). *Marketing Management 12e, jilid dua. Pearson International Edition.*
- Rangkuti, Fredy (2002). *The Power of Brands. Gramedia Pustaka Utama: Jakarta.*
- Sciffman, Leon G. dan Kanuk, Leslie Lazar (2004). *Consumer Behavior. Pearson Prentice Hall: New Jersey*
- Susanto,A.B. dan Wijarnako Himawan. (2004). *Power Branding. Quantum Bisnis & Manajemen. Jakarta.*
- Sekaran, Uma (2003). *Research Methods for Business, New York: Wiley*
- Sekaran (2003). *Manajemen Pemasaran Dan Pemasaran Jasa, Bandung: CV. Alfabeta.*
- Stanton, William J., Michael J. Etzel, Bruce J. Walker (1994). *Fundamental of Marketing, tenth edition, Prentice Hall, New York*

Sugiyono (2004). Metode Penelitian Bisnis, edisi enam, Bandung: CV. Alfabeta.

Sugiyono (2005). Metode Penelitian Suatu Praktek, Edisi 12, Bandung: Alfabet.

Nugroho, Bhuono Agung (2005). Strategi jitu memilih Metode Statistik Penelitian Dengan SPSS, Yogyakarta: CV. Gramedia Pustaka Utama.