

## DAFTAR PUSTAKA

- A. B. Susanto dan Hermawan Wijanarko, 2005, Power Branding : Pembangun Merek Unggul dan Organisasi Pendukungnya, PT. Mizan Publika : Jakarta.
- Ardhian Novianto, 2004, <http://www.kompascybermedia.com>
- Arthur Cheng-Hsui Chen, 2001, Using Free Association to Examine the Relationship Between the Characteristic of Brand Assiciations and Brand Equity,  
<http://www.emeraldinsight.com/Insight/viewContentItem.do?contentType=Article&contentId=857774>
- Darmadi Durianto, Sugiarto, Lie Joko Budiman, 2004, Brand Equity Ten : Strategi Memimpin Pasar, PT. Gramedia Pustaka Utama : Jakarta.
- Dolak, Dave, 2006, Building a Strong Brand : Brand and Branding Basic,  
<http://www.davedolak.com/articles/dolak4.htm>
- Fandy Tjiptono, 2005, Brand Management and Strategy, ANDI : Yogyakarta.
- Freddy Rangkuti, 2002, The Power of Brands : Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek dan Analisis Kasus Dengan SPSS, PT. Gramedia Pustaka Utama : Jakarta.
- Hermawan Kartajaya, 2004, on Brand, PT. Mizan Pustaka : Bandung.
- Hermawan kartajaya, Yushomady, Jacky Mussry, Taufik, 2005, Positioning, Diferensiasi dan Brand, PT. Gramedia Pustaka Utama : Jakarta.
- Husein Umar,1999, Metodologi Penelitian : Aplikasi Dalam Pemasaran, PT. Gramedia Pustaka Utama : Jakarta.
- Knapp, Duane E., 2002, The Brand Mindset, Terjemahan oleh Andi Sisnuhadi : Yogyakarta.
- Kotler, Philip & Keller, Kevin Lane, 2006, Marketing Management 12e, Pearson Education Inc., Upper Saddle River : New Jersey.
- Lamb, Charles W., Joseph F. Hair, Carl Mc. Daniel, 2001, Pemasaran, Buku 1, Edisi 1, Terjemahan oleh David Oktarevia, Salemba Empat : Jakarta.
- Sugiyono, 2004, Metode Penelitian Bisnis, Alfabeta : Bandung.
- Uma Sekaran, 2006, Metode Penelitian untuk Bisnis, Buku 2, Edisi 4, Terjemahan oleh Kwan Men Yon, Salemba Empat : Jakarta.

Anonim, 2007, Branding Solutions, <http://rdjassociates.net/brand.html>

Anonim, 2007, Awareness, Attitude, and Usage,  
[http://www.speedback.com/types\\_of\\_research.htm#Attitude](http://www.speedback.com/types_of_research.htm#Attitude)

Anonim, 2007, Brand Equity, [http://en.wikipedia.org/wiki/Brand\\_equity](http://en.wikipedia.org/wiki/Brand_equity)

Anonim, 2007, Shampoo, <http://en.wikipedia.org/wiki/Shampoo>

Anonim, 2007, Brand Equity, <http://www.netmba.com/marketing/brand/equity/>

Anonim, 2007, Brand Loyalty, [http://en.wikipedia.org/wiki/Brand\\_loyalty](http://en.wikipedia.org/wiki/Brand_loyalty)

Anonim, 2007, Perceived Quality,  
[http://www.faurecia.com/pages/products/perceived\\_quality.asp](http://www.faurecia.com/pages/products/perceived_quality.asp)