

DAFTAR PUSTAKA

- Cooper, D.R. & Emory, C. W. (1999). *Metode Penelitian Bisnis*, Edisi Kelima, Jilid 1, Erlangga, Jakarta
- Daneshvary, Rennae, and Schwer, R. Keith (2000). *The Association Endorsement and Consumer's Intention to Purchase*. *The Journal of Consumer Marketing*, 17 (3), 203-213.
- (Hasan, 2005)Biehal, Gabriel, Stephen, Debra, and Curlo, Eleonora (1992). *Attitude Toward the Ad Brand Choice*, *Journal of Advertising*, 21 (3), 19-36.
- Friedman, Hersey H. And Linda Friedman (1979), "*Endorser Effectiveness by Product Type*". *Journal of Advertising Research*, 19 (october), 63-73
- Hartono, J. (2004). *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman Pengalaman*, BPFE, Yogyakarta
- Hasan, Iqbal (2005). *Pokok-Pokok Materi Statistik 2 (Statistik Inferensif)*, Edisi Kedua, Bumi Aksara, Jakarta\
- McCracken, Grant (1989), "*Who is the Celebrity Endorser? Cultural Foundtions of the Endorsement Process*" *Journal of Consumer Research*, 16 (Desember), 310-21
- Menon, Mohan K., Boone, Louis E., and Rogers, Hudson P. (2001). *Celebrity Advertising: An Assessment of Its Relative Effectiveness*. <http://www.sbaer.uca.edu/research/2001/sma/01sma018.html>.
- Ohanian, Roobina (1990). Construction and Validation of a Scale to Measure *Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness*. *Journal of Advertising*, 19 (3), 39-52.
- Schlecht, C., (2003). *Celebrities' Impact on Branding*. Available at: http://worldlywriter.com/images/portfolio/Proposals/Celebrity_Branding.pdf
- Sugiyono (2009). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*, Alfabeta, Bandung

- Suliyanto (2006). *Metode Riset Bisnis*, Edisi 1, Andi, Yogyakarta
- Alma, Buchari. (2004). *Manajemen Pemasaran dan Mamajemen Jasa*, Alfabeta, Bandung
- McCarthy, Jerome E. And Perreault, William D. (1995). *Intisari Pemasaran*, Binarupa Aksara, Jakarta
- Kotler, Philip. And Gary Armstrong. (1996). *Dasar- Dasar Pemasaran*, edisi Bahasa Indonesia, Jilid 1, PT Prenhallindo, Jakarta
- Alma, Buchari. (1992). *Manajemn Pemasaran dan Pemasaran Jasa*. Edisi 2, Alfabeta, Bandung
- Winardi. (1992). *Promosi dan Reklame*, Edisi 2, CV Mandar Maju, Bandung
- Boyd. Hamer W,. Orville C Waker., Jean. Claude Larrence. (1997). *Manajemen Pemasaran Suatu Pendekatan Strategis dengan Orientasi Global*, Edisi 2, Erlangga, Jakarta
- Angipora. Marius P (1999), *Dasar – Dasar Pemasaran*, Edisi 1, Rajawali Pers, Jakarta
- Sri Rahayu. (2005). *SPSS Versi 12.00*, Alfabeta, bandung
- Peter. Paul J. Jerry, C Olson. (1996), *Consumer Behavior*, Edisi 4 Erlangga, Jakarta
- Sutisna. (2001), *Perilaku Konsumen dan Komunikasi Pemasaran*, Edisi 1, PT Remaja Rosdakarya, Bandung
- Shimp. Terence A. (2000), *Periklanan Promosi*, Edisi 5, Erlangga, Jakarta
- Mowen. John C., Michael Minor (2001), *Perilaku Konsumen*, Edisi 5, Erlangga, Jakarta
- Kotler. Philip. (1996), *Manajemen Pemasaran Analisis, Perencanaan, Implementasi dan Kontrol*, Edisi Bahasa Indonesia, Jilid 1. PT Prehanllindo, Jakarta.
- Jefkins Frank. (1995), *Periklanan*, Edisi 3, Erlangga, Jakarta
- Morissan. (2010). *Periklanan*, Edisi Pertama, Kencana Prenada Media Grup, Jakarta

Kotler Philip. (1997), *Manajemen Pemasaran*, Edisi Bahasa Indonesia, Jilid 1, PT. Prenhallindo, Jakarta

Kotler Philip, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan. (2000), *Manajemen Pemasaran Perspektif Asia*, Buku 3, ANDI, Yogyakarta

Kotler. Philip., Gary Amstrong. (2001), *Prinsip – Prinsip Pemasaran*, Edisi 8, Edisi Erlangga, Jakarta

Belch, George & Belch, Michael A. (2001). *Advertising and Promotion: An Integrated Marketing Communications Perspective*, Edisi 5, McGraw-Hill, New York

Tim Modul Statistika 1. (2011), *Modul Statistika 1*, Revisi 2011

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

http://ponds.co.id/Products/Detail/Flawless-White-Whitening-Expert-BB-Cream-63.aspx?utm_source=google&utm_medium=paid+search&utm_term=BB+Cream&utm_campaign=AON

www.pons.co.id

<http://id.wikipedia.org/wiki/Jasa>

<http://jurnal-sdm.blogspot.com/2010/01/konsep-bauran-pemasaran-marketing-mix.html>

<http://huseinblog.blogspot.com/2008/08/promosi-dan-bauran-promosi.html>

<http://oaththinking.blogspot.com/2011/04/definisi-periklanan-menurut-beberapa.html>