

## DAFTAR KEPUSTAKAAN

- Aaker, D.A. (1999) “ Should You Take Your Brand to Where The Action Is?” *Harvard Business Review on Brand Management*: 79-103.
- Aaker, D.A.,& Joachimsthaler,E. (1999), “Building Brands without Mass Media.” *Harvard Business Review on Brand Management*: 1-22.
- Aaker, D.A.,&Joachimsthaler,E. (2000). *Brand Leadership*. United Kingdom: Free Press Business.
- Arnold, D. 1992). *The Handbook of Brand Management*. The Economist Books.Internationals Management Series, Masachussets: Percus Books.
- Berry, L.L.,& Parasuraman, A.(1991). *Marketing Service: Competing Through Quality*. New York: The Free Press.
- Champion, Dean .J. (1981). 2<sup>th</sup> edition. *Basic Research for Social Research*, NewYork: Mac Millan Publishing Co.
- Khan, B.E. (1999). “Brand Strategy, Brand Strategies, and Consumer Behavior.” *Financial Times Mastering Marketing*. The Complete MBA Compation in Marketing: 108-114.
- Kotler, P. (2003). 11<sup>th</sup> edition. *Marketing Management*. Upper Saddle River, New Jersey: Prentice Hall, Inc.
- Kotler,P., & Armstrong, G. (2004). 10<sup>th</sup> edition. *Principles of Marketing*. Upper Saddle River, New Jersey: Pearson Education,Inc.
- Kotler, P.,Ang, S.H., Leong, S.M, & Tan, C.T.(1999). 2<sup>nd</sup> edition. *Marketing Management: An Asian Perspection*, Singapore: Prentice Hall.
- Murphy, J.M.(1987). *Brand Strategy*. Cambridge: Director Books.
- Ries, A., & Trout, J. (2002) *Positioning: The Battle for Your Mind*. (Lusia, B., penterjemah). Jakarta: Gramedia.
- Schiffman, L.G., & Kanuk, L.L. (2000). 7<sup>th</sup> edition. *Consumer Behavior*. Upper Saddle River, New Jersey: Prentice Hall.
- Sekaran, U. (2000). 3<sup>rd</sup> edition. *Research Method for Business: A Skill Building Approach*. New York: John Wiley & Sons.
- Sevilla, C. G. (1993). 1<sup>st</sup> edition . *An Introduction to Research Methods*. ( Tuwu, A.,penterjemah). Jakarta: Universitas Indonesia.
- Singarimbun, M., & Effendi, S. (1995). *Metode Penelitian Survei*. Jakarta: LPJES.

- Temporal, P., & Trott, M. (2001). *Romancing The Customer: Maximizing Brand Value Through Powerful Relationship Management*. Singapore: John Wiley & Sons (Asia) Pte Ltd.
- Temporal, P., & Lee, K. C. (2001). *Hi-Tech Hi-Touch Branding: Creating Brand Power in The Age of Technology*. Singapore: John Wiley & Sons (Asia) Pte Ltd.
- Trout, J. & Rivkin, S. (2001). *Differentiate or Die: Survival In Our Era of Killer Competition*. (Alvira, penterjemah). Jakarta: Erlangga.
- Wilkie, W. L. (1994). 3<sup>rd</sup> edition. *Consumer Behavior*. United States of America: John Wiley & Sons, Inc.