

DAFTAR PUSTAKA

- Aaker, D.A. 1991. *Managing Brand Equity: Capitalizing on The Value of a Brand Name*. New York The Free Press.
- Abratt, Russel & Mofokeng, T.N. 2001. *Development and Management of Corporate Image in South Africa*. *European Journal of Marketing*. Vol. 35. No. 3/4 Page 368-386.
- Alwi, S.F.S., & Da Silva, R.V. 2007. *Online and Offline Corporate Brand Images: Do They Differ? Corporate Reputation Review*. Vol. 10. No. 4. Page 217-244.
- Anne Marie Grey & Kim Skildum Reid. 2006. *Marketing Mix of Corporate*. McGraw Hill.
- Arikunto, Suharsimi. 1993. *Prosedur Penelitian Suatu Pendekatan Praktek..* Jakarta. : Rineka Cipta.
- Arikunto, Suharsimi. 2001. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta. : Rineka Cipta.
- Ataño Samuel. 2006. *Ekspektasi Pelanggan dan Aplikasi Bauran Pemasaran Terhadap Loyalitas Toko Modern dengan Kepuasan Pelanggan Sebagai Intervening*. *Jurnal Manajemen Pemasaran*. Vol. 1. No. 2. Oktober 2006. 53-64.
- Djarwanto PS dan Pangestu Subagyo, 1996, *Statistik Induktif*. Yogyakarta. BPFE.
- Driya Wiryawan & Anisa Pratiwi. 2009. *Analisis Pengaruh Selebriti Endorser Terhadap Brand Image Pada Iklan Produk Kartu Prabayar XL Bebas di Bandar Lampung*. *Jurnal Bisnis dan Manajemen*. Vol. 5. No. 3. Hal. 235-264.
- Frank Jenfkens. 1997. *Marketing of Corporate*. Toronto. Chicago
- Gujarati, Damodar, 2003. *Ekonometrika Dasar*. Erlangga, Jakarta.
- Hsieh, M. H., Pan, S. L. & Setiono, R. 2004. *Product, Corporate and Country Image Dimensions and Purchase Behaviour: a Multicountry Analysis*. *Journal of the Academy of Marketing Science*. Vol. 32. No. 3. Page 251-270.
- Istijanto. 2005. *Metode Penelitian Kuantitatif*. Bandung: Bineka Rosdakarya.

- Janonis, V., & Virvilaite, R. 2007. *Brand Image Formation*. Engineering Economics. Vol. 52. No. 2. Page 78-90.
- Janonis, V., Dovaliene, A., & Virvilaite, R. 2007. *Engineering Economics*. Vol. 51. No. 1. Page 69-79.
- Kapferer, J.,N. 1992. *Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity*. New York: The Free Press.
- Keller, K. L. 2008. *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. Third Edition. USA: Pearson International Edition.
- Kotler, Philip, 2000. *Manajemen Pemasaran: Analisis Perencanaan, Implementasi, dan Pengendalian*. Jilid Pertama. Edisi Millenium. Prehallindo. Jakarta.
- Kotler, Philip, 2004. *Dasar-dasar Pemasaran Edisi Keduabelas*. Jakarta: Gramedia
- Koubaa, Y. 2008. *Contry of Origin, Brand Image Perception and Brand Image Structure*. Asia Pasific Journal of Marketing and Logistic. Vol. 20. No. 2. Page 139-155.
- Martinez, E, Polo, Y., & De Chernatony, L. 2008. *Effect of Brand Extension Strategies an Brand Image: A Comparative Study of the UK and Spanish Markets*. International Marketing Review. Vol. 25. No. 1. Page 107-137.
- Martinez, E., & Pina, J. M. 2003. *The Nehative Impact of Brand Extension on Parent Brand Image*. Journal of Product & Brand Image Management. Vol. 12. No.7. Page 432-448.
- Nisrul Irawati dan Rina Primadha. 2008. Pengaruh Kualitas Pelayanan Terhadap *Brand Image* Pada Unit Rawat Jalan Poliklinik Penyakit Dalam RSUD. Dr. Pirngadi di Medan. Jurnal Manajemen Bisnis, Volume 1, Nomor 2, Mei 2008: 78-88.
- Nunnaly, J. C. 1969. *Psychometric Method*. New York Mc. Grawhill
- Rangkuti, Freddy. 2002. *The Power of Brands*. PT. Gramedia PustakaUtama: Jakarta.
- Roslina. 2010. *Citra Merek: Dimensi, Proses Pengembangan Serta Pengukurannya*. Vol. 6. No. 3. Hal. 333-346.
- Rossiter & Percy. 1998. *Marketing International*. McGraw Hill

- Shimp. 2000. *Marketing Research Within a Changing Information Environment*. New York. Mc. Graw Hill
- Stanton, William J. 1993. *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- Sugiono. 1999. *Metode Penelitian Bisnis*. Edisi I. CV. Alfabeta. Bandung.
- Surachman, SA. 2008. *Dasar-dasar Manajemen Merek*. Malang: Bayumedia Publishing
- Suryono, Hasan. 2005. *Statistik Pedoman, Teori dan Aplikasi*. Surakarta: Universitas Sebelas Maret Press.
- Terence A. 2000. *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu*. Edisi 5. Erlangga: Jakarta.
- Yu, H.J. C. & Kincade, D. H. 2001. *Effect of Product Image at Three Stages of The Consumer Decision Process for Apparel Products: Alternative Evaluating, Purchase and Post Purchase*. *Journal of Fashion Marketing and Management*. Vol. 5. No. 1. Page 29-43.