

References

- Aaker, D.A. (1996), Measuring brand equity across products and markets. *California Management Review*, 38, pp. 102-20.
- Aaker, D. A., & Keller, K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54(1), pp. 27–41.
- Anon, Our Brand. *Unilever Indonesia*. Available at: <https://www.unilever.co.id/brands/> [Accessed January 12, 2018].
- Anon, (2018). [online] Available at: <http://www.google.fr> [Accessed 15 Jan. 2018].
- Bucklin, L. P., & Sengupta, S. (1993). Organizing successful co-marketing alliances. *Journal of Marketing*, 57, pp. 32–46.
- Fink, A. (2003) *The Survey Kit* 2ed. Thousand Oaks, California: Sage.
- Hair, J., Black, W., Babin, B. and Anderson, R. (2010). *Multivariate data analysis*.
- Hidayat, A. (2013). *How to do Validity Test Using SPSS – Validity of Instrumen*. [online] Available at: <https://www.statistikian.com/2013/02/tutorial-uji-validitas-dengan-spss.html> [Accessed 18 Apr. 2018].
- Hidayat, A. (2016). *Tutorial Multicollinearity Test And How To Read Multicollinearity*. [online] Uji Statistik. Available at: <https://www.statistikian.com/2016/11/uji-multikolinearitas.html> [Accessed 23 Apr. 2018].
- Kalafatis, S., Remizova, N., Riley, D. and Singh, J. (2012). The differential impact of brand equity on B2B co-branding. *Journal of Business & Industrial Marketing*, 27(8), pp.623-634.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), pp. 1–22.

Kotler, P. et al., 1999. *Principles of Marketing*, Prentice Hall Europe.

Kotler, P. et al., 2005. *Principles of Marketing*, England: Pearson Education.

Lassar, W., Mittal, B. and Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), pp.11-19.

Mishra, S., Singh, S., Fang, X. and Yin, B. (2017). Impact of diversity, quality and number of brand alliance partners on the perceived quality of a new brand. *Journal of Product & Brand Management*, 26(2), pp.159-176.

Motion, J., Leitch, S. and Brodie, R. (2003). Equity in corporate co-branding. *European Journal of Marketing*, 37(7/8), pp.1080-1094.

Park, C. W., Jun, S., & Shocker, A. D. (1996). Composite branding alliances: An investigation of extension and feedback effects. *Journal of Marketing Research*, 33(4), 453–466.

Perreault, W. and McCarthy, E. (2002). *Basic marketing: A Global Managerial Approach*. 14th ed. New York: McGraw-Hill Higher Education, p.269.

Raharjo, S. (2016). *How to Conduct a Simultaneous F Test in Regression Analysis*. [online] SPSS Indonesia. Available at: <https://www.spssindonesia.com/2016/08/cara-melakukan-uji-f-simultan-dalam.html> [Accessed 24 Apr. 2018].

Rao, A. R., & Ruekert, R. W. (1994). Brand alliances as signals of product quality. *Sloan Management Review*, 35(Fall), 87–97.

Rao, A. R., Qu, L., & Ruekert, R. W. (1999). Signaling unobservable product quality through a brand ally. *Journal of Marketing Research*, 36(2), 258–268.

Senechal, Sylvain, Georges, Laurent and Pernin, Jean Louise. (2014). Alliances Between Corporate And Fair Trade Brands: Examining the Antecedents of Overall Evaluation of the Co-Branded Product. *Journal Business Ethics*, 124, pp. 365-381

Sekaran, U. and Bougie, J. (2016). *Research methods for business*. Chichester: Wiley.

Sekaran, U. and Bougie, J. (2010). *Research methods for business*. Chichester: Wiley.

Sugiono. (2006). *Statistic for Research*. Bandung: Alfabeta.

Simonin, B. L., & Ruth, J. A. (1998). Is a company known by the company it keeps? Assessing the spill-over effects of brand alliances on consumer brand attitudes. *Journal of Marketing Research*, 35, 30–42.

Starr, Martin K. and Joel R. Robinson (1978), A Loyalty Group Segmentation Model for Brand Purchasing Simulation. *Journal of Marketing Research*, 15 (8), pp. 378-83.

Surachman S.A. (2008). *The Basics of Brand Management*. Malang: Bayu Media.

Swait, J., Erdem, T., Louviere, J. and Dubelaar, C. (1993). The equalization price: A measure of consumer-perceived brand equity. *International Journal of Research in Marketing*, 10(1), pp.23-45.

Washburn, J., Till, B. and Priluck, R. (2000). Co-branding: brand equity and trial effects. *Journal of Consumer Marketing*, 17(7), pp.591-604.

Wulandari, R. D. (2016). *The Impact of Co-branding towards Brand Equity of Rinso Molto Ultra in Bandar Lampung*. Lampung University, pp 51-53.

Wooldridge. (2009). *INTRO ECONOMETRICS MODERN APPROACH*. Cengage Learning.