



DAFTAR PUSTAKA

- Albers-Miller, N.D. & Stafford, M.R. (1999a). "An International Analysis of Emotional dan Rational Appeals in Services vs Goods Advertising", *Journal of Consumer Marketing*, 16(1):42-57.
- _____ (1999b). "International Services Advertising: An Examination of Variation in Appeal Use for Experiential and Utilitarian Service", *Journal of Services Marketing*, 13(4/5):390-406.
- Assael, Henry. 1998. *Consumer Behavior and Marketing Action*. 6th Eds., Cincinnati, OH: South Western College Publishing.
- Cooper, D.R. & Schindler, P.S. (2001), *Business Research Methods*, 7th eds., New York: Irwin/McGraw-Hill.
- Dhebar, A. (1994), "Durable-Goods Monopolists, Rational Consumers, and Improving Product", *Marketing Science*, 13(Winter):100-120.
- Elliott, R. (1997), "Eistential Consumption and Irrational Desire", *European Journal of Marketing*, 31(3/4):285-296.
- Frazer, C.F. & Sheehan, K.B. (2002), "Advertising Strategy and Effective Advertising: Comparing the USA and Australia", *Journal of Marketing Communications*, 8:149-164.
- Hair, J.F., Anderson, R.E., Tatham, R.L., & Black, W.C. (1998), *Multivariate Data Analysis*, 5th eds., New Jersey: Prentice Hall International.
- Heath, R. (2001), "Low Involvement Processing – A New Model of Brand Communication", *Journal of Marketing Communications*, 7:27-33.
- Hsu, J. L. & Chang, W. (2003), "The Role of Advertising Played in Brand Switching", *Journal of American Academy of Business, Cambridge*, 2(March):322-328.
- Jamal, A. & Goode, M.M.H. (2001), "Consumers and Brands: A Study of the Impact of Self-Image Congruence on Brand Preference and Satisfaction", *Marketing Intelligence & Planning*, 19(7):482-492.
- Kotler, P. (2000), *Marketing Management*, 10th eds., New Jersey: Prentice Hall.
- Lau & Lee (1999). "Consumers' Trust in a Brand and the Link to Brand Loyalty", *Journal of Market Focused Management*, (4):341-370.



- Murgulets, L., Eklof, J., Dukeov, I., & Selivanova, I. (2001). "Customer Satisfaction and Retention in Transition Economies", *Total Quality Management*, 12(7&8):1037-1046.
- Newman, J. & Werbel, R. (1973), "Multivariate Analysis of Brand Loyalty for Major Household Appliances", *Journal of Marketing Research*, 10(November):404-409.
- Nguyen, N. & LeBlanc, G. (1998), "The Mediating Role of Corporate Image on Customers' Retention Decisions: An Investigation in Financial Services", *International Journal of Bank Marketing*, 16(2):52-65.
- Rust, R.T., Inman, J.J., Jia, J., & Zahorik, A. (1999), "What You Don't Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions", *Marketing Science*, 18(1):77-92.
- Weinberger, M.G. & Spotts, H.E. (1989), "A Situational View of Information Content in V Advertising in the U.S. and U.K.", *Journal of Marketing*, 53(January):89-94.