UNIVERSITAS
GADJAH MADA
**Analisis pengaruh desain pesan iklan informatif media cetak terhadap respon konsumen :: Survey konsumen terhadap iklan Pepsodent Elektra**
HAPSARI, Maryunani Sinta, Dra. Sari Winahjoe, MBA
**Universitas Gadjah Mada, 2004 | Diunduh dari http://etd.repository.ugm.ac.id/**

# DAFTAR PUSTAKA

Algifari, 2000, *Analisis Regresi Teori, Kasus, dan Solusi*, edisi kedua, BPFE Yogyakarta

Assael, Henry, 2001, *Consumer Behavior Analysis*,6th edition, Thomson

Barry, Thomas E, 1987, *The Development of The The Hierarchy of Effects Model: An Historical Perspective*, Current Issues In advertising, 251-295

Barry, Thomas E, 2002, *In Defense of The Hierarchy of Effect : A Rejoinder To Weilbacher*, Journal of Advertising Research, May-June.

Bendixen, Mike.T., 1993, *Advertsising Efffect and Effectivesness*, Eroupean Journal of Advertising, Vol.27, No10, p.19-32, MCB University Press

Chandra, 2002, Gregorius, *Strategi dan Program Pemasaran*, edisi pertama, Andi Yogyakarta

Cooper,R.Donald and Pamela Pamela R.Schindler, 2001, *Business Research Methods*, 7th edition,Mc.Graw Hill

Gujarati,N.Damodar, 1995, *Basic Econometric*, Mc.Graw Hill

Ghozali, Imam, 2001, *Aplikasi Analisis Multivariate dengan SPSS*, edisi pertama, Badan Penerbit Universitas Diponegoro

J.Awat, Napa,1995, *Metode Statistik dan Ekonometri*,Liberty Yogyakarta

Kotler, Philip, 2000, *Marketing Management*, international edition, Prentice Hall Inc

Kanuk, Leslie Lazar, 2000, Leon G.Schiffman, *Consumer Behavior*, 7th edition, Prentice Hall Inc

Lavidge, Robert J, and Gary A. Steiner 1961, *A Model For Predictive Measurements of Advertising Effectiveness*, Journal of Marketing Research, pg. 59-62

Santoso, Singgih, 2003, *SPSS Versi 10 Mengolah Data Statistik Secara Profesional*, cetakan keempat, PT Elex Media Komputindo

UNIVERSITAS
GADJAH MADA
**Analisis pengaruh desain pesan iklan informatif media cetak terhadap respon konsumen :: Survey konsumen terhadap iklan Pepsodent Elektra**
HAPSARI, Maryunani Sinta, Dra. Sari Winahjoe, MBA
**Universitas Gadjah Mada, 2004 | Diunduh dari http://etd.repository.ugm.ac.id/**

Sugiyono, 2003, *Metode Penelitian Bisnis,* cetakan kelima, CV Alfabeta

Tabloid Marketing No No 17/II/2002

Teknik Menarik Konsumen download artikel dari Http://dw-world.de

Russel, J.Thomas, W.Ronald lane, 2002, *Kleppner's Advertising Procedure,* 15th edition, Prentice Hall

Zikmund, G.W., 1997, *Business Research Methods,* 5th ed, Forth Worth, USA: The Dryden Press.

Wells, William, John Burnet, Sandra Mariarty, 1995, *Advertising Principles and Practice,* 3 edition, Prentice Hall

Paul Peter, J, Jerry C.Olson, 2002, *Consumer Behavior and Marketing Strategy,* 6th edition, Mc.Graw Hill

Purwanto, BM, 2002, The Effect of Sales Person Stress Factors on Job Performance, *Jurnal Ekonomi dan Bisinis Indonesia (JEBI),* Vol.17,No. 2, hal 150-169

R. Solomon, Michael, 2002, *Consumer Behavior,* 5th edition, Prentice Hall