

## REFERENCES

- Aaker, David A., V. Kumar, and George S. Day (1998). *Marketing Research*, 6th edition. New York: John Wiley & Sons, Inc.
- Anonymus (2003). "Beradu dengan Strategi Jitu", *Majalah Selular*, No. 34 (Januari).
- Anonymus (2004). "Memilah-milah Loyalitas Pengguna Merek", *Majalah Marketing*, No. 01 (Januari).
- Assael, Henry (1998). *Consumer Behavior and Marketing Action*, 6<sup>th</sup> edition. Cincinnati, Ohio: South-Western College Publishing.
- Cooper, Donald R. and Pamela S. Schindler (2003). *Business Research Method*, 8th edition. New York: McGraw-Hill Companies, Inc.
- Coulter, Robin A., Linda L. Pierce, and Lawrence Feick (2003). "Rethinking the Origins of Involvement and Brand Commitment: Insights from Postsocialist Central Europe," *Journal of Consumer Research*, Vol. 30 (September), pp. 151-169.
- Crask, Melvin, Richard J. Fox, and Roy G. Stout (1995). *Marketing Research: Principles and Application*. Englewood Cliffs, New Jersey: Prentice Hall, Inc.
- Dharmmesta, Basu Swastha (1999). "Loyalitas Pelanggan: Sebuah Kajian Konseptual Sebagai Panduan bagi Peneliti," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 14, No. 3, hal. 73-88.
- Dharmmesta, Basu Swastha (2003). "Pemasaran yang Berkeadilan Menuju Pemberdayaan Konsumen." *Pidato Pengukuhan Jabatan Guru Besar pada Fakultas Ekonomi Universitas Gadjah Mada*.
- Dick, Alan S. and Kunal Basu (1994). "Customer Loyalty: Toward an Integrated Conceptual Framework," *Journal of the Academy of Marketing Science*, Vol. 22, No. 2 (Spring), pp. 99-113.
- Field, Andy (2000). *Discovering Statistics Using SPSS for Windows: Advanced Techniques for the Beginner*. London: Sage Publications.
- Ghozali, Imam (2001). *Aplikasi Analisis Multivariate dengan Program SPSS*, edisi ke-2. Semarang: Badan Penerbit Universitas Diponegoro.
- Gujarati, Damodar N. (1995). *Basic Econometrics*, 3<sup>rd</sup> edition. Singapore: McGraw-Hill.
- Hair, Joseph F. Jr., Robert P. Bush, and David J. Ortinau (2000). *Marketing Research: A Practical Approach For The New Millennium*. Singapore: McGraw-Hill Companies, Inc.

- Hawkins Del I., Roger J. Best, and Kenneth A. Coney (1998). *Consumer Behavior: Building Marketing Strategy*, 7<sup>th</sup> edition. New York: McGraw-Hill.
- Jacoby, Jacob (1971). "A Model of Multi-Brand Loyalty," *Journal of Advertising Research*, Vol. 11 (June), No.3, pp. 25-31.
- Kapferer, Jean-Noel and Gilles Laurent (1985). "Consumer Involvement Profile: A New Practical Approach to Consumer Involvement," *Journal of Advertising Research*, Vol. 25 (December), No. 6, pp. 56.
- Kotler, Philip (2003). *Marketing Management*, 11<sup>th</sup> edition. Upper Saddle River, New Jersey: Prentice Hall.
- Laurent, Gilles and Jean-Noel Kapferer (1985). "Measuring Consumer Involvement Profile," *Journal of Marketing Research*, Vol. XXII (February), pp. 41-53.
- Marketing Research On-Line (1998). Vol. Three.
- Quester, Pascale, and Ai Lin Lim (2003). "Product involvement/brand loyalty: is there a link?" *Journal of Product and Brand Management*, Vol. 12 No. 1, pp. 22-38.
- Sekaran, Uma (2003). *Research Method for Business: A Skill Building Approach*, 4th edition. New York: John Wiley & Sons Inc.
- Santoso, Singgih dan Fandy Tjiptono (2002). *Riset Pemasaran: Konsep dan Aplikasi dengan SPSS*. Jakarta: Elex Media Komputindo.
- Suryani, Tatik (1998). "Nilai Strategik Kesetiaan Pelanggan, Perembangan Konsep dan Implikasi Strategis," *Usahawan*, No. 09, Th. XXVII, hal. 29-33.
- Traylor, Mark. B. (1981). "Product Involvement and Brand Commitment," *Journal of Advertising Research*, Vol. 21 (December), No. 6, pp. 51-56
- Warrington, Patti and Soyeon Shim (2000). "An Empirical Investigation of the Relationship between Product Involvement and Brand Commitment," *Psychology & Marketing*, Vol. 17(September), pp. 761-782.
- Zikmund, William G. (1997). *Business Research Method*, 5th edition. Orlando, Florida: The Dryden Press Harcourt Brace College Publisher.