



DAFTAR PUSTAKA

- Aaker, D., 1991, *Managing brand equity*. Free Press, New York, NY
- Aaker, D., Kumar, V., and Day, G.S., 1998, *Marketing Research*. John Wiley & Sons, Inc.
- Assael, H., 2001, *Consumer Behavior*. Thomson Learning.
- Betzel, O & Feduzi, F., 2003, "Brand equity", Lappeenranta University of Technology.
- Durianto, D., Sugiarto., and Sitinjak, T., 2001, *Strategi menaklukkan pasar melalui riset ekuitas dan perilaku merek*. PT Gramedia Pustaka Utama, Jakarta.
- Elliot, G.R. & Cameron, R.C., 1994, "Consumer perception of product quality and the country-of-origin effect". *Journal of International Marketing* vol 2.
- Keegan, W.J., 2002, *Global marketing management*. Prentice Hall, Upper Saddle River, NJ. Knapp, D.E., 2001, *The brand mindset*. Andi, Yogyakarta.
- Kotler ,P. & Armstrong, G., 2001, *Principies of marketing*. Prentice Hall, Upper Saddle River, NJ.
- Kotler, P., 2000, *Marketing management*. Prentice Hall, Upper Saddle River, NJ.
- Lamb, C.W. & Low, G.S., 2000, "The measurement and dimensionality of Brand associations". *Journal of Product & Brand Management* vol 9.
- Lin, C.H & Kao, D.T., 2004, "The impacts of country-of-origin on brand equity". *The Journal of American Academy of Business*, Cambridge.
- Pratisto, A., 2004, *Cara mudah mengatasi masalah statistik dan rancangan percobaan dengan SPSS 12*. PT Elex Media Komputindo, Jakarta.



Rangkuti, F., 2004, *The power of brands*. PT Gramedia Pustaka Utama, Jakarta.

Schiffman, L.G and Kanuk, L.L., 2000, *Consumer behavior*. Prentice Hall, Upper
Saddle River, NJ.

Sekaran, Urna., 2003, *Research methods for business*. John Wiley & Sons, Inc.

Setiadi, N.J., 2003. *Perilaku konsumen*. Preñada Media, Jakarta

Sutisna., 2001, *Perilaku konsumen dan komunikasi pemasaran*. Rosda, Bandung.

Umar, H., 2003, *Metode riset bisnis*. PT Gramedia Pustaka Utama, Jakarta.