

DAFTAR PUSTAKA

- Abidin, Miranty. 2006. "CSR di Indonesia" *Dalam* MIX III (10):17. Jakarta.
- Amine, A. 1998, "Consumers' true brand loyalty: the central role of commitment", *Journal of Strategic Marketing*, Vol. 6 No. 4, pp. 305-19.
- Anonim. 2007. *Wall's Berbagi 1000 Kebaikan Bersama Viennetta Kurma: Kepedulian Terhadap Pendidikan Anak Bangsa*. www.unilever.com. Diakses dari internet tanggal 28 Februari 2008
- _____. 2007. *Cause Related Marketing sebagai Bagian dari CSR*. Blog: <http://www.pewarta-kabarindonesia.blogspot.com>. Diakses dari internet tanggal 28 Februari 2008.
- Assael, Henry. 1998. *Consumer Behavior and Marketing Action*. Sixth edition. South-Western Collage Publishing. New York.
- Barone, M.J., Miyazaki, A.D. dan Taylor, K.A. 2000. "The influence of cause-related marketing on consumer choice: does one good turn deserve another?", *Journal of the Academy of Marketing Science*, Vol. 28 No. 2, pp. 248-62.
- Becker-Olsen, Karen L, B, Andrew Cudmore, dan Ronald Paul Hill. 2006. "The Impact of Perceived Corporate Social Responsibility on Consumer Behavior". *Journal of Business Research*. Vol. 59 no 1. pp 46-53.
- Belch, G.E. dan Michael A. Belch. 2004. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. 6th Ed. New York: McGraw Hill
- Brink, Douwe, Gaby Odekerken-Schroder dan Pieter Pauwels. 2006. "The effect of strategic and tactical cause-related marketing on consumers' brand loyalty". *Journal of Consumer Marketing*. Vol 23. No. 1 pp 15-25.
- Chandon, P, Wansink B, dan Laurent G. 2000. "A Benefit Congruency Framework of Sales Promotion Effectiveness". *Journal of Academy of Marketing Science*. Vol 64 (October), pp 65-81.
- Cooper, D.R. dan Schindler P.S. 2006. *Business Research Methods*, Ninth Edition, Mc Graw-Hill.

- Creyer, E.H. dan Ross, Jr. W.T. 1997. "The influence of firm behavior on purchase intention: do consumers really care about business ethics?", *Journal of Consumer Marketing*, Vol. 14 No. 6, pp. 421-32.
- De Wulf, K, Odekerken-Schroder, G.J. dan Iacobucci, D. 2001. "Investments in consumer relationships: a crosscountry and cross-industry exploration", *Journal of Marketing*, Vol. 65 No. 4, pp. 33-50.
- Dharmmesta, B.S. 1999. "Loyalitas Pelanggan: Sebuah Kajian Konseptual sebagai Panduan bagi Peneliti", *Jurnal Ekonomi dan Bisnis Indonesia*, Vol.14, No.3, Juli, h.73-88.
- Drumwright, M.E. 1996, "Company advertising with a social dimension: the role of noneconomic criteria", *Journal of Marketing*, Vol. 60 No. 4, pp. 71-87.
- Ellen, P.S., Mohr, L.A. dan Webb, D.J. 2000, "Charitable programs and the retailer: do they mix?", *Journal of Retailing*, Vol. 76 No. 3, pp. 393-406.
- Endacott, R,W,J, 2004. Consumers and CRM: a national and global perspective. *Journal of Consumer Marketing*. Vol 21, pp 183-189.
- Hair, J.F, Bush, R.P dan Ortinau, D.J. 2000. *Marketing Research: A Practical Approach for the New Millenium*. Boston: Irwin McGraw-Hill.
- Hawkins, Del, Mothersbaugh, David, Best, Robert. 2007. *Consumer Behavior: Building Marketing Strategy*. Tenth Edition. Mcgraw-Hill.
- Hendriani, Lis. 2006. "CSR Untuk Kemaslahatan Perusahaan Juga". *Dalam MIX III* (10) :18-23. Jakarta.
- Kiroyan, Noke. 2006. "CSR Harus Diregulasi?": *Dalam SWA XXII* (17):24. Jakarta
- Kotler, Philip dan Keller, Kevin Lane. 2006. *Principles of Marketing*. 12th Ed. New Jersey : Pearson Prentice Hall.
- _____ dan Lee, Nancy. 2005. *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. John Wiley & Sons Inc. Hoboken New Jersey, 2005.
- Kuncoro, Mudrajad. 2003, "*Metode Riset Untuk Bisnis dan Ekonomi*", Erlangga, Jakarta.
- McAlister, D.T. dan Ferrell, L. 2002. "The role of strategic philanthropy in marketing strategy", *European Journal of Marketing*, Vol. 36 Nos 5/6, pp. 689-705.
- Macleod, S. 2001, "Why worry about CSR?", *Strategic Communication Management*, Vol. 5 No. 5, pp. 8-9.

- Maignan, Isabelle dan O, C. Ferrel, 2004. "Corporate Social Responsibility and Marketing: An Integrative Framework". *Journal of the Academy of Marketing Science*. Vol.32 No. 1 pp 3-19.
- Menon, Satya dan Khan. Barbara. 2003. "Corporate Sponsorship of Philanthropic Activities : When Do They Impact Perception of Sponsor Brand". *Journal of Consumer Psychology*. Vol. 13 No.3 pp 316 – 327.
- Miller, B.A. 2002, "Social initiatives can boost loyalty", *Marketing News*, Vol. 36 No. 21, pp. 14-15.
- Mohr, L.A., Webb, D.J. dan Harris, K.E. 2001, "Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior", *Journal of Consumer Affairs*, Vol. 35 No. 1, pp. 45-72.
- Nilsson, Christoffer dan Rahmani, Shadi. 2007. *Cause Related Marketing: From Swedish Retail Perspective*. Bachelor Thesis Marketing. Department of Business Administration and Social Sciences Division of Industrial Marketing and e-commerce. Lulea University of Technology. Sweden.
- Polonski, M dan Speed, R, 2001. Linking sponsorship and cause-related marketing. *European Journal of Marketing*, Vol. 35 Nos 11/12, pp. 1361-1395.
- Pracejus, J.W. dan Olsen, G.D. 2004, "The role of brand/ cause fit in the effectiveness of cause-related marketing campaigns", *Journal of Business Research*, Vol. 57, pp. 635-40
- Quester, P dan Lim, A.L. 2003. "Product involvement/brand loyalty: is there a link?" *Journal of Product and Brand Management*. Vol 12. No.1 pp 22-38.
- Santoso, Singgih dan Tciptono, Fandi. 2001. *Riset Pemasaran: Konsep dan Aplikasi dengan SPSS*. Elex Media Komputindo. Jakarta.
- Sekaran, Uma. 2003. *Research Methods for Business: A Skill Building Approach*. 4th ed. USA : John Wiley & Sons Inc
- Sen, S. dan Bhattacharya, C.B. 2001, "Does doing good always lead to doing better? Consumer reactions to corporate social responsibility", *Journal of Marketing Research*, Vol. 38 No. 2, pp. 225-43.
- Strahilevitz, M. dan Myers, J.G. 1998, "Donations to charity as purchase incentives: how well they work may depend on what you are trying to sell", *Journal of Consumer Research*, Vol. 24 No. 4, pp. 434-46.
- Sugiyono. 2003. *Statistik untuk Penelitian*, Edisi Kelima, CV. Alfabet, Bandung.
- Sumardy, 2006. "Branded CSR". *Dalam MIX III (10)* : 14-16. Jakarta.

- Sundar, S. 2007, Cause related marketing: Tactic or Strategy? *International Marketing Conference on Marketing and Strategy*. IIMK, pp 207-214.
- Susanto, A.B. 2007. *Corporate Social Responsibility*. The Jakarta Consulting Group Partner In Change. Jakarta.
- Traylor, Mark. 1981. "Product Involvement and Brand Commitment". *Journal of Advertising Research*, Vol. 21 No.6, pp.51-56.
- Till, B.D. dan Nowak, L.I. 2000, "Toward effective use of cause-related marketing alliances", *Journal of Product & Brand Management*, Vol. 9 No. 7, pp. 472-84
- Varadarajan, P.R. dan Menon, A. 1988, "Cause-related marketing: a coalignment of marketing strategy and corporate philanthropy", *Journal of Marketing*, Vol. 52 No. 3, pp. 58-74.
- Webb, D.J. dan Mohr, L.A. 1998. "A typology of consumer responses to cause-related marketing: from skeptics to socially concerned", *Journal of Public Policy & Marketing*, Vol. 17 No. 2, pp. 226-38.
- Welsh, J.C. 1999, "Good cause, good business", *Harvard Business Review*, Vol. 77 No. 5, pp. 21-4.
- Westberg, Kate dan Nigel Pope. 2004 "An Examination Of Cause-Related Marketing In The Context Of Brand Attitude, Purchase Intention, Perceived Fit And Personal Values". Conference: Social, Not-for-Profit and Political Marketing.
- Wood, L, M. 2004. "Dimensions of brand purchasing behavior: consumer in the 18-24 age group " *Journal of consumer behavior* vol 4, pp 9-24.
- Wymer, Walter dan Adrian Sergeant. 2006. "Insight from a review of the literature on cause marketing" *International Review on Public and Non Profit Marketing*, vol. 3, no 1 (June 2006), pp. 9-21.