

## DAFTAR PUSTAKA

- Arikunto, S. 2006. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta, Jakarta.
- Azwar, S. 2001. *Dasar-dasar Psikometri*. Pustaka Pelajar, Yogyakarta.
- Azwar, S. 2007. *Metode Penelitian*. Pustaka Pelajar, Yogyakarta.
- Azwar, S. 2008. *Sikap Manusia: Teori dan Pengukurannya*. Edisi Kedua. Pustaka Pelajar, Yogyakarta.
- Chang, C. 2007. "The Relative Effectiveness Of Comparative And Noncomparative Advertising Evidence For Gender Differences In Information-Processing Strategies". *Journal of Advertising*, vol. 36, no. 1 (Spring 2007), pp. 21–35.
- Ghozali, I. 2007. *Aplikasi Analisis Multivariate dengan Program SPSS*. Cetakan IV. Badan Penerbit Universitas Diponegoro, Semarang.
- Gotlib, J. B., and Sarel. 1991. "Comparative Advertising Effectiveness: The Role of Involvement and Source Credibility". *Journal of Advertising*. Vol. 20, No. 1, pp. 38-45.
- Derbaix, C. 2007. "Adolescents: involvement in product categories and attitude toward brands". *Recherche et Applications en Marketing*, Vol. 23, No. 2, pp. 37-64.
- DeVito, J. A. 1997. *Komunikasi Antar Manusia*. Edisi Kelima, Professional Books. Jakarta.
- Harari, T. T., Wilzig, S. N. L, Lampert, S. I 2009. "The importance of Product Involvement for Predicting Advertising Effectiveness among Young People". *International Journal of Advertising*, Vol. 28, No. 2, pp. 203–229.
- Jogiyanto, H. M. 2007. *Sistem Informasi Keperilakuan*. Andi Offset, Yogyakarta.
- Kasali, R. 1992. *Manajemen Periklanan: Konsep dan Aplikasinya di Indonesia*. Pusat Antar Universitas Bidang Ilmu Ekonomi Universitas Indonesia, Grafiti, Jakarta.
- \_\_\_\_\_. 2006. *Manajemen Public Relations: Konsep dan Aplikasinya di Indonesia*. Grafiti, Jakarta.

- Kim, S., Haley, E., and Koo, G.Y. 2009. "Comparison Of The Paths From Consumer Involvement Types To Ad Responses Between Corporate Advertising And Product Advertising". *Journal of Advertising*, Vol. 38, No. 3, pp. 67–80.
- Kotler, P. 2005. *Manajemen Pemasaran*. Edisi Kesebelas. Jilid 2. Indeks. Jakarta.
- Lafferty, B. A., and Goldsmith, R. E. 2002. "The Dual Credibility Model: The Influence of Corporated and Endorser Credibility on Attitudes and Purchase Intentions". *Journal of Marketing Theory and Practice*. Summer, pp. 1-11.
- Lamb, C. W., Jr., Hair, J. F., Jr., dan McDaniel, C. 2001. *Pemasaran*. Buku Dua. Thomson Learning. Salemba Empat. Jakarta.
- Lee, M., dan Johnson, C. 2007. *Prinsip-prinsip Pokok Periklanan dalam Perspektif Global*. Cetakan ke-2, Kencana, Jakarta.
- Malthouse, E. C., Calder. B. J., and Tamhane, A. 2009. "The Effects Of Media Context Experiences On Advertising Effectiveness". *Journal of Advertising*, Vol. 36, No. 3 (Fall 2007), pp. 7–18.
- Mowen, J. C. dan Minor, M. 2002. *Perilaku Konsumen*. Edisi Kelima, Erlangga, Jakarta.
- Peter, J. P. dan Olson, J. C. 2000. *Perilaku Konsumen dan Strategi Pemasaran*. Edisi Keempat, Erlangga, Jakarta.
- Severin, W. J. dan Tankard, J. W, Jr. 2007. *Teori Komunikasi: Sejarah, Metode, dan Terapan dalam Media Massa*. Edisi Kelima, Kencana Prenada Media Group. Jakarta.
- Sugiyono. 2006. *Metode Penelitian Administrasi*. Alfabeta. Bandung.
- Sugiyono. 2009. *Metode Penelitian Administrasi*. Edisi Revisi. Alfabeta. Bandung.
- Schiffman, L. G. dan Kanuk, L. L. 2004. *Perilaku Konsumen*. Edisi Ketujuh, Indeks, Jakarta.
- Sutisna. 2001. *Perilaku Konsumen dan Komunikasi Pemasaran*. Remaja Rosdakarya. Bandung.
- Walgito, B. 2003. *Psikologi Sosial: Suatu Pengantar*. Andi Offset, Jakarta.
- Widyatama, R. 2007. *Pengantar Periklanan*. Pustaka, Yogyakarta.



Yoon, K., Pingleton, B. E., and Ko, W. 2005. "Effects of Negative Political Advertising on Voting Intention: An Exploration of the Roles of Involvement and Source Credibility in the Development of Voter Cynicism". *Journal of Marketing Communications*, Vol. 11, No. 2, pp. 95–112.