

DAFTAR PUSTAKA

- Assael, Henry. (2001). *Consumer Behavior*. 6th Ed. Thomson.
- Arikunto, Suharsini. (1993). *Prosedur Penelitian Suatu Pendekatan Praktek*. Edisi Revisi IV. Jakarta: Rineka Cipta.
- Ferdinand, Augusty. (2000). *Struktural Equation Modeling dalam Penelitian Manajemen : (Aplikasi Model-model Rumit dalam Penelitian untuk Tesis S-2 dan Disertasi S-3*. Seri Pustaka Kunci 02/2000. Semarang: Badan Penerbit Universitas Diponegoro.
- Friedman, Hershey H and Friedman, Linda. (1979). "Endorser Effectiveness by Product Types". *Journal of Advertising Research*. Volume 19. Number 5. P. 63-71.
- La Ferle, Carrie and Choi, Sejung Marina. (2005). "The Importance of Perceived Endorser Credibility in South Korean Advertising", *Journal of Current Issues and Research in Advertising*, Volume 27. Number 2.. P.67-81.
- Kartono, Kartini dan Gulo, Dali. (1987). *Kamus Psikologi*. Bandung: Pionir Jaya.
- Kotler, Philip P. and Keller, K.L. (2006). *Marketing Management*. 12th Edition. Person Prentice Hall
- Lafferty, Barbara A. Goldsmith, Ronald E. and Flynn, Leisa R. (2005). "Are Innovators Influenced by Endorser Expertise in An Advertisement Whwn Evaluating A High Technology Product?". *Journal of Marketing: Theory and Practice*. P. 32-48.

- Mowen, John C. (1980). "On Product Endorser Effectiveness: A Balance Model Approach". *Current Issues and Research in Advertising*. P. 41-57.
- Ohanian, Roobina. (1990). "Construction and Validation of a Scale to Measure Celebrity Endorsers Perceived Expertise, Trustworthiness, and Attractiveness". *Journal of Advertising*. Volume 19. Number 3. P. 39-52.
- Renton, Karla. (2006). "The Relationship of Celebrity Advertisements to Consumer Attitudes and Purchases Intentions". *Thesis*. The Florida University.
- Sekaran, Uma. (2000). *Research method for Business*. Third Edition. John Wiley and Sons, Inc.
- Shimp, Terence A. (2000). *Advertising & Promotion: Supplemental Aspect of Integrated Marketing Communications*. 5th ed. University of South Carolina.
- Siemens, Jennifer Christie. Smith, Scott. Fisher, Dan. And Jensen Thomas D. (2008). "Product expertise versus professional expertise: Congruency between an endorser's chosen profession and the endorsed product". *Journal of Targeting, Measurement and Analysis for Marketing*. Volume 16. Number 3. P. 159-168.
- Soehardi Sigit. (1999). *Pengantar Metode Perekonomian Sosial Bisnis Manajemen*. Jakarta: Lukman Offset.
- Sugiyono. (1999). *Metode Penelitian Bisnis*. Cetakan Kedua. Bandung: CV. Alfabeta.
- Sugiyono (2001). *Metode Penelitian Bisnis*. Bandung: CV. Alfabeta.



UNIVERSITAS
GADJAH MADA

Analisis pengaruh persepsi konsumen pada kredibilitas endorser terhadap sikap konsumen :: Studi pada

iklan Magister Manajemen UGM

IMMADUDDIN, Akhmad, Basu Swastha Dharmmesta, Prof., Dr., MBA

Universitas Gadjah Mada, 2009 | Diunduh dari <http://etd.repository.ugm.ac.id/>

www.ugm.ac.id. Diunduh pada 7 Desember 2008.