

DAFTAR PUSTAKA

- Aaker, D.A. & Keller, K.L. (1990). *Consumer Evaluations of Brand Extensions*, *Journal of Marketing*. Vol. 54, pp. 27-41
- Keller, K. L. (2003). *Strategic Brand Management, Building, Measuring and Managing Brand Equity*. New Jersey: Upple Saddle River
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. 14th edition Pearson Education Inc., London
- Hawkins, D. I., & Mothersbaugh, D. L. (2012). *Consumer Behavior Building Marketing Strategy*. New York: McGraw Hill International.
- Lau, Geok Theng & Sook Han Lee. (1999). *Consumer's Trust in Brand And The Link to Brand Loyalty*. *Journal of Market - Focused Management*.
- Natali. 2008. *Perspektif Manajemen dan Perilaku Konsumen*. Yogyakarta: Penerbit Andi
- Schiffman, L.G. and Kanuk, L.L. (2004), *Consumer Behaviour*, 8th ed., New Jersey: Pearson Prentice Hall.
- Zineldin, Mosad and Sarah Philipson (2007), "Kotler and Borden are not dead: myth of relationship marketing and truth of the 4Ps," *Journal of Consumer Marketing*, Vol. 24, No. 24, pp. 229-241
- Berkowitz, M. (1987). *Product shape as a design innovation strategy*. *Journal of Product Innovation Management*, 4, 274-283.
- Cooper, Donald R. dan Pamela S. Schindler (2008), *Business Research Methods*. The McGraw-Hill, New York, NY
- Sekaran, Umar (2006), *Metode Penelitian Untuk Bisnis*, Edisi Keempat, Salemba Empat, Jakarta

- Silalahi, Ulber (2006), *Metode Penelitian Sosial*, Universitas Parahyangan Press, Bandung
- Ghozali, Imam (2006), *Aplikasi Analisis Multivariate dengan Program SPSS*, Cetakan IV, Badan Penerbit Universitas Diponegoro, Semarang
- Terpstra, V. and Sarathy, R. (1997), *International Marketing*, 7th ed., Dryden Press, Forth Worth, TX
- Goh, Y. S., Chattaraman, V., dan Forsythe, S. (2013). *Brand and category design consistency in brand extensions*. *Journal of Product dan Brand Management*, 272–285.
- Ajzen, I. (1991). *The Theory of Planned Behavior*. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Martinez, Eva and Pina, Jose M. (2010), *Consumer Responses to Brand Extensions: A Comprehensive Model*, *European Journal of Marketing*, Vol.44 No. 7/8.
- Joshi, Richa and Yadav, Rajan. (2017), *Evaluating the Feedback Effects of Brand Extension on Parent Brand Equity: A Study on Indian FMCG Industry*. SAGE Publications. Vol 21(3), 305-313.
- Dwivedi, A., Merrilees, B., & Sweeney, A. (2010). *Brand extension feedback effects: A holistic framework*. *Journal of Brand Management*, 17(5), 328–342.
- Hair J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data Analysis* (7th ed.). Pearson Prentice Hall.
- Bhat, S. and Reddy, S.K. (2001), *The impact of parent brand attribute associations and affect on brand extension evaluation*, *Journal of Business Research*, Vol.53 No. 3, pp. 111-22.