

## DAFTAR PUSTAKA

- Aaker, D.1991. Managing Brand Equity: Capitalizing on the Value of A Brand Name. The Free Press. New York.
- Aaker, D. 2001. Marketing Research. edisi 7. John Wiley & Sons. United States. New York.
- Aaker, D. 2004. Managing Brand Equity: Capitalizing on the Value of A Brand Name. The Free Press. New York.
- Akhsay, R. and B. Mark. 1992. “ Price Premium Variations as a Consequence of Buyers ”. Journal of Marketing. Vol. 56. No. 3. pp. 1-24.2.
- Anonim. 2014. *Commercial Research and Analysis Dairy* Australia. Available at [www.dairynewsaustralia.com.au/trending/indonesia-dairy-demand-grows](http://www.dairynewsaustralia.com.au/trending/indonesia-dairy-demand-grows). Acession date 23<sup>th</sup> Agust 2015.
- Anonim. 2015. Brand Index Susu Diet Khusus. Available at [www.topbrand-award.com/top-brand-survey](http://www.topbrand-award.com/top-brand-survey). Acession date 20<sup>th</sup> Agust 2015.
- Anonim. 2015. Jumlah Penduduk Indonesia 2010-2014. Available at <http://www.bps.go.id/linkTabelStatis/view/id/1268>. Acession date 29<sup>th</sup> November 2015.
- Anonim. 2015. Produk Domestik Bruto Indonesia 2010-2014. Available at <http://www.bps.go.id/2014-pendapatan-rata-rata-orang-indonesia-rp-41-jutatahun.html>. Acession date 29<sup>th</sup> November 2015.
- Bagozzi, R. P. and Yi, Y. 1988. On the evaluation of structural equation models. Journal of the Academy of Marketing Science, 16(1), 74 94.
- Bhat, S. and K. S. Reddy. 1998. “ Symbolic and Functional Positioning of Brand ”. Journal of Consumer Marketing. Vol. 15. No. 1. pp. 32-43.
- Bollen, K.A. 1989. Structural Equation With Latent Variabels. John Wiley and Sons. New York.
- Budiyanto. 2008. Analisis Pengaruh Asosiasi Merek pada Respon Konsumen Untuk Produk Hedonik dan Utilitarian. Thesis. Program Magister Universitas Gadjah Mada, Yogyakarta.
- Chin, W. (1998). *The Partial Least Square Approach for Structural Equation Modeling*. Cleveland. Ohio.

- Dharmayanti, D. 2006. "Analisis Sensitifitas Respon Konsumen Terhadap Eksistensi Merek pada Margarine Merek Filma di Surabaya". Jurnal Manajemen Pemasaran. Fakultas Ekonomi Universitas Kristen Petra. Vol. 1. No. 2 Oktober:65-73.
- Dosinta, R.L. 2009. Pengaruh Asosiasi Merek pada Tanggapan Konsumen (*consumer's response*) Produk Kosmetik. Thesis. Program Magister Universitas Gadjah Mada, Yogyakarta.
- Ghozali, I. 2009. Aplikasi Analisis Multivariate Dengan Program SPSS. Edisi Keempat. Penerbit Universitas Diponegoro. Semarang.
- USDA. 2014. Global Agriculture Information Network. Indonesia Dairy and Products Annual Report 2014. United States Department of Agriculture Foreign Agricultural Service.
- Hair, J.F., Black, W.C., Babin, B.J., and Anderson, R.E. 2006. *Multivariate Data Analysis, Sixth Edition*. New Jersey. Prentice Hall, Upper Saddle River.
- Hogg, M. K., A. J. Cox and K. Keeling. 2000. " The Impact of Self-Monitoring On Image Congruence and Product/Brand Evaluation ". European Journal of Marketing. Vol. 34 No. 5/6. pp. 641-66.
- Hutton, J. G. 1997. " A Study of Brand Equity In An Organizational-Buying Context ". Journal of Product and Brand Management. Vol. 6 No. 6. pp. 428-39.
- Jamal, Ahmad, and Mark M.H. Goode. 2001. "Consumer and Brands: A Study of Impact of Self Image Congruence on Brand Preference and Statisfaction, "Marketing Intelligence and Planning, 19/17:pp.1-22.
- Kartajaya, H. 2006. Hermawan Kartajaya On Marketing. PT Gramedia Pustaka Utama. Jakarta.
- Keller, K. 1998. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Prentice Hall, Englewood. New Jersey.
- Kotler, P. and K. Keller. 2012. Priciple of Marketing 14<sup>th</sup> Edition. Pearson Education. New York.
- Lamb, C. W., F. H. Joseph dan McCarl. 2001. Pemasaran. Salemba Empat. Jakarta.
- Mahardikaningtyas, R., B. A. Nugroho, dan B. Hartono. 2013. Perilaku Konsumen Terhadap Pembelian Susu UHT di Giant Hypermarket Kota Malang. Jurnal Pemasaran. Malang.
- Mujahid, A. 2008. Analisis Pengaruh Asosiasi Merek Terhadap Respon Konsumen Batik. Thesis. Program Magister Universitas Gadjah Mada, Yogyakarta.

- Puspadayasari, J. 2003. The Effects of Brand Assoiations On Consumer Response. Thesis. Program Magister Universitas Gadjah Mada, Yogyakarta.
- Ranggaswamy, A., Burke, R.R and Olivia, A.T. (1993). "Brand Equity and The Extendibility of Brand Names", International Journal of Research in Marketing, Vol. 10, pp. 61-75.
- Rangkuti, F. 2004. The Power of Brand. Gramedia Pustaka Utama. Jakarta.
- Rio, B., R. Vazquez, and V. Iglesias. 2001. " Effect Brand Association of Consumer Respons ". Journal of Consumer Marketing. Vol. 18 No. 5. pp. 410-425.
- Simamora, B. 2002. Membongkar Kotak Hitam Konsumen. Gramedia Pustaka Utama. Jakarta.
- Schiffman, L. dan L. L. Kanuk. 2008. Consumer Behaviour 7<sup>th</sup> Edition. Indeks. Jakarta.
- Vigneron, F. and L. W. Johnson. 1999. " A Review and A Conceptual Framework of Prestige Seeking Consumer Behavior ". Academy of Marketing Science Review. Vol. 99 No. 1.
- Wells, W. D. dan D. Prensky. 1996. Consumer Behaviour. John Wiley and Sons Inc. New York.
- Westbrook, R.A. 1987. "Product/consumption-based affective responses and post- purchase processes," Journal of Marketing research, Vol. 24, August. Pp. 258-70.
- Yoo, B., N. Donthu. and S. Lee. 2000. " An Examination of Selected Marketing Mix Elements And Branding Equit ". Journal of Academy of Marketing Science. Vol. 28 No. 2. pp. 195-211.