

DAFTAR PUSTAKA

- Adistanti, P. (2011), Pengaruh Sikap Konsumen Terhadap Iklan Komparatif dan Iklan Nonkomparatif Pada Niat Beli, *Tesis Program Studi Magister Manajemen Universitas Gadjah Mada* (tidak dipublikasikan), Yogyakarta.
- Aprillia, A. (2006), Penilaian Sikap Terhadap Iklan, Sikap Terhadap Merek, Iklan Komparatif Langsung, Iklan Nonkomparatif Serta Niat Beli, *Tesis Program Studi Magister Manajemen Universitas Gadjah Mada* (tidak dipublikasikan), Yogyakarta.
- Assael, H. (2001), *Consumer Behaviour and Marketing Action*, 6th ed. Cincinnati, Ohio: South Western College Publishing.
- Augustine, Y. dan R. Kristaung (2013), *Metodologi Penelitian Bisnis dan Akuntansi*, Jakarta: Dian Rakyat.
- Azwar, S. (2012), *Reliabilitas dan Validitas*, ed 4. Yogyakarta: Pustaka Pelajar.
- Belch, G.E. (1991), "An Examination of Comparative and Noncomparative Television Commercials: The Effects of Claim Variation and Repeation on Cognitive Response and Message," *Journal of Marketing Research*, Vol. 18, No. 3, pp. 333-349.
- Burke, M.C. and J.A. Edell (1989), "The Impact of Feelings on Ad-Based Affect and Cognition," *Journal of Marketing Research*, Vol. 26, No. 1, pp. 69-83.
- Cooper, D.R. and P.S. Schindler (2014), *Bussiness Research Methods*, 12th ed. New York: McGraw-Hill Companies.
- Deighton, J.; C.M. Henderson; and S.A. Neslin (1994), "The Effects of Advertising on Brand Switching and Repeat Purchasing," *Journal of Marketing Research*, Vol. 31, No. 1, pp. 28-43.
- Dewan Periklanan Indonesia (2007), *Tata Krama dan Tata Cara Periklanan Indonesia*. Jakarta, Indonesia.
- Dewan Perwakilan Rakyat Republik Indonesia (1999), *Undang-Undang Republik Indonesia No.8 Tahun 1999, tentang Perlindungan Konsumen*, Jakarta, Indonesia.
- Donthu, N. (1998), "A Cross Country Investigation of Recall of and Attitude Toward Comparative Advertising," *Journal of Advertising*, Vol 27, No 2, pp. 111-122.
- Droge, C. (1989), "Shaping the Route to Attitude Change: Central versus Peripheral Processing Through Comparative versus Noncomparative Advertising," *Journal of Marketing Research*, Vol. 26, No. 2, pp. 333-349.
- Ferrel, O.C. and M.D. Hartline (2011), *Marketing Strategy*, 5th ed. Mason: South-Western Cengage Learning.

- Garcia, S.B. and T.L. Martinez (2003), "Modelling Consumer Response to Differing Levels of Comparative Advertising," *European Journal of Marketing*, Vol 37, No 1/2, pp. 256-274.
- Ghozali, I. (2016), *Aplikasi Analisis Multivariate*, Edisi Delapan. Semarang: Badan Penerbit Universitas Diponegoro.
- Goldsmith, R.E.; B.A. Lafferty; S.J. Newell (2000), "The Impact of Corporate Credibility on Consumer Reaction to Advertisements and Brands," *Journal of Advertising*, Vol. 29, No. 3, pp. 43-54.
- Grewal, D.; S. Kavanoor; E.F. Fern; C.L. Costly; and J. Barnes (1997), "Comparative Versus Noncomparative Advertising: A Meta-Analysis," *Journal of Marketing*, Vol 61, No 4, pp. 1-15.
- Hair, J.F.; W.C. Black; J. Babin; and R.E. Anderson (2010), *Multivariate Data Analysis*, 7th ed. Upper Saddle River, New Jersey: Prentice Hall, Inc.
- Hawkins, D.I. and D.L. Motherbaugh (2013), *Consumer Behaviour: Building Marketing Strategy*, 12th ed. New York: McGraw-Hill Companies.
- Indraputri, W.H. (2012), Sikap Anak-Anak Terhadap Iklan Komparatif Tidak Langsung, *Tesis Program Studi Magister Manajemen Universitas Gadjah Mada* (tidak dipublikasikan), Yogyakarta.
- Kotler, P. and G. Armstrong (2012), *Principles of Marketing*, 14th ed. Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Kotler, P. and K.L. Keller (2016), *Marketing Management*, 15th ed. London: Pearson Education, Inc.
- Pechmann, C. and S. Ratneshwar (1991), "The Use of Comparative Advertising for Brand Positioning: Association versus Differentiation," *Journal of Consumer Research*, Vol 18, Iss 2, pp. 145-160.
- Pechmann, C. and D.W. Stewart (1990), "The Effect of Comparative Advertising on Attention, Memory, and Purchase Intention," *Journal of Consumer Research*, Vol 17, Iss 2, pp. 180-191.
- Pertiwi, S. (2011), Efektivitas Iklan Nokia, *Tesis Program Studi Magister Manajemen Universitas Gadjah Mada* (tidak dipublikasikan), Yogyakarta.
- Pillai, K.G. and R.E. Goldsmith (2008), "How Brand Attitude Typically and Consumer Commitment Moderate The Influence of Comparative Advertisement," *Journal of Business Research*, Vol 61, pp. 933-941.
- Pradana, R.B.A. (2013), Pengaruh Sikap Konsumen Terhadap Iklan Komparatif Dan Nonkomparatif Pada Niat Beli Produk Sebuah Studi Tentang Iklan Bintang Toedjoeh Masuk Angin Dan Tolak Angin, *Tesis Program Studi Magister Manajemen Universitas Gadjah Mada* (tidak dipublikasikan), Yogyakarta.

- Putrevu, S. and K.R. Lord (1994), "Comparative and Noncomparative Advertising: Attitudinal Effects Under Cognitive and Affective Involvement Conditions," *Journal of Advertising*, Vol 23, No 2, pp. 77-90.
- Sekaran, U. and R. Bougie (2010), *Research Methods for Bussiness: A Skill Building Approach*, 5th ed. New York: John Wiley & Sons Inc.
- Shimp, T.A. (2010), *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*, 8th ed. Mason: South-Western Cengage Learning.
- Solomon, M.; G. Bamossy; S. Askegaard; and M.K. Hogg (2006), *Consumer Behaviour A European Perspective*, 3rd ed. Upper Saddle River, New Jersey: Prentice Hall.
- Sударusman, E. (1998), Pengaruh Periklanan Komparatif Terhadap Sikap Konsumen, *Tesis Program Studi Magister Manajemen Universitas Gadjah Mada* (tidak dipublikasikan), Yogyakarta.
- Sunyoto, D. (2012), *Dasar-Dasar Manajemen Pemasaran*, Yogyakarta: CAPS (Center of Academic Publishing Service).
- Wahid, N.A. and M. Ahmed (2011), "The Effect of Attitude Toward Advertisement On Yemeni Female Consumers's Attitude Toward Brand and Purchase Intention," *Global Business And Management Research: An International Journal*, Vol 3, No 1, pp. 21-29.
- Widhiarso, W. (2011), *Adjusted R Square* pada SPSS. http://widhiarso.staff.ugm.ac.id/wp/adjusted_r_square_spss.
- Wilkie, W.L. and P. Farris (1975), "Comparison Advertising: Problems and Potential," *Journal of Marketing*, Vol 39, pp. 7-15.