

## DAFTAR PUSTAKA

### Buku :

- Aaker & Myres, Advertising Management, New Delhi, Prentice Hall of India Private Limited: 1997.
- Arnold M. Barban & C. H. Sandage, Reading in Advertising and Promotion Strategy, Richard D. Irwin, Inc: Homewood, Illinois, 1968.
- Astrid S. Susanto, Komunikasi Dalam Theory and Practices, Boston: Allyn & Bacon, 1971
- Bambang Prasetyo dan Lina Miftahul Jannah, Metode Penelitian Kuantitatif – Teori dan Aplikasi, PT RajaGrafindo Persada, Jakarta, 2001.
- Brannan, Tom, A Practical Guide To Integrated Marketing Communications, Alih Bahasa : Sandiwan Suharto, PT. Gramedia Pustaka Utama, Jakarta, 1998.
- Bitner, J. and Booms, B. Marketing strategies and organizational structures for service firms, in Donnelly, 1981
- Bitner J. and George, W. Marketing, American Marketing Association, Chicago, 1981.
- C. M. Lingga Purnama, Strategic Marketing Plan : Panduan Lengkap dan Praktis Penyusunan Rencana Pemasaran Yang Stretegis dan Efektif, Jakarta : Gramedia Pustaka Utama, 2001.
- Charles Ramond, "Measurement of Sales Effectiveness of Advertising" dalam buku : Roger Barton, Handbook of Advertising Management, New York: Mc Graw Hill Book Company, 1970.
- Dennis W. Goodman, FLMI, "Life and Health InsuranceMarketing", Illionis: Life Office Management Association, 1992
- Don E. Schultz et.al., Strategic Advertising Campaigns, 2<sup>nd</sup> ed.; Chicago: Crain Books, 1984.
- Frank F. Jefkins, Introduction to Marketing, Advertising and Public Relations, London: Macmillan Press Ltd., 1982.
- G. Sevilla Consuelo, et.all. Pengantar Metode Penelitian (terjemahan Alimuddin Tuwu), Jakarta, UI press, 1993.

- John T. Mentzer & Forest S. Carter, Reading in Marketing Today, Florida: Harcourt Brace Jovanovich Publisher, 1985.
- Kotler, Philip, Gary Armstrong, Dasar-dasar Pemasaran, Terjemahan: Alexander Sindoro, Jilid 1, Prenhalindo, 1997.
- Kotler, Philip, Marketing Management : Analysis, Planning and Control, 1974
- Kotler, Philip, Manajemen Pemasaran, Edisi Milenium. Alih bahasa: Hendra Teguh, Ronny Antonius Rusli dan Benyamin Molan. Jakarta: Indeks, 2004.
- Kotler, Philip, Marketing Insight From A to Z, Terjemahan. Anies Lastiati, Erlangga, Jakarta, 2003.
- Lovelock, Christopher, Service Marketing and Management, Second Edition Prentice Hall. New York. 2002.
- M. Wayne De Lozier, The Marketing Communication Process, Tokyo : Mc Graw Hill Book Kogakusha Ltd, 1986
- Mc Carthy, E. Jerome Perreant Jr. & William D, Dasar-dasar Pemasaran, Jakarta: Erlangga, 1993.
- Nitisemito, Alex, Marketing, Jakarta: Ghalia Indonesia, 1986.
- Rossiter, John & Larry Percy, Advertising and Promotion Management, 1987
- Stanton, William J., Prinsip Pemasaran, Jakarta: Erlangga, 1986.
- Stanton, William J. Prinsip Pemasaran, Jilid I, Terjemahan: Yohanes Lamarto, Editor: Gunawan Hutahuruk, Jakarta: Erlangga, 1993.
- Sugiyono, Statistika Untuk Penelitian, Penerbit Alfabeta, 2006.
- Swasta, Basu, dan T. Hani Handoko, Analisa Perilaku Konsumen, Liberty, Yogyakarta, Edisi I, 1987.
- S.W Dunn & Arnold M. Barban, Advertising: Its Role In Modern Marketing, 5<sup>th</sup> ed.; Japan : Holt Saunders, 1982.
- Terence A. Shimp, Advertising Promotion Fifth Edition, University of South Carolina, 2000.

Zethaml, A Valerie and Marry Jo Bitner, Service Marketing, Mc Graw Hill, New Jersey, 2000.

Website :

[www.swa.co.id](http://www.swa.co.id)

