

## DAFTAR PUSTAKA

### Buku

- Aaker, David A. 1991. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.
- \_\_\_\_\_. 1996. *Building Strong Brands*. New York: Free Press.
- Assael, Henry. 1992. *Consumer Behavior and Marketing Action*. Boston: Kent Publishing.
- Batey, Ian. terj. Abdul Wahab. 2003. *Asian Branding: A Great Way to Fly*. Jakarta: PT Bhuana Ilmu Populer.
- Durianto, Darmadi, et. al. 2005. *Recent Trends in Marketing Issues*. Jakarta: PT Gramedia Pustaka Utama.
- Engel, James F., Roger D. Blackwell, dan Paul W. Miniard. terj. Budiyanto. 1994. *Perilaku Konsumen*. Jakarta: Binarupa Aksara.
- Fish, Peter. 2006. *Marketing Genius*. Jakarta: PT Elex Media Komputindo.
- Hair, Joseph F., et. al. 2000. *Multivariate Data Analysis*. New Jersey: Prentice Hall.
- \_\_\_\_\_, Bush, dan Ortinau. 2006. *Marketing Research: Within A Changing Information Environment*. New York: McGraw-Hill.
- Husein, Umar. 1999. *Metode Penelitian: Aplikasi Dalam Pemasaran*. Jakarta: PT Gramedia Pustaka Utama.
- Kartajaya, Hermawan. 2004. *Positioning – Diferensiasi - Brand*. Jakarta: PT Gramedia Pustaka Utama.
- Kasali, Rhenald. 2000. *Membidik Pasar Indonesia – Segmentasi, Targeting, dan Positioning*. Jakarta: PT Gramedia Pustaka Utama.
- Keller, Kevin L. 1998. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice Hall.
- Knapp, Duane E. terj. Sisnuhadi. 2000. *The Brand Mindset*. Yogyakarta: Penerbit Andi.

- Kotler, Philip. *terj.* Benjamin Molan. 2003. *Manajemen Pemasaran*. Jakarta: PT Indeks.
- Lovelock, C. H. 1991. *Service Marketing*. New Jersey: Prentice-Hall Inc.
- Malhotra, Naresh K. *et. al.* 2004. *Marketing Research: An Applied Orientation*. New South Wales: Prentice Hall.
- Malo, Manase. 1990. *Metode Penelitian Sosial*. Jakarta: Galia
- Mowen, John C. dan Michael S. Minor. 2001. *Consumer Behavior: A Framework*. New Jersey: Prentice Hall.
- Neumann, W. Lawrence. 2003. *Social Research Methods: Qualitative and Quantitative Approach*. New York: Allyn and Bacon.
- Oliver, Richard L. 1997. *Satisfaction: A Behavioral Perspective On The Customer*. Singapura: McGraw-Hill.
- Peter, J. Paul dan Jerry C. Olson. 2005. *Consumer Behavior and Marketing Strategy*. New York: McGraw-Hill.
- Pickton, David dan Amanda Broderick. 2001. *Integrated Marketing Communication*. Essex: Pearson Education.
- Prasetyo, Bambang dan Lina M. Jannah. 2005. *Metode Penelitian Kuantitatif*. Jakarta: Rajawali Pers.
- Rangkuti, Freddy. 2002. *The Power Of Brands: Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek*. Jakarta: PT Gramedia Pustaka Utama.
- \_\_\_\_\_. 2005. *Marketing Analysis Made Easy*. Jakarta: PT Gramedia Pustaka Utama.
- Rosenberg, M. 1989. *Concerning The Self*. New York: Basic Book.
- Rossiter, J. R. dan Percy L. 1997. *Advertising and Promotion Management*. New York: McGraw-Hill.
- Schiffman, Leon dan Leslie L. Kanuk. 2000. *Consumer Behavior*. New Jersey: Prentice Hall.
- Schmitt, Bernd dan Alex Simonson. 1999. *Marketing Aesthetics*. New York: The Free Press.

- Sekaran, Uma. 2000. *Research Methods for Business*. New York: John Willey & Sons.
- Setiadi, Nugroho J. 2003. *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana Prenada Media.
- Simamora, Bilson. 2001. *ReMarketing for Business Recovery*. Jakarta: PT Gramedia Pustaka Utama.
- \_\_\_\_\_. 2005. *Analisis Multivariat Pemasaran*. Jakarta: PT Gramedia Pustaka Utama.
- Singarimbun, Masri dan Sofyan Efendi. 1989. *Metode Penelitian Survei*. Jakarta: LP3ES.
- Singgih, Santoso. 1995. *SPSS (Statistical Product and Service Solution)*. Jakarta: PT Elex Media Komputindo.
- Sugiyono. 2005. *Metode Penelitian Administrasi*. Bandung: Alfabeta.
- Tjiptono, Fandy. 2003. *Strategi Pemasaran*. Yogyakarta: Penerbit Andi.
- Tungate, Mark. 2005. *Fashion Brands: Branding Style From Armani To Zara*, London: Kogan Page.
- Umar, Husein. 1999. *Metodologi Penelitian: Aplikasi dalam Pemasaran*, Jakarta: PT Gramedia Pustaka Utama.
- Velde, Feij dan Van Emmerick. 1998. *Human Development*. New Jersey: Prentice Hall.
- Wells, William, Jihn Burnett, dan Sandra Moriarty. 2000. *Advertising Principles and Practice*. New Jersey: Prentice Hall.
- Wijanarko, Himawan. 2004. *Power Branding: Membangun Merek Unggul dan Organisasi Pendukungnya*. Jakarta: Quantum Bisnis.

### **Sumber Lainnya**

- Aaker, Jennifer L. 1997. Dimensions of Brand Personality. *Journal of Marketing Research*. Vol. 34, No. 3. 347.
- Avezedo, Antonio. 2005. Clothing Branding Strategies: Influence of Brand Personality on Purchasing Intention. *Journal of Textile and Apparel, Technology, and Management*. Vol. 4, No. 3, 1-13.

- Azoulay, A. dan J. Kapferer. 2003. Do Brand Personality Really Measure Brand Personality?. *Journal of Brand Management*. Vol. 2, No. 11, 143.
- Belk, Russell W. 1988. Possessions and The Extended Self. *Journal of Consumer Research*. Vol. 15, 68.
- Benny, G. 2003. Analisis Peran Kualitas Relasional terhadap Loyalitas Pelanggan Pendidikan Tinggi. Thesis Universitas Indonesia.
- Bhat, Subodh dan Srinivas K. Reddy. 1998. Symbolic and Functional Positioning of Brands. *Journal of Consumer Marketing*. 2.
- Exter, Thomas. 1986. Looking for Brand Loyalty. *Journal of American Demographics*, 33.
- Fennis, Bob M. dan Ad Th. H. Pruyn. 2007. You Are What You Wear: Brand Personality Influences on Consumer Impression Formation. *Journal of Business Research*. Vol. 60, 634.
- Plummer, J. T. 1988. How Personality Makes A Difference. *Journal of Advertising Research*. Vol. 24, No. 3, 27-31.
- Retnawati, Berta Bekti. 2003. Strategi Penguatan dan Revitalisasi Merek Menuju Pengelolaan Merek Jangka Panjang. *Jurnal Usahawan*, No. 07, Tahun XXXII, 6-12.
- Rosinta, Febrina. 2007. Pengaruh Citra Merek terhadap Loyalitas Pelanggan Museum Nasional. *Jurnal Bisnis dan Birokrasi*. Vol. XV, No. 01, 794-811.
- Thomas, J. B., N. L. Cassill, dan S. M. Forsythe. 1991. Underlying Dimensions of Apparel Involvement in Consumers' Purchase Decisions. *Journal of Clothing and Textiles Research*. Vol. 9, No. 3, 45-48.
- Zhang Mengxia. 2007. Impact of Brand Personality on PALI: A Comparative Research Between Two Different Brands. *International Management Review*. Vol. 3, No. 3, 36-44.
- Firdaniaty. "Dibalik Fresh Retail Zara". ([www.swa.co.id](http://www.swa.co.id))
- Susanto, A.B. "Nama dan Identitas Merek". ([www.jakartaconsulting.com](http://www.jakartaconsulting.com))
- Thompson, J. Walter. 1980. "Brand Loyalty Beats Price in Some Products Categories". ([www.marketingnews.com](http://www.marketingnews.com))

Tungate, Mark. 2008. "Fashion Is Cyclical, Fashion Will Never Die".  
([www.richandforts.com](http://www.richandforts.com))

Winarko, Bayu E. "Melibatkan Pelanggan". ([www.republikaonline.com](http://www.republikaonline.com))

Marketing, No. 03/VI/03, 2006

Marketing, Edisi Khusus/II/2007

SWA, No. 05, Edisi Agustus, 2006

[www.asiamarketresearch.com](http://www.asiamarketresearch.com)

[www.businessweek.com](http://www.businessweek.com)

[www.inditexgroup.com](http://www.inditexgroup.com)

[www.map-indonesia.com](http://www.map-indonesia.com)

[www.zara.com](http://www.zara.com)

