

## DAFTAR PUSTAKA

- Apostolopoulou, A. and Papadimitriou, D.(2004) ‘Welcome Home’: Motivations and Objectives of the 2004 Grand National Olympic Sponsors, *Sport Marketing Quarterly*,13(4), 180-192.
- C. B. Bhattacharya and Sankar Sen (2003), “Consumer-Company Identification: A Framework For Understanding Consumers’ Relationships With Companies,” *Journal of Marketing*, 67 (April), 76-88
- Dolphin, R. (2003). Sponsorship: Perspectives on it strategic role. *Corporate Communications: An International Journal*, 8, 173-186.
- George E, Belch dan Michael A, Belch. (2007), **Advertising and Promotion: An Integrated Marketing Communications Perspective, 7/e, McGraw-Hill Irwin**
- Gwinner, Kevin; John Eaton. (1999). Building brand image through event sponsorship: The role of image transfer. *Journal of Advertising*; 28, 4; ABI/INFORM Global pg. 47
- Harvey, Bill. (2001). Measuring the effects of sponsorship. *Journal of Advertising Research*. Vol. 41, pp. 59-65
- Joseph Sirgy, Dong Jin Lee, JS Johar & John Tidwell. (2007). *Effect of Self Congruity with Sponsorship on Brand Loyalty*.
- Lardinoit, Thierry & Quester, Pascale. (2001). Attitudinal effects of combined sponsorship and sponsor’s prominence on basketball in Europe. *Journal of Advertising Research*. Vol. 41 pp. 48-58.
- Lardinoit, Thierry & Derbaix, C. (2001). Sponsorship and recall of sponsors. *Psychology and Marketing*, Vol. 18 pp. 167-190.
- Lieberman, N. (2004). Sending a clear signal: Sponsors tell properties to put their dollars, products to better use. *Street and Smith’s SportsBusiness Journal*, 7(19), 30.

- Madrigal, R. (2001) Social identity effects in a belief-attitude-intentions hierarchy: Implications for corporate sponsorship, *Psychology and Marketing*, 18, 145–165.
- Madrigal, Robert. (2000). The influence of social alliances with sports teams on intentions to purchase corporate sponsors' products. *Journal of Advertising*. Vol. 29, pp. 13-24.
- Malhotra, Naresh K. (2007). *Marketing research an applied orientation*. (5th ed.). NewYork : Prentice Hall.
- Meenaghan, Tony. (1991). International journal of advertising, *Journal Article*, Vol 10, 35 - 47.
- Meenaghan, T. (1991). Sponsorship—Legitimizing the medium. *European Journal of Marketing*, 25, 5-10.
- Paul, Peter dan Jerry, Olson. (2005). *A Preface to Marketing Management*. Irwin Professional Pub
- Philip Kotler, *A Framework for Marketing Management*, Prentice-Hall, 2001 (subsequent editions, 2003, 2007, and 2009).
- Roy, D. and Cornwell, B. (2004) The effects of consumer knowledge on responses to event sponsorships, *Psychology and Marketing*, 21,185–207
- Seguin, B., Teed, K. and O Reilly, N (2005) *National sport organisations and sponsorship; an identification of best practices'* International journal of sport Management and marketing (1) , 2, 69-92
- Solomon, Michael R, (2002), **Consumer Behavior: Buying, Having and Being, 5<sup>th</sup> Edition, New Jersey: Prentice Hall, Inc.**
- Stotlar, D. (2004) Sponsorship evaluation: Moving from theory to practice, *Sport Marketing Quarterly*,13, 61–64.
- Javalgi RG, Traylor MB, Gross AC, Lampman E. Awareness of sponsorship and corporate image: an empirical investigation. *J Advert* 1994;23(4):47–58  
[http://en.wikipedia.org/wiki/Brand\\_loyalty](http://en.wikipedia.org/wiki/Brand_loyalty) 18 april 2009