

## DAFTAR REFERENSI

- Aaker, David A. (1996). "Measuring brand equity across products and markets", *California Management Review*; Spring; 38, 3; ABI/INFORM Global, pg. 102.
- Aedhmar, Hynes. (2008) "Media Prominence: 'A Leading Indicator of Brand Value', How Effective Public Relations Contributes to Brand." *CEO Text 100*, December.
- Alhusin, Syahrir, Drs. (2002). Ms, *Applikasi Statistic dengan SPSS 10*, Cetakan Pertama, JJ Learning, Yogyakarta.
- Burnet, John & Sandra Moriarty. (1998) *Introduction to Marketing communications, An Integrated Approach*, 1<sup>st</sup> Edition, Prentice-Hall International, Inc. USA, p. 95 - 107.
- Cancino U.A. (2007). Frederik Gldner Kolenda, Advisor: Richard Jones, Secondary Advisor: Larry Light, "Brand Management Process", Copenhagen Business School, *IMM International Marketing Management*, November.
- Chappra, Steven C & Raymond P.C. (2002). *Numerical Methods for Engineers: Wirth Software and Program Application*, Fourth Edition, McGraw Hill, NY, pp. 452 - 457.
- Dougherty, C. (2002). *Statistical Tables: Introduction to Econometrics*, Second Edition, Oxford University Press, Oxford.
- Duncan, Tom & Sandra E. Moriarty. (1998). "A Communication-Based Marketing Model for Managing Relationships", *Journal of Marketing* Vol. 62 (April), 1-13.

Gevorgyan Gennadi. (2001). "Culture And Persuasion Online: Predicting Attitudes, Cognitions, And Behavioral Intentions In A Culturally Diverse Online Marketplace", A Dissertation Submitted to the Graduate Faculty of the Louisiana State University and Agricultural and Mechanical College in partial fulfillment of the requirements for the degree of Doctor of Philosophy in The Manship School of Mass Communication by B.S. Yerevan State University, M.S. Kansas State University,

Hakim Cecep Maskanul, "Problem Pengembangan Produk Dalam Bank Syariah" Tim Penelitian Dan Pengembangan Bank Syariah-Dpnp, Vibiznews.com, 24 hour visi business news on line.

Hoesada, Jan. (2006). *Strategi Bisnis Bersaing BRI dalam Dinamika Persaingan Perbankan Untuk Fasilitas kredit UMKM*, Referensi Kuliah Universitas Indonesia, Jakarta.

Iain Ellwood, *The Essential Brand Book: Over 100 Techniques to Increase Brand Value*, 2nd edition, Kogan Page Limited, 120 Pentonville Road, London N1 9JN, [www.kogan-page.co.uk](http://www.kogan-page.co.uk)

Kevin Lane Keller. (2001). "Building Customer-Based Brands Equity: A Blue Print for Creating Strong Brand", *Working Paper, Marketing Science institute (MSI)* Report No 01-107.

Kevin, Lane, Keller1. (2001). "Mastering the Marketing communications Mix: Micro and Macro Perspectives on Integrated Marketing communication Programs", *Journal of Marketing Management*, 17, 819-847, ISSN1472-1376/2001/07-800849+28, Westburn Publishers Ltd.

- Macdonald Emma & Byron Sharp. (2003). "Awareness as an Indication of Advertising Effectiveness". Management Perceptions of the Importance of Brand. *Marketing Bulletin*, 14, Article 2 Reprinted from Marketing Research On-Line, 1996, 1, 1-15, Page 1 of 11, <http://marketing-bulletin.massey.ac.nz>.
- Manalel J., Dr. & Jose M.C. Siby Zacharias. (2007). "Sales Promotions – Good or Bad?" *International Marketing Conference on Marketing & Society*, 8-10 April, IIMK.
- Martinez, Eva & Teresa Montaner. (2006). "The effect of consumer's psychographic variables upon deal-proneness", Universidad de Zaragoza, Facultad de Ciencias Económicas y Empresariales, Gran Vía, 2, 50005 Zaragoza, Spain *Journal of Retailing and Consumer Services* 13, 157–168.
- McArthur, David N & Tom Griffin. (1997). "A marketing management view of integrated marketing communications", *Journal of Advertising Research* v37n5, (Sep/Oct 1997): p.19-26 (Length: 8 pages) ISSN: 0021-8499 Number: 01552525 Copyright: Copyright Advertising Research Foundation.
- Mike, Reid & Nathan Wakeford. (2002). *Integrated Marketing communications and Performance*, Monash University, ANZMAC 2002 Conference Proceedings.
- PermataBank, Laporan Tahunan, Tahun 2002
- PermataBank, Laporan Tahunan, Tahun 2003
- PermataBank, Laporan Tahunan, Tahun 2004
- PermataBank, Laporan Tahunan, Tahun 2005
- PermataBank, Laporan Tahunan, Tahun 2006
- PermataBank, Laporan Tahunan, Tahun 2007
- PermataBank, Laporan Tahunan, Tahun 2008

- Rangkuti, Freddy. (2009). *Strategi Promosi Yang Creatif & Analisis Kasus Integrated Marketing communication*, 1<sup>st</sup> Edition, PT. Gramedia Pustaka Utama, Jakarta.
- Rose, Peter S. & Sylvia C. Hudgins. (2008). *Bank Management & Financial Services*, 7<sup>th</sup> Edition, Mc Graw Hill, Printed in Singapore.
- Sandra H. Dr. (1999). *Integrated Communication, Student Critique*, The University of Memphis, Tennessee, August 1, Brad Osborn.
- Santoso, Singgih & Fandy Ciptono. (2001). *Riset Pemasaran, Konsep Aplikasi dengan SPSS*, Penerbit PT Elex Media Komputindo, Kelompok Gramedia, Jakarta.
- Schroeder, J. E. (2008). "Brand Culture: Trade Marks, Marketing and Consumption", in *Trade Marks and Brands: An Interdisciplinary Critique*, L. Bently, J. Davis and J. Ginsburg, (eds.), Cambridge: Cambridge University Press.
- Sekaran, Uma. (1992). *Research Methods for Business: A Skill Building Approach*, Second Edition, John Wiley & Sons, NY. pp 109-112.
- Sorana, Daniela. Leonardo Journal of Sciences: "Pearson versus Spearman, Kendall's Tau Correlation Analysis on Structure-Activity Relationships of Biologic Active Compounds" BOLBOACĂ1, Lorentz JÄNTSCHI 2, 1.Iuliu Hațieganu. University of Medicine and Pharmacy, 13 Emil Isac, 400023 Cluj-Napoca, Romania; 2Technical University of Cluj-Napoca, 15 Constantin Daicoviciu, 400020 Cluj-Napoca, Romania, [bolboaca@umfcluj.ro](mailto:bolboaca@umfcluj.ro), [lori@academicdirect.org](mailto:lori@academicdirect.org).
- Sreedhar Madhavaram, Vishag Badrinarayanan, and Robert E. McDonald. (2005). "Integrated Marketing communication (Imc) And Brand Identity As Critical

Components Of Brand Equity Strategy” A Conceptual Framework and Research Propositions”. *Journal of Advertising*, vol. 34, no. 4 (Winter 2005), pp. 69–80. 2005 American Academy of Advertising. ISSN 0091-3367.

Sumarni, Murti. (1997). *Marketing Perbankan*. Liberty, Yogyakarta, p. 229.

UU RI No. 10 tanggal 10 November 1998, tentang Perbankan.

