

## DAFTAR REFERENSI

- Aaker, D.A. (1991), *Managing brand equity: Capitalizing on the value of a brand name*. New York: The Free Press.
- Aaker, D.A., Kumar, V., & Day, G.S. (2001), *Marketing Research* (6th ed). John Wiley & Sons.
- Belch, G.E., & Belch, M.A. (2009). *Advertising and promotion – An integrated marketing communications perspective*. New York: McGraw-Hill.
- Berthon, P., Hulbert, J.M., & Pitt, L.F. (1999). Brand management prognostications. *Sloan Management Review*, p. 53-65.
- Durianto., Sugiarto., & Sitinjak, T. (2004). *Strategi menaklukan pasar melalui riset ekuitas dan perilaku merek*. Jakarta: Gramedia Pustaka Utama.
- Duncan, T. (2007), *Advertising and integrated marketing communication*. New York: McGraw-Hill.
- Edelman, D.C., Silverstein, M.J., & Chapuis, J. (1993). *Total brand management*. [www.bostonconsultinggroup.com](http://www.bostonconsultinggroup.com).
- Hair, J.F., Black, C.B., Babin, B.J., Anderson, R.E., & Tatham, R.L. (2006). *Multivariate data analysis*. New Jersey: Pearson International Edition.
- Keiningham, T.L., Vavra, T.G., Aksoy, L., & Wallard, H. (2005). *Loyalty myths*. John Wiley & Sons Inc.
- Keller, K.L. (2008). *Strategic brand management: Building, measuring and managing brand equity* (3<sup>rd</sup> ed). New Jersey: Pearson International Edition-Prentice Hall.
- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, Vol. 57, No. 1. pp. 1-22.
- Kotler, P., Et al. (2003). *Marketing management an asian perspective*. Pearson International Edition-Prentice Hall.
- Malhorta. N.K. (2007). *Marketing research: An applied orientation* (5<sup>th</sup> ed). Prentice Hall.
- Oyedeji T.A., & Duncan, F. (2006). The relationships among audience loyalty, perceived quality and media credibility of cable news networks. *Paper Presented at The Asociacion for Education in Journalism and Mass Communication Conference*, San Fransisco, August 2006.

- Prasietianti, N.E. (2005). *Kekuatan 'imajinasi' merek rokok mild*. Majalah Marketing.
- Rahmatullah. (2007). *Analisis customer-based brand equity (CBBE) sebagai hasil dari program integrated marketing communication (IMC) dalam membangun ekuitas merek (Studi kasus: Vitazone)*. Magister Manajemen Universitas Indonesia.
- Ramos, A.F., Villarejo, F., & Manuel J.S. (2005), The impact of marketing communication and price promotion on brand equity. *Journal of Brand Management*, 12, 6; ABI/INFORM Global, p. 431, 2005.
- Rangkuti, F. (2004). *The power of brand: Teknik mengelola brand equity dan strategi pengembangan merek plus analisis kasus dengan SPSS*. Jakarta: PT. Gramedia Pustaka Utama.
- Retnawati, B.B. (2003). Strategi penguatan dan revitalisasi merek menuju merek jangka panjang. *Majalah Usahawan*, No. 07 TH XXXII.
- Robetson, J. (1992). Building brand equity at the clorox company. *Planning Review*, ABI/INFORM Global pg. 59.
- Rossiter, J.R., & Percy, L. (1996). *Advertising Communication and Promotion Management*. New York: McGraw-Hill.
- Shimp, T. (2000). *Periklanan, promosi dan pemasaran terpadu* (Edisi lima). Jakarta: Erlangga.
- Siagian., Dergibson., & Sugiarto. (2006). *Metode statistika untuk bisnis dan ekonomi*. Jakarta: PT Gramedia Pustaka Utama.
- Subiantoro. E. (2008). *Analisis atribut-atribut CBBE (customer-based brand equity) Studi kasus: Harian Bisnis Indonesia*. Magister Manajemen Universitas Indonesia.
- Sutanto, A.B., & Wijanarko, H. (2004). *Power branding: Membangun brand yang legendaris*. Bandung: Mizan.
- Tauber, E.M. (1981). Brand franchise extensions: new products benefit from existing brand names. *Business Horizons*, 24(2), p. 36-41.
- Tjiptono, F. (2005). *Perspektif manajemen dan pemasaran kontemporer*. Yogyakarta: Penerbit Andi.
- Uyanto, S. (2006). *Pedoman analisi data dengan SPSS*, Yogyakarta: Graha Ilmu.
- Wheeler, A. (2006). *Designing Brand Identity*. John Wiley & Sons, Inc.
- Wilka, O. (2008). *Pengaruh komunikasi pemasaran terhadap brand equity (Studi kasus: PT. Holcim indonesia tbk)*. Magister Manajemen Universitas Indonesia.

Yoo, B.C., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-15.

### Website

ASH Briefing on 'Brand Streching'

<http://old.ash.org.uk/html/advspo/html/brand.html>

History of Kretek <http://www.djarum.com/?mod=historyofkretek>

Industri Rokok vs Antirokok

<http://www.suaramerdeka.com/harian/0504/26/nas05.htm>

Peraturan Pemerintah Republik Indonesia No. 81 Tahun 1999

[http://www.radioprssi.com/prssnnew/internallink/legal/pp\\_81\\_99%20pengamanan%20rokok.htm](http://www.radioprssi.com/prssnnew/internallink/legal/pp_81_99%20pengamanan%20rokok.htm)

Salinan Peraturan Menteri Keuangan Republik Indonesia

<http://www.beacukai.go.id/library/data/44902.pdf>

Tarif Cukai Rokok Tak Naik di 2009

<http://www.kontan.co.id/index.php/nasional/news/911/Tarif-Cukai-Rokok-Tak-Naik-di-2009>

Tekanan Terhadap Industri Rokok Semakin Besar

<http://www.antaraneews.com/berita/1256861815/tekanan-terhadap-industri-rokok-semakin-besar>

World of Djarum

<http://www.djarum.com/?mod=brands&opt=vwAHistory>

<http://www.wikipedia.org/>