

DAFTAR PUSTAKA

Buku :

- Aaker, David A, *Manajemen Ekuitas Merek*, Jakarta, Spektrum 1997
- Aaker, David A.; V. Kumar, and George S. Day, *Marketing Research*, 7th ed.,
(New York: John Wiley & Sons Inc., 2001).
- Al Ries dan Herman Kertajaya. Focus. Gramedia, Jakarta, 1997
- Aarens, *Contemporary Advertisin*, 2nd Edition, Irwin Inc, 1986
- Bambang Praseyto dan Lina Miftahul Jannah, *Metode Penelitian Kuantitatif :
Teori dan Aplikasi* (Jakarta: Penerbit PT Raja Grafindo Pustaka, 2005)
- Belch, George E dan Belch, Michael A, *Advertising and Promotion: An
Integrated Marketing Communication Perspective*. 5th Edition. New
York: Mcgraw Hill Companies Inc, 2001
- Boyd, Harper W Jr, Orville C.W Jr, Jean Claude L, *Marketing Management: A
Strategic Approach with a Global Orientation*, 3rd Edition. New York:
Irwin Mcgraw-Hill, 1998
- Cooper, Donald R dan C Wilhom Emory, *Metode Penelitian Bisnis*, Jilid II,
Jakarta : Erlangga, 1998
- David, A.Garvin, *Managing Quality*, New York: Free Press, 1988
- Dergibson, Siagian, Sugiarto. *Metode Statistik untuk bisnis dan ekonomi*,
(Jakarta: Penerbit PT Gramedia Pustaka Utama, 2001)
- Domingo, T.R. *Quality Means Survival*. Simons & Schuster (Asia) Pte,
Singapore, 1997

- Holland, John et al. *Country of Origin Effect in Seller*. Price Premium in Competitive Philippine Markets.
- Johansson, Johnny K. *Determinants and Effects of The Use of 'Made In' Labels.* *International Marketing Review*. January 1989: 47-58
- Keller, Kevin Lane, *Strategic Brand Management: Building, Measuring, & Managing Brand Equity*. New Jersey: Prentice Hall, 1998
- Kotler, Philip, *Manajemen Pemasaran Jilid 2 Edisi Bahasa Indonesia*, (Jakarta: Penerbit: PT Indeks, 2003)
- Lin, Chien Huang, *On the Moderator of Country of Origin*, Taiwan, 1997
- Malhotra, Nareh K. *Marketing Research: An Applied Orientation*. 3rd Edition. London: Prentice Hall
- Manase, Selo. *Metode Penelitian Sosial*, (Jakarta: Penerbit PAU Ilmu Sosial UI, 1986)
- Mowen.J.C and Minor. M, *Consumer Behavior*, (Prentice Hall, Inc , 2001)
- N.G. Papadopoulos, L.A. Heslop, F.Graby dan G. Autonitis, *"Does 'Country of Origin' Matter?"*. Kertas Kerja, Marketing Science Institut, 1989
- Natsir, M . *Metode Penelitian*. Jakarta: Penerbit Graha, 1989
- Norman, Richard, *Service Management*, New York: Wiley, 1984
- Papadopoulos, Nicholas and A. Louise Heslop. *Product-Country Images, Impact and Role in International Marketing*. New York: International Business Press
- Santoso, Singgih dan Tjiptono, Fandly, *Riset Pemasaran: Konsep & Aplikasi dengan SPSS*, Jakarta: Elex Media Komputindo, 2001

Schiffman, Leon.G. & Kanuk, *Consumer Behavior*, 8th edition. (New Jersey :Pearson Prentice Halls, 2004)

Solomon, Michael R., *Consumer Behavior-Buying, Having & Being*, 6th edition. (New Jersey: Pearson Education International, 2004)

Sugiyono, *Metode Penelitian Administrasi*, (Bandung: Alfabeta, 2005).

Yeshin, Tony dan Fill, Chris, *Integrated Marketing Communication 2001-2002*. Italy : Butterworth Heinemann, 2001

Jurnal :

Billey, Warren J dan Erik Nes, “*Country of Origin Effecton Product Evaluation*”, *Journal of International Business Studies*, 1998. 13(1): 89-99. Dalam Samiee, S. *Customer Evaluation Products in Global Market*.

Hong, Sung Tai, Robert S.Wyer,Jr , “*Effect of Country of Origin and Product Attribute Information on Product Evaluation: An Information Processing Perspective*”, *Journal Of Consumer Research*, (1989).

Hult. G Thomas, Boyer Kenneth K ”*Quality Operational Logistic Strategy and Repurchase Intention: A Profile Deviation Analysis*”,*Journal Of Marketing Research*, (1981).

Nagashima, A . ”*A Comparative ‘Made in’ Product Image Survey Among Japanese Businessman*”, *Journal of Marketing*, vol 41, July 1977, pp 95-100

Okechuku, Chike. *The Importance of Product Country of Origin: A Conjoint Analyst of the United States, Canada, Germany and Netherlands. European Journal of Marketing vol 28* , 1994

Ozmen, Ece. “*The Effect of Country of Origin on Brand Image: The Case of Mavi Jeans-A Turkish Brand in the US*”. Fullerton, 2004

Yavas, B dan Alpay G. “*Does an Exporting nation Enjoy the Same Cross-national Commercial Image?*”, *International Journal of Advertising (UK)* vol 2, 1986, pp 109-119

Skripsi :

Farradisa, *Pengaruh Negara Asal (Country of Origin) kepada Persepsi Konsumen Terhadap Kualitas & Harga Produk Makanan atau Minuman dan Otomotif*, 2001

Sumber Lainnya :

www.proquest.com

www.sciencedirect.com

www.lea.co.id

www.yahoo.com