

DAFTAR PUSTAKA

- Arista, E. Desi, Sri Rahayu Tri Astuti, 2011. *Analisis Pengaruh Iklan, Kepercayaan Merek, Dan Citra Merek Terhadap Minat Beli Konsumen*. Bandung: Jurnal Universitas Diponegoro. Aset, Maret 2011, hal. 37-45 Vol. 13 No. 1 ISSN 1693-928X.
- Belch, Belch, 2007. *An Integrated Marketing Communications Perspective*, Seventh Edition. McGraw Hill International Edition.
- Faryabi, Mohammad, Kousar Sadeghzadeh, Mortaza Saed, 2012. *The Effect of Price Discounts and Store Image on Consumers Purchase Intention in Online Shopping Context Case Study Nokia and HTC*. Journal of Business Studies Quarterly 2012, Vol. 4, No. 1, p197-205.
- Ghozali, Imam. 2005. *Aplikasi Analisis Multivariate dengan program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Haerudin, Heri, 2011. *Pengaruh Citra Merek Sepeda Motor Honda Terhadap Minat Beli Konsumen*. Bandung: Skripsi Universitas Pasundan Bandung.
- Jing Hu, Xin Liu, Sijun Wang and Zhilin Yang , 2012. *Brand image congruity in Chinese consumers' brand preference*. Journal of Product & Brand Management Volume 21 · Number 1 p26 – 34.
- Keller, Kevin Lane, 2008. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Third Edition. Pearson International Edition.
- Kotler, Armstrong, 2012. *Principle Marketing*, Fourteen Edition. USA: Pearson, Prentice Hall.
- Kotler, Kevin Lane Keller, 2012. *Marketing Management. Fourteenth Edition*. USA: Pearson, Prentice Hall.
- Levy, M and Weitz, B. A., 2011, *Retailing Management*, Eight Edition, Mc Graw-Hill International Edition.
- Malhotra, Naresh K, 2012, *Basic Marketing Research: Integration of Social Media, Fourth Edition*. USA: Pearson, Prentice Hall.
- Masterman, Guy, 2007. *Sponsorship: for a return on investment*. USA: Butterworth-Heinemann.

- Pakaya, Salman, 2013. *Pengaruh Celebrity endorser Pada Iklan Fresh Care Terhadap Minat Beli Konsumen*. Gorontalo: Jurnal Universitas Negeri Gorontalo.
- Ping Qing, Antonio Lobo and Li Chongguang, 2012. *The impact of lifestyle and ethnocentrism on consumers purchase intentions of fresh fruit in China*. Journal of Consumer Marketing Volume 29 · Number 1 p43–51.
- Priyatno, Duwi. 2010. *Paham Analisa Statistik Data dengan SPSS*. Yogyakarta: Mediakom.
- Pujadi, Bambang, 2010. *Studi Tentang Pengaruh Citra Merek Terhadap Minat Beli Melalui Sikap Terhadap Merek*. Semarang: Tesis Universitas Diponegoro.
- Retnaningsih, Dian, 2009. *Analisis Pengaruh Mutu Produk Dan Persepsi Harga Terhadap Minat Beli*. Semarang: Tesis Universitas Diponegoro.
- Ridlo, Moh, 2014. *Pengaruh Celebrity Endorser Dan Daya Tarik Iklan Terhadap Minat Beli Sarimi Isi Dua (Studi Pada Konsumen Di Kecamatan Mejobo Kabupaten Kudus)*. Semarang: Jurnal Universitas Pandanaran Semarang.
- Rizky Amalina Bachriansyah, 2011. *Analisis Pengaruh Kualitas Produk, Daya Tarik Iklan, dan Persepsi Harga Terhadap Minat Beli Konsumen Pada Produk Ponsel Nokia*. Semarang: Skripsi Universitas Diponegoro.
- Royan, Frans M, 2005. *Marketing Celebrities: Selebriti dalam Iklan dan Strategi Selebriti Memasarkan Diri Sendiri*. Jakarta: PT. Elex Media Komputindo.
- Satiti, Ajeng, Dyna Herlina S, M.Sc, 2012. *Anteseden Dan Konsekuensi Citra Merek Pada Iklan Honda Scoopy*. Yogyakarta: Tesis Universitas Yogyakarta.
- Schiffman, Leon G, Leslie Lazar Kanuk and Harvard Hansen, 2010. *Consumer Behavior: A Europe Outlook*, Fifth Edition. Pearson Education Limited.
- Sekaran, Uma, Bougie, Roger, 2010. *Research methods for business*. (USA: John Wiley & Sons, Inc)
- Shimp, Terence A and J. Craig Andrews, 2013. *Advertising, Promotion, and other aspects of Integrated Marketing Communications*, Ninth Edition. USA: South-Western.
- Sugiyono. 2013. *Metode Penelitian Bisnis*, Bandung : Alfabeta.

Susanto, A. B dan Himawan Wijanarko, 2004. *Power Branding: Membangun Merek Unggul dan Organisasi Pendukungnya*. Jakarta: Quantum Bisnis dan Manajemen.

Tariq, Muhammad Irfan, Muhammad Rafay Nawaz, Muhammad Musarrat Nawaz, Hashim Awais Butt, 2013. *Customer Perceptions about Branding and Purchase Intention: A Study of FMCG in an Emerging Market*. Pakistan: Journal of Basic and Applied Scientific Research, ISSN 2090-4304, p 340-347.

<http://www.agrina-online.com/redesign2.php?rid=7&aid=4914>

<http://www.archive.kaskus.co.id/thread/13482854/0/sosis-so-nice-yg-tidak-layak-konsumsi>

<http://www.fe.unj.ac.id/wp-content/uploads/2015/05/PEDOMAN-SKRIPSI-2012-terakhir.pdf>

<http://www.hiburan.kompasiana.com/televisi/2013/11/28/sosis-sonice-mengajari-anak-bertato-613810.html>

<http://www.makananistan.blogspot.com/2013/11/pancing-kontroversi-smash-makin-laris.html>

<http://www.rizkyqoriatulwahidah.wordpress.com/2013/04/28/sosis-tinggal-leb/>

http://www.topbrand-award.com/top-brand-survey/surveyresult/top_brand_index_2012_fase_2

http://www.topbrand-award.com/top-brand-survey/surveyresult/top_brand_index_2013_fase_2

<http://www.sosismu.blogspot.com/2008/12/perkembangan-industri-sosis-indonesia.html>

<http://www.vahren.blogspot.com/2012/10/bahasa-indonesia-1-iklan-sosis-sonice.html>

http://www.wayangcommunication.blogspot.com/2011/06/perencanaan-media-untuk-penayangan_01.html