

## DAFTAR PUSTAKA

- Achouri, Mohamaed Ali & Néji Bouslama. 2010. *The Effect of Congruence between Brand Personality and Self-Image on Consumer's Satisfaction and Loyalty: A Conceptual Framework*. IBIMA Business Review 2. Vol. 2010. IBIMA Publishing
- Aulia, Lisa & Lidya Angelia. 2006. *Pengaruh Perilaku Pembelian Mahasiswa terhadap Keputusan Pembelian Komputer Notebook Studi Kasus: Mahasiswa Binus International*. Jakarta: Universitas Bina Nusantara
- Bouhleb, Olfa, et.al. 2011. *Brand Personality's Influence on The Purchase Intention: A Mobile Marketing Case*. International Journal of Business and Management. Vol. 6, No. 9 hal.210-227; September 2011. Canadian Center of Science and Education
- Bouhleb, Olfa, N. Mzoughi, D. Hadiji, & I. Ben Slimane. 2009. *Brand Personality and Mobile Marketing: An Empirical Investigation*. International Journal of Social and Human Sciences 3 hal.322-329
- Chaney, David terj. Nuraeni. 2004. *Lifestyles: Sebuah Pengantar Komprehensif*. Yogyakarta: Jalasutra
- Conseur, Amanda Alison. 2004. *Factors Influencing The Emergence of The Metrosexual*. Athens: University of Georgia
- Das, J.K., Prakash O. & Khattiri V. 2012. *Brand Personality Mapping: A Study on Colas*. Asian Journal of Management Research Volume 3 Issue 1 hal.193-200
- Elliott, Richard & Natalia Yannopoulou. 2007. *The nature of trust in brands: a psychosocial model*. European Journal of Marketing Vol. 41 No. 9/10, 2007 hal. 988-998
- Euromonitor International Plc, *World Cosmetics & Toiletries Marketing Directory 2009/2010 6<sup>th</sup> edition*, London, 2009 hal.281
- Fathia, Mira. 2006. *Gaya Hidup dan Perilaku Pengambilan Keputusan Konsumen Metroseksual terhadap Pemilihan Merek Produk Perawatan Tubuh dan Penunjang Penampilan*. Jakarta: Universitas Indonesia
- Ghozali, Imam. 2005. *Aplikasi Analisis Multivariate dengan program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro

- Herdman, Dawn. 2010. *Project Robinson Crusoe Indonesia. Personal Care Category Exploratory. Desk Research Report*. Jakarta, 10 November 2010
- Husein Umar. 2005. *Riset Pemasaran dan Perilaku Konsumen*. Jakarta: PT. Gramedia Pustaka Utama
- Ibrahim, M. & Ong, Y.P. 2004. *Personifying public housing estates: evidence from Singapore public housing estates, personality*. Pacific Rim Property Research Journal, 10, hal. 146-167
- Kartajaya, Hermawan., et.al. 2004. *Marketing in Venus*. Jakarta: PT Gramedia Pustaka Utama
- \_\_\_\_\_. 2005. *Positioning, Diferensiasi dan Brand*. Jakarta: PT Gramedia Pustaka Utama
- Kasali, Rhenald. 2005. *Membidik Pasar Indonesia: Segmentasi, Targeting, Positioning*. Jakarta: PT Gramedia Pustaka Utama
- Kotler, Philip, & Gary A. 2012. *Principles of Marketing, 14th ed*. New Jersey: Prentice Hall
- Kotler, Philip & Kevin Lane Keller. 2012. *Marketing Management 14th ed*. New Jersey: Prentice Hall
- Kusno, Fera, Amanda Radityani dan Monika Kristanti. 2007. *Analisa Hubungan Brand Strategy yang Dilakukan Goota Japanese Charcoal Grill and Cafe dan Brand Equity yang Sudah Diterima Konsumen*. Jurnal Manajemen Perhotelan, Vol. 3, No. 1, Maret 2007: 43-56. Surabaya: Universitas Kristen Petra
- Kurnia, Novi. 2004. *Representasi Maskulinitas dalam Iklan*. Jurnal Ilmu Sosial dan Ilmu Politik, Vol.8 No. 1, Juli 2004 (17-36). Jakarta: Universitas Indonesia
- Maehle, Natalia. 2007. *Brand Personality Enhancement: An Experimental Study of Alternative Strategies*. Soreze: 16<sup>th</sup> EDAMBA Summer Academy
- Malhotra, Naresh K. 2007. *Marketing Research: An Applied Orientation*. 5th ed. New Jersey: Pearson Education
- Meads, Caroline A.A & Pradeep Sharma. 2008. *The Concept of 'Brand' in Business Value Creation*. International DMI Education Conference. Design Thinking: New Challenges for Designers, Managers and

Organizations 14-15 April 2008, ESSEC Business School, Cergy-Pointoise, France

Meuthia, Farhah. 2008. *Pengaruh Keterlibatan Terhadap Proses Pengambilan Keputusan Membeli Ponsel Pada Mahasiswa Universitas Sumatera Utara*. Medan: Universitas Sumatera Utara

Mitchell, Cleo & Brian C. Imrie. 2011. *Consumer tribes: membership, consumption and building loyalty*. Asia Pacific Journal of Marketing and Logistics, Vol. 23 Iss: 1 hal. 39 - 56

Oladele, Olajide. 2011. *A Qualitative Evaluation Of The Factors Influencing Consumer Choice Of Telephone Handset Among Students In Selected Universities In Southwestern Nigeria*. International Journal of Business and Management Tomorrow. Vol.1 No.3 (1-8). Abuja:

Rangkuti, Freddy. 2004. *Analisis SWOT Teknik Membedah Kasus Bisnis*. Jakarta: Gramedia.

Riduwan. 2009. *Belajar Mudah Penelitian untuk Guru – Karyawan dan Peneliti Pemula*. Bandung: Alfabeta

Robbins, Stephen P. dan Timothy A. Judge. 2008. *Perilaku Organisasi Buku 1*. Jakarta: Salemba Empat

Sekaran, Uma. 2006. *Research Methods for Business, Metode Penelitian Bisnis*. Jakarta: Salemba Empat

Semuel, Hatane. Annette Veronica Kosasih, dan Hellen Novia. 2007. *Perilaku dan Keputusan Pembelian Konsumen Restoran Melalui Stimulus 50% Discount di Surabaya*. Jurnal Manajemen Pemasaran. Vol. 2. No. 2. Oktober 2007: 73-80. Surabaya: Universitas Kristen Petra

Schiffman, L.G., & Leslie L.K., 2004. *Consumer Behavior. 8th edition*. New Jersey: Prentice Hall

Silalahi, Ira Valentina. 2012. *Pengaruh Iklan melalui Media Televisi terhadap Keputusan Pembelian Sabun Pembersih Wajah Pria: Survei pada Konsumen Pria Pengguna Produk Sabun Pembersih Wajah Pria di Yogya Toserba Raya Cihampelas Walk Bandung*. Bandung: Universitas Pendidikan Indonesia.

Sugiyono. 2010. *Metode Penelitian Tindakan Kelas Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta

- Sukmadinata, Nana Syaodih. 2006. *Metode Penelitian Pendidikan*. Bandung : Remaja Rosda Karya
- Supranto, J., Nandan Lima Krisna. 2007. *Perilaku Konsumen*. Jakarta: Mitra Wacana Media
- Susanto, A.B. dan Himawan Wijanarko. 2004. *Power Branding: Membangun Merk Unggul dan Organisasi Pendukungnya*. Jakarta: Quantum Bisnis & Manajemen
- Tjiptono, Fandy, Yanto Chandra, dan Anastasia Diana. 2004. *Marketing Scales*. Yogyakarta: Andi
- <http://202.59.162.82/swamajalah/sajian/details.php?cid=1&id=33> (diakses tanggal 8 Februari 2012)
- <http://202.59.162.82/swamajalah/sajian/details.php?cid=1&id=38> (diakses tanggal 5 Februari 2012)
- <http://202.59.162.82/swamajalah/sajian/details.php?cid=1&id=39> (diakses tanggal 8 Februari 2012)
- <http://202.59.162.82/swamajalah/sajian/details.php?cid=1&id=41> (diakses tanggal 17 Maret 2012)
- <http://beautyblogbystoi.com/eyes-on-the-world-who%E2%80%99s-making-it-beautiful/the-body-shop-beauty-for-a-cause> (diakses tanggal 29 Juli 2012)
- <http://herisumali.wordpress.com/2011/09/10/clash-of-the-titans-mens-biore-vs-vaseline-men-battle-of-metrosexual-brands/> (diakses tanggal 25 Februari 2012)
- <http://id.wikipedia.org/wiki/Metroseksual> (diakses tanggal 28 Oktober 2012)
- <http://unj.ac.id/fe/content/pedoman-penulisan-skripsi-mahasiswa-fe-mulai-angkatan-20102011>(diakses tanggal 25 Februari 2012)
- [http://www.sociologyencyclopedia.com/public/tocnode?query=metrosexual&widen=1&result\\_number=1&book\\_id=g9781405124331\\_yr2012\\_9781405124331&from=search&fuzzy=0&type=std&id=g9781405124331\\_yr2012\\_chunk\\_g978140512433119\\_ss1-142&slop=1#citation](http://www.sociologyencyclopedia.com/public/tocnode?query=metrosexual&widen=1&result_number=1&book_id=g9781405124331_yr2012_9781405124331&from=search&fuzzy=0&type=std&id=g9781405124331_yr2012_chunk_g978140512433119_ss1-142&slop=1#citation)(diaksestanggal28 Agustus 2012)
- <http://www.suaramerdeka.com/v1/index.php/read/lelaki/2011/06/05/193/Lelaki-Metroseksual-Sosok-Narsistik> (diakses tanggal 1 Maret 2012)

<http://www.republika.co.id/berita/gaya-hidup/trend/11/09/23/lrycuo-jangan-dibuang-botol-bekas-the-body-shop-bisa-ditukar-dengan-produk-baru-lho.asp> (diakses tanggal 28 Oktober 2012)

<http://www.the-body-shop.com/> (diakses tanggal 1 Maret 2012)

<http://www.wordspy.com/words/metrosexual.asp> (diakses tanggal 28 Oktober 2012)