

## DAFTAR PUSTAKA

- Aristo Surya.2009. *Brand Awareness, Brand Association, Brand perceived Quality*. Fakultas Ilmu Administrasi Universitas Katolik Indonesia Atma Jaya.
- Arikunto, Suharsimi. 2006. *Prosedur Penelitian Suatu Pendekatan praktik* PT. Rineka Cipta.Jakarta
- Aaker. 1991. *Managing brand equity*. New York:The Free Press.
- Aaker. 1996. *Building strong brands*. New York: The Free Press.
- Durianto. 2004. *Brand Equity Ten: Strategi Memimpin Pasar*. Jakarta: PT. Gramedia Pustaka Utama.
- Durianto. 2004. *Strategi Menaikan Pasar Melalui Riset Ekuitas Menaikan Merek dan Perilaku Merek*. Jakarta: PT. Gramedia pustaka Utama.
- Erika Rahmawati. 2008. *Analisis Perbedaan Pionir-Status Sebuah Merek Terhadap Sikap Konsumen dalam Kategori Produk Minuman Teh Botol*. Skripsi (tidak diterbitkan) FE UMY.
- Freddy Rangkuti. 2002. *The Power Of Brand*. Jakarta: PT. Gramedia Pustaka Utama.
- Hendro, Eko Suseno dan Jony Oktavian Haryanto. *Cermin Sukses Membangun Sebuah Merek, Atma Nan Jaya*, Vol. XVII, No.3:12-18.
- Handoyo, Hawkins et al, Loudon, Bitta.,schieffman dan kanuk dalam Imron Abdul Chamal. 2008. *Loyalitas Konsumen Tentang Kinerja Citra, Sikap Merek, Kepuasan dan Loyalitas Nasabah di Bank Rakyat Indonesia*. Skripsi (tidak diterbitkan) FE UMY.
- Jonatan Sarwono. 2009. *Statistik Itu Mudah*. Yogyakarta: C.V. Andi Officer.
- Keller.1998. *Strategic Brand Management, Buiding, Measuring and Managing Brand Equiti*. New Jerswy : Prentice-Hall.
- Kotler. 2003. *Marketing Management* . New Jersey: Prentice Hall. New Jersey: Prentice Hall
- Kotler, Kartajaya, Huan dan Liu *Tentang Segmenting, Targeting, Positioning*  
Sumber : <http://privo.detautama.net/id>

Malhotra. 1996. dalam Freddy Rangkuti. 2002. *Tenik Pengambilan Sampel*. Jakarta: PT. Gramedia Pustaka Utama.

Sugiono, Prof. Dr. 2009. *Metode Penelitian Kuantitatif Kuantitatif dan R & D*. Bandung: Penerbit Alfabeta.

<http://www.unilever.co.id/id/produkkami/homecare/rinso.asp>.

[http://digilib.petra.ac.id/viewer.php?page=1&submit.x=0&submit.y=0&qual=high&fname=/jiunkpe/s1/jdkv/2007/jiunkpe-ns-s1-2007-42402209-9924-sophie\\_martin-chapter2.pdf](http://digilib.petra.ac.id/viewer.php?page=1&submit.x=0&submit.y=0&qual=high&fname=/jiunkpe/s1/jdkv/2007/jiunkpe-ns-s1-2007-42402209-9924-sophie_martin-chapter2.pdf)

<http://www.rmexpose.com/detail.php?id=900&judul=Rinso%20Terus%20Ciptakan%20Produk%20Bermutu>

<http://www.digilib.ui.ac.id/file?file=digital/123146-6012-Analisis%20logo-Literatur.pdf>

<http://elqorni.wordpress.com/2009/03/07/segmentasi-targeting-dan-positioning/>

<http://www.unilever.co.id/id/produkkami/homecare/rinso.asp>

[http://www.kao.com/id/attack/atk\\_clean\\_maximizer\\_03.html](http://www.kao.com/id/attack/atk_clean_maximizer_03.html)

[http://www.kao.com/id/corp\\_about/business\\_02.html](http://www.kao.com/id/corp_about/business_02.html)

[http://www.kao.com/id/corp\\_about/business.html](http://www.kao.com/id/corp_about/business.html)

[http://www.kao.com/id/corp\\_info/history.html](http://www.kao.com/id/corp_info/history.html)