

## DAFTAR PUSTAKA

- Buchari, Alma. (2007). *Manajemen pemasaran dan pemasaran jasa*. Bandung: Alfa beta
- Arndt. (1967). *word of mouth advertising and informal communication. In risk taking and information handling in consumer behavior*. Boston : Harvard university
- Chou and Wang. (2012). An Assesment of differentiation design fot the findability of Bottle packaging.
- Dobele, Angela R, and Ward Tony ( 2002) . Categories of Word of Mouth Refferers, ANZMAC Conference Melbourne
- Ferdinand, A (2002). *Stucutural Equation Modelling dalam Penelitian Manajemen: Aplikasi Model – Model Rumit dalam Penelitian untuk Tesis magister & Disertasi Doktor*. Semarang: Badan Penerbit UNDIP
- Hendri Ma'aruf. (2006). *Pemasaran Ritel*. Jakarta: PT Gramedia Pustaka utama
- Iwan Wiryana. (1999). *Kemasan yang menjual*. Jakarta: PT Gramedia pustaka utama
- Kotler dan Armstong. (2004). *Prinsip – prinsip marketing edisi 7*, Jakarta: Salemba Empat
- Kotler, Philip. (2006). *Manajemen Pemasaran Edisi 11*. Jakarta: PT.indeks
- Kumar, V J Petersen, Andrew P leone, Robert. 2002 . How Valueable is word of mouth. www. Hbrreprints. Org tanggal 3 Agustus 2010
- Kuncoro M (2001). *Metode riset untuk bisnis dan ekonomi: bagaimana meneliti dan menulis thesis? Jakarta: Airlangga*.
- Naumman, Earl. (1995). *Creating customer value : the path to sustainable competitive advantage*, Cincinnati : Thomson executive press.
- Oliver Richard. (1997). *Satisfaction : a behavioral perspective on the consumer*. USA : mc grwahill companies, Inc
- Olshavsky, RW (1973). Customer salesman interaction in appliance retailing. Journal of Marketing research , 10 208 – 212
- Philip Kotler dan Gary Armstrong. (2008). *Prinsip – prinsip pemasaran jilid 1*. Edisi 12 , Jakarta: Penerbit airlangga
- Philip Kotler.(2007) *Marketing Management*. New York : Pearson Prentice Hall.
- Raposo, Maria & Helena Alves. ( 2007) . A model of university choice: an exploratory approach. *Linking Research Policy and Practice*. 1-8
- Ronald .( 2004) .The effect of product attractiveness, word of mouth and product quality in elevating the impulsive buying behavior of Garuda Peanut in Surabaya. *Business*

*Innovation and Technology Management (APBITM), 2011 IEEE International Summer Conference of Asia Pacific*

Schermerhorn, John, R. (2002). *Manajemen*. Seventh edition . John Willey and sons, inc America

Schiffman dan Kanuk. 2004, *Perilaku konsumen* (edisi 7). Jakarta ( prentice Hall)

Sekaran, Uma. (2003). *Research Methods for Business: A Skill Building Approach* 2nd

Setiadi, Nugroho J. 2008. *Perilaku konsumen* (edisi 5). Jakarta : Erlangga. Jilid 2

Stanton, William J, Michael J. Etzel, and Bruce J. Walker. 1994, *Fundamental of Marketing*, Ninth edition. Mc Graw Hill inc. New York.

Sugiyono. (2002). *Statistika untuk Penelitian*. Bandung: Alfabeta.

Sunarto, SE, MM.2007, *Pengantar Manajemen pemasaran*. Yogyakarta. UST press

Tjahaja dan Hidayat (2009). *Analisis pengaruh kemasan terhadap minat beli konsumen ( studi kasus di perumahan taman alfa Indah Jakarta Barat) . Telaah Manajemen*

U.R Korth K Malweitz. (2009) *Holistic package design and consumer brand impressions*, *Journal of marketing*