



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Aaker, D. (1991), *Managing Brand Equity. Capitalizing on the Value of a Brand Name. The Free Press. A Division of Simon and Schuster, Inc.,* Ney York.
- Afandi (2014), Swing Voters Set to Affect Indonesia's Election Results, <http://www.channelnewsasia.com/news/asiapacific/swing-voters-set-to/1056796.html><http://www.channelnewsasia.com/news/asiapacific/swing-voters-set-to/1056796.html>
- Ahmed, M. (2006), The Role of Consumers' Attitude toward Product Brand: It's Implication to the SMEs.
- Andriansyah (2014), PDIP Isyaratkan Duet Jokowi-Risma di Pilpres 2014, <http://www.merdeka.com/politik/pdip-isyaratkan-duet-jokowi-risma-di-pilpres-2014.html>
- Bian, X., Moutinho, L. (2009), The Role Of Brand Image, Product Involvement, And Knowledge in Explaining Consumer Purchase Behaviour of Counterfeits. Direct And Indirect Effects. *European Journal of Marketing*, Vol. 45 No. 1/2, pp. 191-216
- Borghini *et al.*, (2009), Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girls Place. *Journal of Retailing*, Vol.3, 363-375
- Brakus, J.J., Schmitt, B.H., Zarantonello, L. (2009), Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, Vol. 73, 52-68
- Brinol, P., Petty, R. E., dan Tormala, Z. L. (2004), Self validation of cognitive responses to advertisements. *Journal of Consumer Research*, 30(4), 559-573.
- Burhani (2012), Obama gunakan pesan "afirmatif" dalam kampanye, <http://www.antaranews.com/berita/341601/obama-gunakan-pesan-afirmatif-dalam-kampanye>
- Burhani (2013), Pola dukungan pemilu dan pilpres berbeda, <http://www.antaranews.com/berita/406371/pola-dukkungan-pemilu-dan-pilpres-berbeda>
- Chi, H.K., Yeh, H.R., Yang, Y.T. (2009), The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, Vol 4 No. 1
- Dachlan (2013), Rahasia Sukses Kampanye Online Obama Yang Bisa Anda Terapkan Pada Pemilu 2014, <http://writepreneurs.com/strategi-pemenangan-pemilu-2014/>

- Dickson, P.R., Sawyer, A.G. (1990). The Price Knowledge and Search of Supermarket Shoppers,” *Journal of Marketing* 54 (3), 42-53.
- Dodds, William B., Grewal, D. (1991), Effect of price, brand and store information on buyer’s product evaluation. *Journal of Marketing Research*, 28(3), 307-319.
- Dolbec, P.Y., Chebat, J.C. (2013), The Impact of a Flagship vs. A Brand Store on Brand Attitude, Brand Attachment, and Brand Equity. *Journal of Retailing*, Vol 89 No. 4, pp. 460-466
- Erdem T., & Swait, J. (2004), Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191–198.
- Erdem, T., Swait, J., & Louviere, J. (2002), The impact of brand credibility on consumer price sensitivity. *International Journal of Research in Marketing* , 1-19.
- Eze, U.C., Tan, C.B., Yeo, A.L. (2012), Purchasing Cosmetic Products: A Preliminary Perspective of Gen-Y. *Contemporary Management Research*, Vol 8 No 1
- Faircloth, J.B., Capella, L.M., Alford, B.L. (2001), The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*, Vol 9 No. 3
- Forbes, J.E. (2010), Measuring Consumer Perceptions Of Credibility, Engagement, Interactivity and Brand Metrics of Social Network Sites.
- Gatra (2013), Strategi Wiranto-Hary Tanoe, Pasang "Billboard" dan Perbanyak Kuis, <http://nasional.kompas.com/read/2013/10/14/1222026/Strategi.Wiranto-Hary.Tanoe.Pasang.Billboard.dan.Perbanyak.Kuis>
- Ghorban, Z. S. (2012), Brand Attitude, Its Antecedents and Consequences. Investigation into Smartphone Brands in Malaysia. *IOSR Journal of Business and Management*, Vol 2 Issue 3, pp 31-35
- Ghorban, Z.S., Tahernejad, H. (2012), A Study on Effect of Brand Credibility on Word of Mouth: With Reference to Internet Service Providers in Malaysia. *International Journal of Marketing Studies*, Vol 4 No. 1
- Hair *et al.* (2010), Multivariate Data Analysis Seventh Edition. *Pearson Education, Inc.*, New Jersey.
- Hapsari (2014), Mereka Inilah yang Mendorong Jokowi ‘Nyapres’, <http://www.republika.co.id/berita/pemilu/menju-ri-1/14/01/26/mzzul7-mereka-inilah-yang-mendorong-jokowi-nyapres>

- Hasanudin (2013), 5 Kali Seminggu, Wiranto-Hary Tanoe "Blusukan", <http://nasional.kompas.com/read/2013/09/05/2241401/5.Kali.Seminggu.Wiranto.Hary.Tanoe.Blusukan>.
- Hernandez, A., Kuster, I. (2012), Brand impact on purchasing intention. An approach in virtual social networks channels. *Economics and Business Letters*, Vol 1 No. 2, pp. 1-9
- Hutasoit (2013), Jokowi Mengenang Kisah Saat Jadi Cagub DKI, <http://news.detik.com/read/2013/08/18/175909/2333408/10/?nd772204topnews>
- Hwang, J.Y., Yoon, Y.S., Park, N.H. (2011), Structural effects of cognitive and affective responses to web advertisements, website and brand attitudes, and purchase intentions: The case of casual-dining restaurants. *International Journal of Hospitality Management*.
- Johansson, V. (2010), Political Marketing and the 2008 U.S. Presidential Primary Elections.
- Kapferer, J.-N. (2004), *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*, Kogan Page, London.
- Keller, K.L. (1993), Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, Vol. 57 No. 1
- Keller, K.L. (2008), *Strategic Brand Management 3rd edition. Building, Measuring, and Managing Brand Equity*. Pearson Education, Inc., New Jersey.
- Kotler, P., Armstrong, G. (2008), *Principles of Marketing 12th edition*. Pearson Education, Inc., New Jersey.
- Kotler, P., Armstrong, G. (2010), *Principles of Marketing 13th edition*. Pearson Education, Inc., New Jersey.
- Kotler, P., Armstrong, G. (2012), *Principles of Marketing 14th edition*. Pearson Education, Inc., New Jersey.
- Kusumadewi (2014), Bursa Capres Memanas, Risma Jadi Kuda Hitam PDIP?, <http://m.news.viva.co.id/news/read/478293-bursa-capres-memanas--risma-jadi-kuda-hitam-pdip->
- Lee, H.J., Kang, M.S. (2012), The Effect of Brand Experience on Brand Relationship Quality. *Academy of Marketing Studies Journal*, Vol. 16 No. 1

- Lin, N.H., Lin, B.S. (2007), The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. *Journal of International Management Studies*
- Loureiro, S.M.C., Miranda, F.J. (2011), Brand Equity and Brand Loyalty in the Internet Banking Context: FIMIX-PLS Market Segmentation. *Journal of Service Science and Management*, Vol 4, 476-485
- Maathuis, O., Rodenburg, J., dan Sikkel, D. (2004). Credibility, emotion, or reason? Corporate Reputation Review, 333-345.
- Macdonald, E.K., Sharp, B.M. (2000), Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication. *Journal of Business Research*.
- Mackenzie, S.B., Spreng, R.A. (1992), How Does Motivation Moderate the Impact of Central and Peripheral Processing on Brand Attitudes and Intentions? *Journal of Consumer Research*. Vol 18.
- Mahsunah (2013), Personal Branding, <http://hot.yukbisnis.com/personal-branding/>
- Majeed, R. (2012), Defusing a Volatile City, Igniting Reforms: Joko Widodo and Surakarta, Indonesia, 2005 – 2011. *Trustees of Princeton University*.
- Malhotra, N.K. (2012), Basic Marketing Research. Integration of Social Media. Fourth Edition. *Pearson Education*.
- Mardani (2012), Catatan Prestasi Jokowi, Tri Risma, Syahrul, <http://www.merdeka.com/peristiwa/catatan-prestasi-jokowi-tri-risma-syahrul.html>
- Matthew, V., Thomas, S., Injodey, J.I. (2012), Direct and Indirect Effect of Brand Credibility, Brand Commitment, and Loyalty Intentions on Brand Equity. *Journal of Economics and Business*, Vol. X, Issue 2
- Miller, K.W. (2007), Investigating the Idiosyncratic Nature of Brand Value. *Australasian Marketing Journal*, Vol 15 No. 2
- Mishra, P. (2013), Indonesia's New Economic Model, <http://www.bloombergvew.com/articles/2012-11-04/indonesia-s-new-economic-model>
- Najmi, M., Atefi, Y., Mirbagheri, S. (2012), Attitude Toward Brand: an Integrative Look at Mediators and Moderators. *Academy of Marketing Studies Journal*, Vol 16 No. 1

- Peng *et al.* (2011), Antecedents of Luxury Brand Purchase Intention. *Journal of Product & Brand Management*, Vol 20 No 6, pp 457–467
- Percy, L., Rossiter, J.R. (1992), A Model of Brand Awareness and Brand Attitude Advertising Strategies. *Psychology and Marketing*, Vol 9 No 4, pp 263-274
- Petty, R.E., Cacioppo, J.T., dan Goldman, R. (1981), “Personal Involvement as a Determinant of Argument-Based Persuasion,” *Journal of Personality and Social Psychology*, 41 (November), 847–855.
- Rodriguez, K. (2008), Apparel Brand Endorsers and Their Effect on Purchase Intentions: A Study of Philippine Consumers. *Philippine Management Review*, Vol 15, pp. 83-99
- Ruslan, R. (2008), Kiat dan Strategi Kampanye Public Relations
- Schivinski, B., Dąbrowski, D. (2013), The Effect of Social Media Communication on Consumer Perceptions of Brands. *Department of Marketing, Faculty of Management and Economics, Gdańsk University of Technology*, Gdańsk, Poland.
- Setyawan, E.H. (2014), Jadi Capres PDIP, Jokowi: Saya Dapat Mandat Ibu Mega, <http://indonesia-baru.liputan6.com/read/2022853/jadi-capres-pdip-jokowi-saya-dapat-mandat-ibu-mega>
- Shamim, A., Butt, M.M. (2013), A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics*, Vol. 25 No. 1, pp. 102-117
- Sheeraz, M., Iqbal, N., Ahmed, N. (2012), Impact of Brand Credibility and Consumer Values on Consumer Purchase Intentions in Pakistan. *International Journal of Academic Research in Business and Social Sciences*, Vol.2 No. 8
- Sondoh Jr *et al.* (2007), The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in the Context of Color Cosmetic. *Asian Academy of Management Journal*, Vol. 12 No. 1, pp. 83–107
- Tanvir, A., Shahid, M. (2012), Impact of Sports Sponsorship on Brand Image and Purchase Intention. *Interdisciplinary Journal of Contemporary Research in Business*, Vol. 4 No 2
- Tariq, *et al.* (2013), Customer Perceptions about Branding and Purchase Intention: A Study of FMCG in an Emerging Market. *Journal of Basic and Applied Scientific Research*, Vol. 3 No. 2

- Torlak, O. *et al.* (2013), The Effect of Brand Image and Religious Orientation on the Attitudes towards Religious Brand Names: A Study on Youth Consumers. *Journal of Business Research-Türk*.
- Wang, X., & Yang, Z. (2010). The effect of brand credibility on consumer' brand purchase intention in emerging economies: The moderating role of brand awareness and brand image. *Journal of Global Marketing* , 23:177-188
- Wijanto, S. H. (2008). Structural Equation Modeling dengan LISREL 8.8. Graha Ilmu.
- Woodside, F.M., Summers, J. (2012), The Impact of Sponsorship Awareness in Low Involvement Settings. *Contemporary Management Research*, Vol. 8 No. 3
- Yalçın, M., Eren-Erdogmus, I., Demir, S. (2009), Using Associations to Create Positive Brand Attitude For Generation Y Consumers: Application in Fashion Retailing. *The Journal of Faculty of Economics and Administrative Sciences*, Vol.14, No.2 pp.261-276
- Yaseen, *et al.* (2011), Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention: A Resellers' View. *Interdisciplinary Journal of Contemporary Research in Business*. Vol 3 No. 8