

## Daftar Pustaka

- Barthelo, Delane. 2005. *Effect of Line Extension in Brand Image. Latin American Advances in Brand Research Volume 2*
- Bloomquist, Victoria & Holm, Rikard. 2004. *Line Extensions: From a Costumer's Perspective. Journal of Industrial Marketing. ISSN: 1402-1773*
- Ghozali, Imam. 2007. *Aplikasi Analisis Multivariat dengan Program SPSS.*, Semarang : Universitas Diponegoro
- Harry. 2010. *The Effect of Line Extension Toward Toothpaste Brand Image. Jurnal of Marketing Research vol. 8*
- Kotler, Philip. 2002. *Manajemen Pemasaran, Analisa perencanaan, Implementasi dan Kontrol, Edisi Kesembilan Jilid 1 dan jilid 2 alih bahasa oleh Hendra Teguh S.E.,A.K., dan Ronny A. Rusli, S.E. Jakarta : Prehalindo*
- Kotler, Philip, dan Amstrong. 2003. *Dasar – Dasar Pemasaran, Edisi IX.* PT Indeks : Jakarta
- Kotler, Philip & Keller, Kevin Lane. 2009. *Manajemen Pemasaran Jilid 1 Edisi 13.* Jakarta : Erlangga.
- Kotler, Philip & Keller, Kevin Lane. 2009. *Manajemen Pemasaran Jilid 2 Edisi 13.* Jakarta : Erlangga.
- Kotler, Philip & Keller, Kevin Lane. 2012. *Marketing Management 14th Edition,* New Jersey : Pearson Education, Inc.
- Nijssen, Edwin J. 1999. *Success Factors of Line Extensions of Fast Moving Consumer Goods. European Journal of Marketing vol. 33*
- Lee, Moonkyu, Kamakura, Wegner A., Lee, Jonathan. 1996. *Consumer Evaluations of Line Extensions: A Conjoint Approach. Advances in Consumer Research Vol. 23*
- Martinez, Eva & Chernatony, Leslie de. 2004. *The Effect of Brand Extensions Strategies Upon Brand Image. The Journal of Consumer Marketing: ABI/INFORM Global*

- Rangkuti, Freddy. 2002. *The Power of Brand. Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek Plus Analisis Dengan SPSS*, PT. Gramedia Pustaka Utama : Jakarta
- Schiffman & Kanul, L. 2000. *Costumer Behaviour, Internasional Edition*, Prentice Hall.
- Sugiyono. (2008). *Metode Penelitian Binis*. Alfabeta. Bandung
- Widiyanto, Ibnu. 2008. *Metodologi Penelitian*. Semarang:Universitas Dipenogoro
- Wijaya, Bambang Sukma. 2013. *Dimensi Citra Merek dalam Perspektif Komunikasi Merek*. *Jurnal Ilmu Komunikasi* : Universitas Bakrie
- <http://www.mymagnum.co.id/collection> (27 September 2014)
- <http://www.magnumicecream.com/products> (27 September 2014)
- <http://www.unilever.co.id/brands-in-action/view-brands.aspx> (27 September 2014)
- <http://www.unilever.co.id/id/aboutus/ourhistory> (24 Januari 2015)
- <http://infobiz-news.blogspot.com/branding-promotion-on-café> (24 Januari 2015)