

DAFTAR PUSTAKA

ArtikelJurnal:

- Allen, K.2008. *Viral Marketing 100 Success The Secrets*. Lulu.com
- Anna, Lundqvist. Veronica, Liljander 2013.*The impact of storytelling on the consumer brand experience: The case of a firm-originated story. Journal of Brand Management* 2013 20, 283–297
- Anna, Lundqvist. *Tell me a story and I will like your brand more*. Department of Marketing, Hanken School of Economics
- Ardey, Barry. 2008. A case of mistaken Identity: Theory, Practice and the marketing text books *European business Review* Vol 20 no 6
- Baalbaki, Sally Samih. 2012. *Consumer Perception of Brand Equity Measurement: A New Scale*. Dissertation of doctor of philosophy, University of North Texas.
- Baker, B., & Boyle, C. 2009.*The Timeless Power ofStorytelling.Journal of Sponsorship vol 3 no 1, 79.*
- Baldauf, A., Cravens, K.S. and Binder, G. 2003. Performance Consequences of Brand Equity Management Evidence From Organizations in the value chain. *Journal of Product and Brand Management*, Vol. 12 No. 4, PP 220-236.
- Berenson, Mark L et.al. 2012. *Basic Business Statistics Concept and Aplication* 12th Edition : Prentice Hall
- Boeschoten , Robert. 2011. Interactive media: image storytelling. *Journal of manajemen development*, vol 30 iss 3 pp. 284-296
- Brandweek. 2007. *The Role of Emotion in Advertising*.
- Bruno Schiuinski. DARIUS Dabrowski. 2013. *The effect of social media communication on consumer perceptions of brand*, university of technology faculty management and economic Poland.
- Bryan, A. 2011.*The New Digital Storytelling*. USA: ABC-Clio.
- Carpenter, P. 2000. *eBrands: Buillding an Internet Business at Breakneck Speed*. Harvard Business School Press, Boston. MA.
- Gesi Natasha Azzahra, 2016

- Chen, L.H. 2008. Internationalization or International Marketing? Two Frameworks for Understanding International Student Choice of Canadian Universities. *Journal of Marketing for Higher Education*, Vol. 18 No. 1, PP 1-33.
- Cozby, Paul C. dan Scott C. Bates. 2012. *Method in Behavioral Research*. McGrawHill.
- Cravens, David. Strategic Marketing Tenth Edition. Singapore: McGraw-Hill Companies Inc.
- Cui, Wenbo. 2011. Creating Customer based brand equity in Chinese sports shoes market: measurement, challenges and opportunities. Thesis of master science in International Marketing
- Dahlen, M., Lange, F., & Smith, T. 2010. *Marketing Communication : a Brand Narrative Approach*. West Sussex: John Wiley & Sons Ltd
- Daniasa, C., Tomita, V, Stuparu, D & Stanciu, M. 2010. The Mechanism of the influence of Viral Marketing in Social Media. *Economic, Management and Financial Markets* Vol 5, 280-282
- Dayal, S.H., Landesberg, H., dan Zeisser, M. 2000. Building Digital Brands. *The McKinsey Quarterly*, Vol 2, PP 42-51
- Delgadillo, Y., & Escalas, J. E. 2004. Narrative Word-of-Mouth Communication. *Advances in Consumer Research*
- Denning, S. 2004. Telling Tales. *Harvard Business Review*.
- Fog, K., Budtz, C., Munch, P., & Blanchette, S. 2010. *Storytelling Branding in Practice*. Frederiksberg: Samfundslitteratur Press.
- George Christodoulides. 2009. Consumer Based Brand Equity Conceptualization & Measurement: A Literature Review. Birmingham Business School. The University of Birmingham, University House Edgbaston, United Kingdom.
- Greene, E. 1996. *Storytelling Art & Technique*. Westport: Greenwood.
- Goi Chai Lee, Fayrene Yew Leh. 2011. Customer Based Brand Equity : a study on interrelationship among the brand equity dimension in Malaysia. *African Journal of Business Management* Vol. 5 (30), pp 11856-11862

Gesi Natasha Azzahra, 2016

ANALISIS FAKTOR STORYTELLING DALAM MEMBENTUK CUSTOMER BASED BRAND EQUITY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Haizhong Wang, Yujie Wei, Chunling Yu. 2008. Global Brand Equity Model: Combining Customer-based with Product Market Outcome Approaches. *Journal of Product and Brand Management*, Vol.17 Issue 5, PP 305-316.
- Hatch, J. H. Sehulty, M. 2003. Bringing the corporation into corporate branding. *European Journal of Marketing*, 37, 1041-1064
- Herskovitz, Stephent & Malcolm Crystal. 2010. *The essential brand persona: Storytelling and branding*. *Journal of Business Strategy*.
- Hollensend, Svend. 2010. *Marketing Management a relationship Approach*: Pearson Education
- Ibarra, H., & Lineback, K. 2005. What's Your Story. *Harvard Business Review*.
- Interbrand. 2006. The Best Global Brands 2006. A Ranking by Brand Value.
- Jennifer Edson Escalas, Yvonne Delgadillo 2004 *Narrative Word-of-Mouth Communication: Exploring Memory and Attitude Effects of Consumer Storytelling*. *Advances in Consumer Research*
- Jodith K.L Leung Patrick S.W Fog. 2011. *The Power of Stories in the Construction Industry: Lesson from other domain*. *VINE Vol 41*.
- Johnson, T. dan Griffith, D. 2002. 5 Steps Online success. *Marketing Manajement*, Vol 11 No. 5, PP 35-9
- Kadembo, E. M. 2010. *The Narrative/Storytelling Approach in Brand Development for Town*. *Academy of Marketing Conference*.
- Kapferer, J.N. 2008. *New Strategic Brand Manajement: Creating and Sustaining Brand Equity Long Term* Creating and Sustaining Brand Equity Long Term. 4th Edition, London, United Kingdom.
- Kaufman, B. 2003. *Stories That Sell, Stories That Tell*. *Business Strategy*.
- King, C. Grace, D. 2010. Building and Measuring employee-based brand equity. *European Journal of Marketing*, Vol.44 No.2, PP 115-31.
- Lewis, R., Mobilio, L., Phelps, J., & Raman, N. 2005. Understanding Pass- Along Emails : Motivations and Behaviors of Viral Consumers. In C. Haungtvedi, *Online Consumer Psychology*. New Jersey: Lawrence Erlbaum Associates.
- Lisa Wood. 2000. Brands and brand Equity : definition and management. *Management Decision*, Vol 38 Issue:9, PP 662-669

Gesi Natasha Azzahra, 2016

ANALISIS FAKTOR STORYTELLING DALAM MEMBENTUK CUSTOMER BASED BRAND EQUITY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Matthews, R., & Wacker, W. 2007. *What's Your Story? Storytelling to Move Markets, Audiences, People, and Brands*. Indianapolis: FT Press.
- McKee, R. 2003. *Storytelling that Moves People*. *Harvard Business Review*.
- Mellisa,. 2012. penggunaan storytelling dalam proses terjadinya word of mouth pada kampanye produk industri versi "cerita indie". Universitas Indonesia
- Mishler, E. G. 1986. *Research Interviewing : Context and Narrative*. Cambridge: Harvard University Press.
- Mittlestadt, J. 2003. Why I Have Spent My Time in Such Ways: The Ways of the Storyteller. *The Reading Teacher* vol 56.
- Mizik, N. and Jacobson, R. 2008. The Financial Value Impact of Perceptual Brand Attributes, *Journal of marketing Research*, 45, PP 15-32.
- Morgan Abdoli, Moh Reza, Dalvi Hosein, Sarmad Maoud, Karimkhani. 2012. Measuring Customer Based Brand Equity: Empirical Evidence from the Banking Industry. *Wulkenia journal* Klagenfurt, Austria.
- Mogilner, Cassie and Jennifer Aaker. 2009. The times versus money effect. *Journal of customer research*
- O'leary, S. Sheehan. 2008. Building Buzz to beat the big boys word of mouth marketing for small business. United states of america
- Ouwensloot, H and Duncan, T. 2008. *Integrated marketing communications*. United kingdom. Mc Grow Hill Education.
- Page, C. and Lepkowska, E. 2002. Web Equity: a frame work for building customer value in online companies. *Journal of Consumer Marketing*, Vol. 19 No. 3, PP 231-48
- Quaterly, Mckinsey 2011. *The Power of Storytelling*. Marketing and Sales Practice
- Ravi pappu, Pascale G. Quester, Ray W. Cooksey 2005, *Consumer based brand equity: improving the measurement empirical evidence*. *Journal of product Brand Manajement*, Vol 19 155
- Rosa, E. Rios Hernan, E. and Riquelme. 2010. Sources of Brand Equity for Online Companies. *Journal of Research In Interactive Marketing*, Vol. 4 155, PP 214-240

- Rathod, Harish Chandra Singh. 2014. Product and brand association mappiry using projective technique. *Indian Journal of Research*. Volume: 31 Issue: 21 Feb 2014.
- Salzer-Morling, M., & Strannegard, L. 2004. Silence of The Brands. *European Journal of Marketing Vol 38*, 224.
- SanazFarjam, XuHongyi. 2015. Review the Concept of Brand Equity and Evaluating Consumer Based Brand Equity (CBBE) Models. *International Journal of Manajement Science and Business Administration Volume 1*, Issue 8, Pages 14-29.
- Sarah G. More 2012. *Word of Mouth Influence Storyteller*. [Journal of Consumer Research](#) Vol 38
- Setyawan 2010 analisis pengaruh brand *awareness*, *brand associations*, *perceived quality*, dan *brand loyalty* terhadap minat beli telepon seluler nokia. Universitas Diponegoro Semarang
- Simmons, Annette. 2006. *Whoever Tells the Best Story Wins. How to use your own stories to communicate with power and impact*. American Manajement Association. Newyork USA
- Stravros, P. Kalafatis Natalia, Remizova Debra, Riley Jaywant Singh. 2012. The Differential Impact of Brand Equity on B2B CoBranding. *Journal of Business and Industrial Marketing*, Vol 27 Issue 8, PP 623-634.
- Silverman, Goerge. 2011. *The secret of word of mouth marketing*. Second Edition. American Newyork
- Surakhmad, Winarmo. 1998. *Metode Penelitian Sosial*. Bandung: PT Remaja Rosdakarya.
- Tarvainen, Eveliina. 2013. *Storytelling as a branding tool in social media*. Lappeenranta university of technology school of business.
- Vered, A. 2007. *Tell a friend- Word of mouth marketing*. Lulu.com
- Wira Hadu Nugraha 2011. Pengaruh ekuitas merek terhadap loyalitas konsumen. Universitas Sriwijaya.
- Wong, H.Y., Merrilees, B. 2008. The Performance Benefits of Being Brand-Oriented. *Journal of Product & Brand Management*, 17/6, PP 372-383.

Woodside, G. Arch. 2010. *Brand-consumer storytelling. Theory and research. Introduction to a psychology and marketing special issue.* Boston Collage.

Woodside, A., Sood, S., & Miller, K. 2008. When Consumer and Brands Talk : *Storytelling Theory and Resarch in Psychology and Marketing. Psychology & Marketing Journal Vol 25 no 2, 97.*

Woo Park, Jin. 2013. Investigating the effects of sales promotion on customer behavioral intentions at duty-free shop: an inchean international airport case study. *Journal of airport abd air management.* ISSN : 2014-4806

Zeithaml, V., & Bitner, M. 1996. *Services Marketing.* New York: McGraw Hill.

SumberBuku:

Ali Hasan, 2013. *Marketing dan Kasus- Kasus Pilihan.* PT. BukuSeru: Jakarta

Al-Rasyid, Harun. 1994. *Teknik Penarikan Sampel dan Penyusunan Skala.* Bandung: Universitas Padjajaran

Arikunto Suharsimi. 2009. *Prosedur Penelitian Suatu Pendekatan Praktis.* Yogyakarta : Bina Aksara

Arikunto, Suharsimi. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik.* Yogyakarta: Bina Aksara

Anwar Sanusi. 2011. *Metodologi Penelitian Bisnis.* Jakarta: Selemba Empat.

Azwar, Saifudin. 2012 *Metode Penelitian* Yogyakarta: Pustaka Belajar.

Cravens, David. *Strategic Marketing Tenth Edition.* Singapore: McGraw-Hill Companies Inc.

Griffin, Jill. 2006. *Customer loyalty, Edisi Revisi,* Jakarta. Erlangga

Hair, et al. 2006 *Multivariate Data Analysis 6th Ed.* New Jersey : Pearson Education

Ferdinand, Augsty. 2005. *Structural Equal Modeling* BP Undip.

Kapferer, J.N. 2008. *New Strategic Brand Manajement: Creating and Sustaining Brand Equity Long Term* Creating and Sustaining Brand Equity Long Term. 4th Edition, London, United Kingdom.

Kusnendi. 2008. *Model-model persamaan structural.* Bandung. Alfabeta

Gesi Natasha Azzahra, 2016

ANALISIS FAKTOR STORYTELLING DALAM MEMBENTUK CUSTOMER BASED BRAND EQUITY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Kotler, P dan Keller, K.L. 2012. *Marketing Management 14th Edition*. Pearson Education Inc, New Jersey.

Kotler, Philip and Gary Armstrong. 2014. *Principles Of Marketing*, Harlow : Person Educationoertsch. 2008. Business to business. B2B. Jakarta: Gramedia

Kotler, Philip and Kevin Lane Keller. 2016 *Marketing Management 15th Edition*. United States of America: Pearson Education.

Kotler, Philip and Kevin Lane Keller. 2016 *Marketing Management 15th Edition*. United States of America: Pearson Education.

Kotler. Pf

Maholtra, Narkesh K. 2010. *Riset Pemasaran, Penerapan Terapan*. Jakarta: Gramedia Pustaka Utama

Sekaran, Uma. 2009. *Metodelogi Penelitian Bisnis. Edisi Empat*. Jakarta: Selemba Empat.

Sekaran, Uma., Bougie, Roger. 2013. *Research Methods for Business*. Chennai, India: John Willey & Sans Ltd.

Tabachnick, Barbara G., & Linda S. Fidell. 2013. *Using Multivariate Statistics, Sixth Edition*. Boston: Pearson Education, Inc.

Umar, Husain. 2008. *Startegic Riset Bisnis*. Jakarta: PT Gramedia Pustaka Utama

Ratih Hurriyati. 2010. *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung : Alfabeta

Sekaran, Uma., Bougie, Roger. 2013. *Research Methods for Business*. Chennai, India: John Willey & Sans Ltd.

Tabachnick, Barbara G., & Linda S. Fidell. 2013. *Using Multivariate Statistics, Sixth Edition*. Boston: Pearson Education, Inc.

Website

[Amir Karimuddin](https://dailysocial.net/post/startup-terbaik-2014/#) (January 2015) “[DS10 2014: Sepuluh Startup Indonesia Terbaik Versi DailySocial](https://dailysocial.net/post/startup-terbaik-2014/#)” <https://dailysocial.net/post/startup-terbaik-2014/#> (diakses 21 Februari 2015)

Alexa.com (diakses 09 Mei 2015)

Gesi Natasha Azzahra, 2016

ANALISIS FAKTOR STORYTELLING DALAM MEMBENTUK CUSTOMER BASED BRAND EQUITY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

“Apa Itu *Startup*? Bgmn Perkembangan Dunia Bisnis *Startup* di Indonesia?” (April 2014). <https://www.maxmanroe.com/apa-itu-startup-bgmn-perkembangan-dunia-bisnis-startup-di-indonesia.html> (diakses 21 February 2015)

[DailySocial](#) (January 6, 2015) “Kementerian Perindustrian Perkirakan Tren E-Commerce di Indonesia Akan Tumbuh 60%-70% Tahun Ini” <http://www.trenologi.com/2015010653214/kementerian-perindustrian-perkirakan-tren-e-commerce-di-indonesia-akan-tumbuh-60-70-tahun-ini/> (diakses 19 February 2015)

[Eddy Dwinanto Iskandar](#) (11 Desember 2014) “[Bridestory Mewujudkan Impian Calon Pengantin](#)” <http://swa.co.id/youngsterinc/bridestory-mewujudkan-impian-calon-pengantin> (diakses 19 februari 2015)

“Glosary Brand Equity” <http://www.webdynamic.com.au/glossary/b/brand-equity.html> (diakses 21 February 2015)

[Hesti Pratiwi](#) (Desember 2014) “[Potensi dan Tantangan E-commerce Indonesia Tahun 2015](#)” <https://dailysocial.net/post/potensi-dan-tantangan-e-commerce-indonesia-tahun-2015> (diakses 19 February 2015)

“[Kementerian Perindustrian Perkirakan Tren E-Commerce di Indonesia Akan Tumbuh 60%-70% Tahun Ini](#)” (January 2015). <https://dailysocial.net/post/kementerian-perindustrian-tren-e-commerce-2015> (diakses 21 February 2015)

[Ratih Devi](#) (2014). “Bagaimana Membangun *Startup* Yang Bisa Menarik Hati Investor” (November 17, 2014) <http://www.acommerce.co.id/bagaimana-membangun-startup-yang-bisa-menarik-hati-investor/> (diakses 22 February 2015)

“Strategi Jitu Memenangkan Pasar e-Commerce” (10 Nov 2014). http://www.topbrand-award.com/article/strategi_jitu_memenangkan_pasar_e-commerce.html (diakses 21 Februari 2015)

[sismarketresearch.com](#) (diakses 20 Februari 2015)

[Stratuprangking.com](#) (diakses 22 February 2015)

[Sanjey Maltya](#) (02 January 2015) “PROYEKSI 2015: Pasar E-Commerce Tumbuh 60%-70%” <http://industri.bisnis.com/read/20150102/105/387385/proyeksi-2015-pasar-e-commerce-tumbuh-60-70-> (diakses 21 February 2015)

[Will Greene](#) (12 Mei 2014) “E-commerce Empowers Southeast Asia’s Local Brands” <http://techonomy.com/2014/05/e-commerce-empowers-southeast-asias-local-brands/> (diakses 22 February 2015)

Gesi Natasha Azzahra, 2016

ANALISIS FAKTOR STORYTELLING DALAM MEMBENTUK CUSTOMER BASED BRAND EQUITY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Gesi Natasha Azzahra, 2016

ANALISIS FAKTORSTORYTELLING DALAM MEMBENTUK CUSTOMER BASED BRAND EQUITY
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu