

DAFTAR PUSTAKA

- Anna Eckerstein. (2002). *Evaluation of Event Marketing. International Management Master Thesis No 2002:25. Graduate Business School School of Economics and Commercial Law Göteborg University*
- Awad. (2008). *Pengaruh Nama Merek Favorable (Brand Favorable) Terhadap Persepsi Produk Oleh Konsumen.*
- Antonio Argandoña.(2010). *Corporate Social Responsibility in The Tourism Industry some lessons from the Spanish experience. IESE Business School_University Of Navarra*
- Cravens ,David W.dan Nigel F.Pierce (2006). *Strategy marketing 8 th edition.* New York USA:Mc Graw-Hill Education
- Cutlip, Scott M., et al. (2009). *Effective Public Relations* Edisi Kesembilan. Pearson Education Inc.
- Fandy Tjiptono .(2009). *Service Marketing.(Esensi & Aplikasi).* Marknensis. Yogyakarta
- Farida Jasfar. (2009). *Manajemen Jasa Pendekatan Terpadu.* Bogor : Ghalia Indonesia
- Frederick, Wiliam C, Davis, Keith, Post, dan James E. (2004) *Business and Society,* Singapore, Mc, Graw, Hill
- Hawkins, Del I., Mothersbaugh, David L. 2010. *Consumer Behavior Building Marketing Strategy.* 11th Edition. Mc. Graw-Hill
- Harun, Al, Rasyid. (1994). *Teknik Penarikan Sampel dan Penyusunan Skala.* Program Studi Sosial Bidang Kajian Utama Sosiologi Antropologi Program Pasca Sarjana UNPAD
- Helena Nemeč Rudež. 2010. *Integration of Corporate Social Responsibility Into Loyalty. Journal of Tourism and Hospitality Management,* Vol. 16, No. 1, pp. 101-108, 2010. Diakses pada bulan Juni melalui:
<http://web.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=15&hid=108&sid=69c81a5f-69ca-471e-b821-3cdd9bdba5d7%40sessionmgr113>
- Hendrik Budi Untung, SH.,C.N.,M.M. (2008). *Corporate Social Responsibility.* Yogyakarta. Sinar Grafika.
- Harisson, Shirley.(2005). *Marketer Guide to Public Relations.*New York: John Wiley and Son
- Husein Umar.(2004). *Metode Riset Perilaku Organisasi.* Jakarta: PT. Gramedia Pustaka Utama
- Hoyle, Leonard H. Jr., CAE, CMP (2006). *Event marketing.* Alih bahasa oleh Kumala Insiwi Suryo. Jakarta: PPM
- I, Gede, Pitana. Putu, G, Gayatri. 2005. *Sosiologi Pariwisata.* Yogyakarta : Andi
- Julie A. Ruth and Bernard L.Simonim (2003). *Investigating Multiple Sponsor "Influence on Consumer" Attitude of Toward Sponsorship Events. Journal of Advertising.* Vol 32
- Jan Drengner et.al.(2008). *Does flow influence the brand image in event marketing. journal of advertising research*
- Julie Z.Sneat dan R.Zachary Finney. (2008). *An IMC Approach To Event Marketing The Effect Of Sponsorship and Experience On Customer Attitude. Journal Of Advertising Research.*
- Keegan, Warren J. 2005. *Global Marketing 4th Edition International Edition.* USA: Prentice Hall

- Khoon Y. Koh, PhD dan Anita A. Jackson, PhD. (2006). *Special Events Marketing: An Analysis of a County Fair*. *Journal of Convention & Event Tourism*, Vol. 8(2)
- Kotler Philip, John T. Bown, James C. Makens. (2010). *Marketing for hospitality and tourism. Fifth edition. Pearson international edition. New Jersey. Prentice Hall*
- Philip & Gary Amstrong. (2008). *Principles of marketing tenth edition*, Pearson Prentice Hall, New jersey
- dan Keller, Kelvin Lane (2007). *Manajemen pemasaran jilid 1 dan 2* Jakarta: PT. Indeks kelompok Gramedia
- and Keller, K. L. (2009). *Marketing Management (thirteenth ed.)*. New Jersey : Prentice Hall
- Kusnendi .(2008). Model-model Persamaan struktural satu dan multigroups sampel dengan LISREL. Bandung. Alfabeta.
- Lary Percy. (2008). *Strategic Integrated Marketing Communication Theory and practice. First edition. Typeset by Charon Tec Ltd (A Macmillan Company), Chennai, India*
- Tatum, Malcolm. (2010). *What is a Corporate Image?*
- Malhotra, Naresh K. (2009). *Basic Marketing Reasearch*. Pearson International Edition.
- Marinko Jakovljevic.(2010). *The Role Of Public Relations In Croatia As a Tourist Destination. Journal Tourism & Hospitality Management 2010, Conference Proceedings pp. 101-113*
- Nugroho J. setiadi. (2003). *Perilaku Konsumen*. Jakarta. Prenada
- Neni yulianita. (2007). *Dasar-dasar Public Relations*. Bandung: Pusat Penerbitan Universitas (P2U)-LPPM UNISBA
- Porter, Michael E. dan Mark R. Kramer (2002), “*The Competitive Advantage of Corporate Phiilantropy*”, dalam *Harvard Business Review*, December, halaman5
- Puspowarsito. (2008). *Metode Penelitian Organisasi dengan Aplikasi Program SPSS*. Bandung: Humaniora.
- Riduwan. Sunarto. 2007. *Pengantar Statistik Untuk Penelitian Pendidikan, Sosial, Ekonomi, Komunikasi, dan Bisnis*. Bandung : Alfabeta
- Rupp Deborah E, Ganapathi Jyoti, Aguilera Ruth V, Williams Cynthia A (2006). *Employee Reactions to Corporate Social Responsibility: An Organizational Justice Framework, Journal of Organizational Behavior*, 27: 537-43
- Siswanto Sutojo. (2004). *Membangun Citra Perusahaan*. Jakarta : Damara Mulias Pustaka
- Slobodan Ivanović, V. Galičić, K. Mikić: (2010). *Event Planning As A Function In The Hospitality Industry. Journal Tourism & Hospitality Management, Conference Proceedings pp. 925-930*
- Sutisna . (2001). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: Rosda karya
- Suharsimi Arikunto.(2006). *Prosedur Penelitian,Suatu Pendekatan Praktek*, Jakarta: Rineka Cipta
- _____. (2009). *Prosedur Penelitian Suatu Pendekatan Praktis*. Yogyakarta : Bina Aksara
- Siswanto Sutojo (2004). *Membangun Citra Perusahaan*. Jakarta: Damara Mulias pustaka

- Steiner, A, George dan Steiner, F, John, Business, (2003), *Government, and Society, A managerial perspective*, tens Edition, Mc Gra Hill irwin
- Sugiyono. (2008). Metode penelitian kuantitatif kualitatif dan R&D. Alfabeta. Bandung
- _____. (2009). Metode Penelitian Bisnis. Bandung: Alfabeta
- _____. (2010). Statistika Untuk Penelitian. Alfabeta. Bandung
- Republika, 20 Oktober
- T.C Melewar.(2008). *Facets Of Corporate Identity Communication and Reputation. This edition published in the Taylor & Francis e-Library. New York*
- Ulber Silalahi. (2009) . Metode Penelitian Sosial. Refika Aditama. Bandung
- Uma, Sekaran. (2006). Metode Penelitian Untuk Bisnis. Jakarta : Salemba Empa

Situs dan Majalah

[Http://Search epnet.com](http://Search.epnet.com)

www.google.com

www.Pengusaha-Indonesia.com

Divisi Riset PPM Manajemen, Mei 2008

www.Artikelku.com

