

DAFTAR PUSTAKA

- Cooper, Donald R, & Schindler, Pamela S. (2011). *Business Research Methods* (11th ed). New York: The McGraw-Hill Companies, Inc.
- Kartajaya, Hermawan (2010). *Brand Operation*. Jakarta: ESENSI, Erlangga Group.
- Keller, Kevin L. (2008). *Strategic Brand Management, Building, Measuring, and Managing Brand Equity* (3rd ed). Upper Saddle River, New Jersey: Pearson Education, Inc.
- Praswoto, Andi (2011). *Memahami Metode – Metode Penelitian: Suatu Tinjauan Teoritis dan Praktis*. Yogyakarta: Ar – Ruzz Media
- Rochaety, Ety, Tresnati, Ratih, & Latief, H. Abdul Majid (2007). *Metodologi Penelitian Bisnis: Dengan Aplikasi SPSS* (Ed I). Jakarta: Mitra Wacana Media.
- Rustan, Suriyanto (2009). *Mendesain Logo*. Jakarta: PT Gramedia Pustaka Utama.
- Sanusi, Anwar (2011). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Sarwono, Jonathan (2007). *Analisis Jalur untuk Riset Bisnis dengan SPSS* (Ed I). Yogyakarta: ANDI.
- Sekaran, Uma, & Bougie, Roger (2009). *Research Methods For Business: A Skill-Building Approach* (5th Ed). Southern Gate: John wiley & Sons Ltd.
- Sugiyono (2009). *Metodologi penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, dan R & D* (Ed 13). Bandung: Ikatan Penerbitan Indonesia (IKAPI).
- Suharsaputra, Uhar (2012). *Metode Penelitian : Kuantitatif, Kualitatif, Tindakan*. (Ed I). Bandung: PT. Refika Aditama.
- Sunyoto, Danang (2011). *Riset Bisnis dengan Analisis Jalur SPSS*. Yogyakarta: Gava Media.
- Supangat, Andi (2007). *Statistika: Dalam Kajian Deskriptif, infernsi, dan Nonparametrik*. (Ed I). Jakarta: Kencana.
- Surjaatmada, Surachman (2008). *Dasar-Dasar Manajemen Merek: Alat Pemasaran Untuk memenangkan Persaingan*. Malang: Bayumedia Publishing.
- Tjiptono, Fandy (2011). *Manajemen & Strategi Merek* (Seri Manajemen Merek 01). Yogyakarta: ANDI.
- Tjiptono, Fandy, Chandra, Gregorius, & Adriana, Dadi (2011). *Pemasaran Strategik*. (Ed. I). Yokyakarta: ANDI.
- Wheeler, Alina (2009). *Designing Brand Identity: An Essential Guide for The Whole Branding Team* (3rd ed). Hoboken, New Jersey: John Wiley & Sons, Inc.
- Wahyono, Teguh (2009). *25 Model Analisis Statistik dengan SPSS 17*. Jakarta : PT. Elex Media Komputindo.
- Yamin, Sofyan, & Kurniawan, Heri (2009). *SPSS Complete : Teknik Analisis Statistik Terlengkap Dengan Software SPSS*. Jakarta: Salemba Infotek.

Jurnal (*Journals*)

1. Jian Wang, yong., Hernandez, Monica D., Minor, Michael S., & Wei, Jie. (2012). *Superstitious Beliefs in Consumer Evaluation of Brand Logos : Implications for Corporate Branding Strategy*, 46(5), 712-732. Retrieved from European Journal of Marketing.
2. Krishnan, Vijaykumar, Kellaris, James J, & Aurand, Timothy W. (2012). *Sonic Logos : Can Sound Influence Willingness to Pay ?*. Vol. 21(4), 275 – 284. Retrieved from Journal of Product & Brand Management.
3. Machado, Joana César, de- Carvalho, Leonor Vacas-, Costa, Patrício, & Lencastre, Paulo. (2012). *Brand Mergers: Examining Consumers' Responses to Name and Logo Design*. Vol.21(6), 418 – 427. Retrieved from Journal of Product & Brand Management.
4. Ross, Jill, & Harradine, Rod. (2011). *Fashion Value Brands: The Relationship Between Identity and Image*, 15(3), 306-325. Retrieved from Journal of Fashion Marketing and Management.
5. Walsh, Michael F., Winterich, Karen Page, & Mittal, Vikas. (2010). *Do Logo Redesigns Help or Hurt Your Brand? The Role of Brand Commitment*, Vol. 19(2), 76 – 84. Retrieved from Journal of Product & Brand Management.
6. Walsh, Michael F., Winterich, Karen Page, & Mittal, Vikas. (2011) *How Re-Designing Angular Logos To Be Rounded Shapes Brand Attitude: Consumer Brand Commitmen and Self Construal*, Vol. 28(6), 438 – 477. Retrieved from Journal of Consumer Marketing.

Skripsi

1. Sarah, Raisah. (2011). *Pengaruh Logo Baru Telkom Terhadap Assosiasi Merek Pada Penduduk di Kota Bogor*. Skripsi FTBM IM TELKOM Bandung.
2. Idawiduri, Safira. (2007). *Pengaruh Persepsi Event Marketing Terhadap Brand Image Produk Telkom Flexi di Wilayah Kotamadya Bandung*. Skripsi FTBM IM TELKOM Bandung.
3. Fazry, Zaily. (2011). *Pengaruh Tagline Axis “GSM Yang Baik” dan Pomosi Above The Line Terhadap Keputusan Penggunaan Kartu Axis*. Skripsi UPI Bandung.

Links

- asriyatno.blogspot.com. (06/2011). *"Flexi Gaul dan Flexi Mobile Broadband"*.
<http://asriyatno.blogspot.com/2011/06/flexi-gaul-dan-flexi-mobile-broadband.html>. [27 September 2012].
- bandungkota.bps.go.id (2010). *"Jumlah Penduduk Kota Bandung Berdasarkan Umur Tahun 2010"*. <http://bandungkota.bps.go.id>. [25 Agustus 2012].
- bitebrands.blogspot.com. (08/2012). *"Logo Telkom Flexi Lebih Dewasa"*. <http://bitebrands.blogspot.com/2011/08/logo-telkom-flexi-lebih-dewasa.html>. [31 Januari 2013].
- id.wikipedia.org. (2012). *"Daftar Produk Telekomunikasi di Indonesia"*.
http://id.wikipedia.org/wiki/Daftar_produk_telekomunikasi_di_Indonesia. [15 September 2012].
- inet.detik.com. (01/04/2009). *"BTS Flexi di Bandung Overload"*.
<http://inet.detik.com/read/2009/04/01/070401/1108171/328/bts-flexi-di-bandung-overload>. [27 September 2012].
- www.inet.detik.com (2013). *"Esia Pasok Ponsel CDMA Murah, Genjot Voicedan SMS"*
<http://inet.detik.com/read/2013/06/19/102131/2277598/317/esia-pasok-ponsel-cdma-murah-genjot-voice-dan-sms>
[8 Juli 2013]
- <http://jingle-iklan-tv.blogspot.com/search?q=flexi&updated-max=2011-07-21T13:08:00%2B08:00&max-results=20&start=2&by-date=false> [8 Juli 2013]
- johngudil.wordpress.com. (23/02/2010). *"Brand Awareness"*. <http://johngudil.wordpress.com/tag/brand-awareness/> [6 Oktober 2012].
- komudata.blogspot.com. (01/06/2011). *"Mengamati Pertarungan Operator Seluler Merebut Pelanggan"*.
http://komudata.blogspot.com/2011_06_01_archive.html. [1 September 2012]
- techno.okezone.com. (29/04/2011). *"Telkom Target Jumlah Pelanggan Flexi Capai 20 Juta"*.
<http://techno.okezone.com/read/2011/04/29/54/451533/telkom-target-jumlah-pelanggan-flexi-capai-20-juta>. [10 Agustus 2012].
- tekno.kompas.com. (28/10/2011). *"Naik 13 Juta Pengguna Internet Indonesia 55 Juta Orang"*.
<http://tekno.kompas.com/read/2011/10/28/16534635>
[/Naik.13.Juta..Pengguna.Internet.Indonesia.55.Juta.Orang](#). [20 Agustus 2012].
- teknologi.kompasiana.com. (08/10/2012). *"Info Grafik Perkembangan Internet Media Sosial dan Seluler Asia"*.
<http://teknologi.kompasiana.com/internet/2012/10/18/infografik-perkembangan-internet-media-sosial-dan-seluler-asia/>. [20 Agustus 2012].
- www.desainlogodesign.com. (2011). *"Logo Baru Telkom Flexi Broadband Diluncurkan"*.
<http://desainlogodesign.com/logo-baru-telkom-flexi-broadband-diluncurkan-2100.html> [4 November 2012].
- www.inet.detik.com (2011). *"Telkom Stop Bangun BTS Flexi"*
<http://inet.detik.com/read/2011/04/28/183615/1628087/328/telkom-stop-bangun-bts-voice-flexi?i991101105> [8 Juli 2013]
- www.indotelko.com. (04/2012). *"Pamor Pemain CDMA Memudar"*. <http://www.indotelko.com/2012/04/pamor-pemain-cdma-memudar/>. [17 September 2012]
- www.indotelko.com. (12/2011). *"Evdo Flexi Gaet 34 Ribu Pelanggan"*. <http://www.indotelko.com/2011/12/evdo-flexi-gaet-34-ribu-pelanggan> [12 Agustus 2012].
- www.indotelko.com. (2013). *"Flexi Tumbuh 25,5%"*. http://www.indotelko.com/kanal_financial?it=Pelanggan-Flexi-Tumbuh-25-5 [8 Juli 2013]

www.kabarbisnis.com (2011). “*Flexi Bikin Hotspot di Universitas Brawijaya*”.
<http://www.kabarbisnis.com/read/2823178> [8 Juli 2013]

www.telkom.co.id. (2012). “*Laporan Keuangan 2011 Telkom Meraih Pendapatan Rp 71.3 Triliun*”.
www.telkom.co.id/pojok-media/siaran-pers/laporan-keuangan-2011-telkom-meraih-pendapatan-rp-71-3-triliun.html.
[10 Agustus 2012].

www.telkomflexi.com. [10 agustus 2012].

www.topbrand-award.com. (2012). “*Top Brand Result 2012*”. <http://www.topbrand-award.com/top-brand-survey/survey-result/top-brand-result-2012/#>. [1 oktober 2012].

www.topbrand-award.com. (2012). “*Top Brand Result 2011*”. <http://www.topbrand-award.com/top-brand-survey/survey-result/top-brand-result-2011/#>. [1 oktober 2012].

Majalah

INDONESIA BEST BRAND 2012, SWA Edisi xxvii 20 sep – 3 Okt Tahun 2012, hal.41.