

REFERENCES

Aaker, D.A. 1991. *Managing Brand Equity: Capitalizing on the value of a brand name*. New York: The Free Press.

About Education – “What is ANOVA?” <http://statistics.about.com/od/Inferential-Statistics/a/What-Is-Anova.htm>, accessed on April 24, 2015.

Baran, J. S., & Davis, K. D. 2010. *Mass Communication Theory*. Wadsworth, USA: Cengage Learning.

Business Dictionary. 2015. *Business Owner*.

<http://www.businessdictionary.com/definition/business-owner.html>. Accessed on August 14, 2015.

Business Dictionary. 2015. *Employer*.

<http://www.businessdictionary.com/definition/employer.html>. Accessed on August 14, 2015.

Cooper, D. R., and Schindler, P. S. 2011. *Business Research Methods*. New York: McGraw-Hill Companies, Inc.

Dissertation Statistics – “Samples and Sample Size” <http://www.dissertation-statistics.com/samples-sample-size.html>, accessed on April 20, 2015.

Dissertation Statistics – “What is the difference between a population and a sample?” <http://www.dissertation-statistics.com/population-sample.html>, accessed on April 20, 2015.

Guerrero, L. & Nachmias, F. (2006). Stated in My Market Research Methods – “Descriptive vs. Inferential Statistics: What’s the Difference?”

<http://www.mymarketresearchmethods.com/descriptive-inferential-statistics-difference/>, accessed on April 20, 2015.

Hartopo, R. 2012. *Analysis of Brand Loyalty: A Case Study in 5-Star Business Hotel in Jakarta*. Bachelor Student Thesis. Department of Hotel and Tourism Management. Swiss German University, Tangerang, Indonesia.

Investopedia – “T-test” <http://www.investopedia.com/terms/t/t-test.asp>, accessed on April 24, 2015.

Katz. E., Jay. G., Blumber., Gurevitch. M. stated in Communication Theory – “Uses and Gratification Theory” <http://communicationtheory.org/uses-and-gratification-theory/>, accessed on April 27 2015.

Kompasiana – “Redenominasi Di Indonesia?”
http://www.kompasiana.com/amrillahfajri/redenominasi-di-indonesia_550ba7bda33311c91c2e3932, accessed on April 9, 2015.

Keller. 2003. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 2nd ed. Upper Saddle River, N.J.: Prentice Hall.

Laerd Statistics – “Hypothesis Testing” <https://statistics.laerd.com/statistical-guides/hypothesis-testing-3.php>, accessed on April 20, 2015.

Lippman. W. stated in Communication Theory – “Agenda Setting Theory”
<http://communicationtheory.org/agenda-setting-theory/>, accessed on April 27, 2015.

Merdeka.com – “BI dan pemerintah mulai sosialisasi redenominasi Rupiah.”
<http://www.merdeka.com/uang/bi-dan-pemerintah-mulai-sosialisasi-redenominasi-rupiah.html>

Merriam-Webster. 2014. *Awareness*. <http://www.merriam-webster.com/dictionary/>, accessed on April 14, 2014

Nasution, D. stated in Jakarta Post, The – “Redenomination: How not to socialize policy” <http://www.thejakartapost.com/news/2010/08/09/redenomination-how-not-socialize-policy.html>, accessed on April 9, 2015.

Pambudi, A., Juanda, B., & Priyarsono, D.S. 2015. *Penentu Keberhasilan Redenominasi Mata Uang: Pendekatan Historis Dan Eksperimental*.
<http://www.bi.go.id/id/publikasi/jurnal-ekonomi/Documents/Penentu%20Keberhasilan%20Redenominasi%20Mata%20Uang%3B%20%20Pendekatan%20Historis%20dan%20Eksperimental.pdf>, accessed on April 9, 2015.

Putri, M.N. 2014. *Public Opition Towards the Action of Redenomination in Indonesia*. Unpublished manuscript, Swiss German University, Indonesia, Tangerang.

Prastika, C. 2014. *The Influence of Food Images Posted on Facebook Toward Dining-Out Intention in The Greater Jakarta Area Depending on Personality Traits*. Bachelor Student Thesis. Department of Hotel and Tourism Management. Swiss German University, Tangerang, Indonesia.

Priyatno, D. 2013. *Mandiri Belajar Analisis Data dengan SPSS*. Jakarta: Mediakom.

Redenominasi Rupiah – “Redenominasi Rupiah.”

<http://www.redenominasirupiah.com/redenominasi-rupiah/>, accessed on April 9, 2015.

Redenominasi Rupiah – “Perbedaan Redenominasi Rupiah Dengan Sanering Rupiah.”

<http://www.redenominasirupiah.com/perbedaan-redenominasi-rupiah-dengan-sanering-rupiah/>, accessed on April 9, 2015.

Reinard, J.C. 2007. *Introduction to Communication Research*. McGraw-Hill; 4th ed.

Research Methods Knowledge Base – “Inferential Statistic”

<http://www.socialresearchmethods.net/kb/statinf.php>, accessed on April 20, 2015.

Sekaran, U., and Bougie, R. 2013. *Research Metods for Buiness: A Skill Building Approach*. England: John Wiley & Sons Ltd.

SPSS Tutorial – The Ultimate Guide for Mastering SPSS. <http://www.spss-tutorials.com/>, accessed June 13, 2015.

SWA – “Jumlah Wirausaha Indonesia Hanya 0.43% dari Total Populasi”

<http://swa.co.id/business-strategy/menteri-koperasi-dan-ukm-wirausaha-di-indonesia-harus-bisa-mencapai-2-dari-total-populasi>, accessed on May 5, 2015.

Tichenor. J.P., Donohue. G. stated in Communication Theory – “Knowledge Gap

Theory” <http://communicationtheory.org/knowledge-gap-theory/>, accessed on April 27, 2015.

Tjahjono, E.D. 2013. *Konsultasi Publik Perubahan Harga Rupiah “Redenominasi Bukan Sanering”*.

Valiouk. M. 2008. Wiki Research Blogspot – “Research Techniques to Measure Awareness.” <http://wiki-research.blogspot.com/>, accessed May 18, 2015.

