

DAFTAR PUSTAKA

- Aaker, David A. 1991. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.
- Ardianto, Elvinaro dan Soleh Soemirat. 2004. *Dasar-Dasar Public Relations*. Bandung: PT Remaja Rosdakarya.
- Andreassen, Tor & Lindestad, Bodil. (1998). *The Effect of Corporate Image in the Formation of Customer Loyalty*. *Journal of Service Research*.
- Arista. 2011. Analisis Pengaruh Iklan, Kepercayaan Merek Dan Citra Merek Terhadap Minat Beli Konsumen. *Jurnal Aset*, 13(1), 37-45.
- Aulia, S., Sukati, I., & Sulaiman, Z. (2016). *A Review: Customer Perceived Value and its Dimension*. *Asian Journal of Social Sciences and Management Studies*, 3(2), 150-162.
- Basu, Swastha, & Irawan, 2001, *Manajemen Pemasaran Modern*, Liberty. Yogyakarta.
- Behboudi, Leila & Khodadad Hosseini, Hamid. (2017). *Brand trust and image: effects on customer satisfaction*. *International Journal of Health Care Quality Assurance*.
- Chahal, Hardeep & Kumari, Neetu. (2011). *Consumer Perceived Value and Consumer Loyalty in the Healthcare Sector*. *Journal of Relationship Marketing*. 10. 88-112.
- Diab, Balqis. (2009). Analisis Pengaruh Nilai Pelanggan dan Citra Merek Terhadap Kepuasan Pelanggan Dalam Meningkatkan Retensi Pelanggan (Studi Kasus pada Gies Batik Pekalongan).
- Dwityanti, Esthi. (2008). Analisis Faktor-Faktor Yang Mempengaruhi Minat Beli Konsumen Terhadap Layanan Internet Banking Mandiri, Tesis, Program Program Pasca Sarjana Universitas Diponegoro Semarang.
- Evawati. 2012. Kualitas Produk Dan Citra Merek (Brand Image) Mc Donald : Pengaruhnya Terhadap Kepuasan Konsumen. *Jurnal Ekonomi Dan Sosial*. Jilid 1 Nomer 2: 185-191.
- Fandy Tjiptono, Ph.D. 2015. *Strategi Pemasaran*, Edisi 4, Penerbit Andi, Yogyakarta
- Ferdinand, Augusty, 2002, *Pengembangan Minat Beli Merek Ekstensi*, Semarang: Badan Penerbit Universitas Diponegoro.
- Ferrinadewi, Erna. 2008. *Merek dan Psikologi Konsumen, Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.

- Ghozali, Imam, 2014, *"Konsep dan Aplikasi Dengan Program AMOS 22"*.Badan Penerbit Universitas Diponegoro, Semarang.
- Handi, Irawan. 2004. *10 Prinsip Kepuasan Pelanggan*. Cetakan Kelima. Jakarta: Elex Media Komputindo Jurnal Manajemen Pemasaran, Vol. 7, No. 1, April 2012 Ike Kusdyah
- Hellier, Phillip K., Geursen, Gus M., Carr, Rodney A. and Rickard, John A. 2003, *Customer repurchase intention: a general structural equation model*, European journal of marketing, vol. 37, no. 11, pp.1762-1800.
- Keller, K.L. (2013). *Strategic brand management: building, measuring, and managing brand equity* (4th ed.). England: Pearson Education, Inc.
- Kim, Changsu & Galliers, Robert & Shin, Namchul & Ryoo, Joohan & Kim, Jongheon. (2012). *Factors influencing Internet shopping value and customer repurchase intention. Electronic Commerce Research and Applications*.
- Kim, C., Galliers, R.D., Shin, N., Ryoo, J., & Kim, J. (2012). *Factors influencing Internet shopping value and customer repurchase intention. Electronic Commerce Research and Applications*, 11,374-387.
- Kotler, Philip dan Armstrong, Gary. (2011). 10th Edition. *"Marketing an Introduction"*. Indonesia: Perason.
- Kotler, Philip and Kevin Lane Keller.2012.*Marketing Management* 13.New Jersey:Pearson Prentice hall,Inc.
- Lai, Fujun & Griffin, Mitch & Babin, Barry. (2009). *How quality, value, image, and satisfaction create loyalty at a Chinese telecom. Journal of Business Research*.
- Leyla Özer, Pınar Başgöze & Ayça Karahan (2017) *The association between perceived value and patient loyalty in public university hospitals in Turkey*, Total Quality Management & Business Excellence, 28:7-8, 782-800
- Lim Lei Sir. (2017). *An Empirical Study On The Impact Of Patient Perceived Value on Patient Satisfaction in Private Hospitals in Klang Valley, Malaysia*. South East Asia Journal of Contemporary Business, Economics, and Law.
- Morar, Doriana. (2013). *An overview of the consumer value literature –perceived value, desired value*.
- Pevec, T., & Pisnik, A. (2018). *Empirical Evaluation of a Conceptual Model for the Perceived Value of Health Services. Zdravstveno varstvo*, 57(4), 175-182.
- Rezvani, Samin & Javadian Dehkordi, Goodarz & Rahman, Muhammad & Fouladivanda, Firoozeh & Habibi, Mahsa & Egtebasi, Sanaz. (2012). *A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention*.

- Sangadji, Etta Mamang dan Sopiah. 2013. *Perilaku Konsumen: Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Edisi pertama. Yogyakarta : Andi.
- Scott M. Davis, (2000) "*The power of the brand*", *Strategy & Leadership*, Vol. 28 Issue: 4, pp.4-9
- Siswanto Sutojo, 2004. *Membangun Citra Perusahaan*. Jakarta: Damar Mulia Pustaka
- Srivastava, Dr. Kavita & K. Sharma, Narendra. (2013). *Service Quality, Corporate Brand Image, and Switching Behavior: The Mediating Role of Customer Satisfaction and Repurchase Intention*. *Services Marketing Quarterly*. 34. 274–291,
- Tjiptono, Fandy & Chandra, Gregorius. (2016). *Service Quality & Satisfaction*. Edisi IV. Yogyakarta : Penerbit Andi.
- Wijaya, B. S. (2013). *Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication*. *European Journal of Business and Management*, 5 (31): 55-65.
- Yang, Zhilin & Peterson, Robin. (2004). *Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs*. *Psychology and Marketing*.
- Tu, Yu-Te & Wang, Chin-Mei & Chang, Hsiao-Chien. (2018). *Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan*.
- Wu, Chao-Chan. (2011). *The impact of hospital brand image on service quality, patient satisfaction and loyalty*. *African journal of business management*.