

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the value of a brand name*. New York: Free Press
- Adriansyah, M.A & Aryanto, Rudy. (2012). *Jurnal Pemasaran Vol. 2 No. 14*, pp. 55-80.
- Alma, Buchari. (2011). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: CV Alfabeta
- Arnould, Price & Zinkhan. (2005). *Consumers, 2nd Edition*. McGraw – Hill.
- Arndt, J. (1967). *Role of Product-Related Conversations in the Diffusion of a New Product*. *Journal of Marketing Research*. Vol. 4 Issue 3: 291-295.
- Azwar, Saifuddin. (2000). *Reliabilitas dan Validitas Data*. Yogyakarta: Pustaka Belajar.
- Basu, Swastha, dan Irawan. (2001). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Bayu Prawira & Ni Nyoman Kerti Yasa. (2014). *Pengaruh Kualitas Produk, Citra Merek, dan Persepsi Harga Terhadap Minat Beli Produk Smartphone Samsung di Kota Denpasar*, Skripsi Fakultas Ekonomi dan Bisnis Universitas Udayana, Bali.
- Brunner, T. A., Stocklin. M., & Opwis. K. (2008), *Satisfaction, Image and Loyalty: New Versus Experienced Customers*, *European Journal of Marketing*, Vol. 42 No. 9/10, pp. 1095-1105.
- Chi et al., (2009). *The Influences of Perceived Value on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser*. *Journal*.
- Cooper, D.R & P.S. Schindler. (2001). *Business Research Methods, 7th Edition*. McGraw-Hill Companies, Inc. New York.
- Darmadi Durianto, dkk. (2001). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama.
- Darsono, L.I. dan Dharmmesta, B.S. (2005). *Kontribusi Involvement dan Thrust in Brand dalam Membangun Loyalitas Pelanggan*, *Jurnal Ekonomi dan Bisnis Indonesia*, vol 20, no 3.
- Dick, A.S dan Basu, K. (1994). *Customer Loyalty : Toward an Integrated Conceptual Framework*, *Journal of The Academy Marketing Science*, Vol.22, p.99-113.

- Durianto, Darmadi dan C. Liana, (2004). *Analisis Efektifitas Iklan Televisi Softener Soft & Fresh di Jakarta dan Sekitarnya dengan Menggunakan Consumer Decision Model, Jurnal Ekonomi Perusahaan.*
- Engel, F. James; Roger D. Blackwell; Paul W. Miniard. (2004). *Perilaku Konsumen. Jakarta: Binarupa Aksara.*
- Fandy Tjiptono. (2008). *Strategi Bisnis Pemasaran.* Yogyakarta: Andi.
- Ferdinand, A. (2002). *Structural Equation Modeling dalam Penelitian Manajemen. Semarang: BP UNDIP.*
- Gujarati, Damodar N. (2003). *Ekonometrika Dasar.* Jakarta: Erlangga.
- Haubl, G. (1996). *A Cross-National Investigation of The Effects of Country of Origin and Brand Name on The Evaluation of a New Car. International*
- Hasan, Ali. (2010). *Marketing.* Yogyakarta: Media Presindo.
- Hidayat, Rachmad. (2009). *Pengaruh Kualitas Pelayanan, Kualitas Produk dan Nilai nasabah Terhadap Kepuasan dan Loyalitas Nasabah Bank Mandiri. Jurnal Manajemen Dan Kewirausahaan, 11(1), 59-72*
- Hidayati, Tri Asih. (2013). *Pengaruh Citra Merek Terhadap Minat Beli Dan Keputusan Pembelian Konsumen (Survei pada Mahasiswa Penghuni Ma'had Sunan Ampel Al-Aly UIN Malang Tahun Angkatan 2012/2013 yang Mengonsumsi Mie Instan Merek Indomie).*
- Hoeffler, Steve., Keller, Kevin Lane. (2003). *The Marketing Advantages of Strong Brands, Brand Management, Vol. 10, No.6*
- Keller, K. L. (1993). *Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 57: 1-22*
- Keller, K.L. (1998). *Branding Perspectives On Social Marketing. Advances in Consumer Research 25: 299-302.*
- Kinney, Thomas C. and James R. Taylor, (1995). *Marketing Research: An Applied Approach. McGraw Hill Text*
- Kotler, P., Bowen, J., dan Makens, J. (1999). *Marketing for Hospitality and Tourism. Second Edition. Prentice Hall Inc. Upper Saddle River, New Jersey*
- Kotler, Philip dan Kevin Lane Keller. (2007). *Manajemen Pemasaran. Jakarta: PT Indeks.*

- Kwon et al. (2007). *The Mediating Role of Perceived Value: Team Identification and Purchase Intention of Team-Licensed Apparel*. *Journal of Sport Management*. P540-554.
- Mahajan CL, Agrawal NK., (1980). *Comparative tissue ascorbic acid studies in fishes*. *J Fish Biol* 17:135-141.
- Mehta, A.J., (1994). *Hydraulic Behaviour of Fine Sediment. Coastal, Estuarial and Harbour Engineer's Reference Book*, Chapman and Hall, London.
- Mowen, C.J. & Minor, M. (2002). *Perilaku konsumen Jilid 2, Edisi kelima (terjemahan)*. Jakarta: Erlangga.
- Nasution, M. (2005). *Total Quality Management*. Jakarta: PT Gramedia Pustaka Utama.
- Peter, J. Paul dan Jerry C Olson. (2000). *Consumer behavior: Perilaku Konsumen Dan Strategi Pemasaran Jilid 1*. Jakarta: Erlangga.
- Rosen, H.S. (2002). *Public Finance*. Mc-GrawHill Book. Co. New York.
- Runyon, K. (1980). *Consumer Behavior and the Practice of Marketing 2nd ed*.
- Schiffman, Leon. G; Leslie Lazar Kanuk. (2007). *Perilaku konsumen*. Jakarta: PT. Indeks Gramedia
- Sulistiyari, I.N. (2012). *Analisis Pengaruh Citra Merek, Kualitas Produk, dan Harga Terhadap Minat Beli Oriflame*. Universitas Diponegoro.
- Sugiyono. (2009). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.
- Stanton, William, J (1994). *Fundamental of Marketing. Thenth ed*. Mc, Graw HillInc; Singapore.