

## DAFTAR REFERENSI

- Alamsyah, D. P. (2016). Kepercayaan konsumen pada produk organik. *Ecodemica*, *IV*(2), 146–155.
- Chao, R., & Liao, P.-C. (2016). The Impact of Brand Image and Discounted Price on Purchase Intention in Outlet Mall : Consumer Attitude as Mediator. *The Journal of Global Business Management*, *12*(2), 119–128. Retrieved from <http://www.jgbm.org/page/14> Ren-Fang Chao.pdf
- Chen, Y. C. (2013). A Study of the Interrelationships Among Service Recovery, Relationship Quality, and Brand Image in Higher Education Industries. *Asia-Pacific Education Researcher*, *24*(1), 81–89. <https://doi.org/10.1007/s40299-013-0160-3>
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, *36*(2), 230–240. <https://doi.org/10.1016/j.indmarman.2005.08.013>
- Deebhijarn, S. (2018). *The structural equation model of variables influencing Chinese tourists consumer ' s purchase intentions of black-bone chicken snack products in Thailand*. *9*(4), 9–10.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, *28*(3), 307. <https://doi.org/10.2307/3172866>
- Hanifah, A., & Rubiyanti, R. N. (2017). Pengaruh Kualitas Produk Terhadap Sikap Konsumen Kosmetik Organik Melilea International Bandung the Influence of Product Quality Toward Consumers Attitude of International Melilea Organic Cosmetic : Study in Bandung. *Pengaruh Kualitas Produk Terhadap Sikap Konsumen Kosmetik Organik Milelea International Bandung*, *4*(1), 772–780. Retrieved from <http://www.google scholar>
- Hsieh, H. Y. (2016). *The Relationship among Consumer Value , Brand Image , Perceived Value and Purchase Intention - A Case of Tea Chain Store in Tainan City*. (July), 1–10.
- Idoko, E.C., Ireneus, N.C., Nkamnebe, A.D., & Okoye, V.I. (2013). 'Effects Of Intrinsic And Extrinsic Product Cues On Consumers' Purchase Intention: A Study Of Alcoholic Beverage Consumers In A Developing Country Metropolitan City'. *Journal of Arts, Science and Commerce*
- Imelia, R., & Ruswanti, E. (2017). Factors Affecting Purchase Intention of Electronic House wares in Indonesia. *International Journal of Business and Management Invention ISSN*, *6*(2), 37–44. Retrieved from [www.ijbmi.org](http://www.ijbmi.org)
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Pearson Education.

- Kotler, P., & Keller, K. L. (2013). *Marketing Management* (14th ed.). New Jersey: Prentice-Hall Inc.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (13th-Jilid ed.). Jakarta: Erlangga.
- Lane, W. R., King, K. W., & Russell, J. T. (2009). *Prosedur Periklanan*. Jakarta: Indeks.
- Linder, C., & Seidenstri, S. (2010). The Strategic Meaning of Ingredient Brands A Resource-Based Analysis. *Asian Journal of Marketing - Asian J Market*, 4(1), 1–16.
- Makanyeza, C. (2014). Measuring Consumer Attitude towards Imported Poultry Meat Products in a Developing Market: An Assessment of Reliability, Validity and Dimensionality of the Tri-Component Attitude Model. *Mediterranean Journal of Social Sciences*, (September). <https://doi.org/10.5901/mjss.2014.v5n20p874>
- Mambu, E., & Economics, F. O. (2015). *the Influence of Brand Image , and Service Quality Toward Consumer Purchase Intention of Blue Bird Taxi Manado*. 3(4), 645–654.
- Martínez Salinas, E., & Pina Pérez, J. M. (2009). Modeling the brand extensions' influence on brand image. *Journal of Business Research*, 62(1), 50–60. <https://doi.org/10.1016/j.jbusres.2008.01.006>
- Mowen, J. C., & Michael, M. (2002). *Perilaku Konsumen* (5th ed.). Jakarta: Erlangga.
- Park, H. H., Jeon, J. O., & Sullivan, P. (2015). How does visual merchandising in fashion retail stores affect consumers' brand attitude and purchase intention? *International Review of Retail, Distribution and Consumer Research*, 25(1), 87–104. <https://doi.org/10.1080/09593969.2014.918048>
- Peter, J. P., & Olson, J. C. (2008). *Consumer behavior and marketing strategy* (8th ed.). Singapore: McGraw-Hill.
- Putra, R. A., Hartoyo, H., & Simanjuntak, M. (2017). The Impact of Product Quality, Service Quality, and Customer Loyalty Program perception on Retail Customer Attitude. *Independent Journal of Management & Production*, 8(3), 1116. <https://doi.org/10.14807/ijmp.v8i3.632>
- Rangkuti, F. (2006). *Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan* (13th ed.). Jakarta: Gramedia Pustaka Utama.
- Ranjbarian, B. (2013). *Determining the Effect of Brand Extension Strategies on Consumer Attitudes to New Products in the Sports Apparel Market*. 3(5), 429–443.
- Rasmikayati, E., Pardian, P., Hapsari, H., Ikhsan, R. M., & Saefudin, B. R. (2017). Kajian Sikap Dan Perilaku Konsumen Dalam Pembelian Kopi Serta Pendapatnya Terhadap Varian Produk Dan Potensi Kedainya. *MIMBAR AGRIBISNIS: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 3(2), 117. <https://doi.org/10.25157/ma.v3i2.563>

- Rustamat, C. P. K., & Andjarwati, A. L. (2014). *Pengaruh Kualitas Produk, Citra Merek Dan Harga Terhadap Niat Beli Konsumen Pada Samsung Galaxy Tab. 2* (November 2012).
- Schiffman, L. ., & Kanuk, L. . (2010). *Perilaku Konsumen*. Jakarta: Indeks.
- Schiffman, L. ., & Kanuk, L. . (2007). *Consumer Behavior* (9th ed.). New Jersey: Prentice-Hall Inc.
- Setiadi, N. J. (2003). *Perilaku Konsumen Konsep dan Impilkasi untuk Strategi Penelitian Pemasaran*. Jakarta: Kencana.
- Shafiq, R., Raza, I., & Rehman, M. (2011). Analysis of the factors affecting customers' purchase intention: The mediating role of perceived value. *African Journal of Business Management*, 5(26). <https://doi.org/10.5897/ajbm10.1088>
- Simamora, B. (2008). *Panduan Riset Perilaku Konsumen* (3rd ed.). Jakarta: Gramedia Pustaka Utama.
- Simamora, B. (2011). *Riset Pemasaran* (1st ed.). Jakarta: Gramedia Pustaka Utama.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- Sun, Q., & Paswan, A. (2011). Country branding using product quality. *Journal of Brand Management*, 19(2), 143–157. <https://doi.org/10.1057/bm.2011.20>
- Sunyoto, D. (2014). *Konsep Dasar Riset Pemasaran dan Perilaku Konsumen*. Yogyakarta: Center for Academic Publishing Service.
- Tjiptono, F. (2012). *Servis Manajemen Mewujudkan Layanan Prima*. Yogyakarta: Andi.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality & satisfaction*. Yogyakarta: Andi.
- Wilkie, W. L. (1994). *Consumer Behavior* (3rd ed.). New York: Wiley.
- Wu, C.-S. (2015). a Study on Consumers' Attitude Towards Brand Image, Athletes' Endorsement, and Purchase Intention. *The International Journal of Organizational Innovation*, 8(2), 233–253. Retrieved from file:///Users/EduardoFonsDocon/Downloads/out.pdf