

DAFTAR PUSTAKA

- Alhaddad, Abdullah, (2015), "A Structural Model of The Relationships Between Brand Image, Brand Trust and Brand Loyalty," *Marketing and International trade Department, Higher Institute of Business Administration, Syria-Damascus*
- Alsop, Dee T; Bryce R Bassett; dan James A Hoskins, (2007), "Word of mouth research: principles and applications," **Journal of Advertising Research**
- Dharmmesta, B.S. dan Handoko Hani (1997), *Manajemen Pemasaran Analisa Perilaku Konsumen*, BPFE Yogyakarta
- Fazal, Syed Muhammad e Hasan, (2014), "The role of customer gratitude in making relationship marketing investment successful," **Journal of Retailing and Consumer Services**
- Ferdinand, Augusty T., (2000), *Struktural Equation Modelling Dalam Penelitian Manajemen*, Badan Distributor Universitas Diponegoro, Semarang.
- Fuad Mas'ud, 2004, **Survei Diagnosis Organisasional (Konsep dan Aplikasi)**, Badan Penerbit Universitas Diponegoro.
- Hair, J.F., Anderson, R.E., Tatham, R.L., dan Black, W.C., (1995), "*Multivariate Data Analysis, With Readings* ", Fourth Edition, New Jersey, Prentice Hall
- H.J, Matthias; Gouthier; dan Rhein, Miriam, (2011), "Organizational Pride and Its Positive Effects on Employee Behavior," *Marketing Department, Chair of Services Marketing, EBS Business School, Oestric-Winkel, Germany*
- Hsiang-Ming, Lee; Ching-Chi, Lee; dan Cou-Chen, Wu, (2011), "Brand Image Strategy Affects Brand Equity after M&A; ," *Business and Economics-Marketing And Purchasing*
- Imam Ghazali (2005), **Aplikasi Analisis Multivariate Dengan Program SPSS**, Badan Penerbit Universitas Diponegoro, Semarang
- Imam Wibowo, (2005) " *Analisis Pengaruh Sikap Konsumen dan Norma Subyek Konsumen Terhadap Niat berperilaku Produk Oli Pelumas Pertamina*" **Jurnal Marketing**

- Indriantoro, Nurdan Bambang Supomo, (2009), “*Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen*“, BPFE, Yogyakarta
- Jantan, Muhamad; dan Abdul Razak Kamaruddin, (1999), ”Store image and store choice decision: an investigation of consumers shopping behavior in Malaysia,” *AAM Journal*
- Kotler, Philip, (1997), **Marketing Management: Analysis, Planning, Implementation, and Control**, 9th Ed., Englewood Cliffs, NJ: Prentice Hall, Inc.
- Loudon, David L. and Della Bitta, Albert J, 1993, **Consumer Behavior, Concepts and Applications**, 4th ed., McGraw-Hill, Inc: New York
- Mehta, Singh; dan Ravi R, (2014), “Back to Back Credit Versus Transferable Credit,” *Business and Economics-International Commerce*
- Meyer, Robert; Tulin Erdem; dan Fred Freinburg, (1997), ”Dynamic influences on individual choice behavior,” *Marketing Letters*
- Mohsan, Faizan; Muhammad Musarrat Nawaz; M Sarfraz Khan; Zeeshan Shaukat; dan Numan Aslam, (2011), “Impact of customer satisfaction on customer loyalty an intention to switch,” **International Journal of Business School Science**
- Roig, Juan Carlos Fandos; Javier Sanches Garcia; Miguel Angel Moliner Tena; dan Jaume Llorens Monzonis, (2006), “Customer Perceived Value in Banking Services,” *Jaume I University of Castellon, Castello de la Plana, Spain*
- Sengupta, Jaideep; dan Rongrong Zhou, (2007), “Understanding impulsive eaters choice behavior,” *Journal of Marketing Research*
- Sweeney, Jillian C; dan Geoffrey N. Soutar, (2001), “Consumer Perceived Value : The Development of a Multiple Item Scale ,” *Journal of Retailing*
- Walker, dan Jean L; (2012), “Place brands and the relational branding communication process,” *University of Houston-Clear Lake*
- Xu, Jingjun (David); Benbasat, Izak; dan Cenfetelli, Ron, (2011), “The Effects of Service and Customer Product Knowledge on Online Customer Loyalty,” *Journal of the Association for Information Systems*
- Zhang, Zhuo; dan Wang, Wahyu, (2012), “A Three Dimensional Service HOQ Based on Economic Perspective,” *Emerald Group Publishing*