

DAFTAR PUSTAKA

- Aagja, J. P., T. Mammen, & A. Saraswat (2011), Validating Service Convenience Scale and Profiling Customers: A Study in The Indian Retail Context, **Vikalpa**, 36 (4), 25-49.
- Baker J., Parasuraman A., Grewal D. and Voss G. B. (2002), The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions, **Journal of Marketing**, 66(2), pp.120-141.
- Beatty S. and S.M Smith (1987), External Search Effort: An Investigation across Several Product Categories, **Journal of Consumer Research**, 14, pp.83-95.
- Chang, Kuo-Chien., Mu-Chen Chen, Chia-Lin Hsu, Nien-Te Kuo (2010), The Effect of Service Convenience on Post-Purchasing Behaviours, **Industrial Management & Data System**, 110 (9), 1420-1443.
- Chang, Y.W dan M.J Polonsky (2012), The Influence of Multiple Types of Service Convenience on Behavioral Intentions: The Mediating Role of Consumer Satisfaction in a Taiwanese Leisure Setting, **International Journal of Hospitality Management**, 31 (1), 107-118.
- Ferdinand, Augusty (2005), **Structural Equation Modeling Dalam Penelitian Manajemen**, Badan Penerbit Universitas Diponegoro, Semarang.
- Ferdinand, Augusty (2006), **Metode Penelitian Manajemen**, Badan Penerbit Universitas Diponegoro, Semarang.
- Ferdinand, Augusty (2014), **Structural Equation Modeling Dalam Penelitian Manajemen**, Badan Penerbit Universitas Diponegoro, Semarang.
- Haryadi, R (2009), **Pengaruh Strategi Green Marketing Terhadap Pilihan Konsumen Melalui Pendekatan Marketing Mix Studi Kasus pada The Body Shop Jakarta**, Tesis, Universitas Diponegoro, Semarang.
- Hoyer, Wayne D dan Deborah J Macinnis (1997), **Consumer Behavior**, Houghton Mifflin Company, Boston.
- Hutton J. D. and Richardson L. D. (1995), Healthscapes: The Role of The Facility and Physical Environ, **Health Care Management Review**, 20(2), pp.48-61.
- Keaveney, S.M (2007), Customer Switching Behavior in Service Industries, **Journal of Marketing**, 59 (2), 71-82.
- Kotler, Philip dan Kevin Lane Keller (2008), **Manajemen Pemasaran**, Erlangga, Jakarta.

- Liao, Cheng-Wen (2014), Exploring the Correlations among Service Encounter, Customer Perceived Value, Purchase Intention in Hospitality Industry, **Anthropologist**, 17 (3), 823-830
- Lin, Nan-Yong dan Bih-Sya Lin (2007), The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount, **Journal of International Management Studies**.
- Lockwood, A. (1994), Using Service Incidents to Identify Quality Improvement Points, **International Journal of Contemporary Hospitality Management**, 6(2), pp75-80.
- Lovelock, C dan Gummisson (2011), **Pemasaran Jasa**, Erlangga, Jakarta.
- Lovelock, C., J. Wirtz, & Mussry J (2011), **Pemasaran Jasa**, Erlangga, Jakarta.
- Mahendrayasa, Andhanu Catur., Srikandi Kumadji & Yusri Abdillah (2014), Pengaruh *Word Of Mouth* Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian (Survei pada Mahasiswa Pengguna Kartu Selular GSM "IM3" Angkatan 2011/2012 dan 2012/2013 Fakultas Ilmu Administrasi Universitas Brawijaya Malang), **Jurnal Administrasi Bisnis**, 12 (1), 1-7.
- McCallum R. J. and Wayne H (1985), Interdependence in the Service Encounter, **In the Service Encounter: Managing Employee/ Customer Interaction in Services Business**. MA: Lexington Books, pp.35-48..
- Mpinganjira, Mercy (2015), Online Store Service Convenience, Customer Satisfaction and Behavioural Intentions: A Focus on Utilitarian Oriented Shoppers, **Journal of Economics and Behavioral Studies**, 7 (1), 36-49.
- Nittissusastro, Mulyadi (2012), **Perilaku Konsumen dalam Perspektif Kewirausahaan**, Alfabeta, Bandung.
- Normann R. and Ramirez R. (1993), From Value Chain to Value Constellation: Designing Interactive Strategy, **Harvard Business Review**, 71(4), pp.65.
- Nulufi, Kris & Murwartiningsih (2015), Minat Beli Sebagai Mediasi Pengaruh Brand Image Dan Sikap Konsumen Terhadap Keputusan Pembelian Batik Di Pekalongan, **Management Analysis Journal**, 4 (2), 129-141.
- Oumlil A. B. and Willwams A. J. (2000), Consumer Education Programs for Mature Consumers, **Journal of Services Marketing**, pp.232-242.
- Parasuraman A., V.A Zeithaml, and L.L Berry (1985), A Conceptual Model of Service Quality and Its Implications for Future Research, **Journal of Marketing**, 49, pp.41-50.

- Peter, Paul J dan Jerry J Olson (2013), **Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran**, Erlangga, Jakarta.
- Ruslim, Tommy Setiawan & Richard Andrew (2012), Pengaruh Brand Image dan Product Knowledge terhadap Purchase Intention (Kasus: Kosmetik Merk X), **Media Bisnis**, 34-44.
- Schiffman, L.G dan L.L Kanuk (2007), **Consumer Behavior**, Prentice Hall, New Jersey.
- Seiders, Kathleen., Glenn B. Voss, Andrea L Godfrey (2007), Servcon: Development and Validation of a Multidimensional Service Convenience Scale, **Journal of Academic Marketing Science**, 35, 144-156.
- Sekaran, Uma (2006), **Research Methods for Business**, Penerbit Salemba Empat, Jakarta.
- Septifani, Riska., Fuad Achmadi & Imam Santoso (2014), Pengaruh Green Marketing, Pengetahuan dan Minat Membeli terhadap Keputusan Pembelian, **Jurnal Manajemen Teknologi**, 13 (2), 201-218.
- Solomon M. R., S Carol, John A. C. and Evelyn G. G. (1985), A Role Theory Perspective on Dyadic Interactions: The Service Encounter, **Journal of Marketing**, 49, pp.99-111.
- Sugiyono (2010), **Metode Penelitian Kuantitatif Kualitatif & RND**, Alfabeta, Bandung.
- Sulastiyono (2006), **Manajemen Penyelenggaraan Hotel**, Alfabeta, Bandung.
- Sumarwan, Ujang (2004), **Perilaku Konsumen**, Ghalia Indonesia.
- Swasta, Basu dan Irawan (2002), **Manajemen Pemasaran Modern**, Liberty, Yogyakarta.
- Swastha, Basu dan Handoko (2012), **Manajemen Pemasaran Analisis Perilaku Konsumen**, BPFE, Yogyakarta.
- Tjiptono, Fandy (2009), **Strategi Pemasaran**, Andi, Yogyakarta.
- Wahyuni, Ni Luh Gede & Gede Suparna (2014), **Pengaruh Brand Image dan Product Knowledge terhadap Purchase intention Produk Tas Tiruan di Kota Denpasar**, 1022-1034.
- Wong, Hsien-Lun dan Mei-Chi Tsai (2010), The Effects of Service Encounter and Experiential Value on Consumer Purchasing Behavior, **WSEAS, Transaction on Business and Economics**, 2 (7), 59-68.

Yulia & Rudy Aryanto (2013), Analisis Pengaruh Citra Merek Dan Pengetahuan Produk Terhadap Minat Pembelian Yang Berdampak Pada Proses Keputusan Pembelian Produk Wafer Tango, **Working Paper**.

Zeithaml, Valarie., Mary J Bitner, & Dwayne D Gremler (2006), **Service Marketing-Integration Customer Focus Accross The Firm**, McGraw Hill, New York.

Zeithaml, Valerie dan M.J Bitner (2009), **Service Marketing: Integrating Customer Focus Across the Firm**, Irwin McGraw Hill, New York.