

DAFTAR PUSTAKA

- Anderson, E.W., Fornell, C. and Lehmann, D.R., 2012. *Customer satisfaction, market share, and profitability: Findings from Sweden. The Journal of marketing*.
- Babin. BJ., Harris, W.G. 2012. "Consumer Behavior", 3rd ed. South-Western. Cengage Learning, Mason. Ohio, USA.
- Berman, Barry and Joel R. Evans. 2014. *Retailing Management*. 6th edition, New Jersey: Prentice Hall.
- Berry, L. & Yadav, M. 2013. "Capture and Communicate Value in the Pricing of Services", *Management Review*, Summer.
- Berry, L.L. 2013. "Cultivating service brand equity". *Journal of the Academy of marketing Science*, Vol. 28, No.1
- Biel, A.L., 2013. *The brandscape: converting brand image into equity. Journal: Admap (UK)(26/10)*, 26(10).
- Chandra, G. 2002c. *Strategi dan Program Pemasaran*. Yogyakarta: ANDI.
- Cockrill, A. and Goode, M.M., 2010. *Perceived price fairness and price decay in the DVD market. Journal of Product & Brand Management*, 19(5).
- Davis, S.M. 2002. *Brand Asset Management*. San Fransisco: John Wiley & Sons, Inc.
- Davis, S., 2002. *Brand Asset Management2: how businesses can profit from the power of brand. Journal of Consumer Marketing*, 19(4).
- Farhan, Muhammad Yusuf. 2015. *Analisis Pengaruh Citra Merek, Desain Produk, & Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Produk Nike Indonesia)*. Skripsi S1. Semarang : Universitas Diponegoro.
- Ghozali, Imam. (2015). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Edisi Ketiga. Semarang: Badan Penerbit Universitas Diponegoro.
- Harjati, L. and Venesia, Y., 2015. *Pengaruh kualitas layanan dan persepsi harga terhadap kepuasan pelanggan pada maskapai penerbangan Tiger Air Mandala*. E-Journal Widya Ekonomika, 1(1).

- Keller, K.L. 2003. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 2nd ed. Upper Saddle River, N.J.: Pearson Educational International.
- Kotler, Philip & A.B. Susanto. 2011. *Manajemen Pemasaran di Indonesia: Analisis Perencanaan, Implementasi, dan Pengendalian*. Jakarta: Salemba Empat.
- Kotler, Philip and Keller. 2012. *Manajemen Pemasaran*. Edisi ke 12. Jakarta: Erlangga.
- Lee, S., Illia, A. and Lawson-Body, A., 2011. Perceived price fairness of dynamic pricing. *Industrial Management & Data Systems*, 111(4).
- Monroe, K.B., 2014. *Pricing: Making profitable decisions*. McGraw-Hill Companies.
- Morgan, R.M. and Hunt, S., 2012. *Relationship-based competitive advantage: the role of relationship marketing in marketing strategy*. *Journal of Business Research*, 46(3).
- Neuman, S. B., & Dickinson, D. K. (Eds.). 2011. *Handbook of early literacy research* (Vol. 1). Guilford Press.
- Peter, J. Paul dan Jerry C Olson. 2010. *Perilaku konsumen dan strategi pemasaran*. Terjemahan. Jakarta: Erlangga.
- Schiffman, L. G. dan Leslie Lazar Kanuk. 2012. *Perilaku Konsumen*. Edisi ke 2. Jakarta: PT. Indeks Gramedia.
- Shimp, Terence. "A. 2013." *Advertising Promotion and Supplement Aspect of Integrated Marketing Communication* 5 (2000).
- Sugiyono. 2015. *Metode Penelitian: Kuantitatif, Kualitatif dan R&D*. ed 22. Bandung: Alfabeta.
- Tjiptono, Fandy.2008. *Strategi Pemasaran* (Edisi III). Yogyakarta: Andi.
- Tjiptono, F.& Chandra, G. 2012. *Service Management Meningkatkan Layanan Prima*. Andi: Jakarta.
- Vazquez, R., Del Rio, A.B. and Iglesias, V., 2013. *Consumer-based brand equity: development and validation of a measurement instrument*. *Journal of Marketing management*, 18(1-2).

Zeithaml, V.A. and M.J. Bitner. 2010. *Services Marketing: Integrating Customer Focus Across the Firm*, 3rd ed. Boston: McGraw-Hill/Irwin.

www.go-jek.com , diakses pada 12 april 2018

<http://bradereview.blogspot.com> , diakses pada 12 april 2018

<http://picbear.club/tag/tutuppoint> , diakses pada 12 april 2018.

<https://databoks.katadata.co.id> , diakses pada 23 april 2018

<http://www.topbrand-award.com> , diakses pada 25 april 2018