DAFTAR PUSTAKA

- (2009). FireCite: Lightweight real-time reference string extraction from webpages., 71–79.
- Aaker, D. (1991). DAFTAR PUSTAKA, 32(3), 2001-2003.
- Ailawadi, K. L. (2004). Understanding retail branding : conceptual insights and research priorities., 80, 331–342.
- Appu, R. (2015). Journal of Retailing and Consumer Services Linkages of retailer awareness, retailer association, retailer perceived quality and retailer loyalty with purchase intention: A study of Indian food retail brands. Journal of.
- Baker, D. M. (2016). Cruise passengers ' perceived value and wil ingness to recommend, 12(1), 74–85.
- Baron, R. M. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research. Conceptual, Strategic, and Statistical Considerations. Journal of Personality and Social Psychology, 51(6), 1173–1182.
- Bolton. (1998). A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction., 17(1), 45– 65.
- Bougie, s. d. (2019). Martin Tuchman School of Management BS in Business Learning Objectives.
- Boulding, W. K. (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. XXX(February), , 7–27.
- Das. (2015). Journal of Retailing and Consumer Services Linkages of retailer awareness, retailer association, retailer perceived quality and retailer loyalty with purchase intention: A study of Indian food retail brands., 21(2014), 284–286.
- Dick, A. S. (1978). Customer Loyalty: Toward an Integrated Conceptual Framework.
- Dil, o. (2001). Understanding What 's in a Brand Rating : A Model for Assessing Brand and Attribute Effects and Their Relationship to Brand Equity. (December 2014).
- Dkk, A. (2003). Developing parsimonious retailer equity indexes using partial least squares analysis : a method and applications. , 79, 161–170.

Dkk, B. (2004). Utilitarian Shopping Value. 20(March 1994), 644–656.

- Dodds, W. B. (1991). Effects of Price, Brand, and Store Information on Buyers ' Product Evaluations. XXVIII(August), 307–319.
- Donthu, Y. d. (2001). Developing and validating a multidimensional consumerbased brand equity scale, 52.
- Garton, L. &. (2017). Social Impacts of Electronic Mail in Organizations : A Review of the Research Literature Social Impacts of Electronic Mail in Organizations : A Review of the Research Literature. , 8985(October).
- Gladden, J. M. (2001). Understanding Brand Loyalty in Professional Sport: Examining the Link Between Brand Associations and Brand Loyalty.
- Grewal, D. I. (2004). Internet retailing: enablers, limiters and market consequences \$., 57, 703–713.
- Hartman, K. B. (2005). *Recapturing store image in customerbased store equity : a construct conceptualization.*, 58, 1112–1120.
- Huang. (2009). Retailer Premium Own-Brands : Creating Customer Loyalty through Retailer premium own-brands : Retailer creating customer loyalty
- Huang, M. &.-s. (2009). Total Quality Management & Business Excel ence Using service quality to enhance the perceived quality of store brands. (October 2014), , 37–41.
- Kel er, K. L. (2004). No Title. 0393(603). .
- Kotler. (t.thn.). Pengaruh Perceived Quality, Perceived Sacrifice dan Perceived.
- Lim, K. &. (2014). Consumer brand classifications : an assessment of culture-oforigin versus country-of-origin.(April 2001).
- Luo, M. M. (2010). An examination of the effects of virtual experiential marketing on online customer intentions and loyalty. (October 2014), 37–41.
- Mittal, V. &. (1998). The Asymmetric Impact of Negative and Positive Attribute-Level Performance on Overal Satisfaction and Repurchase Intentions. (January).
- Moore, L. W. (2006). Brand name Pappu and quester 2006. (2005). Consumerbased brand equity and country-of-origin relationships Some empirical evidence.

- nd, G. (t.thn.). The Effect of Store Name, Brand Name and Price Discounts on Consumers ' Evaluations and Purchase Intentions University of Miami, 74(3), 331–352.
- Pappu, R. Q. (2006). *Retail brands Does customer satisfaction lead to improved brand equity ? An empirical examination of two categories of retail brands.*
- Preston, C. C. (2000). Optimal number of response categories in rating scales: Reliability, validity, discriminating power, and respondent preferences. Acta Psychologica, 104(1), 1–15.
- Romaniuk, J. &. (2010). performance: analysis across eight categories. (December 2014), 37–41.
- Sekaran, U. &. (2016). Reserach Methods for Bussiness A Skil.
- Sobel, E. (2013). Asymptotic Confidence Intervals For Indirect Effects In Structural Equation Models, 13(1982), 290–312.
- Tu, Y. W. (2012). Corporate Brand Image and Customer Satisfaction on Loyalty : An Empirical Study of Starbucks Coffee in Taiwan, 3(1), 24–32.
- Wal ace, D. W. (2004). Customer retailer loyalty in the context of multiple channel strategies., 80, 249–263.
- Zeithaml. (1998). The international expansion process of MNEs from developing countries : A case study of Thailand 's CP Group. 15. .
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End., 52(July), 2–22.