

## DAFTAR PUSTAKA

- Ago, G., Suharno, Mintarti, S., dan Hariyadi, Sugeng. 2015. Effect of Product Quality Perception, Trust, and Brand Image on Generic Drug Buying Decision and Consumer Satisfaction of Hospital Patients in East Kalimantan. *European Journal of Business and Management*, Vol. 7, No. 14, pp. 2222-2839.
- Arikunto, Suharsimi. 2002. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: PT. Rineka Cipta.
- Cravens, David. W. 1996. *Pemasaran Strategis*. Alih bahasa: Lina Salim. Jakarta: Erlangga.
- Etemad, Reza dan Rizzuto, S., D. (2013). "The Antecedents of Customer Satisfaction and Loyalty in Fast Food Industry." *International Journal of Quality & Reliability Management*, Vol. 30, No. 7, pp. 780- 798.
- Ferrinadewi, Erna. 2008. *Merek & Psikologi Konsumen*. Yogyakarta: Graha Ilmu.
- Ghozali, Imam. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2014. *Model Persamaan Struktural Konsep dan Aplikasi dengan Program Amos 22.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Griffin, Jill. 2003. *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Alih bahasa: Dwi Kartini Yahya. Jakarta: Erlangga.

Hanaysha, Jalal. 2016. Testing The Effect of Food Quality, Price Fairness, and Physical Environment on Customer Satisfaction in Fast Food Restaurant Industry. *Journal of Asian Business Strategy*, Vol. 6, No. 2, pp. 31-40.

Hasan, I., M. 2002. *Pokok – Pokok Materi Metodologi Penelitian dan Aplikasinya*. Jakarta: Ghalia Indonesia.

<http://brandbeaute.blogspot.co.id/p/top-brand-kosmetik-indonesia.htm>, diakses pada 23 Desember 2017

<http://facebook.com>, diakses pada 20 Mei 2018

<http://id.oriflame.com>, diakses pada 23 Desember 2017

<http://topbrad-award.com>, diakses pada 23 Desember 2017

Indriantoro, Nur dan Supomo, Bambang. 2014. *Metodologi Penelitian Bisnis*. Yogyakarta: BPF – Yogyakarta.

Jahanshahi, Asghar Afshar. 2011. “Study The Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty.” *International Journal of Humanities and Social Science*, Vol. 1, No. 7.

Jin, Naehyun, P., Discepoli, N., & Merkebu, L., J. (2016). “The Effects of Image and Price Fairness: A Consideration of Delight and Loyalty in The Waterpark Industry.” *International Journal of Contemporary Hospitality Management*, Vol. 28, No. 9.

Jin, Naehyun, P., Lee, Sangmook & Huffman, Lynn. 2012. Impact of Restaurant Experience on Brand Image and Customer Loyalty: Moderating Role of

Dining Motivation. *Journal of Travel & Tourism Marketing*, 29 : 6, 532-551.

Kotler, Philip & Keller, K., L. 2009. *Manajemen Pemasaran*. Jakarta: Erlangga.

Kusuma, Nanda Primidya, Suyadi, I., Abdillah, Y. 2014. "Analyzing The Effect of Product Quality on Customer Satisfaction and Customer Loyalty in Indonesian SMEs (Case Study on The Customer of Batik Bojonegoro Marely Jaya)." *Journal Administrasi Bisnis*, Vol. 14, No. 1.

Lahap, J., Ramli, N. S., Said, N. M., Radzi, S. M., and Zain, R. A. (2016), "A Study of Brand Image Towards Customer's Satisfaction in the Malaysian Hotel Industry." *Journal of Social and Behavioral Sciences*, pp. 149-157.

Martin – Consuegra D., Molina, A. dan Esteban, A. (2007). An Integrated Model of Price, Satisfaction and Loyalty: An Empirical Analysis in The Service Sector. *Journal of Product & Brand Management*, 459-468.

Mowen, John C., dan Minor, Michael. 2002. *Perilaku Pemasaran*. Jilid 2. Alih bahasa: Dwi Kartini Yahya. Jakarta: Erlangga.

Neupane, Ramesh. 2015. The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Supermarket Chain UK. *Intenational Journal of Social Sciences and Management*, Vol. 2, No. 1, pp. 9-26.

Ryu, Kisang, Hye-Rin, Lee, and Woon, Gon, Kim. 2012. "The Influence Of The Quality of The Physical Environment, Food, and Service on Restaurant Image, Customer Perceived Value, Customer Satisfaction, and Behavioral

Intentions.” *International Journal of Contemporary Hospitality Management*, Vol. 24, No. 2, pp. 200-223.

Sanusi, Anwar. 2014. *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.

Supranto, J. 2006. *Pengukuran Tingkat Kepuasan Pelanggan Untuk Meningkatkan Pangsa Pasar*. Jakarta: PT. Rineka Cipta.

Sugiyono. 2014. *Metode Penelitian Bisnis*. Bandung: CV Alfabeta.

Suki, Norazah Mohd. 2016. Green Products Usage: Structural Relationships on Customer Satisfaction and Loyalty. *International Journal of Sustainable Development & World Ecology*, pp. 1745-2627.

Tjiptono, Fandy dan Chandra, Gregorius. 2007. *Service, Quality and Satisfaction*. Yogyakarta: Andi.

Tjiptono, Fandy dan Diana, Anastasia. 2003. *Total Quality Management (TQM)*. Yogyakarta: Andi.

Xia, L., Monroe, K. B., and Cox, J. (2004). “The Price is Unfair! A Conceptual Framework of Price Fairness Perceptions.” *Journal of Marketing*, Vol. 68, No.4, pp. 1-15.