

DAFTAR PUSTAKA

- Aaker, D. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press: New York. Diakses tanggal 14 Januari 2016, dari Sage Journals
- Aaker, D. (1996). *Measuring Brand Equity Across Products and Markets*. *California Management Review*, 38(3), 102–120.
<http://doi.org/10.2307/41165845>
- Aaker, D., & Joachimsthaler, E. (2000). *Brand Leadership*. New York: The Free Press. Diakses tanggal 14 Januari 2016, dari Sage Journals
- Ahmad, A., Noor, S. M., & Wel, C. A. C. (2014). *Factors Influencing Consumers' Purchase Decision of Private Label Brand Products*. *International Journal of Economic Practice and Theories*, 4(2), 101–110.
- Assagaff, S. I. U. (2014). “Analisis Pengaruh Kualitas Pelayanan, Nilai Pelanggan, Kepuasan Pelanggan, Serta Trust Terhadap Loyalitas Nasabah”.
- Azany, F. (2014). “Analisis Pengaruh Desain Produk, Motivasi Konsumen dan Citra Merek terhadap Keputusan Pembelian Sepatu Bellagio”.
- Bahri, S., & Zamzam, F. (2014). “Model Penelitian Kuantitatif Berbasis SEM-Amos” (1st ed.). Yogyakarta: Deepublish. Diakses tanggal 4 Mei 2016, dari <https://books.google.co.id>
- Boonwanna, P., & Srisuwannapa, C. (2014). *Brand Equity Affecting Purchasing Decision Process of Doughnut from the Department Store in Bangkok*. *Proceedings of Annual Tokyo Business Research Conference*, (December).
- Bright Kerris (2012) *what does marketing capabilities mean?* dalam marketingweek.com, diakses 23 November 2015.
- Burnett, J. (2008). *Core Concepts of Marketing*. The Global Text Project, Funded by the Jacobs Foundation, Zurich, Switzerland.
- Chen, C.-F., & Chang, Y.-Y. (2008). *Airline brand equity, brand preference, and purchase intentions—The moderating effects of switching costs*. *Journal of Air Transport Management*, 14(1), 40–42.
<http://doi.org/10.1016/j.jairtraman.2007.11.003>
- Darmawan, D. (2000). “Konseptualisasi Ekuitas Nilai”, (STIE Mahardhika Surabaya), 1–9.

- Doostar, M., Kazemi, M. A. I., & Kazemi, R. A. I. (2012). *Impact of Brand Equity on Purchase Decision of Final Consumer Focusing on Products with Low Mental Conflict*. *Journal of Basic and Applied Scientific Research*, 2(10), 10137–10144.
- Dutta, R. N., Sivani, S., & Chattopadhyay, T. (2010). *Media mix elements affecting brand equity: A study of the Indian passenger car market*. *IIMB Management Review*, 22(4), 173–185.
<http://doi.org/10.1016/j.iimb.2010.09.001>
- Dwivedi, A., & Johnson, L. W. (2013). *Trust–commitment as a mediator of the celebrity endorser–brand equity relationship in a service context*. *Australasian Marketing Journal (AMJ)*, 21(1), 36–42.
<http://doi.org/10.1016/j.ausmj.2012.10.001>
- Faraditta, A. (2015). “Analisis Pengaruh Country of Origin Perception, Perceived Quality dan Consumer Perception terhadap Purchase Intention dengan Brand Image sebagai Variabel Intervening”.
- Ferdinand, A. T. (2006). *Metode Penelitian Manajemen: Pedoman penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen* (1st ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Ferdinand, A. T. (2005). *Structural Equation Modeling dalam Penelitian Manajemen* (3rd ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Ferdinand, A. T. (2000). *Structural Equation Modelling. AMOS 4.0*. Semarang: University Press UNDIP.
- Ghozali, I. (2013). *Model Persamaan Struktural Konsep & Aplikasi Dengan Program AMOS 21.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Giese, J. L., & Cote, J. A. (2000). *Defining consumer satisfaction*. *Academy of Marketing Science Review*, 1(1), 1–22.
- Huong, N. T. (2012). *Key Factors Affecting Consumer Purchase Intention*. University of Economics Ho Chi Minh.
- Irwanti, I. (n.d.). “Analisis Pengaruh Brand Equity Terhadap Proses Keputusan Pembelian Konsumen Pond’s di Kota Surabaya”.
- Javed, A., & Hasnu, S. A. F. (2013). *Impact of country-of-origin on product purchase decision*. *International Journal of Advanced Research in Business Management and Administration*, 1(1), 64–89.

- Kayaman, R., & Arasli, H. (2007). *Customer based brand equity: evidence from the hotel industry*. *Managing Service Quality: An International Journal*, 17(1), 92–109. <http://doi.org/10.1108/09604520710720692>
- Keegan, W. J., & Green, M. C. (2013). *Global Marketing* (7th ed.). New Jersey: Pearson Education.
- Keller, K. L. (2001). *Building customer-based brand equity*. *Marketing Management*, 10(2), 14–19. <http://doi.org/10.1017/CBO9781107415324.004>
- Kim, A. J., & Ko, E. (2012). *Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand*. *Journal of Business Research*, 65(10), 1480–1486. <http://doi.org/10.1016/j.jbusres.2011.10.014>
- Knight, G. a., & Calantone, R. J. (2000). *A flexible model of consumer country-of-origin perceptions: A cross-cultural investigation*. *International Marketing Review*, 17(2), 127–145. <http://doi.org/10.1108/02651330010322615>
- Kotler, P., & Armstrong, G. (2001). *Prinsip-prinsip Pemasaran, Jilid 1* (8th ed.). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2007). *Manajemen pemasaran Jilid 1. Jakarta: Indeks* (Vol. 1). Jakarta: Indeks.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran Jilid 2* (13th ed.). Jakarta: Erlangga.
- Kurniawan, Agung (2015) “Populasi Kendaraan Bermotor di Indonesia Tembus 104,2 Juta Unit” dalam *kompas.com*, diakses 15 November 2015
- Lin, L., & Chen, C. (2006). *The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan*. *Journal of Consumer Marketing*, 23(5), 248–265. <http://doi.org/10.1108/07363760610681655>
- Martínez-Carrasco, L. (2012). *Modelling perceived quality of tomato by structural equation analysis*. *British Food Journal*, 114(10), 1414–1431. <http://doi.org/10.1108/00070701211262993>
- Mitra, D., & Golder, P. N. (n.d.). *How Does Objective Quality Affect Perceived Quality?* Forthcoming, *Marketing Science*.

- Morgan, N. A., Slotegraaf, R. J., & Vorhies, D. W. (2009). *Linking marketing capabilities with profit growth*. *International Journal of Research in Marketing*, 26(4), 284–293. <http://doi.org/10.1016/j.ijresmar.2009.06.005>
- Nath Sanyal, S., & Datta, S. K. (2011). *The effect of country of origin on brand equity: an empirical study on generic drugs*. *Journal of Product & Brand Management*, 20(2), 130–140. <http://doi.org/10.1108/10610421111121125>
- Nguyen, C. N., & Oyotode, R. (2015). *The Moderating Effect of Marketing Capabilities on the Relationship between Changes in CSR perceptions and Changes in Brand Equity*, 11(1), 17–25.
- Nigam, A., & Kaushik, R. (2011). *Impact of Brand Equity on Customer Purchase Decisions: An Empirical Investigation with Special Reference to Hatchback Car Owners in Central Haryana*. *International Journal of Computational Engineering & Management*, 12(April), 121–128.
- Pamungkas, B. R. (2014). “Analisis pengaruh kesadaran merek dan persepsi kualitas terhadap ekuitas merek melalui loyalitas merek”.
- Peter, J. P., & Olson, J. (1999). *Consumer Behavior: perilaku konsumen dan strategi pemasaran jilid 2*. (Damos Sihombing, Ed.) (4th ed.). Jakarta: Erlangga.
- Potočan, V. (2013). *Marketing Capabilities for Innovation- Based Competitive Advantage in the Slovenian Market*. *Innovative Issues and Approaches in Social Sciences*, 6(1), 118–134. Retrieved from http://www.iiass.com/pdf/IIASS-Volume6-Number1_article_7.pdf
- Pullig, C. (2008). *What is Brand Equity and What Does the Branding Concept Mean to You?* Keller Center Research Report, (June), 1–4.
- Ravald, A., & Grönroos, C. (1996). *The value concept and relationship marketing*. *European Journal of Marketing*, 30(2), 19–30. <http://doi.org/10.1108/03090569610106626>
- Rezvani, S., Dehkordi, G. J., Rahman, M. S., Fouladivanda, F., Habibi, M., & Eghtebasi, S. (2012). *A conceptual study on the country of origin effect on consumer purchase intention*. *Asian Social Science*, 8(12), 205–215. <http://doi.org/10.5539/ass.v8n12p205>
- Sabatini, N. S. (2014). *Analisis Pengaruh Ekuitas Merek Terhadap Kemantapan Keputusan Pembelian Konsumen Produk Toyota Vios*.
- Sadat, A. M. (2009). *Brand belief: strategi membangun merek berbasis keyakinan* (Vol. 1). Jakarta: Salemba Empat.

- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). *Product Perceived Quality and Purchase Intention with Consumer Satisfaction*, 15(1).
- Sanyal, S. N., & Datta, S. K. (2011). *The effect of perceived quality on brand equity: an empirical study on generic drugs*. *Asia Pacific Journal of Marketing and Logistics*, 23(5), 604–625.
<http://doi.org/10.1108/10610421111121125>
- Sanyal, S. N., & Datta, S. K. (2011). *The effect of country of origin on brand equity: an empirical study on generic drugs*. *Journal of Product & Brand Management*, 20(2), 130–140. <http://doi.org/10.1108/10610421111121125>
- Sari, S. P. (2014). “Analisis Pengaruh Foreign Branding terhadap Perceived Product Advantage dan Brand Personality terhadap Brand Image serta Implikasinya terhadap Minat Membeli Produk LEA JEANS”.
- Saydan, R. (2013). *Relationship between Country of Origin Image and Brand Equity Ampirical Evidance in England Market*. *International Journal of Business and Social Sciences*, 4(3), 78–89.
- Shahin, A., Kazemi, A., & Mahyari, H. (2012). *How Consumer’s Perception of Country of Origin Affects Brand Equity: A Case Study in Iran*. *Middle-East Journal of Scientific*, 12(6), 878–885.
<http://doi.org/10.5829/idosi.mejsr.2012.12.6.1755>
- Sudar, D. P. (2014). “Analisis Pengaruh Elemen Ekuitas Merek terhadap Keputusan Pembelian PC Tablet Apple iPad”.
- Sugiyono. (2008). *Metode Penelitian Bisnis* (11th ed.). Bandung: Alfabeta.
- Thanh, N. N. Đ. (2012). *Relationships between brand awareness, perceived quality, trust, value, loyalty, and brand equity: a case study of vinamilk brand in ho chi minh, vietnam*.
- Torres, A., & Tribó, J. a. (2011). *Customer satisfaction and brand equity*. *Journal of Business Research*, 64(10), 1089–1096.
<http://doi.org/10.1016/j.jbusres.2010.12.001>
- Wang, X., & Yang, Z. (2008). *Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China’s auto industry*. *International Marketing Review*, 25(4), 458–474.

- Wood, L. (2000). *Brands and Brand Equity: Definition and Management*. *Management Decision*, 38(9), 662–669.
<http://doi.org/10.1108/00251740010379100>
- Yasin, N. M., Noor, M. N., & Mohamad, O. (2007). *Does image of country of origin matter to brand equity?* *Journal of Product & Brand Management*, 16(1), 38–48. <http://doi.org/10.1108/10610420710731142>
- Yee, C. J., & San, N. C. (2011). *Consumers' Perceived Quality, Perceived Value and Perceived Risk Towards Purchase Decision on Automobile*. *American Journal of Economics and Business Administration*, 3(1), 47–57.
- Zeithaml, V. (1988). *Consumer preceptions of price, quality and value: a means-end model and synthesis of evidence*. *Journal of Marketing*, 52, 2–22.
Diakses tanggal 12 Januari 2016, dari Sage Journals
- Zhang, J., Jiang, Y., Shabbir, R., & Du, M. (2015). *Building industrial brand equity by leveraging firm capabilities and co-creating value with customers*. *Industrial Marketing Management*.
<http://doi.org/10.1016/j.indmarman.2015.05.016>