

DAFTAR PUSTAKA

- Ahmed, Sultan, 2014, From customer perceived value to repurchase intention in textile sector in Bangladesh,” ISSN
- Amareta, Melinda, dan Evelyn Hendriana, (2011), “The effect of marketing communications and price promotion to brand equity,” The International Research Symposium in Service Management
- Archana; Raje dan Vandana Tandon Khanna, (2012), “Impact of e service quality on consumer purchase behaviour in an on line shopping,” IJCSMS
- Aw, Yaw Ling dan Sirion Chaipoopirutana, (2014), “A study of factors affecting consumers repurchase intention,” ICTEHM
- Basu Swastha Dharmmesta (1998), “*Teknologi Informasi dalam Pemasaran : Implikasi dalam Pendidikan Pemasaran*”, Jurnal Ekonomi dan Bisnis Indonesia, Vol. 13, No. 3, pp. 116 – 125
- Chi Hsin Kuang; Huery Ren Yeh; dan Yi Ching Tsai, (2014), “The influences of perceived value on costumer purchase intention,” International Conference on Economics
- Cooper, D.R dan Emory, C.W (1995), Bussiness Research Methods, Fifth Edition, USA: Richard D. Irwin, Inc.
- Emory, CW and Cooper, DR, 1999, *Business Research Methods*, Irwin, Homewood.
- Dolatabadi, Hossein Rezaei; Ali Kazemi; dan Nima Soltani Rad, (2012), “The impact of brand personality on product sale through brand equity, “*International Journal of Academic Research in Bussiness and Social Science*
- Engel, J.F., Blackwell, R.D. and Miniard, P.W., (1995), Consumer Behavior, 8th Ed, Orlando: The Dryden Press.
- Ferdinand, Augusty T., (2000), *Struktural Equation Modelling Dalam Penelitian Manajemen*, Badan Distributor Universitas Diponegoro, Semarang.
- Fuad Mas’ud, (2004), Survai Diagnosis Organisasional (Konsep dan Aplikasi), Badan Penerbit Universitas Diponegoro

Hair, J.F., Anderson, R.E., Tatham, R.L., dan Black, W.C., (1995), “*Multivariate Data Analysis, With Readings*”, Fourth Edision, New Jessey, Prentice Hall

Hernandez; Assuncion; dan Ines Kuster, (2012), “Brand impact on purchasing intentions: an approach in virtual social networks channels,” *Economics and Bussiness Letters*

Hilgenkamp, Heather; dan James Shanteau, (2010), “Functional measurement analysis of brand equity: does brand name affect perceptions of quality,” *Psicologica*

Husein Umar, 1999, *Riset Manajemen Strategik*, Jakarta, PT. Gramedia Pustaka Utama.

Indriantoro, Nur dan Bambang Supomo, (2009), “*Metodologi Penelitian Bisnis untuk Akunlansi dan Manajemen*”, BPFE, Yogyakarta

Jakpar, Shaharudin; Angelyn Goh Sze Na; Anita Johari; dan Khin Tant Myin, (2012), “Examining the product quality attributes that influences customer satisfaction most when the price was discounted: A case study in Kuching Serawak,” *International Journal of Bussiness on Socual Sciences*, Vol. 3, No. 23

Jung Lee dan Jae Nam Lee, (2012), “Quality vs preference: the impact of online product information on customers purchase intention,” *Korea University Bussiness School*

Kotler, Philip, (1997), *Marketing Management: Analysis, Planning, Implementation, and Control*, 9th Ed., Englewood Cliffs, NJ: Prentice Hall, Inc.

Melodie; Ray Davis-Bundrage; dan So Young Kim, (2012), “Predicting purchase of eco beauty products: A qualitative meta analysis,” *Atlantic Marketing Association*

Merlien dan Prihandayani Suprapto, (2005), “Faktor-faktor pembentuk persepsi kualitas layanan terhadap reputasi, kepuasan serta loyalitas PT. Asuransi Jiwasraya (persero) Semarang Timur Branch Office,” *Jurnal Bisnis dan Ekonomi*

Musaddad, M., A. (2011). Pengaruh minat beli ulang terhadap loyalitas konsumen Cimory Yoghurt Drink (Studi kasus CMP Botani Square Bogor)

Naidoo R dan A Leonard, (2007), “Perceived usefulness, service quality and loyalty incentiveness,” S Afr J Bus Manage

Nikashemi; Sayed Rajab; Ahsanul Haque; Farzana Yasmin; dan Ali Khatibi, (2012), “Service quality and consumer purchasing intention toward online ticketing,” International Conference on Economics

Onwumere, Joseph; Onyemachi; Kalu Okwun Lilian; dan Michael Okpara, (2012); “Analysis of determinant of repurchase intention of soap products,” Journal of Economics and Sustainable Development

Parasuraman. A., Zeithaml, V.A. dan Berry, L.L (1994), “Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implication for Further Research, “*Journal of Marketing*, January (58): 111-124.

----- (1988), “SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality”, *Journal of Retailing*, Vol. 64, No. 1, Spring, 12-40.

----- (1990), *Delivery Quality Service: Balancing Customer Perceptions and Expectation*, New York: The Free Press Adivision of Macmillan, Inc.

Purnamaningsih, dan Cherylin Amorina, (2012), “Analisis pengaruh persepsi kualitas dan persepsi harga terhadap minat membeli ulang konsumen melalui variabel persepsi nilai, kepuasan dan preferensi merek,” Telaah Manajemen

Raghbir, Priya, (2004), “Free gift with purchase: promoting or discounting the brand,” *Journal of Consumer Psychology*

Ramos, Angel F, dan Manuel J Sanchez-Franco, (2005), “The impact of marketing communication and price promotion on brand equity,” *Brand Management*

Ramayah T, dan Joshua Ignatius, (2012), “Impact of perceived usefulness, perceived ease of use, and perceived enjoyment on intention shop online,” Universiti Sains Malaysia, Vol. 9, No. 2

Shah; Syed Saad Hussein; Jabran Aziz; Ahsan Raza Jafari; Sidra Waris; Wasiq Ejaz; Maira Fatima; dan Syed Kamran Syerazi, (2012), "The impact of brands on consumer purchase intentions," Asian Journal of Business Management

Sharma, Arun; dan Thomas F Stafford, (2000), "The effect of retail atmospherics on customers perception of salespeople on customer persuasion," Journal of Business Research, Vol. 9, No. 4

Sokro, Evans, (2012), "Impact of employer branding on employee attraction and retention," European Journal of Business and Management

Ting, Peng Liang; Hsin Yi Chen; Timon Du; Efraim Turban; dan Yuwen Li, (2012), "Effect of personalization on the perceived usefulness of on line customer services: A dual core theory," Journal of Electric Commerce Research, Vol. 13, No. 4

Zenaat, Ismail; Sarah Masood; dan Zainab Mahmood Tawab, (2012), "Factors affecting consumer preference of international brands over local brands," International Conference on Social Science and Humanity

Zhilin Yang dan Robin T Peterson, (2004), "Customer perceived value, satisfaction and loyalty: the role of switching cost," Psychology and Marketing

Zi, Ying Yang dan Ling Yun He, (2011), "Goal, customer experience and purchase intention in a retail context in China: an empirical study," African Journal of Business Management