

DAFTAR PUSTAKA

- Aaker, David A., 1997, Manajemen Ekuitas Merek: **Memanfaatkan Nilai dari Suatu Merek**, Jakarta: Mitra Utama.
- Aaker, David. A, 1996, **Building Strong Brand**. The Free press, New York
- Ahtola, Olli T., 1984, "Price as a 'Give' Component in an Exchange Theoretic Multicomponent Model," in Advances in Consumer Research, Vol. 11, Thomas C. Kinnear, ed. Ann Arbor, MI: Association for Consumer Research, 623-6.
- Amine, A., 1998, Consumer True Brand loyalty : the Central Role of Commitment, **Journal of Strategy Marketing**, 6:305-319.
- Arnold, J.R. Tony & Stephen N. Chapman, 2004, **Introduction to material management. Fifth edition**. New jersey. Prentice Hall.
- APTINDO, 2000, **Industri Tepung Terigu di Indonesia**. http://202.158.15.86/ref_ind.htm
- Assael, H., 1992, **Consumer Behavior & Marketing Action, Fourth Edition**. New York: Kent Publishing Company.
- Assael, Henry, 1998, **Consumer Behavior and Marketing Action Sixth Edition**. New York: South-Western Collage Publishing.
- Bainbridge, J. (1997), "Who wins the national trust?", Marketing, October 23, pp. 21-3.
- Bansal, H., Irving, G. and Taylor, S., 2004, A three-component model of customer commitment to service providers. **Journal of the Academy of Marketing Science** 32(3): 234-250.
- Chaudhuri, A. and Holbrook, M., 2002, Product class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. **Journal of Brand Management** 10(1): 33-58.
- Cooper, Donald R dan C. William Emory, 1995, **Business Research Methods**, Chicago, Ricard D. Irwin, Inc
- Gordon, G.L., Calantone, R.J. and di Benedetto, C.A., 1993, Brand equity in the business to business sector. **Journal of Product and Brand Management** 2(3): 4—16.
- Deighton, John, 1992, "The Consumption of Performance", **Journal of Consumer Research**, vol.19 (December).
- Dick, A.S. and Basu, K., 1994, Customer loyalty: Towards an integrated conceptual framework. **Journal of Academy of Marketing Science** 22(2): 99-113.
- Dodds, W.B., Monroe, K.B. and Grewal, D., 1991, Effects of price, brand and store information on buyers ' product evaluations. **Journal of Marketing Research** 28(3): 307-319.

- Dwyer, Robert F., Paul H. Schurr, and Sejo Oh., 1987, "Developing Buyer-Seller Relationships." **Journal of Marketing** 51(2): 11-27.
- Dwyer, Robert, Paul Schurr, and Sejo Oh., 1987, "Developing Buyer Seller Relationships." **Journal of Marketing** 51 (April): 11-27.
- Erdem, Tulin and Swait, Joffre, 1998, " Brand Equity as a Signaling Phenomenon," **Journal of Consumer Psychology**, Vol. 7, No. 2, 131-157.
- Ehrenberg, A.S.C., 1988, **Repeat-buying Facts, Theory and Applications**. London: Charles Griffin, pp. 24-34.
- Delgado-Ballester, Elena, 2001, Development and Validation of a Brand Trust Scale, **Journal of Market Focused Management**.
- Garbarino, E. and Johnson, M.S., 1999, "The different roles of satisfaction, trust, and commitment in customer relationships", **Journal of Marketing**, Vol. 63, April, pp. 70-87.
- Ghozali, Imam, 2013, **Model Persamaan: Konsep dan Aplikasi dengan Program AMOS 21**, Semarang: Badan Penerbit UNDIP.
- Giddens, Nancy & Hofmann, Amanda, 2002, **Brand Loyalty**. <http://www.extension.iastate.edu/agdm/Gordon, et al.>
- Grewal R, Mehta R, Kardes FR, 2000, The role of the social-identity function of attitudes in consumer innovativeness and opinion leadership, **Journal of Economic Psychology**. 21(3): 233-252 .
- Hair, J.F. Jr. , Anderson, R.E., Tatham, R.L., & Black, W.C., 1998, **Multivariate Data Analysis, (5 th Edition)** . Upper Saddle River, NJ: Prentice Hall.
- Hallowell, R., 1996, The relationships of customer satisfaction, customer loyalty and profitability: An empirical study. **International Journal of Service Industry Management** 7(4): 27-42.
- Hammond R., 2007, **Sukses Berbisnis Ritel (Smart Retail)**. Penerbit Erlangga. Jakarta.
- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A., 2003, "Customer Repurchase Intention. A General Structural Equation Model", **European Journal of Marketing**, Vol. 37 No. 11/12, pp. 1762-1800.
- Hess, J.S., 1995, Construction and assessment of a scale to measure consumer trust. In: B. Stern and G. Zinkhan (eds.), Proceedings of the American Marketing Association Educators' Conference. Chicago: **American Marketing Association**, pp. 20-26.
- Hilde du Plooy, 2012, **Measuring brand loyalty in the Pharmaceutical industry of South Africa**. Potchefstroom Business School, Potchefstroom Campus of the North-West University.
- Huey, C., 1991, **Consumer Behavior**. New Jersey: Prentice-Hall, Inc.

- Slette, John and Meylinah, Sugiarti, 2013, **Indonesia Grain and Feed Annual Report. USDA Foreign Agricultural Service.** Global Agricultural Information Network.
- Indriantoro, Nur dan Supomo, Bambang, 1999, **Metodologi Penelitian Bisnis.** Badan Penerbit Fakultas Ekonomi Universitas Gajah Mada. Yogyakarta.
- Irawan, Handi, 2002, **10 Prinsip kepuasan pelanggan.** PT Elex Media Komputindo. Jakarta
- Iwasaki, Y. and Havitz, M., 1998, A path analytical model of the relationships between involvement, psychological commitment and loyalty. **Journal of Leisure Research 30(2): 256-280.**
- Jacoby, J. and Chestnut, R.W., 1978, **Brand Loyalty Measurement and Management.** New York: Wiley, pp. 45-57.
- Jacoby, J. and Kyner, D.B., 1973, Brand loyalty vs repeat purchasing behavior. **Journal of Marketing Research 10(1): 1-9.**
- Kamtamneni SP and Coulson KR, 1996, Measuring Perceived value: Scale development and Research Findings from a Consumer Survey. **The Journal of Marketing Management. 6(2): 72-86.**
- Kim, S.S., Scott, D. and Crompton, J.L., 1997, An exploration of the relationships among social psychological involvement, behavioral involvement, commitment and future intentions in the context of bird watching. **Journal of Leisure Research 23: 320-341.**
- Temporal, Paul & K.C Lee, 2002, **Hi-Tech Hi-Touch Branding.** Jakarta: Salemba Empat.
- Kotler, Philip dan Kevin Lane Keller., 2007, **Manajemen Pemasaran**, Edisi Kedua Belas, Jilid 1, Alih bahasa : Benjamin Molan, Jakarta: PT Indeks.
- Kotler, Philip & Keller, Kevin Lane, 2006, **Marketing Management. 12th edition.** New Jersey : Prentice Hall.Kotler, (2002:461).
- Kotler, Philip, 2002, **Manajemen Pemasaran, Edisi Millenium, Jilid 2.** Jakarta: PT Indeks.
- Kumar, P., 2002, "The impact of performance, cost, and competitive considerations on the relationship between satisfaction and repurchase intent in business markets", **Journal of Service Research, Vol. 5 No. 1, pp. 55-68.**
- Morgan, Robert M. dan Shelby D. Hunt, 1994, "The Commitment-Trust Theory of Relationship Marketing", **Journal of Marketing, Vol.58, July, hlm. 20-38**
- Mowen, JC dan Minor, M., 1998, **Consumer Behavior, Fifth Edition.** New Jersey: Prentice-Hall.
- Oliver, R.L., 1999, Whence consumer loyalty. **Journal of Marketing 63: 33-44.**
- Nemecek, S., & Olson, K. R., 1999, **Five-factor personality similarity and marital adjustment.** Social Behavior and Personality, 27, 309–318.

- O'Malley L., 1998, Can Loyalty schemes really build loyalty ? **Journal of Marketing Intelligence & Planning** 16: 47-55
- Peter, Paul and Olson, Jerry, 1999, **Consumer Behavior and Marketing Strategy**, edisi 5. United States of America: McGraw Hill.
- Park C, 2003, Efficient or enjoyable? Consumer values of eating-out and fast food restaurant consumption in Korea. **International Journal of Hospitality Management**. 23(1), March: 87-94.
- Park, S.H., 1996, Relationships between involvement and attitudinal loyalty constructs in adult fitness programs. **Journal of Leisure** 28(4): 233-250.
- Pers Release Opening Bogasari Baking Center Semarang, 2014, **Peluang Usaha Sektor Makanan Berbasis Terigu Sangat Potensial**. <http://bisniskeuangan.kompas.com/read/2014/05/15/1011261/Peluang.Usha.Sektor.Makanan.Berbasis.Terigu.Sangat.Potensial>
- Punniyamoorthy, M., Mahadevan, B., Shetty, N.K., Lakshmi, G., 2011, A framework for assessment of brand loyalty score for commodities. **Journal of Targeting, Measurement and Analysis for Marketing Vol. 19, 3 / 4, 243–260**.
- Quester, Pascale and Lim, Ai Lin, 2003, Product Involvement/Brand Loyalty: Is There A Link? **Journal of Product and Brand Management Vol. 12 No. 1 pp.23-38**.
- Schiffman LG and Kanuk LL, 2004, **Consumer Behavior. Eighth Edition**, Pearson Education, Inc., Upper Saddle River, New Jersey.
- Sevilla, Consuelo et, Al, 1993, **Pengantar Metode Penelitian**. Jakarta : Universitas Indonesia Press.
- Shapiro, C., H. Varian, 1999, **Information Rules: A Strategic Guide to the Network Economy**. Boston: Harvard University Press.
- Sheth, J.N., Newman, B.I. and Gross, B.L., 1991b, Why We Buy What We Buy: A Theory of Consumption Values, **Journal of Business Research** 22(2): 159–70.
- Simamora, B., 2001:67, **Aura Merek**, PT Gramedia Pustaka Utama, Jakarta
- Simamora, Henry, 2002, **Sumber Daya Manusia**, STIE YKPN, Yogyakarta.
- Solomon, Michael R., 2006, **Consumer Behaviour : A European Perspective** (Third Edition).
- Stanko, M.A., Bonner, J.M. and Calantone, R.J., 2007, Building commitment in buyer-seller relationships: A tie strength perspective. **Industrial Marketing Management** 36: 1094-1103.
- Swastha, B & Handoko, T. H., 1992, **Manajemen Pemasaran: analisis perilaku konsumen**. Yogya: Liberty.

- Sweeney , J . C . and Soutar , G . N ., 2001, Consumer perceived value: The development of a multi item scale. **Journal of Retailing** 77(2): 203-220.
- Traylor MB, 1981, **Product involvement and brand commitment**. J. Advert. Res., 21(6): 51-6.
- Turk, Z. and Avcilar, M.Y., 2009, The effects of perceived service quality of audit firms on satisfaction and behavioural intentions: A research on the Istanbul stock exchange listed company. **Research Journal of Business Management** 2(1): 36-46
- United State Department of Agriculture (USDA), 2014, **Wheat Import by Country**. <http://www.indexmundi.com/agriculture/?commodity=wheat&graph=imports>
- Violitta, L & Hartanti, 1996, **Hubungan Antara Motif Rasional dan Motif Emosional dengan Loyalitas Pemakaian Produk Lipstik dalam Negri dan Luar Negeri**. Anima Vol. 12. no.45. Universitas Surabaya
- Fisardo, D. Hartanti & Tjahjoanggoro, A. J., 1998, **Hubungan Antara Motif Rasional dan Motif Emosional dengan Loyalitas terhadap Mcdonald's**. Anima Vol. 14. no. 53. Universitas Surabaya.
- Voss, G.B., Parasuraman, A. and Grewal, D., 1998, The roles of price, performance and expectations in determining satisfaction in service exchanges. **Journal of Marketing** 62(4): 46-61.
- Wang, S., Tang, T.-I. and Tang, J.T.E., 2001, An instrument for measuring customer satisfaction toward web sites that market digital products and services. **Journal of Electronic Commerce Research** 2(3): 89-102.
- Warsito,H., 1995, **Pengantar Metodologi Penelitian : Buku Panduan Mahasiswa**. Jakarta : PT.Gramedia Pustaka Utama
- Welirang, F., 2014, **An overview of the Indonesian wheat flour industry**. APTINDO : 1-27.
- Yoeti, H. Oka, 2000, **Customer Service (Cara Efektif Memuaskan Pelanggan)**. Jakarta: PT. Pradnya Paramita.
- Yoo, Boonghee, Donthu, Naveen dan Lee, Sungh, 2000, An examination of selected marketing mix elements and brand equity, **Academy of Marketing Science Journal**, Vol. 28 No. 2, p. 195-211.
- Zeithaml, V.A., 1988, Consumers perception of price, quality, and value: A means end model and synthesis of evidence. **Journal of Marketing** 52(3): 2-22.