

DAFTAR PUSTAKA

- Aaker, David, 1991, *Managing Brand Equity; Capitalizing on the Value of Brand Name*, Free Press, New York.
- Aaker , David. 1997. *Ekuitas Merek*. Edisi Indonesia. Jakarta : Mitra Utama.
- Akhtar, Naeem *et al.* 2016. "Impact of a Brand Equity on Consumer Purchase Decision in L'Oreal Skincare Products". Vol 5 Issue 3
- Ali Durrani, Baseer *et al.*. 2015. "Impact of Brand Image on Buying Behavior Among Teenager". vol.11, No.5 ISSN: 1857 – 7881
- Alma, Buchari. 2002. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfa Beta
- Ayesha Riaz, Hafeeza. 2015. "Impact of Brand Image on Consumer Buying Behavior in Clothing Sector: A Comparative Study between males and females of Central Punjab (Lahore) and Southern Punjab (Multan)". Vol. 4, No.9
- Cooper, Donald R & Schindle, Pamela S. 2006. *Metode Riset Bisnis, Volume 2, Edisi 9*. Jakarta: PT Media Global Edukasi.
- Doyle, Peter. 1998. *Marketing management* (4th ed.). New York: Mc Graw Hill
- Ferdinand, Augusty. 2006. *Metode Penelitian Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro
- Gujarati, Damodar N. 1995. *Basic Econometric*. Third Edition. New York: McGraw –Hill Book Company.
- Hair, J.R., J.F., Anderson, R.E., Tathan, R.L., dan Black, W.C., 1998, *Multivariate Data Analysis*, 5th ed. Upper Saddle River, Prentice Hall, Inc, New Jersey.
- Han, Heesupet *et al.* 2014. "Quality of physical surroundings and service encounters, airfare, trust and intention during the flight Age-group difference (young, middle-aged, and mature)". Vol.27 No..4
- Hussein, Ananda Sabil *et al.* 2015. "Customer's perception of Service Quality dimensions in the Indonesian Banking Industry: An Empirical Study". Vol 30, Number 1, 2015, 17 – 29
- Irawan, Handi. 2003. *Indonesian Customer Satisfaction*. Jakarta: PT. Alex Media Computindo.
- Keller, L. 1993. *How to manage brand equity*. Jakarta: Gramedia Pustaka

- Keller, Kevin Lane. 1998, *Strategic Brand Management : Building, Measuring, and Managing Brand Equity*, Prentice Hall, New Jersey.
- Khudri,Md Mohsan et al.2015.”Determinants of Service Quality and impact of Service Quality and Consumer Characteristics on Channel Selection”.Vol. 117 No. 8, 2015
- Kotler, Phillip dan Gary Amstrong. 2001. *Prinsip-Prinsip Pemasaran*, jilid 2, edisi ke-8, Penerbit Erlangga, Jakarta.
- Kotler, Philip. 2002. *Manajemen Pemasaran di Indonesia : Analisis, Perencanaan, Implementasi dan Pengendalian*. Salemba Empat. Jakarta.
- Kotler, Philip. 2005. *Manajemen Pemasaran*, Jilid 1 dan 2. Jakarta: PT. Indeks. Kelompok Gramedia.
- Margono. 2010. *Metodologi Penelitian Pendidikan*. Jakarta: Rineka Cipta.
- Mc Carthy dan Perrefault, 2003.*Dasar-Dasar Pemasaran*.Alih Bahasa Agus Dharma. Jakarta: Erlangga.
- Mowen. John C / Michael Minor. 2001. *Perilaku Konsumen*. Jakarta: Penerbit Erlangga.
- Mrs.Gowri.2012.”Impact of Brand factors on The Purchase of Various Brands of Television”.Vol.– III, Issue–3(1),July. 2012
- Mudrajat, Kuncoro. 2003. *Metode Riset Untuk Bisnis dan Ekonomi*. Jakarta: Erlangga
- Pujadi,bambang.2010.”Studi tentang pengaruh citra merek terhadap minat beli melalui sikap terhadap merek(Kasus pada merek ciptadent di semarang).”
- Sahin,Azizeet al.2012.”The effects of brand experience and service quality on repurchase intention: The role of brand relationship quality”.Vol.6 (45), pp. 11190-11201
- Sekaran, Uma. 2006. *Research Methods for Business; Metodologi Penelitian untuk Bisnis, Buku 2 edisi 4*. Jakarta: Salemba Empat
- Salomon, R. Michael dan Stuart, W. Elnora. 2003. *Marketing Real People, RealChoices*, International Edition. Prentice Hall. New Jersey.
- Swastha, Basu DH. 2006. *Manajemen Penjualan* Yogyakarta: Penerbit BPFE.
- Tjiptono, Fandy. 2001. *Strategi Pemasaran*. Edisi Kedua. Cetakan Keenam. Yogyakarta: Penerbit. Andy.

Tjiptono, Fandy. 2005. Pemasaran Jasa, Edisi pertama. Malang: Bayu Media Publishing.

Wulandari, Ni Made Rahayuet *al.* 2015.”Pengaruh Celebrity Endorser, Brand Image, Brand Trust terhadap Keputusan Pembelian Clear Shampoo di kota Denpasar”. Vol. 4, No. 11, 2015: 3909-3935

