

DAFTAR PUSTAKA

- Aaker, David A., V. Kumar, Robert P. Leone, George S. Day. (2013). Marketing Research. Singapore: John Wiley & Sons Singapore Pte. Ltd
- Aaker, A. David. (2008). Manajemen Ekuitas Merek. Jakarta: Penerbit Mitra Utama.
- Aaker, D. A. (1997). Managing brand equity: Capitalizing on the value of the brand name. New York: The Free Press.
- Alamsyah, (2012). “Manajemen Pelayanan Kesehatan”. Yogyakarta: Nuha Medika.
- Alhaddad, Abdullah. (2015). Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty. Journal of Business Research.
- Assauri, Sofjan. (2013). Manajemen Pemasaran. Jakarta : PT. Raja grafindo Persada
- Atilgan, E., Aksoy, S., & Akinci, S. (2005). Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning*, 23(3), 237-248. <http://dx.doi.org/10.1108/02634500510597283>
- Bronatamala, Sella Yuke. (2013). Persepsi Konsumen Terhadap Brand Image Kfc (Studi Kasus : Kfc Kawi, Malang). Jurnal Peternakan: 1-10.
- Dharma, N.P.S.A., Sukaatmadja, I.P.G. (2015). Pengaruh Citra Merek, Kesadaran Merek, Dan Kualitas Produk Terhadap Keputusan Membeli Produk Apple, E-Jurnal Manajemen Unud, Vol.4 , No.10, 2015: 3228 – 3255, ISSN : 2302 – 8912
- Durianto, Darmadi dkk. (2004.) Brand Equity Ten Strategi Memimpin Pasar. Jakarta: Gramedia Pustaka Utama
- Emari, H., Ali Jafari, Mehdi Mogaddam. (2012). The mediatory impact of brand loyalty and brand image on brand equity African Journal of Business Management Vol. 6(17), pp. 5692-5701, 2 May, 2012 Available online at <http://www.academicjournals.org/AJBM> DOI: 10.5897/AJBM11.788 ISSN 1993-8233 (c)2012 Academic Journals
- Fatema, Mohsina, dkk. (2013). Impact of Brand Image and Brand Loyalty in Measuring Brand Equity of Islami Bank Bangladesh Ltd., Asian Business

Review, Volume 2, Numebr 1/2013 (Issue 3) ISSN 2304-2613 (Print); ISSN 2305-8730 (Online)

- Ferrinadewi, E. (2008). *Merek dan Psikologi Konsumen. Edisi Pertama.* Graha Ilmu Yogyakarta.
- Harjati, L. dan Sabu L.O.G. (2014). Pengaruh Persepsi Kualitas Produk Terhadap Keputusan Pembelian The Body Shop, E-Journal WIDYA Ekonomika, Volume 1 Nomor 1 November 2014
- Huang, R., & Sarigöllü, E. (2011). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 07136.
- Kayaman, Ruchan and Huseyin Arasli. (2007). Customer Based Brand Equity: Evidence from the Hotel Industry. *Journal of Service Management*, 17(1), 92–109
- Keller, K. L. (2003). Strategic brand management: Building, measuring, and managing brand equity (2nd ed.). NJ: Prentice Hall
- Keller, K. L., Lehmann, D. R. (2003). Bagaimana merek menciptakan nilai? *Mark Manag* 12: 26-31
- Kotler, Philip., Armstrong, Gary. (2013). Prinsip-prinsip Pemasaran, Edisi ke-12. Penerbit Erlangga.
- Kotler, Philip., dan Keller. (2012). Marketing Management, 14th. Person Education.
- Krisno, Daniel dan Hatane Samuel. (2013). Pengaruh Perceived Quality, Perceived Sacrifice dan Perceived Value terhadap Customer Satisfaction di Informa Innovative Furnishing Pakuwon City Surabaya. *Jurnal Manajemen Pemasaran*. Universitas Kristen Petra, Surabaya.
- Kurniawan, Agvi. (2015). Analisis Pengaruh Citra Merek, Persepsi Kualitas, dan Persepsi Resiko terhadap Keputusan Pembelian Melalui Persepsi Nilai Sebagai Intervening. *Jurnal Studi Manajemen & Organisasi* 12(2015):53-65.
- Kurniawan, Hironimus Hari. (2017). Pengaruh Perceived Quality Terhadap Brand Loyalty Melalui Mediasi Brand Image Dan Brand Trust (Studi pada Brand Restoran McDonald's di Kota Malang), *Jurnal Bisnis dan Manajemen* Vol. 4 No.2, Juni 2017, p 228-239 p-ISSN : 1829-7528 e-ISSN : 2581-1584
- Lu, dkk. (2015). Authenticity Perceptions, Brand Equity and Brand Choice Intention: The Case Of Ethnic Restaurants. *Jounal of International Business Research*

- Macdonald, E., & Sharp, B. (2003). Management Perceptions of the Importance of Brand Awareness as an Indication of Advertising Effectiveness. *Marketing Bulletin*, 14(2), pp: 1-15.
- Malhotra, N. K. (2004). Marketing research: An applied orientation (4th ed.). New Jersey: Prentice Hall.
- Nofriyanti, Ayesha Rizky. (2017). Pengaruh Brand Trust, Brand Image, Perceived Quality, Brand Loyalty Terhadap Brand Equity Pengguna Telkomsel, *Jurnal EKOBIS – Ekonomi Bisnis* Vol. 22, No. 2, Oktober 2017: 130 - 142
- Noor. Juliansyah, (2011). Metodologi Penelitian, Prenada Media Group, Jakarta
- Ramadhan, M.D., & Muthohar, M. (2019). The influence of perceived price, perceived quality, brand image, and store image on the purchase intention of Hypermart private label, *Advances in Social Science, Education and Humanities Research*, volume 308, 16th International Symposium on Management (INSYMA 2019)'
- Rangkuti, Freddy. (2011). Measuring Customer Satisfaction, Penerbit PT Gramedia Pustaka Utama, Jakarta
- Ranjbarian, Bahram., Sanaye, Ali., Kaboli, Majid Rashid. (2017). An Analysis of Brand Image, Perceived Quality, Customer Satisfaction and Re-purchase Intention in Iranian Department Stores, *International Journal of Business and Management* Vol. 7, No. 6; March 2012
- Roy, D., & Banerjee, S. (2007). Caring strategy for integration of brand identity with brand image. *International Journal of Commerce and Management*, 17(1/2), 140-148. <http://dx.doi.org/10.1108/10569210710776512>
- Shabbir, M.Q., Khan, A.A., dan Khan, S.R. (2017). Brand Loyalty, Brand Image And Brand Equity: The Mediating Role Of Brand Awareness, *International Journal of Innovation and Applied Studies ISSN 2028-9324* Vol. 19 No. 2 Feb. 2017, pp. 416-423 © 2017 Innovative Space of Scientific Research Journals <http://www.ijias.issr-journals.org/>
- Saleem, Salman., Rahman, Saleem Ur., & Umar, Rana Muhammad. 2015. Measuring Customer Based Beverage Brand Equity: Investigating the Relationship between Perceived Quality, Brand Awareness, Brand Image, and Brand Loyalty *International Journal of Marketing Studies*; Vol. 7, No. 1; 2015 ISSN 1918-719X E-ISSN 1918-7203 Published by Canadian Center of Science and Education

- Sasmita, J., Suki, N.M. (2015). Young consumers' insights on brand equity, International Journal of Retail & Distribution Management, Vol. 43 Iss 3 pp. 276 – 292.
- Schiffman dan Kanuk. (2017). Perilaku Konsumen. Jakarta: PT. Indeks Gramedia
- Seric, dkk. (2014). How Can Integrated Marketing Communications And Advanced Technology Influence The Creation Of Customer-Based Brand Equity. International Journal of Hospitality Management.
- Severi, Erfan & Ling, Kwek Choon. (2017). The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity Asian Social Science; Vol. 9, No. 3; 2013 ISSN 1911-2017 E-ISSN 1911-2025 Published by Canadian Center of Science and Education
- Shabbir, Muhammad Qasim., Khan, Ansar Ali., and Khan, Saba Rasheed. (2017). Brand Loyalty, Brand Image Aand Brand Equity: The Mediating Role Of Brand Awarenes, International Journal of Innovation and Applied Studies ISSN 2028-9324 Vol. 19 No. 2 Feb. 2017, pp. 416-423 © 2017 Innovative Space of Scientific Research Journals <http://www.ijias.issr-journals.org/>
- Surachman, A.S. (2008). Dasar-Dasar Manajemen Merek. Malang: Bayumedia Publishing.
- Sugiyono. (2014). Metode Penelitian Pendidikan Pendekatan Kuantitatif,Kualitatif Dan R&D. Bandung: Alfabeta.
- Switala, Marcin, dkk. (2018). The influence of brand awareness and brand image on brand equity – an empirical study of logistics service providers, Journal of Economics and Management ISSN 1732-1948 Vol. 33 (3), 2018
- Tjiptono, F. (2010). Pemasaran Jasa. Bayumedia. Malang
- Yang, Y. T., Chi, H. K., & Yeh, H. R. (2009). The Impact Of Brand Awareness On Consumer Purchase Intention: The Mediating Effect Of Perceived Quality dan Brand Loyalty. The Journal Of International Management Studies, 4(1), pp: 135-144.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. Journal of the Academy of Marketing Science, 28(2), 195-211. <http://dx.doi.org/10.1177/0092070300282002>
- Zeithaml, Valarie A., Bitner, Mary Jo and Dwayne D. Gremler. (2013). Services Marketing. Integrating Customer Focus Across the Firm, 6th Edition. New York: McGraw-Hill Irwin.