

DAFTAR PUSTAKA

- Aaker, D.A. (1991). *Managing brand equity*. The Free Press. NewYork.
- Agustin, Clara, dan Sing, J. (2005). Curvilinear Effects of Consumer Loyalty Determinants in Relational Exchanges. *Journal of Marketing Research*, XIII.
- Anber, A. S. M. (2012). The Effect of Brand Trust and Perceived Value in Building Brand Loyalty. *Jurnal of Finance and Economics*.
- Anwar, P.M. (2005). *Perilaku Konsumen*. Edisi revisi, PT. Refika Aditama, Bandung.
- Bearden, W., Thomas, N.I., dan Raymond, W.L.F. (2001). *Marketing Principles and Perspective*. 1st edition, Mc Graw-Hill Companies.
- Buchari, A. (2003). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Penerbit Alfabeta.
- Engel, James, F., Bleckweel, dan Roger, D. (2003). *Perilaku konsumen*. Edisi 7, dialih bahasakan oleh Drs F.X. Budiyanto, Binarupa aksara, Jakarta.
- Ghozali, Imam. (2001). *Aplikasi Analisis dengan Program SPSS*. Universitas Diponegoro. Semarang.
- Hawkins, D. I., Kenneth, A., Coney dan Roger, J. B. (2003). *Consumer Behavior, Implications For Maketing Strategi*, Edisi Ke-3. John Wiley & Sons, Inc., New York.

- Howard, J.A. (1996). *Buyer Behavior In Marketing Strategy*. Englewood Cliffs. Prentice Hall, Inc. New Jersey.
- Jogiyanto, H. M. (2004). *METODOLOGI PENELITIAN BISNIS*. Edisi Pertama, BPFE, Yogyakarta.
- Kotler, Philip. (2009). *Marketing Management*. Prentice – Hall Inc.
- Kotler, Philip., Keller dan Kevin, L. (2006). *Marketing Management*. 12th edition, Pearson Education, Inc, Upper Saddle River, New Jersey, Pearson Prentice Hall.
- Lau, G.T., dan Sook, H.L. (1999). Consumers Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*. Vol.4. No.4.
- Michael, J.E., Bruce, J.W., dan William, J.S. (2004). *Marketing*. 13th edition, Mc-Graw Hill.
- Rangkuti, Freddy. (2004). *The Power of Brand*. Jakarta. Gramedia.
- Render, Barry, dan Heizer, Jay. (2001). *Prinsip-Prinsip Manajemen Operasi*. Edisi Pertama. Jakarta: Salemba Empat.
- Riduwan. (2006). *Belajar Mudah Penelitian Untuk Peneliti Pemula*. Bandung: CV Alfabeta.
- Rismiati, E.C., dan Suratno, B. (2004). *Pemasaran Barang dan Jasa*. Yogyakarta: Penerbit Kanisius.

- Russell, S.R., dan Taylor, B.W. (2006). *Operation Management*. Edisi 3. John Wiley and Sons .Inc, USA.
- Santoso, Singgih. (2000). *Buku Latihan SPSS Statistik Parametrik*. Edisi 1. PT. Elex Media Komputindo, Jakarta.
- Schiffman, L.G., dan Kanuk, L.L. (2007). *Consumer Behavior*. Edisi ke 5. Pearson Education.
- Sinaga, P. P. H. (2010). *Analisis Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan, dan Lokasi Terhadap Loyalitas Pelanggan*. Skripsi Sarjana Ekonomi, Program Sarjana Universitas Diponegoro, Semarang.
- Singarimbun, Masri. (2004). *Metode Penelitian Survei*. Jakarta. LP3ES.
- Storbacka, K., dan Jarmo, R.L. (2001). *CRM (Creating Competitive Advantage)*. 1st edition, Mc Graw-Hill Education (Asia).
- Sugiyono. (2009). *METODE PENELITIAN PENDIDIKAN*. Edisi Ketujuh, CV ALFABETA, Jakarta.
- Suharsimi, Arikunto. (2002). *Prosedur Penelitian*. Rineka cipta. Jakarta.
- Suliyanto. (2006). *Metode Riset Bisnis*. Andi, Yogyakarta.
- Yang, Z., dan Peterson, R. T. (2004). Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs. *Psychology & Marketing*, Vol.21, No.10.

Yu, C.M., J., L.Y., Wu, Y.C., Chiao, dan Tai, H.S. (2005). Perceived Quality, Customer Satisfaction, and Customer Loyalty: The Case of Lexus in Taiwan. *Total Quality Management & Business Excellence*, Vol.16, No.6.

Zeithaml, V. A., Berry, L. L., dan Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, Vol.60, No.4.