

## **DAFTAR KEPUSTAKAAN**

- Asosiasi Pertekstilan Indonesia. (2012). *Indonesian Textile and Garment Guiding Book 2012-2014*. Jakarta: Asosiasi Pertekstilan Indonesia.
- Fishben, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior*. Wesley: Reading MA: Addison.
- Garvin, D. A. (1987). *Competing The Eight Dimensions of Quality*. Harvard Busniess Review.
- Ghalandari, K., & Norouzi, A. (2012). the Effect of Country of Origin on Purchase intention: The Role of Product Knowledge. *Research Journal of Applied Sciences, Engineering and Technology*, 4(9), 1166-1171.
- Gugnani, A. (2012). *Textile & Apparel Compendium*. Delhi: Technopark.
- Jonker, J., Pennink, B. J., & Wahyuni, S. (2011). *Metodologi Penelitian: Panduan untuk Master dan Ph.D di Bidang Manajemen*. Jakarta: Salemba Empat.
- Keegan, W. J., & Green, M. C. (2013). *Global Marketing*. Harlow: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Harlow: Pearson Education Limited.
- Kurniawan, A. (2011). *SPSS: Serba-serbi analisa Statistika dengan Cepat dan Mudah*. Bandung: Jasakom.
- Lee, W. I., & Lee, C. L. (2011, July). An Innovative Information and Relationship between Service Quality, Customer Value, Customer Satisfaction, and Purchase Intention. *International Journal of Innovative, Computing, Information and Control*, 7, 7.
- Levitt, T. (1980). *Marketing Success through Differentiation-of Anything*. Harvard Business Review.
- Porter, M. (1985). *Competitive Advantage*. New York: The Free Press.
- Porter, M. E. (2008). *The Five Competitive Forces that Shapes Strategy*. Harvard Business Review.

- Robinson, T., Clarke-Hill, C. M., & Clarkson, R. (2002, July). Differentiation through Service. *Service Industries Journal*, 22, 3.
- Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer Behavior* (8th ed.). New Jersey: Pearson Education Inc.
- Sekaran, U. (2011). *Metodologi Penelitian untuk Bisnis* (4 ed., Vol. 1 & 2). Jakarta: Salemba Empat.
- Sugiyama, A. G. (2012). *Metode Riset Bisnis dan Manajemen*. Bandung: Guardaya Intimarta.
- Sugiyono. (2013). *Statistika untuk Penelitian*. Bandung: Alfabeta, CV.
- Textile Exchange. (2011). *Global Market on Sustainable Textile*. Textile Exchange. Retrieved May 16, 2013, from <http://www.textileexchange.org>
- US Environmental Protection Agency. (1997). *Profiles of Textile Industry*. Washington: US Environmental Protection Agency.
- Wickham, P. A. (2004). *Strategic Entrepreneurship*. Harlow: Pearson Education Limited.
- Zeithaml, V. A. (1998). Consumer Perception of Price, Quality, and Value: A Means-End and Synthesis of Evidence. *Journal of Marketing*, 53(3), 2-22.