

DAFTAR PUSTAKA

Aczel, Amir D., Sounderpandian, J. 2009. *Complete Business Statistics*, 7th edition. New York: McGraw-Hill.

Cooper, Donald R., Schindler, Pamela S. 2011. *Business Research Methods*, 11th edition. New York: McGraw-Hill.

Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. 2010. *Multivariate Data Analysis*. 7th edition. New Jersey: Prentice Hall, Inc.

Schiffman, Leon G. Kanuk, L.L. 2004. *Consumer Behavior*, 8th edition. New Jersey: Prentice Hall, Inc.

Keller, K. Lane. 2013. *Strategic Brand Management*. 4th edition. New Jersey: Prentice Hall, Inc.

Kotler, P. 2000. *Marketing Management*, 10th edition. New Jersey: Prentice Hall, Inc.

Kotler, P., Ang, S.H., Leong, S.M., Tan, C.T. 2000. *Marketing Management An Asian Perspective*. New Jersey: Prentice Hall, Inc.

Kotler, P., Armstrong, G. 2014. *Principles of Marketing*, 15th edition. New Jersey: Pearson Education Limited.

Kotler, P., Keller, K. Lane. 2012. *Marketing Management*, 14th edition. New Jersey: Pearson Education Limited.

Lovelock, C., Wirtz, J. 2011. *Service Marketing, 7th edition*. New Jersey: Pearson Education Limited.

Peter, J. Paul., Donnelly, James H. 2004. *Marketing Management: Knowledge and Skills, 7th edition*. New York: McGraw-Hill.

Pine, B.J., Gilmore, James H. 1999. *The Experience Economy*. Boston: Harvard Business School Press.

Riduwan, Kuncoro, E.A. 2008. *Cara Menggunakan dan Memaknai Analisis Jalur*. Bandung: Alfabeta.

Timm, Paul R. 2001. *Seven Power Strategies for Building Customer Loyalty*. United States of America: American Management Association.

Tjiptono, F. 2004. *Manajemen Jasa*. Yogyakarta: ANDI.

Tjiptono, F., Chandra, G. 2005. *Service, Quality, & Satisfaction*. Yogyakarta: CV Andi Offset.

Tjiptono, F. 2011. *Manajemen & Strategi Merek*. Yogyakarta: CV Andi Offset.

Tjiptono, F. 2012. *Service Management, edisi 2*. Yogyakarta: CV Andi Offset.

Ulrich, K.T., Eppinger, Steven D. 2000. *Product Design and Development, 2nd edition*. New York: McGraw-Hill.

Jogiyanto. 2010. *Metodologi Penelitian Bisnis, edisi pertama*. Yogyakarta: BPFE-Yogyakarta.

Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Aflabeta.

Suliyanto. 2006. *Metode Riset Bisnis*. Yogyakarta: CV Andi Offset.

Malhotra, Naresh K. 2010. *Marketing Research, 6th edition*. New Jersey: Pearson.

Yamin, S. 2014. *Rahasia Olah Data Lisrel*. Jakarta: Mitra Wacana Media.

Journal:

Agustina, R. 2009. *Hubungan antara Gaya Kepemimpinan dengan Kreativitas Karyawan: Analisis Pengaruh Mediasi Pemikiran Kreatif dan Motivasi Intrinsik pada Karyawan di Industri Media*. Manajemen. Fakultas Ekonomi Universitas Indonesia.

Abdolvand, M. Ali., Rahpeima, A. 2013. *Investigating the Influence of Brand on Customer Loyalty, a Study in B2B Marketing*. 2 November 2014.

Bagram, M.M. Mehmood., Khan, S. 2012. *Attaining Customer Loyalty! The Role of Consumer Attitude and Consumer Behavior*. 7 November 2014.

Bernhardt, D., Liu, Q., Serfes, K. 2004. *Product Customization*. 27 Oktober 2014.

Dust, H.V., Askarzade, G.R. 2013. *The Relationship Between Customer Loyalty and Product Brands*. 3 November 2014.

Ghafoor, M.M., Iqbal, H.K., Tariq, U., Murtaza, F. 2012. *Impact of Customer Satisfaction and Brand Image on Brand Loyalty*. 25 Oktober 2014.

Malik, M.E., Ghafoor, M.M., Iqbal, H.K. 2012. *Impact of Brand Image, Service Quality, and Price on Customer Satisfaction in Pakistan Telecommunication Sector*. 25 Oktober 2014.

Ogba, I.E., Tan, Z. 2009. *Exploring the Impact of Brand Image on Customer Loyalty and Commitment in China*. 25 Oktober 2014.

Saeed, R., Lodhi, R.N., Mahmood, Z., Ahmad, M. 2013. *Effect of Brand Image on Brand Loyalty and Role of Customer Satisfaction in it*. 25 Oktober 2014.

Soong, C.H., Kao, Y.T., Juang, S.T. 2011. *A Study on the Relationship between Brand Trust and the Customer Loyalty based on the Consumer Aspects*. 2 November 2014.

Spring, M., Dalrymple, J.F. 2000. *Product Customisation and Manufacturing Strategy*. 27 Oktober 2014.

Syam, N.B., Ruan, R., Hess, J.D. 2005. *Customized Product: A Competitive Analysis*. 27 Oktober 2014.

Tu, Y.T., Lin, S.Y., Hsu, T.K. 2012. *Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan*. 25 Oktober 2014.

Tu, Y.T., Lin, S.Y., Hsu, T.K. 2013. *The Impact of Brand Image and Customer Commitment on Loyalty: An Empirical Study Automobile Sector*. 25 Oktober 2014.