

DAFTAR PUSTAKA

- Ahuvia, Aaron C & Carrol, Barbara A. 2006. *Some Antecedents and Outcomes of Brand Love*. Market Lett, 17 : 79-89
- Allen, Andrea & Hollander, Eric. 2006. *Is Compulsive Buying A Real Disorder, And Is It Really Compulsive?*. Am J Psychiatry 163 : 10.
- Ardhanari, Margaretha. 2008. *Customer Satisfaction Pengaruhnya Terhadap Brand Preference and Repurchase Intention Private Brand*. Jurnal Riset Ekonomi dan Bisnis, Vol 8, No 2.
- Adinata, Julianto. 2016. *Pengaruh Iklan Terhadap Minat Beli PT.Tokopedia*. Jurnal Manajemen
- Baraba, Ridwan & Anggreini, Indah Dwi. *Pengaruh Brand Equity Sepeda Motor Terhadap Kepuasan Konsumen*.Jurnal Manajemen.
- Basu Swastha, Hani Handoko. 2011. *Manajemen Pemasaran-Analisis Perilaku Konsumen*. Yogyakarta : BPFE.
- Buchari Alma. 2007, *Manajemen Pemasaran & Pemasaran Jasa*. Bandung: CV. Alfabeta.
- Cardinale, Sylvia&Nguyen, Bang&Melewar, T.C. 2015. *Place-Based Brand Experience: Place Attachment adn Loyalty*. Marketing Intelligence&Planning, Vol 34, No 3, pp 301-317.
- Chi, Hsin Kuang, Yeh, Huery Yen & Yang, Ya Ting. 2009. *The Impact of Brand Awareness on Customer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty*.The Journal of International Management Studies, Vol 4, No 1.
- Charles W. Lamb, Joseph F. Hair, Carl Mcdaniel. 2001. *Pemasaran*. Edisi. Pertama, Salemba Empat, Jakarta.
- Dharmayanti, Diah. 2006. *Analisa Sensitivitas Respon Konsumen Terhadap Ekstentifikasi Merek (Brand Extension) Pada Margarin Merek Filma Di Surabaya*. Jurnal Manajemen Pemasaran, Vol 1, No 2, hal 65-73.
- Ekowati, Titin. *Compulsive Buying: Tinjauan Pemasar dan Psikolog*. Jurnal Manajemen.
- Edwards, Elizabeth A.1993. *Development of A New Scale for Measuring Compulsive Buying Behavior*. Financial Counseling and Planning, Vol 4.
- Fajrianti & Farrah, Zatul. 2005. *Strategi Perluasan Merek dan Loyalitas Konsumen*. INSAN, Vol 7, No 3.

- Ghozali. 2011. *Analisis Statistik Multivariate*. Jakarta: Eleks Media Computindo
- Hartini, Sri. 2012. *Perilaku Pembelian Smarthphone: Analisis Brand Equity dan Brand Attachment*. Jurnal Mitra Ekonomi dan Manajemen Bisnis, Vol 3, No 1, Hal 75- 86.
- Hurriyati, Ratih, 2005. *Bauran Pemasaran dan Loyalitas Konsumen*, Alfabeta.,
- Olson, Jerry C & Petter, J Paul. *Consumer Behavior and Marketing Strategy*. Penerbit Salemba Empat.
- Kotler, Philip., Keller, Kevin L. 2013. *Manajemen Pemasaran*.
- Kotler Philip. 2005, *Manajemen Pemasaran, Jilid 1*, PT. Indeks Kelompok Gramedia, Jakarta.
- Kotler, Philip. 2002. *Manajemen Pemasaran : Analisis, Perencanaan, Implementasi, dan Kontrol*. Jakarta: PT. Prehallindo.
- Lee, Seung Hee & Workman, Jane E. 2015. *Compulsive Buying and Branding Phenomena*. Journal Of Open Innovation: Technology, Market, Complexity, 1:3.
- Lassar, Walfried, Mittal, Banwari & Sharma, Arun. 1995. *Measuring Customer Based-Brand Equity*. Journal of Consumer Marketing, Vol 12, No 4, pp 11-19.
- Nawangsari, Sri&Budiman. 2008. *Kepuasan Konsumen dan Kesetiaan Terhadap Merek*. Jurnal Psikologi, Vol 1, No 2.
- Raab, Gerhard & Elger, Christian E & Neuner, Michael. 2011. *A Neurological Study of Compulsive Buying Behavior*. Journal Consum Policy 34: 401-413.
- Roberts, James A & Roberts, Cammile. 2012. *Stress, Gender and Compulsive Buying Among Early Adolescents*. Young Consumers, Vol 13, No 2, pp. 113-123.
- Rofiq, Ainnur, Suryadi, Nanang & Faidah, Nita Nur. 2009. *Peranan Ekuitas Merek Terhadap Loyalitas Pelanggan Pada Industri Telepon Seluler*. National Conference on Management Research
- Rizan, Mohammad, Saidani, Basrah & Sari, Yusiyana. 2012. *Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty Teh Botol Sosro*. Jurnal Riset Manajemen Sains Indonesia, Vol , No 1.
- Sekaran, Uma. 2006. *Metodologi Penelitian Untuk Bisnis*. Jakarta : Salemba Empat

- Sheikh, Alireza & Lim, Ming. 2015. *The Making of Brand Attachment and Brand Meanings: The Case of a UK Engineering Services Firm*. Journal of Marketing Intelligence & Planning, Vol 33, No 6, Hal 887-907.
- Shoham, Aviv & Makovec, Maja. 2003. *Compulsive Buying Behavior*. Journal of Consumer Marketing, Vol 20, No 2, pp. 127-138.
- Simmons, Geoff, Thomas, Brychan & Truong, Yan. 2008. *Managing I-branding to Create Brand Equity*. European Journal of Marketing, Vol 44, No 9, pp 1260-1285.
- Suciningtyas, Wulan. 2012. *Pengaruh Brand Awareness, Brand Image, dan Media Communication Terhadap Keputusan Pembelian*. Management Analysis Journal, Vol 1
- Suliyanto, 2005, *Analisis Data Dalam Aplikasi Pemasaran*, Bogor : Ghalia.
- Sugiyono, 2001. *Metode Penelitian Bisnis, Cetakan Ketiga* Penerbit: Alfabeta, Bandung
- Sugiyono. 2004. *Metode Penelitian Bisnis*. Bandung: Alfabeta. Sugiyono. 2006. *Metode penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. 2007. *Metode Penelitian Bisnis*. Bandung, Alfabeta.
- Sugiyono. 2008. *Metode Penelitian Bisnis*. Bandung, Alfabeta.
- Sugiyono. 2008. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung:Penerbit Alfabeta
- Sutisna. 2003. *Perilaku Konsumen dan Komunikasi Pemasaran*. PT. Remaja Rosdakarya, Bandung.
- Tjahyadi, Rully Arlan. 2006. *Brand Trust Dalam Konteks Loyalitas Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, dan Karakteristik Hubungan Pelanggan-Merek*. Jurnal Manajemen, Vol 6, No 1.
- Tjiptono, Fandi. 2005. *Pemasaran Jasa*. Malang : Bayumedia
- Ujang Suwarman, 2004, “ *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*, Penerbit: PT Ghalia Indonesia, Bogor.
- Uma Sekaran, 2006, *Metodologi Penelitian untuk Bisnis*, Edisi 4, Buku 1, Jakarta