

DAFTAR PUSTAKA

- Alma, B. (2011). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Andreani, F., Taniaji, T. L & Puspitasari, R. N. M. (2012). *The Impact of Brand Image, Customer Loyalty with Customer Satisfaction as A Mediator in Mcdonald's*. *Jurnal Manajemen dan Kewirausahaan*. Vol.14 No.1 page 63-70.
- Assauri, S. (2013). *Manajemen Pemasaran*. Jakarta: Rajawali Pers.
- Dib, H. dan Al-Msallam.S. (2015). *Journal of Research in Business and Management: The Effects of the Determinants of Customer Satisfaction of Brand Loyalty*. Vol 03 No 03. Page 01-12.
- Ghozali, I. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro
- Ghozali, M (2014) *Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan pada Expedisi di Surabaya*. *Jurnal Ilmu dan Riset Manajemen*. Vol 3 No 3. Page 1-15
- Heriati, P. & Septi. (2013) *Analisis Pengaruh Brand Image dan Kualitas produk terhadap Keputusan pembelian konsumen pada Handphone Nexian*. *Journal of Business Strategy and Execution*. Vol 4 No.2. Page 171-205.
- Hartono, Jogiyanto. 2013. *Metodologi Penelitian Bisnis Salah Kaprah dan Pengalaman-pengalaman*. Edisi 6. BPFE-Yogyakarta. Yogyakarta.
- Hair, J.F., W.C. Black, B.J. Babin, R.E. anderson, dan R.L. Tatham. (2006). *Multivariate Data Analysis*. 6th Ed. New Jersey: Prentice Hall.
- Jayanti, I.G.N (2011) *Perempuan Dalam Gaya Hidup. Kebaya dan Gaya Hidup Perempuan Bali*. "Kembang Rampai Perempuan Bali. Page. 41-64.
- Kaiman, H., Zani, A.Y.P. (2013) *Influence of Service Quality and Price of House flat on customer satisfaction (Studies in Marunda flats of North Jakarta)* *International Journal of Business and Management Invention*. Vol. 02 No.71. Page 01-05
- Kotler, P. & Armstrong, G. (2012). *Principles Of Marketing, Global Edition, 14 Edition*. Pearson Education.
- Kotler, P. (2008). *Manajemen Pemasaran Edisi 12 Jilid 2*. Jakarta: Indeks
- Kotler, P. & Keller, K.L (2012). *Marketing Management edisi 14. Global Edition*. Pearson Prentice Hall

- Lodhi, Nawaz, Rab. (2013). Effect OF Brand Image On Brand Loyalty And Role Of Customer Satisfaction In It. *World Applied Sciences Journal* 26 (10): 1364-1370, 2013. Pakistan. Comsats Institute Of Information Technology Sahiwal
- Mahmud, A. J.K. Hadijjah, St. (2013) The Effect of Service Quality and Price on Satisfaction and Loyalty of Customer of Commercial Flight Service Industry. Vol 03, No 05. Page 178-289.
- Malik, F., Yaqoob,S., dan Aslam,A.S,. (2012) The Impact Of Price Perception, Service Quality and Brand Image On Customer Loyalty (Study Of Hospitality Industry In Pakistan). *Inerdisciplinary Journal Of Contemporary Research In Business*. Vol. 04, No. 04. Page 487-505.
- Malik, M.E., Grafoor, M.M., dan Iqbal, H.K. (2012) Impact Of Brand Image, Service and Price on Customer Satisfaction in Pakstan Telecommunication Sector. *International Journal of Business and Social Science*. Vol. 03 No. 23. Page 123-129.
- Nazir, B., dkk. (2016). The Impact of Brand Image on the Customer Retention: A Mediating Role of Customer Satisfaction in Pakistan. *International Journal of Business and Management Invention*. Vol 5. No 3. Page 2319 – 8028.
- Neupane, R. (2015) the effect of Brand Image on customer satisfaction and Loyalty Intention in Retail Supermarket Chank Uk. *Int. J. Soc.Sci. Manage*. Vol. 01 No.02. Page 9-26.
- Romdonwu, G. (2014). Tingkat kepuasan Konsumen di Restoran McDonald's Manado. Page 1-18.
- Roslina. (2010). Citra Merek: Dimensi, Proses Pengembangan Serta Pengukurannya. *Jurnal Bisnis dan Manajemen*, Vol. 6, No.3, Mei 2010.
- Saladin, D. (2012). *Manajemen Pemasaran, Analisis Perencanaan Pelaksanaan, Unsur-Unsur Pemasaran*. Bandung: Linda Karya.
- Samosir, C. B. H., & Prayoga, A. B. K. (2015) Pengaruh Persepsi Harga dan Promosi terhadap Keputusan Pembelian Konsumen Produk Enervon-C. *Jurnal Ilmiah Manajemen dan Bisnis*. Vol 1 No. 3.
- Sugiyono. (2012). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Sugiyono. (2013) *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sunjoyo, dkk, 2013. *Aplikasi SPSS Untuk Smart Riset*. Bandung: Alfabeta.

Thakur, S., Singh.A.P., (2012) Brand Image, Customer Satisfaction and Loyalty Intention: A Study In The Context Of Cosmetic Product Among the People Of Central India. International Journal of Multidisciplinary Management Studies. Vol 02 No 05. Page 38-50.

Tjiptono, F. (2014) Pemasaran Jasa. Jakarta: Gramedia Cawang.

www.detik.com

www.docslide.net

www.lifestyle.okezone.com

www://bisnis.liputan6.com

www.republika.co.id

www.topbrand-award.com

www.sinarharapan.co

www.swamajalah/praktik.com

