

DAFTAR PUSTAKA

- Andervazh, L., (2013), *The Influence of Brand Loyalty on Cosmetics purchase Intention of Iranian Female Consumers*, *J. Basic. Appl. Sci. Res.*, 2(5)5389-5398.
- Arikunto, S. (2013). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT Asdi Mahasatya
- Assauri, S. (2013). *Manajemen Pemasaran*. Jakarta : Rajawali Pers.
- Ballester, Elen a Delgado dan Jois Murnies Aleman (2005). “*Brand trust in Context of Consumer Loyalty.*” *European Journal of Marketing*, Vol. 35 No. 11/12. Pp1238- 1258
- Basu, Swasta. (2008). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty
- Cooper, Donald R., & Schindler, Pamela S. (2011). *Business research methods* (11th ed.). New York: Mc GrawHill/Irwin.
- Durianto, D, (2011), *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*, Cetakan XX, Jakarta: PT. Gramedia Pustaka Utama
- Erciş, A., Ünal, S., Candan, F. B. and Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia-Social and Behavioral Sciences*. vol. 58.
- Fajar, Laksana, (2008), *Manajemen Pemasaran*, Graha Ilmu, Yogyakarta
- Ferdinand, A (2006) *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*, Semarang: Badan Penerbit Universitas Diponegoro
- Griffin, Jill. (2010). *Customer Loyalty*, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan. Alih Bahasa Dwi Kartini Yahya. Jakarta: Erlangga
- Hartono, J (2013) *Metodologi Penelitian Bisnis Salah Kaprah dan Pengalaman-pengalaman*. Edisi 5. BPFE-Yogyakarta. Yogyakarta
- Kotler, P & Keller, K.L. (2012). *Manajemen Pemasaran*, Edisi Ketiga Belas, Jilid 1. Jakarta: Erlangga.
- Kotler, Philip & Armstrong, Gary. (2012). *Prinsip-prinsip Manajemen*. Edisi 12, Jilid 1. Jakarta: Erlangga.
- Kotler, Philip. 2012. “*Manajemen Pemasaran di Indonesia*”. Terjemahan Susanto.AB. Buku 2. Penerbit Salemba empat. Jakarta

- Lee, G.G.dan Lin, H.F. (2012). *Customer Perceptions of E-Service Quality in Online Shopping. International Journal of Retail and Distribution Management*, 33(2), 161-76.
- Mardalis. (2010). *Metode Penelitian Suatu Pendekatan Proposal*. Jakarta: Bumi Aksara
- Mathur. G., Upamanyu, Nischay. K., (2012).” *Effect of brand trust, brand affect, and brand image on customer brand loyalty and consumer brand extension attitude in FMCG sector*”. *Practices and Research in Marketing*.
- Pavlou, P.A and Gefen.D (2006). *Building Effective Online Marketplaces with Institution-Based Trust. Information Systems Research*. Vol. 15, No. 1, March 2004, pp. 37–59.
- Sabar. R (2007). *Pengantar Metodologi Penelitian*. FKIP: Universitas Muria Kudus
- Sahin, A, Zehir, C, Kitapci H, (2011), “*The effect of Brand Experience, Trust and Satisfaction on Building Brand Loyalty; an Empirical Research on Global Brands*”, *Procedia Social and Behavioral Sciences* 24
- Singarimbun, M. (2011). *Metode Penelitian Survei*. Jakarta: LP3ES
- Sudjana. 2009. *Statistik Untuk Ekonomi dan Niaga*. Bandung: Tarsito
- Sugiyono. (2015). *Metodologi Penelitian Bisnis. (Pendekatan Kuantitatif, Kualitatif, R & D)*. Bandung : Penerbit Alfabetha.
- Suliyanto. (2012). *Analisis Statistik – Pendekatan Praktis dengan Microsoft Excel*. Yogyakarta, Indonesia: ANDI-Yogyakarta
- Sunarto (2009) *Pengantar Manajemen*. Bandung: CV Alfabeta
- Taleghani et all (2011), *The Investigation and Analysis Impact of brand Dimensions on Services Quality and Customers Satisfaction in New Entreprises of Iran*, volume 1, No. 6.
- Tjiptono, F. (2012). *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Yogyakarta: Andi Offset.