

## DAFTAR PUSTAKA

- Aaker, David A. 1996. *Building Strong Brands*. New York: Free Press.
- Aaker, David A. 2008. *Manajemen Ekuitas Merek: Memanfaatkan Nilai dari suatu Merek*. Cetakan Ketiga. Jakarta: Penerbit Mitra Utama.
- Angelova, B. and Zekiri, J (2011). Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model). *International Journal of Academic Research in Business and Social Sciences* October 2011. Vol. 1, No.3.
- Astuti, Sri Wahjuni dan Cahyadi, I Gde. 2007. ” Pengaruh Elemen Ekuitas Merek Terhadap Rasa Percaya Diri Pelanggan di Surabaya Atas Keputusan Pembelian Sepeda Motor Honda”. *Majalah Ekonomi*, Tahun XVII, No.2 Agustus 2007.
- Becherel, Lionel. dan Vellas, Francois. 2008. *Pemasaran Pariwisata Internasional*. Jakarta: Yayasan Obor Indonesia.
- Bilson, Simamora. 2002. *Panduan Riset Perilaku Konsumen*. Jakarta: PT Gramedia Pustaka Utama.
- Bilson, Simamora. 2004. *Riset Pemasaran*. Jakarta: Gramedia Utama.
- Blackwell, R, D., Miniard, P, W., Engel, J, F. 2001. *Consumer Behavior*. Ohio : South-Western.
- Bloemer, Josee, Ko de Ruyter, Pascal Peeters, 1998,, “Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image, Service Quality, and Satisfaction”, *International Journal of Bank Marketing*, Vol 16, Issue 7 Date.
- Buchari Alma. 2007, *Manajemen Pemasaran & Pemasaran Jasa*. Bandung: CV. Alfabeta.
- Chitty, B., Ward, S. & Chua, C. (2007). An Application of the ECSI Model as a Predictor of Satisfaction and Loyalty for Backpacker Hostels. *Marketing Intelligence & Planning*, 25, 563-580.
- Daryanto. 2011. *Sari Kuliah Manajemen Pemasaran*, Bandung: PT Sarana Tutorial Nurani Sejahtera.
- Davidson, William. R., et, al., 1998. *Retailing Management*. Sixth Edition. New York: John Willey & Sons.

Davies, G. Chun, R., Da Silva, R. and Roper, S. 2003. *Corporate Reputation and Competitiveness*. London, UK: Routledge.

Ghozali, Imam. 2001. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Peneliti Universitas Diponegoro.

Ghozali, Imam. 2005. *Aplikasi Analisis Multivariate dengan SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali Imam. 2009. *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Universitas Diponegoro.

Hair, J.F. Jr. , Anderson, R.E., Tatham, R.L., & Black, W.C. (1998). *Multivariate Data Analysis, (5<sup>th</sup> Edition)*. Upper Saddle River, NJ: Prentice Hall.

Hartono. 2004. *Statistika untuk Penelitian*. Pekanbaru: Lembaga Studi Filsafat, Kemasyarakatan, Kependidikan dan Perempuan.

Hasan, Alwi. 2007. *Kamus Besar Bahasa Indonesia*. Jakarta: Balai Pustaka.

Herlyana, E. (2012). Fenomena *Coffee Shop* sebagai Gaya Hidup Baru Kaum Muda. *Jurnal Psikologi dan Masyarakat*. Vol. 13, No. 1, Hal. 189-204.

Ho, C., and Wonglorsaichon, P. 2015. The Relationship Among Brand Awareness, Brand Image, Perceived Quality, Brand Trust, Brand Loyalty and Brand Equity of Customer in China's Antivirus Software Company. *UTCC International Journal of Business and Economics*.

Husein, Umar. 1999. *Metode Penelitian : Aplikasi dalam Pemasaran*. Jakarta: PT Gramedia Pustaka Utama.

Ismail, M.B.M. (2016). An Analytical Study on Relationship between Brand Image and Customer Satisfaction. *ISBR Management Journal*. Vol. 1 Iss: 2, pp. 1-11.

Jamal, Ahmad, and Mark M.H. Goode. 2001. "Consumer and Brands: A Study of Impact of Self Image Congruence on Brand Preference and Satisfaction, "Marketing Intelligence and Planning, Vol. 19, No. 17, pp.1-22.

Jogiyanto, 2007. *Sistem Informasi Keperilakuan*. Edisi Revisi. Yogyakarta: Andi Offset.

Junior, S. L. S., Omar, M. W., Wahid, N. A., Ismail, I., Harun, A. (2007). The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in The Context of Color Cosmetic. *Asian Academy of Management Journal*, Vol. 12, No. 1, 83-107.

Kartajaya, Hermawan. 2006. *Hermawan Kartajaya on Marketing*. Jakarta : Gramedia Pustaka Utama.

Kasali, Rhenald. 2007. *Membidik Pasar Indonesia Segmentasi Targeting Positioning*. Jakarta : PT Gramedia Pustaka Utama.

Kasali, Rhenald. 2010. *Change*. Jakarta: Gramedia Pustaka.

Keller, Kevin Lane. 2008. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Third Edition*. New Jersey: Pearson Prentice Hall Inc.

Kotler, P., dan Keller, K. 2009. *Manajemen Pemasaran*. Edisi ke 13. Jilid 2 Jakarta: Erlangga.

Kotler, P and Armstrong, G. 2012. *Prinsip –prinsip Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga.

Kotler dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13 Jakarta: Erlangga.

Krisopras, A., & Giantari, I.G.A.K. (2016). Pengaruh Program *Corporate Social Responsibility* dan Inovasi Produk terhadap *Brand Loyalty Starbucks Coffee* Di Denpasar. *Jurnal Manajemen Unud*. Vol. 5, No.4, Hal. 2396-2423.

Lahap, J., Ramli, N. S., Kata, N. M., Radzi, S. M., Zain, R. A. (2015). Studi dari *Brand Image* terhadap Kepuasan Pelanggan Industri Hotel Malaysia. *Procedia Social and Behavioral Science*. 224, 149-157.

Lovelock and Wright, 2002, *Principles of Service Marketing and Management*, 2nd edition, Prentice Hall.

Lovelock, R. D. dan L. K. Wright. 2005. *Manajemen Pemasaran Jasa*. Cetakan Pertama. PT. Indeks. Jakarta.

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. *International Journal of Business and Social Science*. Vol.3, No. 23, 123-129.

Martenson, R. (2007). Citra Merek Perusahaan, Kepuasan dan Loyalitas Toko. *International Journal of Retail Manajemen Distribusi*, 35 ( 7), 544-555.

Na, W. B., Marshall, R., & Keller, K. L. (1999). Measuring brand power: Validating a model for optimizing brand equity. *The Journal of Product and Brand Management*, Vol. 8, No. 3, 170–184.

Olson, Jerry. C. dan Peter J. Paul. 2014. *Perilaku Konsumen dan Strategi Pemasaran*. Edisi Sembilan. Buku 2. Jakarta : Penerbit Salemba Empat.

Palacio, Asunción Beerli, Gonzalo Díaz Meneses, Pedro J. Pérez Pérez. 2002. The Configuration of The University Image And Its Relationship With The Satisfaction Of Students. *Journal of Educational Administration*. Vol. 40, Iss: 5, 486 – 505.

Porter, S.S., & Claycomb, C. (1997). The Influence of Brand Recognition on Retail Store Image. *The Journal of Product and Brand Management*. Vol. 6, pp. 373–384.

Prasetijo, Ristiyanti dan Ihalauw Jhon. 2005. *Perilaku Konsumen*. Yogyakarta: Andi.

Reynolds, W.H. (1965). The Role of The Consumer in Image Building. *California Management Review*, 7(3), 69–76.

Reynolds, K.E. dan Beatty, S.E. (1999). Customer benefits and compay consequences of customer-salesperson relationship in retailing. *Journal of Retailing*. Vol. 75, Winter, pp. 509-523.

Ryu, K., Han, H., Kim, Tae-Hee. (2008). The Relationship among Overall Quick-Casual Restaurant Image, Perceived Value, Customer Satisfaction, amd Behavioral Intentions. *International Journal of Hospitality Management*. 27, 459-469.

Saeed, R., Lodhi, R. N., Mehmood, A., Ishfaqe, U., Dustgeer, F., Sami, A., Mahmood, Z., dan Ahmad, M. (2013). Effect of Brand Image on Brand Loyalty and Role of Consumer Satisfaction in it. *World Applied Sciences Journal* 26 (10): 1364-1370.

Saladin, Djaslim dan Herry A., Buchory, 2010. *Manajemen Pemasaran*. Bandung : Linda Karya.

Schiffman, Leon. G. dan Kanuk, Leslie. L. 2010. *Consumer Behavior Tenth Edition*. Pearson Education.

Sekaran, Uma. 2009. *Research Methods for Business: Metodologi Penelitian untuk Bisnis*. Edisi 4. Buku 1. Jakarta: Salemba Empat.

Shabastian, M., & Samuel, H. (2013). Pengaruh Strategi Harga dan Strategi Produk Terhadap *Brand Loyalty* di Tator Café Surabaya *Town Square*. *Jurnal Manajemen Pemasaran*. 1(1), 1–9.

Shimp, Terence. 2007. “*Periklanan Promosi ( Aspek Tambahan Komunikasi Pemasaran Terpadu)*”. Jilid I, edisi Terjemahan, Jakarta : Erlangga.

Sigilipu, Steffi. 2013. "Pengaruh Penerapan Informasi Akuntansi Manajemen Dan Sistem Pengukuran Kinerja Terhadap Kinerja Manajerial". *Jurnal EMBA*. Vol. 1 No.3. Hal. 239-247.

Simamora, B., & Lim, J. 2002. *Aura Merek*, Jakarta: Gramedia Pustaka Utama.

Singarimbun, M., & Effendi, S. 1995. *Metode Penelitian Survei*, Edisi Revisi. Jakarta: PT. Pustaka LP3ES.

Sugiyono, 2004, *Statistika untuk Penelitian*, Cetakan Keenam, Penerbit Alfabeta, Bandung.

Sugiyono. 2012. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.

Suliyanto. 2009. *Metode Riset Bisnis. Edisi Kedua*. Yogyakarta: Andi.

Sumarni, Murti dan John Soeprihanto. 2010. *Pengantar Bisnis (Dasar-dasar Ekonomi Perusahaan)*. Edisi ke 5. Yogyakarta: Liberty Yogyakarta.

Supardi. 2005. *Metodologi Penelitian Ekonomi dan Bisnis*. Yogyakarta: UII Press.

Supranto, dan Nandan Limakrisna, 2011. *Perilaku Konsumen dan Strategi Pemasaran*. Edisi Kedua. Jakarta : Penerbit Mitra Wacana Media.

Tu, Y.T., Wang, C.M., dan Chang, H.C. (2012). Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. *Journal of Social and Development Science*. Vol. 3, No. 1, pp. 24-32.

Tjiptono, Fandy. 2003. *Strategi Pemasaran*. Edisi Kedua. Yogyakarta: Andi Offset.

Tjiptono, Fandy. 2006. *Manajemen Jasa*. Yogyakarta: Andi.

Tjiptono, Fandy. 2008. *Strategi Pemasaran*. Edisi ke 3. Yogyakarta: Andi.

Tjiptono, Fandy. 2011. *Pemasaran Jasa*, Malang: Bayumedia

Upamannyu, N., & Sankpal, S. (2014). Effect of Brand Image on Customer Satisfaction & Loyalty Intention and The Role of Customer Satisfaction between Brand Image and Loyalty Intention. *Journal of Social Science Research (U.K)*, Vol.3, No. 2, 274-285.

Vazquez-Carrasco, R., & Foxall, G.R. (2006). "Influence of personality traits on satisfaction, perception of relational benefits, and loyalty in a personal services context", *Journal of Retailing and Consumer Services*, 133, 205–219.

Woodruff, R.B. (1997). Customer Value: The Next Source of Competitive Advantage. *Journal of the Academy of Marketing Science*, 25, pp. 139-153.

Wu, C.C. (2011). Dampak dari *Brand Image* Rumah Sakit pada Kualitas Pelayanan, Kepuasan Pasien dan Loyalitas. *Afrika Jurnal Manajemen Bisnis*, 5 ( 12), 4873-4882.

Wulandari, Dinda. (2011). *Kafe Dongkrak Konsumsi Kopi di Bandung*. <http://www.bandung-bisnis.com>

