

DAFTAR PUSTAKA

- Abiyoso., Kumadji, S., & Kusumawati, A. (2017). Pengaruh Kualitas Layanan Terhadap Citra Perusahaan dan Loyalitas Pelanggan. *Jurnal Administrasi Bisnis*, vol. 50 (4), pp. 64-70.
- Abukari, A.J., & Abdul-Hamid, I.K. (2018). *Corporate Social Responsibility Reporting In The Telecommunications Sector In Ghana. International Journal of Corporate Social Responsibility*, vol. 3 (2), pp. 1-9.
- Ameriana, M. (2006). Kesiediaan Konsumen Membayar Premium untuk Tomat Aman Residu Pestisida. *J. Hort*, vol. 16 (2), pp. 165-174.
- Anselmsson, J., Bondesson, N.V., & Johansson, U. (2014). *Brand Image and Customer's Willingness to Pay a Price Premium for Food Brands. Journal of Brand Management*, vol. 23 (2), pp. 90-102.
- Anselmsson, J., Johansson, U., & Persson, N. (2007). *Understanding Price Premium for Grocery Products: A Conceptual Model of Customer- Based Brand Equity. Journal of Product & Brand Management*, vol. 16 (6), pp. 401-414.
- Anwar, I., & Satrio, B. (2015). Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian. *Jurnal Ilmu dan Riset Manajemen*, vol. 4 (12), pp. 1-15.
- Arwin. (2015). Pengaruh *Perceived Quality* dan *Customer Based Equity* Pada Kesiediaan Membayar Harga *Premium* dan Loyalitas, pp. 1-18.
- Bastian, D.A. (2014). Analisa Pengaruh Citra Merek (*Brand Image*) dan Kepercayaan Merek (*Brand Trust*) Terhadap Loyalitas Merek (*Brand Loyalty*) ADES PT. Ades Alfindo Putra Setia. *Jurnal Manajemen Pemasaran Petra*, vol. 2 (1), pp. 1-9.
- Chi, H.K., Yeh, H.R., & Yang, Y.T. (2009). *The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. The Journal of International Management Studies*, vol 4 (1), pp. 135-144.
- Conainthata, G. (2017). Daftar Harga Minuman Kopi dan Snack di Starbucks. *Harga.web.id*, 28 Juli 2017 diakses dari <https://harga.web.id/daftar-harga-minuman-kopi-dan-snack-di-starbucks.info> pada tanggal 13 April 2018.
- Cooper, D.R. & Schindler, P.S. (2011). *Business Research Methods*. Eleventh Edition. New York: McGraw-Hill Higher Education.
- Dapi, B., & Phiri, M.A. (2015). *The Impact of Corporate Social Responsibility on Brand Loyalty. Journal of Governance and Regulation*, vol. 4 (4), pp. 8-16.
- Dmour, H.A., Zu bi, Z.M.F.A., & Kakeesh, D. (2013), "The effect of services marketing mix elements on customer-based brand equity: an empirical study on mobile telecom service recipients in Jordan". *International Journal of Business and Management*, vol. 8 No. 11, pp. 13-26.
- Erdogmus, I., & Turan, I.B. (2012). *The Role of Personality Congruence, Perceived Quality and Prestige on Ready- to- Wear Brand Loyalty. Journal of Fashion Marketing and Management*, vol. 16 (4), pp. 399-417.

Fatmawati, N., & Soliha, E. (2017). Kualitas Produk, Citra Merek dan Persepsi Harga Terhadap Proses Keputusan Pembelian Konsumen Sepeda Motor Matic “HONDA”. *Jurnal Manajemen Teori dan Terapan*, vol. 10 (1), pp. 1-20.

Ghozali, I. (2009). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Gunawan, F.A., & Dharmayanti, D. (2014). Analisis Pengaruh Iklan Televisi dan Endorser Terhadap *Purchase Intention* Pond's Men Dengan *Brand Awareness* Sebagai Variabel *Intervening*. *Jurnal Manajemen Pemasaran Petra*, vol. 2 (1), pp. 1-14.

Gunawan, H. (2013). Implementasi Pengendalian Kualitas Dengan Menggunakan Metode Statistik Pada Pabrik Cat CV X Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, vol. 2 (1), pp. 1-20.

Hartono, J. (2011). *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman*. Edisi 2011. Yogyakarta: BPFE-Yogyakarta.

Haryanto, I. (2015). Pengaruh *Country of Origin Image* Terhadap *Brand Equity* Melalui Elemen *Brand Associations*, *Brand Loyalty* dan *Brand Awareness* Pada *Air Conditioner (AC)* Merek LG di Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, vol. 4 (2), pp. 1-19.

Indriantoro, N. & Supomo, B. (1999). *Metodologi Penelitian Bisnis untuk Akuntansi & Manajemen*. Edisi Pertama. Yogyakarta: BPFE-Yogyakarta.

Jati, G.P. (2014). 2015, Starbucks Tambah 35 Gerai Baru. CNN Indonesia, 10 Oktober 2014 diakses dari <https://www.cnnindonesia.com/ekonomi/20141010111851-92-5998/2015-starbucks-tambah-35-gerai-baru-pada-tanggal-13-april-2018>.

Keller, K.L. (2008). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Third edition*. New Jersey: Pearson International Edition.

Khan, M.T. (2014). “*The concept of ‘marketing mix’ and its elements (a conceptual review paper)*”. *International Journal of Information, Business and Management*, vol. 6 (2), pp. 95-107.

Kotler, P. & Armstrong, G. (2012). *Principles of Marketing, 14th Edition*. New Jersey: Prentice Hall.

Kotler, P. & Armstrong, G. (2012). *Principles of Marketing, 14th Edition*. New Jersey: Prentice Hall.

Kotler, P. & Keller, K.L. (2009). *Manajemen Pemasaran*. Jilid 1, Edisi ketiga belas. Jakarta: Erlangga.

Kotler, P. & Keller, K.L. (2009). *Manajemen Pemasaran*. Jilid 2, Edisi ketiga belas. Jakarta: Erlangga.

Kotler, P. & Keller, K.L. (2012). *Marketing Management, 14th Edition*. New Jersey: Prentice Hall.

Mabkhot, H.A., Shaari, H., & Salleh, S.Md. (2017). *The Influence of Brand Image and Brand Personality on Brand Loyalty, Mediating by Brand Trust: An Empirical Study*. *Jurnal Pengurusan*, vol 50 (7), pp. 71-82.

- Moreira, A.C., Silva, P.M.F.D., & Moutinho, V.M.F. (2017). *The Effects of Brand Experiences on Quality, Satisfaction and Loyalty: An Empirical Study in the Telecommunications Multiple-play Service Market*. *Revista Innovar Journal*, vol. 27 (64), pp. 23-36.
- Moven, J.C. & Minor, M. (2001). *Perilaku Konsumen*. Jilid 1, Edisi kelima. Jakarta: Erlangga.
- Netemeyer, R.G. *et al.*, (2004). *Developing and Validating Measures of Facets of Customer-Based Brand Equity*. *Journal of Business Research*, vol. 57, pp. 209-224.
- Ningrum, L.S., & Nurcahya, I.K. (2014). Pengaruh *Corporate Social Responsibility* Terhadap *Corporate Image* dan Perilaku *Word of Mouth*. *E-jurnal Manajemen*, vol. 3 (3), pp. 835-850.
- Okoe, A.F. *et al.*, (2015). *Self Esteem, Customer Identification and Willingness to Pay Price Premium: Evidence from Young Consumers Market*. *Asian Journal of Marketing*, vol. 9 (1), pp. 27-37.
- Pebrianti, U.P.R. (2013). Pengaruh Faktor Sosial dan Ekonomi Konsumen Terhadap Keputusan Pembelian Handphone Blackberry: Survey Pada Konsumen Berrindo Samarinda. *eJournal Ilmu Komunikasi*, vol. 1 (1), pp. 324-344.
- Prasiska, Y.V. *et al.*, (2017). *CSR dan Citra Perusahaan*. *Jurnal Bisnis dan Ekonomi*, vol. 24 (1), pp. 43-49.
- Purnatisa, G.P., & Suyanto, A.M.A. (2016). Pengaruh Ekuitas Merek dan *Price Premium* Terhadap Keputusan Pembelian *Smartphone* di Indonesia. *e-Proceeding of Management*, vol. 3 (1), pp. 263-268.
- Putrisekar. (2013). 3 Alasan Mengapa Starbucks Masih Bersinar. *Marketing.co.id*, 19 Maret 2013 diakses dari <https://marketing.co.id/3-alasan-mengapa-starbucks-masih-bersinar/> pada tanggal 13 April 2018.
- Sugiyono. (2014). *Statistika untuk Penelitian*. Bandung: Alfabeta.
- Sunjoyo., Setiawan, R., Carolina, V., Magdalena, N., & Kurniawan, A. (2013). *Aplikasi SPSS untuk Smart Riset: Program IBM SPSS 21.0*. Bandung: Alfabeta.
- Sunyoto, D. (2015). *Perilaku Konsumen dan Pemasaran: Panduan Riset Sederhana untuk Mengenal Konsumen*. Cetakan pertama. Yogyakarta: CAPS (*Center of Academic Publishing Service*).
- Supangkat, A.H., & Supriyatin. (2017). Pengaruh Citra Merek, Kualitas Produk, Harga Terhadap Keputusan Pembelian Tas di Intako. *Jurnal Ilmu dan Riset Manajemen*, vol. 6 (9), pp. 1-19.
- Supriyadi., Fristin, Y., & Indra, G. (2016). Pengaruh Kualitas Produk dan *Brand Image* Terhadap Keputusan Pembelian. *Jurnal Bisnis dan Manajemen*, vol. 3 (1), pp. 135-144.
- Sutisna. (2001). *Perilaku Konsumen & Komunikasi Pemasaran*. Bandung: PT. Remaja Rosdakarya.
- Tan, H. (2018). Pengaruh Kepuasan Konsumen dan Kepercayaan Terhadap Loyalitas Konsumen Dalam Menggunakan *M-Banking* di BCA, pp. 1-14.
- Tekin, G., Yiltay, S., & Ayaz, E. (2016). *The Effect of Brand Image on Consumer Behaviour: Case Study of Louiss Vuitton-Moet Hennessy*. *Internatonal Journal of Academic Value Studies*, vol. 2 (1), pp. 1-24.

Vegawati, S.M., Kumadji, S., & Fanani, D. (2015). Pengaruh Program *Corporate Social Responsibility (CSR)* Terhadap Citra Perusahaan. *Jurnal Administrasi Bisnis*, vol. 20 (1), pp. 1-6.

Yanti, M.O.Z., & Sukotjo, H. (2016). Pengaruh Kesadaran Merek, Asosiasi Merek, dan *Brand Image* Terhadap Keputusan Pembelian AQUA. *Jurnal Ilmu dan Riset Manajemen*, vol. 5 (5), pp. 1-15.

Yunus, N.S.N.M., & Rashid, W.E.W. (2016). *The Influence of Country-of-origin on Consumer Purchase Intention: The Mobile Phones Brand from China*. *Procedia Economics and Finance*, vol. 37, pp. 343-349.

