

## DAFTAR PUSTAKA

Dobni, D. and Zinkhan, G.M. (1990), “ *In search of brand image: a foundation analysis*”, in Goldberg, M.E., Gorn, G. and Pollay, R. W. (Eds), *Advances in Consumer Research*, Association for Consumer Research, Provo, UT, pp. 110-19.

Darmadi Durianto, Sugiarto, Lie Joko Budiman, 2004, *Brand Equity Ten: Strategi Memimpin Pasar*, PT Gramedia Pustaka Utama: Jakarta.

Ewing, Peter and Olson. (1999). *Linking Service Quality, Customer Satisfaction and Behavioural Intention*. *Journal of Health Care Marketing*, Vol. 4, No.9.

Freddy Rangkuti, (2002). *The Power of Brand*, PT. Gramedia Pustaka Utama, Jakarta.

<http://defoper.blogspot.com/2009/04/definisi-operasional-variabel-definisi.html>

Kotler, Philips dan Keller, Kevin Lane, (2009), *Marketing Manajemen*, Twelfth Edition, Prentice Hall, Upper Saddle River, New Jersey.

Kotler and Armstrong, (2008), *Principles of Marketing*, International Edition, Prentice Hall, Upper Saddle River, New Jersey.

Lamb, Hair, Mc Daniel, (2001), *Pemasaran*, jilid 1 dan jilid 2. Salemba Empat, Jakarta.

Mowen, John & Minor, Michael. (2002). *Perilaku Konsumen*, Jilid 2, Edisi 5, Penerbit Erlangga, Jakarta.

- Sekaran, Uma. (2003). *Research Methods for Business: A skill Building Approach*, fourth edition, Penerbit John Willey & Sons, Inc., New York.
- Stanton, William. J. (2000). *Prinsip Pemasaran*, Edisi Kedelapan, Jilid 1 dan 2, Penerbit Erlangga, Jakarta.
- Sugiyono, (2005), *Metode Penelitian Bisnis*. Cetakan Pertama. CV Alpha Beta, Bandung.
- Sumarno, erik (2011). Pengaruh Iklan dan Citra Merek terhadap Keputusan Pembelian sepeda motor Honda Beat, Universitas Andalas, Padang.
- Tjiptono, Fandy. ( 2002 ). *Strategi Pemasaran*, Penerbit Andi Offset, Yogyakarta.
- Vantheola, J. (2011). Pengaruh *Brand Image* Kawasaki Ninja 250 terhadap *Loyalitas* Pelanggan, Universitas Kristen Maranatha, Bandung.