

## DAFTAR PUSTAKA

- Aaker, D.A., & Alexander, L.B. (2009). *Brand Equity and Advertising: Advertising Role in Building Strong Brand*. Lawrence Erlbaum Associates, Inc., Hillsdale.
- Aaker, D. A. (2008). *Manajemen Pemasaran Strategis*, Edisi 8. Jakarta Selatan: Salemba Empat.
- Adiwidjaja, A.J., & Tarigan, Z.J. (2017). Pengaruh Brand Image dan Brand Trust terhadap Keputusan Pembelian Sepatu Converse. *AGORA*, vol. 5, no. 3.
- Alhaddad, A. (2015). A Structural Model of The Relationships Between Brand Image, Brand Trust, and Brand Loyalty. *International Journal of Management Research & Review*, vol. 5, no. 1, pp. 137-144.
- Anselmson, J. (2006). Sources of Customer Satisfaction with Shopping Malls: A Comparative Study of Differ Customer Segments. *Journal Review of Retail, Distribution and Customer Research*, vol. 16, no.1, pp. 155-138.
- Ferdian, M.R. (2011). Analisis Faktor yang Mempengaruhi Loyalitas Konsumen pada Swalayan Berkah di Bangsri Jepara. *Jurnal Sains Pemasaran Indonesia*, vol. 5, no. 2, pp. 334-357.
- Faircloth, J.B., Capella, L.M., & Alford, B.L. (2001). The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*, Vol. 9, no. 2, pp. 10-26.
- Ghozali, I. (2014). *Model Persamaan Struktur, Konsep dan Aplikasi dengan Program AMOS 22.0*. Semarang: Badan Penerbit UNDIP.
- Khan, I. (2012). Impact of Customers Satisfaction and Customers Retention on Customer Loyalty. *Internasional Journal of Scientific & Technology Research*, vol. 1, no. 2.
- Khan, N., Rahmani, S.H.R., Hoe, H.Y., dan Chen, T.B. (2015). Casual Relationships among Dimensions of Consumer-Based Brand Equity and Purchase Intention: Fashion Industry. *Canadian Center of Science and Education*, vol. 10, no. 1, pp. 172-181.
- Kotlet, P., & Keller, K.L. (2009). *Manajemen Pemasaran*, Jilid 1 Edisi 13. Jakarta: Erlangga.
- Kotler, P. & Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran*, Edisi 12 Jilid 1. Jakarta: Erlangga.

- Martisiute, S., Vilutyte, G., dan Grundey, D. (2010). Product or Brand? How Interralationship between Customer Satisfaction and Customer Loyalty Work. *European Journal of Interdisciplinary Studies*, vol. 2, no.1.
- Martinez-Ruiz, M.P., Jimenez-Zarco, A.I., & Yusta, A.I. (2010). Customer Satisfactions Key Faktor in Spanish Grocery Stores: Evidence from Hypermarket and Supermarket. *Jurnal of Retailing and Consumer Services*, vol.17, no. 1, pp. 278-285.
- Neupane, R. (2015). The Effect of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK. *International Journal of Social Sciences and Management*, vol. 2, no. 1, pp. 9-26.
- Onyancha, G.K. (2013). The Impact of Bank Image on Customer Satisfaction and Loyalty : A Case of Kenya Commercial Bank. *European Journal of Business and Management*, Vol. 5, no. 21.
- Saliha, E. (2008). Analisis Industri Ritel di Indonesia. *Jurnal Bisnis dan Ekonomi*, vol. 15, no. 2, pp.128-142.
- Shimp, T.A. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi*, Edisi 8. Jakarta Selatan: Salemba Empat.
- Sondoh, S.L., Omar, M.W., & Wahid, N.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, pp. 83-107.
- Sugiarto (2017). *Metodologi Penelitian Bisnis*. Yogyakarta: ANDI.
- Supriyadi, W.W., & Indra, G. (2017). Pengaruh Kualitas Produk dan Brand Image terhadap Keputusan Pembelian: Studi pada Mahasiswa Pengguna Produk Sepatu Converse di Fisip Universitas Merdeka Malang. *Jurnal Bisnis dan Manajemen*, vol. 4, no.1.
- Tjahyadi, A.R. (2006). *Brand Trust Dalam Konteks Loyalitas Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, dan Karakteristik Hubungan Pelanggan dengan Merek*. *Jurnal Manajemen*, vol. 6, no.1.
- Trijipton, F. & Chandra, G. (2016). *Service, Quality, and Satisfaction*, Edisi 4. Yogyakarta: Andi Offset.
- Tu, Y.T., Wang, C.M., & 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 Sciences*, vol. 3, no. 1, pp. 24-32.
- Thakur, S., & Singh, A. (2012). Brand Image, Customer Satisfaction, and Loyalty Intention : A Study in The Context of Cosmetic Product Among The Pepole

- if Central India. *Internasional Journal of Multidisciplinary Management Studies*, Vol. 2, no. 2.
- Upamannyu, N.K., & Sankpal, S. (2013). Effect of Brand Image on Customer Satisfaction & Loyalty Intention and The Role of Customer Satisfaction Between Brand Image adn Loyalty Intention. *Journal of Soscial Research*, Vol. 3, no. 2.
- Utami, C.W. (2010). *Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia*. Jakarta Selatan: Salemba Empat.

