

DAFTAR PUSTAKA

- Baek, T. H., Kim, J., & Yu, J. H. (2010). The Differential Roles of Brand Credibility and Brand Prestige in Consumer Brand Choice. *Psychology & Marketing* , 662-678
- Baek, Tae Hyun dan King, Karen Whitehill. (2011). Exploring the consequences of brand credibility in services. *Journal of Services Marketing*, Vol. 25 No. 4, hal. 260-272
- Faryabi, Mohammad *et al.* 2012. The Effect of Brand Perceived Value on Customer's Repurchase Intention. *European Journal of Scientific Research ISSN 1450-216X* . Vol. 91 No 4 December, 2012, pp.491-498.
- Firmansyah, Banu Caesar dan Julianti, Emma. (2014). Pengaruh Kredibilitas Merek Terhadap Niat Beli Dengan Mediasi Kualitas Yang Dirasa Konsumen Produk Batik Jetis Di Sidoarjo. *Journal of Business and Banking*, Vol. 4, No. 2, November 2014:165 – 176
- Furajji, F., Latuszynska, M., & Wawrzyniak, A. (2012). An Empirical Study Of The Factors Influencing Consumer Behaviour In The Electric Appliances Market. *Contemporary Economics*, Vol. 6, No. 3, 76-86.
- Gilaninia, S., Ganjnia, H., Moridi, A., dan Rahimi, M. (2012). The Differential Roles Of Brand Credibility And Brand Prestige In The Customers' Purchase Intention. *Kuwait Chapter of Arabian Journal of Business and Management Review*, Vol. 2, No.4; Dec. 2012
- Hanzaee, Kambiz Heidarzadeh dan Taghipourian, Mohammad Javad. (2012). The Effects of Brand Credibility and Prestige on Consumers Purchase Intention in Low and High Product Involvement. *Journal of Basic and Applied Scientific Research*, 2(2)1281-1291.
- Hapsari, Sherlie Dwi. (2015). Sebuah Konstruksi Penggunaan Hijab Melalui Komunitas Hijabers. *Fakultas Ilmu Budaya, Universitas Gadjah Mada*, 2015
- Herbig, P., J. Milewicz (1993). Forecasting: Who, What, When and How. *The Journal of Business Forecasting*, 2, 16-22.
- Hijabersworld.com. (2016). 6 Ciri Khas Fashion Yang Wajib Ada Dalam Rancangan Ria Miranda. Diakses melalui <http://www.hijabersworld.com/2016/07/6-ciri-khas-fashion-yang-wajib-ada.html>, diunduh tanggal 3 Maret 2017.
- Kemp, Elyria and My Bui. 2011. Healty Brand: Establishing Brand Credibility Commitmentand Conection Among Consumers. *Jurnal of Consumer Marketing*. 28(6), pp: 429-473.

- Kemp et al., (2014). Healthcare Branding : Developing Emotionally Based Consumer Brand Relationships. *Journal of Service Marketing*. USA
- Kotler, P. dan Keller K. L. (2006). *Manajemen Pemasaran*. Jakarta: Ghalia .Indonesia
- Kotler, Philip. (2005). *Manajemen pemasaran*. Buku 1. Edisi kesebelas. Alih Bahasa: Drs. Benjamin Molan. Jakarta: PT Prenhallindo
- Mussry, Jacky. (2004). Menangkap Dinamika Sukses Bisnis *Fashion*, diakses melalui www.swa.co.id, diunduh 3 Maret 2017.
- Nandini dan Jeevananda R. dan Jeevananda, S. (2014). To Study the Factors of Consumer Involvement in Fashion Clothing. *International Journal of Science and Research (IJSR)*, Vol. 3 Issue 7, July 2014
- Robinson, Tammy dan Doss, Farrell. (2011). Pre-purchase alternative evaluation: prestige and imitation fashion products. *Journal of Fashion Marketing and Management: An International Journal*, Vol. 15 Iss 3 pp. 278 – 290
- Sheeraz, M., Iqbal, N., dan Ahmed, N. (2012). Impact of Brand Credibility and Consumer Values on Consumer Purchase Intentions in Pakistan. *International Journal of Academic Research in Business and Social Sciences*, August 2012, Vol. 2, No. 8
- Silalahi, Ulber. (2012). *Metode Penelitian Sosial*. Bandung: PT Refika Aditama.
- Simamora, Bilson. (2008). *Panduan riset perilaku konsumen*. Jakarta: PT Gramedia Pustaka Utama.
- Spry, Amanda, Ravi Pappu, and Bettina Cornwell. 2011. Celebrity Endorsement, Brand Credibility and Brand Equity. *European Jurnal of Marketing*. 45(6), pp: 882-909.
- Sudaryana, A. (2011). Perilaku Konsumen Dalam Berbelanja Pada Supermarket Di Yogyakarta. *Akmenika UPY*, Vol. 8.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta.
- Tjiptono, Fandy. (2011). *Manajemen dan Strategi Merek, Seri Manajemen Merek*. Yogyakarta: Andi.
- Wang, Xuehua dan Yang, Zhilin. (2010). The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. *Journal of Global Marketing*, 23:177–188, 2010.

Wong, Amy dan Zhou, Lianxi. (2005). Consumers' Motivations for Consumption of Foreign Products: an Empirical Test in the People's Republic of China. *U21 Global, Working Paper*, No.004/2005.

