

## DAFTAR PUSTAKA

- Atkinson, Rita L. *et al.* 1987. *Pengantar Psikologi*, edisi 8 jilid I. Jakarta: Erlangga
- Banytè, Jüratè *et al.* 2007. *Relationship of Consumer Attitude and Brand: Emotional Aspect*. Engineering Economics. number 2, pp 52.
- Basu Swastha. 1996. *Azas-Azas Marketing*, Edisi 3. Liberty: Yogyakarta
- Baumann, Chris *et al.* 2006. *Prediction of Attitude and Behavioural Intentions in Retail Banking*. Emerald, International Journal of Bank Marketing. Vol 25, pp 102-116.
- Betts *et al.* 1996. *Consumer Behaviour And The Retail "Sales" Modelling The Development an "Attitude Problem"*. Proquest, European Journal of Marketing 30.8: 40.
- Binninger, Anne-Sophie. 2007. *Exploring The Relationship Between Retail Barnds And Customer Store Loyalty*. Emerald, International Journal of Retail & Distribution Management. Vol 36, pp 94-110.
- Bird, M., A. S. C. Ehreberg. 1970. *Customer Attitudes And Brand Usage*. Journal of The Market Research Society. Vol 12, number 4.
- Buchori Alma. 1998. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta
- Chung, Seh-Woong. 2001. *The Effects Brand Name Fluency, Attitude, And Attribute Accessibility on Constrained And Stimulus-Based Brand Chioce: The Moderating Rule of The Level of Motivation And Opportunity*. University of Toronto
- Elhaitammy, T. 1990. *Service Excellence*, 6th. Ed, The Drayden Press: Chicago
- Elyzabeth. 2015. *Pengaruh Perbedaan Model Iklan, jenis Produk, dan Status Merek terhadap Perilaku Konsumen Produk Fashion di Indonesia*. FEB UA Surabaya
- Eugenia, Maria and Ruiz Molina. 2008. *Perceive Value, Customer Attitude and Loyalty In Retailing*. Journal of Retailing and Leisure Property vol. 7, no. 4, pp 305-314.
- Gehrt, Kenneth C. and Ruoh-Nan Yan. 2004. *Situational, Consumer, And Retailer Factors Affecting Internet, Catalog, And Store Shopping*. Emerald, International Journal of Retail & Distribution Managemnt. Vol 32, pp 5-18.

- Gilbert, David and Fiona Sumner. 2004. *The Current Use of Marketing in UK Retailing*. Emerald, International Journal of Retail & Distribution Management. Vol 32, pp 242-251.
- Griffin. 1995. *Customer Loyalty, How To Earn It, How To Keep It*, Lexington Bodes: New York
- Hartini, Sri. 2012. *Perilaku Pembelian Smartphone: Analisis Brand Equity dan Brand Attachment*. Jurnal Mitra Ekonomi dan Manajemen Bisnis. Vol 3, no 1, pp 75-86.
- Keller, Kevin Lane. 2003. *Building, Measuring, And Managing Brand Equity*. International Edition. Ney Jersey: Prentice Hall
- Kertajaya, Hermawan, dan Iwan Setiawan. 2014. *Wow Marketing*. Jakarta: Gramedia Pustaka Utama
- , 2014. *Wow Selling*. Jakarta: Gramedia Pustaka Utama
- Kotler, Philip and Kevin Lane Keller. 2008. *Manajemen Pemasaran*. Edisi 12. Jilid Pertama. PT Indeks
- , 2008. *Manajemen Pemasaran*. Edisi 12. Jilid Kedua. Indonesia: PT Indeks
- Li, Mei-Lien *et al.* 2012. *Costumer Loyalty: Influences on Three Types of Retail Stores' Shoppers*. International Journal Of Management And Marketing Research. Vol 5, number 1.
- Londre, Larry Steven. 2011. *Marketing, The Marketing Concept, Marketing Mix, And The Nine P's*. Marketing, IMC, Advertising, Promotion, Media and More. 2011 Edition. Los Angles: Londre Marketing
- M. Mursid. 1993. *Manajemen Pemasaran*, Bumi Aksara: Jakarta
- Maharani. 2008. *Analisis Perilaku Konsumen Dalam Pembelian Komputer Merek Acer*. Jurnal Manajemen Bisnis. Vol 1, pp 89-96.
- Meigawati, Nia Atmadianing. 2012. *Pengaruh Dimensi Atribut Produk Terhadap Sikap Konsumen Pada Green Product Tolak Angin Cair*. Fakultas Ekonomi Unnes
- Nugroho, Riyogo Adi. 2012. *Pengaruh Strategi Diferensiasi Produk, Merek, dan Promosi Terhadap Keputusan Pembelian Sepeda Motor Satria F150: Hyper Underbone*

- Parasuraman A, Valarie A Zeithaml and Leonard L Berry. 1994. *Reassessment of Implication For Further Research*. Journal Marketing
- Peter, J. Paul dan Jerry C. Olson. 2014. *Perilaku Konsumen dan Strategi Pemasaran*. Edisi 9. Jilid Kedua. Jakarta: Salemba Empat
- Rambat Lupiyoadi. 2000. *Manajemen Pemasaran Jasa, Teori dan Praktek*. Salemba Empat: Jakarta
- Rudi Panuju.1995. *Komunikasi Bisnis*. PT. Gramedia Pustaka Utama: Jakarta
- Siringoringo, Hotniar, Basu Swasta, dan Toto Sugiharto. 2007. *Model Keputusan Lokasi Berbelanja*. Sekolah Tinggi Manajemen PPM
- Stanton William J, Michael J Etzel and Bruce J Walker.1996. *Fundamentals Of Marketing*, Tenth Edition. New York: Mc Grew-Hill
- Supranto.2001. *Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikkan Pangsa Pasar*. Riceka Cipta: Jakarta
- Tjiptono, F dkk. 2008. *Pemasaran Strategik*. Jogjakarta: Andi Offset
- Tjiptono, Fandi. 1996. *Manajemen Jasa*. Andi: Yogyakarta
- Yoo, Changjo *et al.* 1998. *Effect of Store Characteristics and In-Store Emotional Experiences on Store Attitude*. Elsevier, Journal of Business Research 42, pp 253-263.
- Zakiar, Emir. 2010. *Faktor-faktor Pendorong Konsumen Melakukan Implusive Buying Pada Toko-toko Ritel Fashion di Jakarta*. Fakultas Ekonomi Universitas Indonesia.