

DAFTAR PUSTAKA

- Aaker, D. A. (1991). Managing brand equity. New York: The Free Press.
- Achyar, A., & Setiawan, R. (2012). Effects of Perceived Trust and Perceived Price on Customers' Intention to Buy in Online Store in Indonesia. *Asean Marketing Journal*, 26-36.
- Agita, L. B. (2016). Hubungan antara Ekuitas Merek dengan Kepuasan Pelanggan Telkomsel di Surabaya. Surabaya: Universitas Airlangga.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Processes*, 50, 179-211.
- Ajzen, I. (2005). Attitudes, Personality and Behavior: second edition. Berkshire: Open University Press and McGraw-Hill Education.
- Ajzen, I., & Fishbein, M. (1975). Belief, Attitude, Intention, and Behavior An Introduction to Theory and Research. USA: MA Addison-Wesley.
- Anoraga, P. (2000). Manajemen Bisnis. Jakarta: Rineka Cipta.
- Assael, H. (1998). Customer Behaviour and Marketing Actions 2nd. New York: Kent Publishing Company.
- Azwar, S. (2011). Metode Penelitian. Yogyakarta: Pustaka Pelajar.
- Azwar, S. (2014). Reliabilitas dan Validitas. Yogyakarta: Pustaka Pelajar.
- Bang, H. K., Ellinger, A. E., Hadjimarcou, J., & Traichal, P. A. (2000). Consumer concern, knowledge, belief, and attitude toward renewable energy: an application of the reasoned action theory. *Psychology and Marketing*, 449-468.
- Batra, R., & Sinha, I. (2000). Consumer-level Factors Moderating the Succes of Private Label Brands. *Journal of Retailing*, 175-191.
- Bei, L. T., & Chiao, Y. C. (2001). An Integrated Model for The Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 125-140.
- Boey, T. S., Ekiz, E. H., & Kamarulzaman, Y. (2012). Factors Determining Choice of Full Service Airlines and Low Cost Carrier: The Case of Malaysia. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 179-194.
- Buaphiban, T. (2015). Determination of Factors That Influence Passengers' Airline Selection: A Study of Low Cost Carriers in Thailand. Daytona Beach, Florida: Embry-Riddle Aeronautical University.
- Budiastyo, R. S. (2013). Analisis Strategi Pemasaran Pada Rute Penerbangan Internasional. Studi Kasus: PT Garuda Indonesia (Persero) Tbk. Depok: Universitas Indonesia.
- Buil, I., Martinez, E., & Chernatony, L. (2013b). The Influence of Brand Equity on Consumer Responses. *Journal of Consumer Marketing*, 62-74.
- Bungin, B. (2005). Metodologi Penelitian Kuantitatif: Komunikasi, ekonomi, dan kebijakan publik serta ilmu-ilmu sosial lainnya. Jakarta: Kencana Predana Media Grup.

- Burton, S., Lichtenstein, D. R., Netemeyer, R. G., & Garretson, J. A. (1998). A Scale for Measuring Attitude toward Private Label Products and an Examination of its Psychological and Behavioral Correlates. *Journal of Academy of Marketing Science*, 293-306.
- Cento, A. (2009). Characteristics of The Airline Industry: Challenges in 21st Century. Heidelberg: Physica-Verlag.
- Chang, H. H., & Liu, Y. M. (2009). The Impact of Brand Equity on Brand Preference and Purchase Intentions in The Service Industries. *The Service Industries Journal*, 1687-1706.
- Chang, H. H., Hsu, C. H., & Chung, S. H. (2008). The Antecedents and Consequences of Brand Equity in Service Markets. *Asia Pacific Management Review*, 601-624.
- Chen, C., & Chang, Y. (2008). Airline Brand Equity, Brand Preference, and Purchase Intention-The Moderating Effects of Switching Costs. *Journal of Air Transport Management*, 40-42.
- Chen, H., & Sadeque, S. (2007). An Empirical Investigation of Consumer Price Perception an Reputation Dimensions' Effects on Attitude Toward Private Label Brands. Umeå, Sweden: Umeå University.
- Chen, L.-Y., & Wang, Y.-H. (2016). An Empirical Study of the Effect of Perceived Price on Purchase Intention Evidence from Low-Cost Carriers. *International Journal of Business and Social Science*, 97-107.
- Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand Equity, Brand Preference, and Purchase Intent. *Journal of Advertising*, 25-40.
- Craig, S. (2000). Value-based Pricing. *Journal of Financial and Business Concept in Brief*, 58.
- Cremer, H., & Thisse, J. (1991). Location Models of Horizontal Differentiation: A Special Case of Vertical Differentiation Models. *Journal of Industrial Economics*, 383-390.
- Engel, J., Blackwell, G., & Miniard, P. (1994). *Perilaku Konsumen*. Jakarta: Binarupa Aksara.
- Evangelho, F., Huse, C., & Linhares, A. (2005). Market entry of a low cost airline and impacts on the Brazilian business travelers. *Journal of Air Transport Management*, 99-105.
- Fourie, C., & Lubbe, B. (2006). Determinants of selection of full-service airlines and low-cost carriers-A note on business travellers in South Africa. *Journal of Air Transport Management*, 98-102.
- George, D., & Mallery, P. (2018). *IBM SPSS Statistic 25 Step by Step*. New York: Routledge.
- Ghozali, I. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit UNDIP.
- Gillen, D., & Morrison, W. (2003). Bundling, integration and the delivered price of air travel: are low cost carriers full service competitors? *Journal of Air Transport Management*, 15-23.
- Given, L. M. (2008). *The Sage Encyclopedia of Qualitative Research Methods*. Thousand Oaks: Sage.
- Hadi, S. (2000). *Metodologi Research II*. Yogyakarta: PPUGM.

- Hair, J. F., Bush, R. P., & Ortinau, D. J. (2002). *Marketing Research - Within a Changing Information Environment*. New York, NY: McGraw Hill.
- Hashim, N. A., Husin, Z., Othman, I. L., & Zain, A. Y. (2017). The Roles of Perceived Risks and Price on the Purchase Intention of China-Made Home Appliances among Career Women in Malaysia. *International Journal of Management Studies*, 169-185.
- Hawkins, D. I., & Mothersbaugh, D. L. (2013). *Consumer Behaviour*. New York: McGraw-Hill Education.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing*, 1762-1800.
- Hinton, P. R., Brownlow, C., McMurray, I., & Cozens, B. (2005). *SPSS explained*. London: Taylor and Francis e-Library.
- Hoeffler, S., & Keller, K. L. (2003). The Marketing Advantages of Strong Brands. *Brand Management*, 421-445.
- Huse, C., & Evangelho, F. (2007). Investigating business traveller heterogeneity: Low-cost vs full-service airline users? *Transportation Research Part E: Logistics and Transportation Review*, 259-268.
- Jacoby, J., & Olson, J. C. (1977). Consumer Response to Price: An Attitudinal, Information Processing Perspective. *Moving Ahead with Attitude Research*, 73-97.
- Jou, R., Ham, S., Hensher, D., Chen, C., & Kuo, C. (2008). The effect of service quality and price on international airline competition. *Transportation Research*, 580-592.
- Kartajaya, H. (1997). *Marketing plus 2000 "Siasat Memenangkan Persaingan Global"*. Jakarta: PT Gramedia Pustaka Utama.
- Kawa, L. W., Rahmadiani, S. F., & Kumar, S. (2013). Factors Affecting Consumer Decision Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia. *The SIJ Transactions on Industrial, Financial & Business Management (IFBM)*, Vol. 1, 175-180.
- Keegan, W. J., & Green, M. C. (2013). *Global Marketing*. England: Pearson Educated Limited.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *The Journal of Marketing*. Vol. 57, No.1, 1-22.
- Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. New Jersey: Prentice Hall.
- Keller, K. L. (2008). *Strategic Brand Management - Building, Measuring and Managing Brand Equity Third Edition*. New Jersey: Pearson Education International.
- Kerlinger, F. N. (1990). *Asas-asas penelitian Behavioral*. Yogyakarta: Gadjah Mada University Press.
- Kotler, P., & Armstrong, G. (2001). *Prinsip-Prinsip Pemasaran jilid 2*. Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2015). *Principle of Marketing*. 16th edition. Harlow, UK: Pearson.

- Kotler, P., & Keller, K. L. (2009). Manajemen Pemasaran edisi 13. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2012). Manajemen Pemasaran. Edisi 12. Jakarta: Erlangga.
- Lantos, G. P. (2010). Consumer behavior in action: Real-life applications for marketing managers. New York: M.E. Sharpe.
- Laroche, M., Kim, C., & Zhou, L. (1996). Brand Familiarity and Confidence as Determinants of Purchase Intention: An Empirical Test in a Multiple Brand Context. *Journal of Business Research*, 115-120.
- Li, C.-P. (2017). Effect of Brand Image, Perceived Price, Perceived Quality, and Perceived Value on the Purchase Intention towards Sports and Tourism Products of the 2016 Taichung International Travel Fair. *The Journal of International Management Studies*, 97-107.
- Lin, Y. T., Chen, S. C., & Hung, C. S. (2011). The Impact of Brand Equity, Brand Attachment, Product Involvement, and Repurchase Intention on Bicycle Users. *African Journal of Business Management*, 5910-5919.
- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The Effects of Shopping Orientation, Online Trust and Prior Online Purchase Experience toward Customer's Online Purchase Intention. *International Business Research*, 63-74.
- Lu, J.-L. (2017). Segmentation of passengers using full-service and low-cost carriers-Evidence from Taiwan. *Journal of Air Transport Management*, 204-216.
- Maunaza, A. (2012). Pengaruh Brand Image terhadap Minat Beli Konsumen (Studi pada Maskapai Penerbangan Lion Air sebagai Low Cost Carrier). Depok: Universitas Indonesia.
- McDaniel, C., & Gates, R. (2010). Marketing Research 8th Ed. Texas: Wiley.
- Monroe, K. B. (2003). Pricing-Making Profitable Decisions. New York: McGraw-Hill.
- Moradi, H., & Zarei, A. (2011). The Impact of Brand Equity on Purchase Intention and Brand Preference-The Moderating Effects of Country of Origin Image. *Australian Journal of Basic and Applied Science*, 539-545.
- Mowen, J. C., & Minor, M. (2002). Perilaku Konsumen: Jilid I. Jakarta: Erlangga.
- Muslim, E., & Qur'anis, R. (2017). Strategy to Increase Customer's Purchase Intention on Garuda Indonesia's International Flights Based on Brand Equity Factors. *Jurnal Manajemen Teknologi*, 124-140.
- Neuman, L. W. (2014). Social Research Methods: Qualitative and Quantitative Approaches. Seventh Edition. Edinburg: Pearson Education Limited.
- Pallant, J. (2001). SPSS Survival Manual: A Step by Step Guide to Data Analysis using SPSS for Windows (Version 10). Buckingham: Open University Press.
- Pallant, J. (2011). SPSS Survival Manual. Australia: Allen & Unwin.
- Palnychenko, D. (2017). Perception of Service in Airlines: A Comparison of Generation X and Generation Y. Vienna: Modul University.

- Park, J., Robertson, R., & Wu, C. (2004). The effect of airline service quality on passengers' behavioral intentions: a Korean case study. *Journal of Air Transport Management*, 435-439.
- Park, J.-W., Robertson, R., & Wu, C.-L. (2006). Modelling the Impact of Airline Service Quality and Marketing Variables on Passengers' Future Behavioural Intentions. *Transportation Planning and Technology*, 359-381.
- Peter, J. P., & Olson, J. C. (2000). Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran jilid 2. Jakarta: Erlangga.
- Peter, J. P., & Olson, J. C. (2010). Consumer Behavior & Marketing Strategy. New York: McGraw-Hill.
- Putra, P. D. (2018). Pengaruh Persepsi Kualitas Produk terhadap Kepuasan Konsumen pada Starbucks Coffee dengan Persepsi Harga sebagai Variabel Moderator. Surabaya: Universitas Airlangga.
- Rahmadani, S. (2017). Pengaruh Brand Loyalty, Brand Association, Brand Awareness, dan Perceived Quality terhadap Keputusan Menggunakan Jasa GO-JEK. Medan: Universitas Islam Negeri Sumatera Utara.
- Rana, S. M., Osman, A., & Othman, Y. H. (2015). Factors Affecting Purchase Intention of Customer to Shop at Hypermarkets. *Mediterranean Journal of Social Sciences*, 429-434.
- Roberts, K. (2005). Lovemarks: The Future Beyond Brands (2nd ed). New York: Powerhouse Books.
- Rukismono, M. (2011). Pengaruh Perilaku Konsumen dalam Mengambil Keputusan Memilih Jasa Transportasi Udara Lion Air di Surabaya. *Jurnal Kewirausahaan*, 1-9.
- Santoso. (2010). Statistik Parametrik. Jakarta: PT. Elex Komputindo.
- Saputro, G. M. (2015). Analisis Pengaruh Brand Awareness, Brand Association, Brand Loyalty dan Perceived Quality terhadap Purchase Intention Laptop Acer di Ponorogo. Yogyakarta: Universitas Negeri Yogyakarta.
- Sarwono, S. W. (2002). Psikologi Sosial: Individu dan Teori-Teori Psikologi Sosial. Jakarta: Balai Pustaka.
- Schiffman, L. G., & Kanuk, L. L. (2000). Perilaku Konsumen. edisi ketujuh. Jakarta: Indeks.
- Schiffman, L. G., & Kanuk, L. L. (2008). Perilaku Konsumen Edisi Ketujuh. Jakarta: Indeks Group Media.
- Shah, S. M., Adeel, M., Hanif, F., & Khan, M. (2016). The Impact of Brand Equity on Purchase Intentions with Moderating Role of Subjective Norms. *Universal Journal of Industrial and Business Management*, 18-24.
- Shah, S. S., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., et al. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 105-110.
- Siregar, S. (2013). Metode Penelitian Kuantitatif. Jakarta: PT Fajar Interpratama Mandiri.
- Solomon, M. R. (2004). Consumer Behavior: Buying, Having, and Being. New Jersey: Pearson Publication.

- Sugiyono. (2014). Metode Penelitian Pendidikan Pendekatan Kuantitatif. Bandung: Alfabeta.
- Suyono. (2018). Analisis Regresi untuk Penelitian. Yogyakarta: Deepublish.
- Tansil, M. J., & Tielung, M. V. (2014). The Effect of Perceived Price and Perceived Quality on Purchase Intention at Shmily Cupcakes Store Manado. *Jurnal EMBA*, 1290-1299.
- Tariq, M., Nawaz, M., Butt, H., & Nawaz, M. (2013). Customer Perceptions about Branding and Purchase Intention: A Study of FMCG in an Emerging Market. *Journal of Basic and Applied Scientific Research*, 3, 340-347.
- Taskin, C., & Akat, O. (2010). Measurement of Consumer Based Brand Equity Using Structural Equation Modeling and A Research in Durable Consumer Goods Sector. *Business and Economics Research Journal*, 1-16.
- Thamizhvanan, A., & Xavier, M. (2013). Determinants of customers' online purchase intention: an empirical study in India. *Journal of Indian Business Research*, 17-32.
- Tjiptono, F. (2008). Strategi Pemasaran Edisi 3. Yogyakarta: Andi.
- Toh, R. S., & Hu, M. Y. (1988). Frequent-flier programs: Passenger attributes and attitudes. *Transportation Journal*, 11-22.
- Tolba, A. H., & Hassan, S. S. (2009). Linking Customer Based Brand Equity with Brand Market Performance: A Managerial Approach. *Journal of Product & Brand Management*, 356-366.
- Tseng, J.-S., Lin, H.-Y., & Lin, C.-H. (2012). A Study on The Effect of Enterprise Brand Strategy on Purchase Intention. *International Journal of Organizational Innovation*, 24-42.
- Umar, H. (1999). Metodologi Penelitian: Aplikasi dalam Pemasaran. Jakarta: Gramedia Pustaka Utama.
- Widiyanto, J. (2012). SPSS for Windows. Solo: Badan Penerbit FKIP-UMS.
- Yoo, B., & Donthu, N. (2001). Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale. *Journal of Business Research*, 1-14.
- Zeithaml, V. A. (1983). Conceptualizing and Measuring Consumer Response to Price. *Advances in Consumer Research*, 612-616.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *The Journal of Marketing*, 2-22.