

DAFTAR PUSTAKA

- Agusli, Devonalita and Kunto, Yohanes, Sondang. 2013. “ *Analisa Pengaruh Dimensi Ekuitas Merek Terhadap Minat Beli Konsumen Midtown Hotel Surabaya*”. Jurnal Manajemen. Vol. 1 No. 2 pp 1-8.
- Cooper, Donald R & Pamela S.Schindler, 2006, “*Bussiness Research Methods*”, 9th edition, McGraw-Hill International Edition.
- Choe, Pilsung and Yi Zhao. 2013. “*The Influence of Airline Brand on Purchase Intention of Tickets in China*”. 2013. Journal of Industrial Engineering & Management System Vol 12 No. 2 pp 143-150.
- Gunawardane, Nisal, Rochana. 2015. “ *Impactof Brand Equity towards Purchasing Desition: A Situation on Mobile Telecommunication Services of Sri Lanka*”. Journal of Marketing Management, Vol 3 No. 1 pp 100-117.
- Ghozali, Imam, 2011. “*Aplkasi Analisis Multivariate dengan Program SPSS*”. Semarang:Universitas Diponegoro.
- Hsu, Yi and Chen, Pin-Ren. 2014. “*The Impact of Taiwanese Cultural Products’ Qualia, Brand Equity, Crossover Adaptability, And Degree of Product Involvement on Consumer Purchase Intention*”. International Juornal of Business and Commerce. Vol. 4 No. 06 pp 67-83.
- Jalilvand, M, Reza and Seyed, Hessamaldin Mahdavinia. 2011. “*The Effect of Brand Equity Components on Purchase Intention*”.*Journal Internatinal Business and Management*”, Vol 2 No. 2 pp 149-158.
- Khan, Nasreen. Syed, Hamed, Razavi, Rahmani. Hong, Yong, Hoe and Tan Booi Chen. 2015. “*Causal Relationship among Dimensions of Consumer-Based Brand Equity and Purchase Intention: Fashion Industry*”. International Journal of Business and Management, Vol. 10 No.1.
- Kotler, Pilip, 2000, “*Manajemen Pemasaran, Implementasi, dan Pengendalian, Jilid Pertama Edisi Millenium*”, Pt. Prehallindo, Jakarta.
- Kotler and Keller,2012. “*Marketing Management (Manajemen Pemasaran)*”,Pearson.
- Keller, Kevin Lane, 1993, “*Conceptualizing, Measuring, and Managing Customer-Based Brand Equity*”, American.

- Lekprayura, Sumalee. (2012). “ *Brand Equity and Factors Affecting Consumer’s Purchase Intention towards Luxury Brands in Bangkok Metropolitan Area*”. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, Vol 6 No. 10.
- Moradi, Hadi and Zarei, Azim. 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 Sciences*. Vol. 5 No. 3 Issn 1991-8178.
- Oktareza, Rendy, 2011, “*The Effect Of Brand Equity On Iphone Purchasing Decision*”, Malang.
- Roozy,Essmaeel, Arastoo, M, Ali and Hossein Vazifehdust. (2014). “ *Effect of Brand Equity on Consumer Purchase Intention*”. *Indian J,sci.Res.6* (1) pp212-217.
- Santoso, Cynthia, Ratna and Tabita Ella Cahyadi. (2014). “*Analyzing the Impact of Brand Equity towards Purchase Intention in Automotive Industry: A Case Study of ABC in Surabaya*”. *iBuss Managet*. Vol 2 No. 2 pp29-39.
- Schiffman, Leon & Leslie Lazar Kanuk. 2010,” *Customer Behavior (Perilaku Konsumen)*”, Pearson.
- Sekaran, Uma, 2006, ‘*Research Methods For Business*’: Jilid I Terjemanan Kwan Men Yon, Edisi Empat. Salemba Empat. Jakarta.
- Sekaran, Uma, 2006, ‘*Research Methods For Business*’: Jilid II Terjemanan Kwan Men Yon, Edisi Empat. Salemba Empat. Jakarta.

