

## DAFTAR PUSTAKA

- Aaker, D.A. (1996), *Building Strong Brands*, Free Press, New York, NY.
- Chang, C.-H. and C.-Y. Tu. (2005), “Exploring Store Image, Customer Satisfaction and Customer Loyalty Relationship: Evidence from Taiwanese Hypermarket Industry”, *Journal of American Academy of Business* 7(2), 197–202.
- Chen, Y.-S. (2010), “The drivers of green brand equity: green brand image, green satisfaction, and green trust”, *Journal of Business Ethics*, Vol. 93 No. 2, pp. 307-19.
- Cooper, D.R. & P.S. Schindler (2011). *Business Research Methods*, 11th edition, New York; Mc Graw Hill, Inc.
- Cretu, A. E., & Brodie, R.J. (2007). *The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective*. *Industrial Marketing Management*, 36(2), 230-240.
- Delgado-Ballester, E., & Munuera-Aleman, J. L. (2005). Does Brand Trust Matter to Brand Equity? *Journal of Product & Brand Management*.
- Erdem, T. (1998). An empirical analysis of umbrella branding. *Journal of Marketing Research*, 35 (3), 339 – 351.
- Erdem, T., & Swait, J. (1998). Brand equity as a signaling phenomenon. *Journal of Consumer Psychology*, 7 (2), 131 – 157.
- Fayrene, C.Y.L., & Lee, G.C., (2011). Customer based brand equity: A literature review, *Journal of Arts Science & Commerce*, Vol. 2, no. 1, Pp. 33-42.
- Hair, Jr., R.E. Anderson, R.L. Tatham, & W.C. Black (2013), *Multivariate Data Analysis A Global Perspective*, 7th edition, Upper Saddle River, New jersey: Pearson Education, Inc.
- Hoeffler, S., K. L. Keller. 2003. The marketing advantages of strong brands. *Journal of Brand Management* 10(6) 421-445.
- Indriantoro, Nur, Bambang Supomo. (2002). *Metodologi Penelitian Bisnis*. Yogyakarta : Edisi Pertama, Penerbit : BPF.
- Kim, K. H., K. S. Kim, D. Y. Kim, J. H. Kim and S. H. Kang: 2008, “Brand Equity in Hospital Marketing”, *Journal of Business Research* 61(1), 75–82.

Kotler, Philip, Keller, Kevin Lane. (2006). *Marketing Management*, Twelfth Edition. Prentice Hall: New Jersey

Martenson, R. (2007), "Corporate Brand Image, Satisfaction and Store Loyalty; A Study of the Store as a Brand, Store Brands and Manufacturer Brands", *International Journal of Retail & Distribution Management* 35(7), 544–555.

McCracken, G. (1993), "The Value of the Brand: An Anthropological Perspective" in *Brand Equity and Advertising*, David A. Aaker and Alexander Biel (eds.), Hillsdale, NJ: Lawrence Erlbaum Associates.

Park, C. W., B. J. Jaworski and D. J. MacInnis. (1986), "Strategic Brand Concept-Image Management", *Journal of Marketing* 50(4), 135–145.

Padgett, D. and D. Allen: 1997, "Communicating Experiences: A Narrative Approach to Creating Service Brand Image", *Journal of Advertising* 26(4), 49–62.

Yoo, B. and N. Donthu. (2001), "Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale", *Journal of Business Research* 52(1), 1–14.

Yoo, B., N. Donthu and S. Lee. (2000), "An examination of Selected Marketing mix Elements and Brand Equity", *Journal of the Academy of Marketing Science* 28(2), 195–211.

