

DAFTAR PUSTAKA

- Abzari, Ghassemi, Vosta. 2014, "Analysing the effect of social media on brand attitude and purchase intention: the case of Iran Khodro company" *Procedia - Social and Behavioral Sciences* 143 (2014) 822 – 82
- Agus Widarjono, 2010. Analisis Statistika Multivariat Terapan. Yogyakarta: UPP STIM YKPN.
- Ajzen, Icek. 1991. *The Theory of Planned Behavior, Organizational Behavior And Human Decision Processes* 50, 179-211. Amherst: Academia Press.Inc.
- Ajzen, Icek, 2002. Perceived Behavioral Control, Self-Efficacy, Locus of Control, and The Theory of Planned Behavior. *Journal of Applied Social Psychology*, 32, 4, pp. 665-683.
- Ajzen, Icek, 2005. *Attitude, Personality, and Behavior second edition*. USA: Open University Press.
- Augusty, Tae Ferdinand,. 2006. *Structural Equation Model Dalam Penelitian Manajemen*. Badan Penerbit UNDIP. Semarang
- Brown,Johnson,Jacqueline and Peter H Reingen 1987. Social ties and word of Mouth Referral Behavior. *Journal of Consumer Research* of Chicago.
- Chaudhuri, Arjun, 1999, Does Brand Loyalty Mediate Brand Equity Outcomes?, *Journal of Marketing Theory and Practice*, Spring, Vol.7
- Cooper, Donald R dan Schindler Pamela, 2006. *Business Research Methods* MCGraw Hill Publishing Company UK
- Dickson, P.R., & Sawyer, A.G. 1990. "The Price Knowledge and Search of Supermarket Shoppers". *Journal*. P42-53.
- Durianto, Darmadi, Sugiarto, dan Budiman, Lie Joko. 2004. *Brand Equity Ten, Strategi Memimpin Pasar*. Jakarta. PT. Gramedia Pustaka Utama.
- Dwiyanti, Esthy. 2008. "Analisis Faktor-faktor yang Mempengaruhi Minat Beli Ulang Konsumen terhadap Layanan Internet Banking Mandiri". *Tesis Tidak Dipublikasikan*. Program Pasca Sarjana Universitas Diponegoro, Semarang.

- Engel, JF., Blackwell, RD., & Miniard, PW., 1993. *Consumer Behavior*. Seventh Edition. USA: The Dryden Press.
- Fishbein, M., & Ajzen, I. 1975. *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Philippines: Addison-Wesley Publishing Company.
- Global Retail Expansion: An Unstoppable Force The 2015 Global Retail Development Index™ <https://www.atkearney.com>
- Ghozali, Imam, 2011. *Aplikasi analisis multivariate dengan program SPSS*. Semarang : BP Universitas diponegoro
- Hair , Joseph F. et al. 2006. *Multivariate data analysis*, 6th ed. New Jersey; Hall.
- Hansudah 2014 Pengaruh Celebrity Endorsement Terhadap Purchase intention Melalui Perceived Value Pada Produk TOP Coffee di Surabaya
- Hartono, Jogiyanto dan Abdillah, Willy. 2009. *Konsep dan Aplikasi PLS (Partial Least Square) untuk Penelitian Empiris*. BPF: Yogyakarta.
- Hellier, Philip K et al. 2003. "Customer repurchase intention; A general Structural Equation Model". *European Journal of Marketing*, 37 (11/12), 1762-1800.
- Husni . 2010 . Analisis Pengaruh Brand Awareness terhadap Brand Attitude Handphone Merek Nokia
- Hudson, Roth, Madden, 2015, "The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees", *Tourism Management* 47 (2015) 68e76
- Jogiyanto. 2007. *Sistem Informasi Keperilakuan*. Yogyakarta: Andi
- Katja ,Füller , 2013," The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook ", *Journal of Product & Brand Management*, Vol. 22 Iss 5/6 pp. 342 – 351
- Kinncar, Thomas C., and James R. Taylor, 1995, *Riset Pemasaran*, Dialihbahasakan oleh Yohanes Lamarto, Erlangga, Jakarta.

- Kotler, 2002. *Manajemen Pemasaran*. Edisi Milenium. Jakarta: PT. Prenhallind
- Kotler, 2005. *Manajemen Pemasaran*. Gramedia
- Kotler, dan Gary Amstrong. *Prinsip-Prinsip Pemasaran. Edisi Kedelapan. Jilid 2*. Jakarta: Erlangga
- Kotler dan Amstrong. 2008. *Prinsip-prinsip Pemasaran. Jilid 1 dan 2*. Edisi 12. Jakarta: Erlangga.
- Kotler, Philip dan Keller, K.L., 2012. *Principle of Marketing, Global Edition, 14th Edition*. USA: Pearson Education Limited
- Malhotra, Naresh, K., 2007. *Marketing Research: an Applied Orientation* (5th ed.)
- Mochtar, et al. 2005. "Consumer's Acceptability Estimation of Cold Preserved Malaysian Freshwater Patin". *Journal*. P985-988. New jersey: Pearson/Prentice Hall.
- Mangold, E.W., Glynn, Fred Miller, and Gary R.B., 1999. Word of Mouth Communication in The Service Marketplace. *Journal of service Marketing*, 13 (1), 73-89.
- Novitasari, D., A.I.P. Nugraheni, dan N.A. Putri. 2013. "Analisis Minat Beli Konsumen terhadap Produk Pelembab Rambut (conditioner) Pantene, Sunsilk dan Rejoice Ditinjau dari Norma Subyektif dan Sikap setelah Melihat Iklan". *Jurnal Perilaku dan Strategi Bisnis*, Vol. 1, No. 1, Hal 14-33.
- Oliver, Richard L., 1997, *Satisfaction: A Behavioral Perspective on The Consumer*, McGraw-Hill: New York
- Peter, J. Paul dan Jerry C. Olson. 2000. *Consumer Behavior. Perilaku konsumen dan Strategi Pemasaran* Jilid 2. Edisi 4. Jakarta: Erlangga.
- Prastyo, 2012. Pengaruh Electronic Word of mouth Di Media Sosial Twitter Terhadap Minat Beli Konsumen Pada Restoran Cepat Saji Hoka Hoka Bento
- Prentice, Handsjuk, 2016, "Insights into Vodka consumer attitude and purchasing behaviors" *Journal of Retailing and Consumer Services* 32(2016)7-1
- Sernovitz, Andy, 2006. Word of Mouth Marketing. How Smart Companies,

Get People Talking. Kaplan Publishing South Wacker Drive. Suite 2500. Chicago.

Sekaran,U., 2011. Research Methods For Business. Jakarta: Salemba Empat

Sharifi , 2014," Impacts of the trilogy of emotion on future purchase intentions in products of high involvement under the mediating role of brand awareness ", *European Business Review*, Vol. 26 Iss 1

Shiffman, Leon G, and Kanuk, L.L., 2000. Consumer Behavior 7e, Int Edition. New Jersey: Prenhallindo.

Schiffman dan Kanuk. 2008. Perilaku konsumen. Edisi 7. Jakarta: Indeks

Sugiyono. 2010, "Metode Penelitian Pendidikan". Bandung: Alfabeta

Sugiyono,2013, Metode Penelitian Kuantitatif Kualitatif & RND. Bandung : Alfabeta

Susilo,Semuel, 2015, " Analisa Pengaruh *Emotional Marketing* Terhadap *Purchase Intention* Melalui *Brand Awareness* Pada Produk Dove Personal Care Di Surabaya", *Jurnal Manajemen Pemasaran*, Vol. 9, No. 1

Sutisna. 2001. Perilaku Konsumen & Komunikasi Pemasaran. Bandung PT remaja Rosdakarya

Summers *et al*, 2006. ``Factors Influencing Consumer Intentions to Purchase

S utisna, 2001, Perilaku Konsumen & Komunikasi Pemasaran. Bandung; PT Sujarweni,Wiratna . 2015. *SPSS untuk penelitian*. Yogyakarta : Pustaka Baru Press Remaja Rosdakarya.

Thurau, Thorsnten Hennig, Kevin P.G., Dwayne D.G., 2002, "Understanding Relationship Marketing Outcomes: An Integration Of Benefits And Relationship Quality", *Journal of Service Research*, vol 4, no 3, pg 230-247

Wann-Yih Wu, 2011,"Store Attribute Beliefs as a Tool for Gaining Customer Share", *Chiao Da Managemenf Review*,1. 31 No. 2, pp. 127-161