

## DAFTAR PUSTAKA

- Ago, Gordius; Suharno; Sri Mirtanti dan Sugeng Hariyadi. 2015. “ Effect Of Product Quality Perception, Trust, And Brand Image On Genering Drug Buying Decision And Consumer Satisfaction Of Hospital Patients In East Kalimantan”. *Journal Of Business And Management*. Vol. 7, No 14.
- Ahmed, Zohaib. 2014. “Effect of Brand Trust and Consumer Satisfaction on Brand Loyalty in Bahawalpur”. *Journal of Sociological Research*. Vol. 5, No. 1.
- Al-Ekam; *et al.* 2012. “The Influence of Trust, Advertising, Family on Intention and Actual Purchase of Local Brand in Yemen”. *American Journal of Economics*. Special Issue: 64-68.
- Asadollahi, Amin; *et al.* 2012. “Investigating the Effect of Brand Satisfaction, Brand Trust and Brand Attachment on Purchase Behavior of Customers”. *International Refereed Research Journal*. ISSN: 2040-7467.
- Bravo, Rafael; Teresa Montaner dan Jose M Pina. 2012. “Corporate brand image of financial institutions: a consumer approach”. *Journal of Product & Brand Management*. Vol. 21, Issue 4.
- Budiardjo, Hardman. “The Impact of Packaging Design to Purchase Behavior through Brand Trust”. 2016. *Journal of Business and Management Invention*. Vol. 5, No. 1.
- Durrani, Baseer Ali; Danish Iqbal Godil dan Mirza Uzair Baig. “Impact Of Brand Image On Buying Behaviour Among Teenagers”. 2015. *Europen Scientic Journal*. Vol. 11, No. 5.

Fianto, Ahmad Yanu Alif; *et al.* 2014. "The Influence of Brand Image on Purchase Behaviour Through Brand Trust". *Journal of Business Management and Strategy*. Vol. 5, No. 2.

Ghozali, Imam. 2011. *Konsep dan Aplikasi dengan Program Amos 21.0*. Semarang : Badan Penerbit Universitas Diponegoro.

Halim, Beatrice Clementia; *et al.* 2014. "Pengaruh Brand Identity Terhadap Timbulnya Brand Preference Dan Purchase Intention Pada Merek Toyota". *Journal Manajemen Pemasaran Petra*. Vol. 2, No. 1.

Kanwal, Ayesha dan Samreen Lodhi. 2015. "Relationship Between Brand Switching Behavior & Customer Satisfaction: A Case Of cosmetic Industry Of Karachi". *Journal Of Business & Management*. Vol. 3, Issue 11.

Kotler, Philip dan Gary Armstrong. 2008. *Prinsip-prinsip Pemasaran*. Erlangga, Jakarta.

Kotler, Philip dan Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Edisi 12. Jilid 1. PT. Indeks. Jakarta.

Lau, Geok Theng dan Sook Han Lee. "Consumers' Trust in a Brand and the Link to Brand Loyalty". 1999. *Journal of Market Focused Management*, 4, 341-370.

Malik, Muhammad Ehsan; *et al.* 2013. "Impact of Brand Image and Advertisement on Consumer Buying Behavior". *World Applied Sciences Journal*. ISSN 1818-4952.

Rindell, Anne; Oskar Korkman dan Johanna Gummerus. 2011. "The role of brand images in consumer practices: uncovering embedded brand strength". *Journal of Product & Brand Management*. Vol. 20, Issue 6.

Schiffman dan Kanuk. 2005. *Consumer Behaviour*. Online 3 April 2017.

<[https://books.google.co.id/books?id=FYUfCgAAQBAJ&pg=PA204&lpg=PA204&dq=consumer+behaviour+schiffman+dan+kanuk.2005&source=bl&ots=J1WA2m\\_N66&sig=fu4qHRteS3JS1AgRhUe\\_2TyKLE0&hl=id&sa=X&ved=0ahUKEwilldful-zUAhUKv18KHVnACJkQ6AEIQTAF#v=onepage&q=consumer%20behaviour%20schiffman%20dan%20kanuk.2005&f=false](https://books.google.co.id/books?id=FYUfCgAAQBAJ&pg=PA204&lpg=PA204&dq=consumer+behaviour+schiffman+dan+kanuk.2005&source=bl&ots=J1WA2m_N66&sig=fu4qHRteS3JS1AgRhUe_2TyKLE0&hl=id&sa=X&ved=0ahUKEwilldful-zUAhUKv18KHVnACJkQ6AEIQTAF#v=onepage&q=consumer%20behaviour%20schiffman%20dan%20kanuk.2005&f=false)>.

Schiffman, Leon G. dan Leslie Lazar Kanuk. 2008. *Perilaku Konsumen*. Edisi Ketujuh. Indeks. PT Macana Jaya Cemerlang. Jakarta.

Sekaran, Uma. 2006. *Research Methods for Business*. Buku 1, Edisi 4. Jakarta : Salemba Empat.

Sekaran, Uma. 2011. *Research Methods for Business*. Buku 2, Edisi 4. Jakarta : Salemba Empat.

Shimp, Terence A. 2003. *Periklanan Promosi Aspek Tambahan Komunikasi Terpadu*. Online 26 Juli 2017. <https://books.google.co.id/books?id=4zG8p9bj2yEC&pg=PP6&lpg=PP6&dq=buku+terence+a+shimp+2003&source=bl&ots=FTOi1riqAf&sig=8WtAJ8vHEE1RrKz1bk5Xjc1n6g&hl=id&sa=X&ved=0ahUKEwjH6rjCz6jVAhUDjLwKHYI8DEk4ChDoAQhWMBI#v=onepage&q=buku%20terence%20a%20shimp%202003&f=false>.

<https://books.google.co.id/books?id=4zG8p9bj2yEC&pg=PP6&lpg=PP6&dq=buku+terence+a+shimp+2003&source=bl&ots=FTOi1riqAf&sig=8WtAJ8vHEE1RrKz1bk5Xjc1n6g&hl=id&sa=X&ved=0ahUKEwjH6rjCz6jVAhUDjLwKHYI8DEk4ChDoAQhWMBI#v=onepage&q=buku%20terence%20a%20shimp%202003&f=false>.



Top Brand Award. 2017. "Frontier Consulting Group". *Majalah Marketing*.  
Online 7 Maret 2017. <[http://www.topbrand-award.com/top-brand-survey/  
survey-result/top\\_brand\\_index\\_2017\\_fase\\_1](http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2017_fase_1)>.

Wikipedia Bahasa Indonesia. Online 15 Maret 2016. <[http://id.wikipedia.org/wiki  
/NurhayatiSubakat](http://id.wikipedia.org/wiki/NurhayatiSubakat)>.

