

DAFTAR PUSTAKA

- A, A. L. (2013). Pengaruh Kualitas Layanan dan Harga terhadap Word Of Mouth dengan Kepuasan Pelanggan sebagai Variabel Intervening (Studi Pada Pengunjung Timezone Plaza Surabaya), *11*(1).
- Aaker, D. (1991). *Managing Brand Equity: Capitalizing on the Value of a brand name*. NY: The Free Press.
- Aaker, D. (2009). *Manajemen Ekuitas Merek*. Jakarta: Spektrum.
- Aberdeen, N. I., Syamsun, M., & Najib, M. (2016). The Effect of Brand Awareness and Image on Consumer Perceived Quality and Purchase Intension – A Study Case of Carbonated Drink Brand at Bogor City. *International Journal of Scientific and Research Publications*, *6*(8), 441–446.
- Aci. (2015). “Ekonomi Kota Padang Terus Meningkat dalam 4 Tahun Terakhir”. diakses melalui <https://hariansinggalang.co.id/ekonomi-kota-padang-terus-meningkat-dalam-4-tahun-terakhir/>
- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived Quality and Emotional Value that Influence Consumer’s Purchase Intention towards American and Local Products. *Procedia Economics and Finance*, *35*(October 2015), 639–643.
- Bagus, R., Irary, F., Luh, N., Sari, A., Ekonomi, F., & Mataram, U. (2018). Purchase Intention pada Produk Bank Syariah ditinjau dari Brand Awareness dan Brand Image dengan Trust sebagai variabel mediasi, *8*(3), 562–578.
- Chao, R., & Liao, P.-C. (2016). The Impact of Brand Image and Discounted Price on Purchase Intention in Outlet Mall : Consumer Attitude as Mediator. *The Journal of Global Business Management*, *12*(2), 119–128.
- Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The Impact of Brand Awareness on Consumer Purchase Intention : The Mediating Effect of Perceived Quality and Brand Loyalty. *Journal of International Management Studies*, *4*(1), 135–144.
- Chi, Y., Zhu, J., & Yan, Z. (2016). A Study on the Influence of Brand Image on Consumers’ Purchase Intention — Based on IT Skills Training. *International*

- Conference on Informatics, Management Engineering and Industrial Application, (Imeia), 159–163.
- Christopher, G. R., & Srinivasan, V. (1996). "Evaluating the multiple effects of retail promotions on brand loyal and brand switching segments", *Journal of Marketing Research*, Vol.29, pp. 76-89.
- Cooper, D. R. & Schindler, P. S. (2001). *Business Research Methods*. New York: Mcgraw-Hill
- Darmadi, D., Sugiarto & Tony, S. (2004). *Strategi Menaklukan Pasar melalui Riset. Ekuisitas dan Prilaku Merek*, Jakarta: Gramedia.
- Eliasari, P. R. A. E., & Sukaatmadja, I. P. G. (2017). Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia dan mengingat merek dalam situasi yang berbeda . Kesadaran merek terdiri atas. *E-Jurnal Manajemen Unud*, 6(12), 6620–6650.
- Engel, J. F. R., Black, W., & Paul. W. M. (1995). *Perilaku Konsumen*. Jakarta .Bina Rupa Aksara. Hal. 3.
- Fadhilah, A. (2015). Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas Dan Loyalitas Merek terhadap Proses Pengambilan Keputusan Pembelian Sepeda Motor Yamaha V-Ixion, *VI*(2), 188–205.
- Ghozali. (2008). *Analisis Data Menggunakan Partial Least Square (PLS)*. Yogyakarta: Andi.
- Hanaysha, J. (2016). The Importance of Product Innovation in Driving Brand Success: An Empirical Study on Automotive Industry. *American Journal of Economics and Business Administration*, 8(1), 35–43.
- Handayani, D. (2010). *The official mim academy coursebook brand operation*. Jakarta: Erlangga
- Herbig, P., & Milewicz, J. (1993). The relationship of reputation and credibility to brand success. *Journal of Consumer Marketing*, 10(3), 18-24.
- Jalilvand, M. R., Samiei, N., Mahdavinia, S. H., & Hamza, V. K. (2011). The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker's Model in the Automobile Industry. *International Business and Management*, 2(No. 2), 149–158. Jersey: Prentice-Hall.

- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing CustomerBased on Brand Equity, *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22.
- Keller, K. L. (2008). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Third Edition. New Jersey: Pearson Prentice Hall, Inc.
- Kotler, P. (2003). *Manajemen Pemasaran*. Edisi kesebelas, Jakarta: Indeks kelompok Gramedia
- Kotler, P., & Armstrong, G. (2001). *Prinsip-prinsip pemasaran*.(8thed.). Jakarta: Erlangga
- Kotler, P., & Keller, K. L. (2008). *Manajemen Pemasaran*, Jilid 1, Edisi 12, PT. Indeks.
- Kotler, P., & Keller, K. L. (2008). *Manajemen Pemasaran*, Jilid 2, Edisi
- Kotler, P., & Keller, K. L. (2012). *Marketing Management Global Edition*. England: Pearson Education. 12, PT. Indeks.
- Kotler, P., & Keller, K. L. (2013). *Manajemen Pemasaran*, Jilid 1, Edisi 13, Erlangga.
- Kotler, P., & Keller, K. L. (2013). *Manajemen Pemasaran*, Jilid 2, Edisi 13, Erlangga.
- Kotler, P., & Kevin L. K. (2016). *Marketing Management 16 edition*. New Jersey: Pearson.
- Kotler, P., & Kevin, L. K. (2009). "Marketing Management. 13th Ed. Jakarta: Erlangga
- Kotler, P., R., Bowen, J. T., & Makens, J. (2014). *Marketing for Hospitality and Tourism: Sixth Edition*. Pearson Education Limited. London.
- Kwan. (2001). "Analisis Pengaruh Dimensi Ekuitas Merek terhadap Minat Beli dan Kinerja Pemasaran Produk Power Tools merek" Bosch" di Kota Semarang". *Jurnal Manajemen Pemasaran*.
- Laluyan, W. N., Pangemanan, S., & Worang, F. G. (n.d.). The Effect of Advertising, Perceived Quality and Brand Awareness on Consumer Purchase Intention, *5(2)*, 267–278.

- Li, C. (2017). Effects 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*, 12(2), 97–107.
- Lin. N. H and Lin. B.S. (2007). “The Effect Of Brand Image And Product Knowledge On Purchase Intention Moderated By Price Discount”. *Journal Of International Management Studies*:121-132.
- Lucas, D. B., & Britt, S. H. (2012). *Measuring Advertising Effectiveness*. New York: McGraw-Hill.
- Macdonald, E. K., & Sharp, B. M. (2000). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A replication. *Journal of Business Research*, 48(1), pp:5-15
- Moorman, C., Rohit, D., & Gerald., Z. 1993. “Factors Affecting Trust in Market Research Relationships”. *Journal of Marketing*. Vol 57. pp 81-101.
- Nasional, S., & Bisnis, E. (2016). Pengaruh Reference Group dan Brand Awareness terhadap Buying Interest Smartphone ”Pada Galery Erafone (Giant Suncity Sidoarjo) The Influence of Reference Group and brand Awareness of Buying Interest Smartphone in Galery Erafone Giant Suncity Departemen.
- Pang, C. X. (2007). “The Influence of Product Knowledge on Online Purchase Intention on Creative Products: An Empirical Study. *The Zhejiang Planning Office of Philosophy and Social Science*. (2007).
- Percy, L., & Rossiter, J. R. (1992). A model of brand awareness and brand attitude advertising strategies. *Psychology & Marketing*, 9, 263-274.
- Petahiang, I. L., Mekel, P., & Worang, F. G. (2015). the Influence of Brand Awareness and Perceived Risk Toward Consumer Purchase Intention on Online Store (Case Study of the Customer At Feb Unsrat Manado) Terhadapminatpembelian Konsumen Pada Online Store (Studi. *Jurnal Berkala Ilmiah Efisiensi*, 15(04), 481–492.
- Profesor, J., Soedarto, H., & Armawati, I. (n.d.). Pengaruh Brand Awareness , Brand Image, dan Perceived Quality terhadap keputusan pemakaian Jasa Pada Maskapai, (024), 1–9.

- Quaniawati, A. (2013). Analisis Pengaruh Tangible, Reability, Responsiviness, Assurance, dan Empathy terhadap Kepuasan Pelanggan pada Wisata Air Amanzi Waterpark Palembang, 1–20.
- Rangkuti, F. (2002). Measuring Customer Satisfaction, Penerbit PT Gramedia Pustaka Utama, Jakarta
- Ravel, S. (2017). “Calya Pimpin LCGC Wagon R Makin Susut” diakses melalui <https://otomotif.kompas.com/read/2017/09/18/070200615/calya-pimpin-pasar-lcgc-wagon-r-makin-susut>
- Reza, J., Samiei, N., & Hessamaldin M. S. (2011). www.cscanada.org The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker’s Model in the Automobile Industry. *International Business and Management*, 2(2), 149–158.
- Saleem, B. A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product Perceived Quality and Purchase Intention with Consumer Satisfaction. *Global Journal of Management and Business Research: E Marketing*, 15(1), p21-28.
- Santos, J. (2003). E-Service Quality: A Model of Vistual Service Quality Dimensions Managing Service Quality, 13.
- Santoso, C. R., & Cahyadi, T. E. (2014) “Analyzing The Impact Of Brand Equity Towards Purchase Intention In Automotive Industry: A Case Study Of ABC In Surabaya”. *iBuss Management Vol 2, No. 2* : 29-39.
- Saputri, S. M., Studi, P., Fakultas, M., & Universitas, E. (2015). Pengaruh Perceived Quality dan Perceived Value terhadap Purchase Intention, 755–761.
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumers Behavior* 7th ed. New Jersey: Prentice-Hall.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior* 9th edition. New
- Sekaran, U. (2006). *Research Method for Business*. Jakarta: Salemba Empat.
- Sekaran, U. (2009). *Research Methods For Business (Metodologi Penelitian)*. Jakarta: Salemba Empat.
- Sekaran, U. (2011). *Metode Penelitian Untuk Bisnis*. Jakarta : Salemba Empat.

- Shahid, Z., Hussain, T., Park, N. C., Bagh, T., & Scheme, H. (2017). The Impact of Brand Awareness on The consumers ' Purchase Brand Knowledge Brand Equity Brand Loyalty Percieved Quality Brand Awareness Brand Image. *Journal of Marketing and Consumer Research*, 33, 34–38.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitaitaf dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Suryonaningsih, E. (2016). Effect of Price and Image Brand on Consumer Satisfaction. *Journal of Management*, 2(2) untuk Bisnis. Jakarta: Salemba Empat.
- Vo, T. T. ., & Nguyen, C. T. (2015). Factors Influencing Customer Perceived Quality and Purchase Intention toward Private Labels in the Vietnam Market: The Moderating Effects of Store Image. *International Journal of Marketing Studies*, 7(4), 51–63.
- Wang, Y. H., & Tsai, C. F. (2014). The Relationship Between Brand Image and Purchase Intention: Evidence From Award Winning Mutual Funds. *International Journal of Business & Finance Research (IJBFR)*, 8(2), 27–40.
- Wijaya, A. J., & Industri, M. T. (2016). (Studi Kasus pada PT Mikatasa Agung di Surabaya), 1–9.
- Wijaya, I. M. (2013). The influence of brand image, brand personality and brand awareness on consumer purchase intention of apple smartphone. *Jurnal EMBA*, 1(4), 1562–1570.
- Yaseen, N., Tahira, M., Gulzar, A., & Anwar, A. (2011). Impact of Brand Awareness, Perceived Quality, and Customer Loyalty on Brand Profitability and Purchase Intention: A Reseller's View. *Interdisciplinary Journal of Contemporary*, 3(8), 833–839.
- Yee, C. J., San, N. C., & Khoon, C. H. (2011). Costomers's Perceived Quality, Perceived Value, and Perceived Risk Towards Purchase Decision on Automobile. *American Journal of Economics and Business Adminsitration*. 3. 47-57

You, S. Y., & You, Y. Y. (2016). Effects of perceived quality individuality on brand image and customer buying behavior - focus on servitization of manufacturing industry. *Indian Journal of Science and Technology*, 9(41).

Zaman, R. (2014). Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan. *Research on Humanities and Social Sciences*, 4(22), 98–106.

