

## DAFTAR PUSTAKA

- Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits. *European Journal of Marketing*, 45(1/2), 191–216.
- Chi, H, K., Yeh, H, R., & Yang, T, Y. (2009). The impact of brand awareness on consumer purchase intention: The mediation effect of perceived quality and brand quality. *The journal of international management studies*, 4(1), 135 – 144.
- Fitrah, M. R., & Madjid, I. (2018) Pengaruh Persepsi Cinta Merek Terhadap Citra Merek, Keterlibatan Merek, Dan Sikap Terhadap Merek Pada Produk Iphone Di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen Vol. 3, No. 4 November 2018, hlm: 38-49.*
- Ghozali, I. (2013). *Aplikasi Analisis Multivariat dengan program SPSS. Edisi Ketujuh.* Semarang : Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2016). *Desain Penelitian Kuantitatif dan Kualitatif.* Semarang, Yoga Pratama.
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behaviour: Building marketing strategy (11th ed.).* New York, NY: McGraw Hill.
- Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase Intention of Foreign Products: A Study on Bangladeshi Consumer Perspective. *SAGE Open April-June 2015: 1 –12.*
- Jensen, J, M. (2011). Consumer loyalty on the grocery product market: an empirical application of Dick and Basu's framework. *Journal of Consumer Marketing*, 28(5), 333 – 343.



Jin, B., & Kang, J. H. (2011). Purchase Intention of Chinese consumers toward a US apparel brand: a test of a composite behavior intention model. *Journal of consumer marketing*, 28(3), 187 – 199.

Kotler, P., & Armstrong, G. (2014). *Principles of Marketing (15th ed.)*. Pearson Prentice Hall.

Kotler, P., & Armstrong, G. (2015). *Marketing an Introducing Prentice Hall twelfth edition*. Pearson Education, Inc.

Kotler, P., & Armstrong, G. (2017). *Principles of Marketing Global Edition (14th ed.)*. Pearson Education, Inc.

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Global Edition (17th ed.)*. Pearson Education.

Kotler, P., & Keller, K.L. (2016). *Marketing Management Global Edition (15th ed)*. Pearson Education Limited.

Jalilvand, M. R., & Samiei, N. (2012). The influence of electronic word mouth on the brand image and purchase intentions industry in Iran, 30(4), 460–476.

Porrall, C. C., & Lang, M. F. (2015). Private labels: The role of manufacturer identification, brand loyalty and image on purchase intention. *British Food Journal*, Vol. 117 Issue: 2, pp.506-522.

Sekaran, U. (2017). *Metode Penelitian untuk Bisnis*. (Anita Nur Hanifah, Ed.) (6th ed.). Salemba Empat.

Sugiyono (2013). *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung : ALFABETA.

Tariq, M. I., Nawaz, M. R., Nawaz, M. M., & Butt, H. A. (2013). Persepsi pelanggan tentang Branding dan Pembelian Niat : Studi dari FMCG di Pasar Muncul, 3(2), 340–347.

Tsiotsou, R. (2005). Perceived quality levels and their relation to involvement, satisfaction, and purchase intention. *Marketing bulletin*, 16(4), 1-10.



Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intention. *International journal of consumer studies*, 30(2), 207-217.

Wang, X., & Yang, Z. (2008). Does country – of – origin matter in the relationship between brand personality and purchase intention in emerging economics? Evidence from China's auto industry. *International Marketing Review*, 25, 458 – 474.

Xue, F. (2008). The moderating effect of product involvement on situational brand choice. *Journal of Consumer Marketing*, 25(2), 85 – 94.

Yoon, J. E.P.S-J. (2017). Antecedents Of Consumer Animosity And The Role Of Product Involvement On Purchase Intentions. *American Journal of Business*, Vol. 32 Iss 1 pp. 1 – 32.

Yu, E. S-T. W. J-Y. (2016). Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer- perceived value and repurchase intention. *British Food Journal*, Vol. 118 Iss 12 pp. 1-35.

[Http://www.topbrand-award.com/](http://www.topbrand-award.com/)

<https://showroommobil.co.id/info-mobil/jenis-jenis-mobil-toyota/>

