## **DAFTAR PUSTAKA**

- Aaker, D.A. (1991), Managing Brand Equity: Capitalizing on the Value of a Brand Name, Free Press, New York, NY.
- Aaker, D. (2003), Brand Building: Budování znac ky: Vytvor ení silné znac ky a její úspe šné zavedení na trh, Computer Press, Brno.
- Agrawal, D. (1996), "Effect of brand loyalty on advertising and trade promotions: a game theoretic analysis with empirical evidence", Marketing Science, Vol. 15 No. 1, pp. 86-108.
- Ailawadi, K.L., Neslin, S.A. and Gendenk, K. (2001), "Pursuing the value conscious consumer: store brands versus national brand promotions", Journal of Marketing, Vol. 65 No. 1, pp. 71-89.
- Ailawadi, K.L., Pauwels, K., Steenkamp, J.B.E., 2008. Private-label use and store loyalty. J. Mark.72(6), 19–30.
- Almgren, R. et al. (1996). Miljörevision, Industriförbundet, Stockholm.
- Anselmsson, J., Johansson, U. and Persson, N. (2007), "Understanding price premium for grocery products: a conceptual model of customer-based brand equity", Journal of Product and Brand Management, Vol. 16 No. 6, pp. 401-414.
- Ashley, C. and Leonard, H. (2009), "Betrayed by the buzz? Covert content and consumer-brand relationships", Journal of Public Policy and Marketing, Vol. 28 No. 2, pp. 212-220.
- Aurier, P. and N'Goala, G. (2010), "The differing and mediating roles of trust and relationship commitment in service relationship maintenance and development", Journal of the Academy of Marketing Science, Vol. 38 No. 3, pp. 303-325.
- Ball, D., Coelho, P.S. and Macha's, A. (2004), "The role of communication and trust in explaining customer loyalty", European Journal of Marketing, Vol. 38 Nos 9/10, pp. 1272-93.
- Bao, Y., Bao, Y., & Sheng, S. (2011). Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. Journal of Business Research, 64(2), 220–226.
- Beauchamp, M. and Ponder, N. (2010), "Perceptions of retail convenience for instore and online shoppers", Marketing Management Journal, Vol. 20 No. 1, pp. 49-65.

- Bell, D.R., Ho, T.H., Tang, C.S., (1998). Determining where to shop: fixed and variable costs of shopping. J. Mark. Res.35, 352–369.
- Bendapudi, N. and Berry, L.L. (1997), "Customer's motivations for maintaining relationships with service providers", Journal of Retailing, Vol. 73 No. 1, pp. 15-37.
- Berry, L.L. and Yadav, M.S. (1996), "Capture and communicate value in the pricing of services", Sloan Management Review, Vol. 37 No. 4, pp. 41-51.
- Berry, L.L., Seiders, K. and Grewal, D. (2002), "Understanding service convenience", Journal of Marketing, Vol. 66 No. 3, pp. 1-17.
- Bloch, P. (1995), "Seeking the ideal form: product design and consumer response", *Journal of Marketing*, Vol. 59 No. 3, pp. 16-29.
- Blut, M., Beatty, S.E., Evanschitzky, H., Brock, C., (2014). The impact of service characteristics on the switching costs customer loyalty link. J. Retail. 90(2), 275–290.
- Bobinski, G.S. Jr, Cox, D. and Cox, A.D. (1996), "Retail "sale" advertising, perceived retailer credibility, and price rationale", Journal of Retailing, Vol. 72, pp. 291-305.
- Bolton, R.N., Kannan, P.K. and Bramlett, M.D. (2000), "Implications of loyalty program membership and service experiences for customer retention and value", Journal of the Academy of Marketing Science, Vol. 28 No. 1, pp. 95-108.
- Boyle, P.J. and Lathrop, E.S. (2013), "The value of private label brands to US consumers: an objective and subjective assessment", Journal of Retailing and Consumer Services, Vol. 20 No. 1, pp. 80-86.
- Bravo *et al.*, 2007; Buil *et al.*, (2011); Cobb-Walgren, Ruble, & Donthu, 1995; Simon & Sullivan, 1993; Villarejo & Sánchez, 2005; Yoo *et al.*, 2000.
- Bridson, K., Evans, J., Hickman, M., (2008). Assessing the relationship between loyalty program attributes, store satisfaction and store loyalty. J. Retail. Consum. Serv. 15(5),364–374.
- Briesch, R., Chintagunta, P., Fox, E., (2009). How does assortment affect grocery store choice? J. Mark. Res.46(2), 176–189.
- Burnham, T.A., Frels, J.K. and Mahajan, V. (2003), "Consumer switching costs: a typology, antecedents, and consequences", Journal of the Academy of Marketing Science, Vol. 31 No. 2, pp. 109-126.

- Burton, S., Lichtenstein, D.R., Netemeyer, R.G. and Garretson, J.A. (1998), "A scale for measuring attitude toward private label products and an examination of its psychological and behavioral correlates", Journal of the Academy of Marketing Science, Vol. 26 No. 4, pp. 293-306.
- Chaniotakis, I., Lymperopoulos, C., Soureli, M., 2009. A research model for consumers' intention of buying private label frozen vegetables. J. Food Prod. Mark. 15(2), 152–163.
- Channon, D.F. (1986), Bank Strategic Management and Marketing, John Wiley & Sons, Bognor Regis.
- Chaudhuri, A. and Holbrook, M.B. (2001), "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty", Journal of Marketing, Vol. 65 No. 2, pp. 81-93.
- Cheng, M. S., Chen, S. L., Lin, Y. C., & Wang, S. T. (2007). Do consumers perceive differences among national brands, international private labels and local private labels? The case of Taiwan. Journal of Product and Brand Management, 16(6), 368–376.
- Coelho do Vale *et al.* 2016. The impact of *private labels* on consumer store loyalty: An integrative perspective. Journal of Retailing and Consumer Services 28(2016)179–188.
- Collins-Dodd, C., Lindley, T., 2003. Store brands and retail differentiation: the influence of store image and store brand attitude on store own brand perceptions. J. Retail. Consum. Serv. 10 (6), 345–352.
- Corjstens, M., Lal, R., 2000. Building store loyalty through store brands. J. Mark. Res. 37(3), 281–291.
- Coulter, K.S. (2001), "Decreasing price sensitivity involving physical product inventory: a yield management application", Journal of Product & Brand Management, Vol. 10 No. 5, pp. 301-17.
- Dabholkar, A., Thorpe, D., Rentz, J., 1996. A measure of service quality for retail stores: scale development and validation. J. Acad. Mark. Sci. 24(1), 3–16.
- de Chernatony, L. (2009), "Towards the holy grail of defining brand", Marketing Theory, Vol. 9 No. 1, pp. 101-105.
- Demoulin, N., Zidda, P., 2008. On the impact of loyalty card son store loyalty: does the customers' satisfaction with there ward scheme matter? J.Retail.Consum. Serv.15(5), 386–398.

- Devlin, D., Birtwistle, G. and Macedo, N. (2003), "Food retail positioning strategy: a means-end chain analysis", British Food Journal, Vol. 105 No. 9, pp. 653-670.
- Dholakia, R. and Uusitalo, O. (2002), "Switching to electronic stores: consumer characteristics and the perception of shopping benefits", International Journal of Retail & Distribution Management, Vol. 30 No. 10, pp. 459-469.
- Diallo, M.F. (2012), "Effects of store image and store brand price-image on store brand purchase intention: application to an emerging market", Journal of Retailing and Consumer Services, Vol. 19 No. 3, pp. 360-367.
- Dick, A., Jain, A., & Richardson, P. (1995). Correlates of store brand proneness: Some empirical observations. Journal of Product and Brand Management, 4(4), 15–22.
- Dobson, P. (2005), "Exploiting buyer power: lessons from the British grocery market", *Antitrust Law Journal*, Vol. 72 No. 2, pp. 529-562.
- Doney, P.M. and Cannon, J.P. (1997), "An examination of the nature of trust in buyer-seller relationships", Journal of Marketing, Vol. 61, pp. 35-51.
- Dorotic, M., Bijmolt, T.H., Verhoef, P.C., 2012. Loyalty programmes: current knowledge and research directions. Int. J. Manag. Rev. 14(3), 217–237.
- Dowling, G.R. and Uncles, M. (1997), "Do customer loyalty programs really work?", Sloan Management Review, Vol. 38 No. 4, pp. 71-82.
- Dubé, J., Hitsch, G., Rossi, P., 2009. Do switching costs make markets less competitive? J. Mark. Res. 46(4), 435–445.
- Duncan, T. and Moriarty, S.E. (1998), "A communication-based marketing model for managing relationships", Journal of Marketing, Vol. 62, pp. 1-13.
- Eriksson, K., Majkga°rd, A. and Sharma, D.D. (1999), "Service quality by relationships in the international market", Journal of Services Marketing, Vol. 13 Nos 4/5, pp. 361-375.
- Fernández-Olmos, M. (2011), "The moderating role of trust in contractual choice", British Food Journal, Vol. 113 No. 3, pp. 374-390.
- Gehrt, K.C. and Yale, L.J. (1993), "The dimensionality of the convenience phenomenon: a qualitative reexamination", Journal of Business and Psychology, Vol. 18 No. 2, pp. 163-180.

- Gendall, P., Holdershaw, J. and Garland, R. (1997), "The effects of odd-pricing on demand", European Journal of Marketing, Vol. 32 Nos 11/12, pp. 799-813.
- Gendall, P. (1998), "Estimating the effect of odd pricing", Journal of Product & Brand Management, Vol. 7 No. 5, pp. 421-32.
- Gijsbrechts, E., Campo, K. and Goossens, T. (2003), "The impact of store flyers on store traffic and store sales: a geo-marketing approach", Journal of Retailing, Vol. 79 No. 1, pp. 1-16.
- González-Mieres, C., Diaz-Martín, A.M. and Trespalacios Gutierrez, J.A. (2006), "Antecedents of the difference in perceived risk between store brands and national brands", European Journal of Marketing, Vol. 40 Nos 1/2, pp. 61-82.
- Grewal, D., Krishnan, R., Baker, J. and Borin, N. (1998), "The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions", Journal of Retailing, Vol. 74 No. 3, pp. 331-352.
- Guiltinan, J.P. (1987), "The price bundling of services: a normative framework", Journal of Marketing, Vol. 51, April, pp. 74-85.
- Hoffman, K.D. and Bateson, J.E.G. (1997), Essentials of Services Marketing, The Dryden Press, Orlando, FL.
- Holston, D. (2011), The Strategic Designer Tools and Techniques for Managing the Design Process, HOW Books, Cincinnati, OH.
- Jones, M.A., Mothersbaugh, D.L., Beatty, S.E., 2000. Switching barriers and repurchase intentions in services. J. Retail. 76(2), 259–274.
- Karjalainen, T. (2003), "Strategic design language transforming brand identity into product design elements", *Proceedings of the 10th International Product development Management Conference*, Bruxelles, pp. 10-11.
- Karjalainen, T. and Snelders, D. (2010), "Designing visual recognition for the brand", *Journal of Product Innovation Management*, Vol. 27 No. 1, pp. 6-22, available at: <a href="http://doi.wiley.com/10.1111/j.154">http://doi.wiley.com/10.1111/j.154</a> 0-5885.2009.00696.x (accessed 27 July 2016).
- Karpesjö, A. (1992), *Miljöprofilering*, Liber Ekonomi, Malmö.
- Kelley, E.J. (1958), "The importance of convenience in consumer purchasing", Journal of Marketing, Vol. 23, pp. 32-38.
- Klemperer, P. (1995), "Competition when consumer have switching costs: an overview with applications to industrial organization, macroeconomics,

- and international trade", Review of Economics Studies, Vol. 62 No. 4, pp. 515-539.
- Koschate-Fischer, N., Cramer, J., Hoyer, W.D., 2014. Moderating effects of the relationship between private label share and store loyalty. J. Mark. 78(2), 69–82.
- Kimes, S.E. (2000), "Revenue management on the links: applying yield management to the golf-course industry", Cornell Hotel and Restaurant Administration Quarterly, Vol. 41 No. 1, pp. 120-7.
- Kirmani, A. and Wright, P. (1989), "Money talks: perceived advertising expenditures and expected product quality", Journal of Consumer Research, Vol. 16 No. 3, pp. 344-53.
- Kumar, N., Steenkamp, J.B., 2007. Private Label Strategy How to Meet the Store Brand Challenge. Harvard Business School Press, Boston, USA.
- Kunz, G. I. (1998) 'Merchandising: Theory, principles and practice', New York, Fairchild.
- Kurtz, D.L. and Clow, K.E. (1998), Services Marketing, John Wiley & Sons, New York, NY.
- Labeaga, J. M., Lado, N., & Martos, M. (2007). Behavioural loyalty towards store brands. Journal of Retailing and Consumer Services, 14(5), 347–356.
- Langeard, E. (2000), "Specificity of the pricing policy in service activities, innovations and perspectives", The International Research Seminar in Service Management, Le Londe Les Maures, June, pp. 243-56.
- Larsson L-O. (1995), *Miljöledning*, *Miljörevision*, *Miljöredovisning*, Ekerlinds förlag, Stockholm.
- Lassoued, R. and Hobbs, J.E. (2015), "Consumer confidence in credence attributes: the role of brand trust", Food Policy, Vol. 52, April, pp. 99-107.
- Lee, K.S. and Ng, C.L. (2001), "Advanced sale of service capacities: a theoretical analysis of the impact of price sensitivity on pricing and capacity allocations", Journal of Business Research, Vol. 54, pp. 219-25.
- Lichtenstein, D.R., Bloch, P.H. and Black, W.C. (1988), "Correlates of price acceptability", Journal of Consumer Research, Vol. 15 No. 2, pp. 243-52.
- Liu, T., Wang, C., 2008. Factor saffecting attitudes toward private labels and promoted brands. J.Mark.Manag. 24(3), 283–298.

- Liu, Y., 2007. The long term impact of loyalty programs on consumer purchase behavior and loyalty.J.Mark.71(4), 19–35.
- Martos-Partal, M., González-Benito, O., 2009. The effects of store brand loyalty on store loyalty: evidence from the Spanish market. Int. Rev. Retail Distrib. Consum. Res. 19(3), 273–288.
- Martos-Partal, M., González-Benito, O., 2011. Store brand and store loyalty: the moderating role of store brand positioning. Mark. Lett. 22(3), 297–313.
- Martos-Partal, M., González-Benito, O.,2013. Studying motivations of store loyal buyers across alternative measures of behavioural loyalty. Eur. Manag. J. 31(4), 348–358.
- Maruyama, M., Wu, L., 2014. Multiple store patronage: the effects of store characteristics. J. Retail. Consum. Serv.21 (4), 601–609.
- Mesquita, J., Lara, J., 2007. Attributes determining store loyalty: a study of the supermarket sector. Braz.Bus. Rev.5 (1), 35–52.
- Meyer-Waarden, L., 2015. Effects of loyalty program rewards on store loyalty. J. Retail.Consum.Serv.24, 22–32.
- Moorthy, S. and Hawkins, S.A. (2005), "Advertising repetition and perceived quality", Journal of Business Research, Vol. 58 No. 3, pp. 354-60.
- Moorthy, S. and Zhao, H. (2000), "Advertising spending and perceived quality", Marketing Letters, Vol. 11 No. 3, pp. 221-33.
- Morgan, R.M. and Hunt, S. (1994), "The commitment-trust theory of relationship marketing", Journal of Marketing, Vol. 58, pp. 20-38.
- Munger, J.L. and Grewal, D. (2001), "The effects of alternative price promotional methods on customers' product evaluations and purchase intentions", Journal of Product & Brand Management, Vol. 10 No. 3, pp. 185-97.
- Nagengast, L., Evanschitzky, H., Blut, M., Rudolph, T., 2014. New insights in the moderating effect of switching cost son the satisfaction repurchase behavior link. J.Retail. 90 (3), 408–427.
- Naylor, G. and Frank, K.E. (2001), "The effect of price bundling on consumer perceptions of value", Journal of Services Marketing, Vol. 15 No. 4, pp. 270-81.
- O'Connor, P. (2003), "On-line pricing: an analysis of hotel-company practices", Cornell Hotel and Restaurant Administration Quarterly, February, pp. 88-96.

- Odekerken Schroder, G., De Wulf, K., Kasper, H., Kleijnen, M., Hoekstra, J., Commandeur, H., 2001. The impact of quality on store loyalty: acontingency approach. Total Quality Manag. 12(3), 307–322.
- Olins, W. (1994), Corporate Identity: Making Business Strategy Visible Through Design, Thames and Hudson, London.
- Oliver, R.L. (1999), "Whence consumer loyalty?", Journal of Marketing, Vol. 63 No. 4, pp. 33-44.
- Olsen, S.O. (2002), "Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty", Journal of the Academy of Marketing Science, Vol. 30 No. 3, pp. 240-9.
- Orel, F.D., Kara, A., 2014. Supermarket self check out service quality, customer satisfaction, and loyalty: empirical evidence from an emerging market. J.Retail Consum. Serv.21(2), 118–129.
- Oxenfeldt, A.R. (1983), "Pricing decisions: how they are made and how they are influenced", Management Review, November, pp. 23-5.
- Pan, Y., Zinkhan, G. M., 2006. Determinant sof retail patronage: ameta-analytical perspective. J. Retail. 82(3), 229–243.
- Pugliese, M. and Cagan, J. (2002), "Capturing a rebel: modeling the Harley-Davidson brand through a motorcycle shape grammar: modeling the Harley-Davidson brand through a motorcycle shape grammar", *Research in Engineering Design*, Vol. 13 No. 3, pp. 139-156, available at: <a href="http://dx.doi.org/10.1007/s00163-002-0013-1">http://dx.doi.org/10.1007/s00163-002-0013-1</a>
- Raju, J.S., Sethuraman, R. and Dhar, S.K. (1995), "National brand store brand price differential and store brand market share", Pricing Strategy & Practice, Vol. 3 No. 20, pp. 17-24.
- Ranawat, A. and Hölttä-Otto, K. (2009), "Four dimensions of design similarity", available at: http://dx.doi.org/10.1115/DETC2009-87085
- Rao, A.R. and Monroe, K.B. (1996), "Causes and consequences of price premiums", Journal of Business, Vol. 69 No. 4, pp. 511-35.
- Richardson, P.S., Jain, A.K. and Dick, A. (1996), "Household store brand proneness: a framework", Journal of Retailing, Vol. 72 No. 2, pp. 159-185.
- Richardson, P.S. (1997), "Are store brands perceived to be just another brand?", Journal of Product & Brand Management, Vol. 6 No. 6, pp. 388-404.

- Seiders, K., Berry, L. and Gresham, L. (2000), "Attention retailers! How convenient is your convenience strategy?", Sloan Management Review, Vol. 41 No. 3, pp. 79-89.
- Seiders, K., Voss, G.B., Godfrey, A.L. and Grewal, D. (2007), "SERVCON: development and validation of a multidimensional service convenience scale", Journal of the Academy Marketing Science, Vol. 35, pp. 144-156.
- Siegrist, M., Gutscher, H. and Earle, T.C. (2005), "Perception of risk: the influence of general trust and general confidence", Journal of Risk Research, Vol. 8 No. 2, pp. 145-61.
- Shukla, P., Babin, B.J., 2013. Effects of consumer psychographics and store characteristics in influencing shopping value and store switching. J. Consum. Behav. 12(3),194–203.
- Spreng, R.A., MacKenzie, S.B. and Olshavsky, R.W. (1996), "A re-examination of the determinants of consumer satisfaction", Journal of Marketing, Vol. 60, pp. 15-32.
- Sprott, D. E., & Shimp, T. A. (2004). Using product sampling to augment the perceived quality of store brands. Journal of Retailing, 80(4), 305–315.
- Steiner,R.L., 2004. The nature and benefits of national brand / private label competition. Rev.Indus.Organ.24(2),105–127.
- Tovey, M. (1997), "Styling and design: intuition and analysis in industrial design", *Design Studies*, Vol. 18 No. 1, pp. 5-31, available at: http://linkinghub.elsevier.com/retrieve/pii/S0142694X96000063 (accessed 19 October 2016).
- Tsai, H.-T., Huang, H.-C., Jaw, Y.-L. and Chen, W.-K. (2006), "Why on-line customers remain with a particular e-retailer: an integrative model and empirical evidence", Psychology and Marketing, Vol. 23 No. 5, pp. 447-464.
- Ullman, D. (2010), *The Mechanical Design Process*, 4th ed., McGraw-Hill Higher Education, Boston, MA.
- Wu, P.C.S., Yeh, G.Y. and Hsiao, C.-R. (2011), "The effect of store image and service quality on brand image and purchase intention for private label brands", Australasian Marketing Journal, Vol. 19 No. 4, pp. 30-39.
- Yang, Z. and Peterson, R.T. (2004), "Customer perceived value, satisfaction, and loyalty: the role of switching costs", Psychology and Marketing, Vol. 21 No. 10, pp. 799-822.

Yelkur, R. and Da Costa, M.M.N. (2001), "Differential pricing and segmentation on the internet: the case of hotels", Management Decision, Vol. 39 No. 4, pp. 252-62.

Zeithaml, V.A. and Bitner, M.J. (1996), Services Marketing, McGraw-Hill, Singapore.

https://www.minimarketrak.com/blog/potensi-bisnis-minimarket

https://id.wikipedia.org/wiki/Hypermart

https://muhdikurnianto.com/2014/04/22/private-label-strategy/

 $\underline{https://swa.co.id/swa/trends/business-research/survei-nielsen-private-label-makindilirik}$ 

http://gambaranbrand.com/portfolio-item/value-plus/

https://www.hemat.id/katalog/value-plus./

http://www.jawapos.com/read/2017/02/13/109408/berikan-pelayanan-terbaik-hypermart diganjar-penghargaan