

## DAFTAR PUSTAKA

Afzal, Hasan, Muhammad Aslam Khan, Kashif ur Rehman, Imran Ali, Sobia Wajahat. 2010. Consumer's Trust in the Brand: Can it Be Built through Brand Reputation, Brand Competence and Brand Predictability. *International Business Research* Vol 3 No. 1 Januari 2010)

Arlan Tjahyadi, Rully. 2006. "Brand Trust Dalam Konteks Loyalitas Merek: Peran karakteristik Merek, Karakteristik Perusahaan Dan Karakteristik Hubungan Pelanggan-Merek." *Jurnal Manajemen*, Vol. 6, No.1

Ardianto, Elvinaro dan Sumirat, Soleh. (2004) *Dasar Dasar Public Relations*, Remaja Rosdakarya, Bandung

Algesheimer, R., Dholakia, U., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69 (3), 19–34. doi:10.1509/jmkg.69.3.19.66363)

Ahearne, M., Bhattacharya, C. B., & Gruen, T. (2005). Antecedents and consequences of customer–company identification: Expanding the role of relationship marketing. *Journal of Applied Psychology*, 90(3), 574–585. <http://dx.doi.org/10.1037/0021-9010.90.3.574>.

Aktas, Çevirgen, & Toker, 2010; Can 2014; Hossain, Quaddus, & Shanka 2015

Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect on novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, nonlinear latent growth model. *Tourism Management*, 32(4), 890–901. <http://dx.doi.org/10.1016/j.tourman.2010.08.004>.

Azwar, Saefuddin. 2007. *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.

Barnes, James G. 2003. *Secrets of Customer Relationship Management*. Rahasia Manajemen Hubungan Pelanggan. Yogyakarta: Andi

Bruhn, M. 2003. *Relationship marketing: management of customer relationships*. England: Prentice Hall.

Bhattacharya, C. B., & Sen, S. 2003. Consumer–company identification: A framework for understanding consumers' relationship with companies. *Journal of Marketing*, 67(2), 76–88. <http://dx.doi.org/10.1509/jmkg.67.2.76.18609>.

Bergami, M., & Bagozzi, R. (2000). Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization. *British Journal of Social Psychology*, 39, 555–577. doi:10.1348/014466600164633

Bolton, L., & Reed II, A. (2004). Sticky priors: The perseverance of identity effects on judgment. *Journal of Marketing Research*, 41(4), 397–410. doi:10.1509/jmkr.41.4.397.47019

Beatson, A., Cotte, L. V., & Rudd, J.M. (2006). Determining consumer satisfaction and commitment through self-service technology and personal service usage. *Journal of Marketing Management*, 22(7), 853–882 2011; Garbarino & Johnson, 1999).

Bansal, H. S., Irving, P. G., & Taylor, S. F. (2004). A three-component model of customer commitment to service providers. *Journal of the Academy of Marketing Science*, 32(3), 234–250

Cronin & Taylor (1992). Measuring service quality: A reexamination and extension)

Currás, R., Bigné, E., & Alvarado, A. (2009). The role of self-definitional principles in consumer identification with a socially responsible company. *Journal of Business Ethics*, 89(4), 547–564. doi:10.1007/s10551-008-0016-6)

Camarero, C., & Garrido, M. J. (2011). Incentives, organizational identification, and relationship quality among members of fine art museums. *Journal of Service Management*, 22(2),

Dirks, T. K (1999). The effects of interpersonal trust on work group performance. *Journal of Applied Psychology*, 84, 445-455.

Ellena, Frieda. 2011. “Analisis Pengaruh Kepercayaan, Komitmen, Komunikasi, dan Penanganan Keluhan Terhadap Loyalitas Nasabah

E. Ballester and J. Munuera-Alemán, “Brand trust in the context of consumer loyalty,” *European Journal of Marketing*, vol. 35, pp. 1238- 1258, 2001

E. Garbarino, M.S. Johnson, The different roles of satisfaction, trust, and commitment in customer relationships, *J. Mark.* 63 (2), 1999, pp. 70–87.)

- Feist, J., & Feist. (2008). *Theory of personality*. Yogyakarta: Pustaka Belajar.)
- Fombrun, C. J., & van Riel, C. B. M. (2003). *Fame and fortune: How successful companies build winning reputations*. Upper Saddle River, NJ: FT Press/Pearson Education.
- F. Dwyer, H. Schurr, and S. Oh, "Developing buyer-seller relationship," *Journal of Marketing*, vol. 51, no. 2, pp. 11-57, 1987.
- Guilitnan, Joseph, P, Paul, Gordon W and Madden, Thomas J. 1997. *Marketing Management*. 6<sup>th</sup> edition. McGraw-Hill Companies. Hal 6)
- Garbarino, E., & Johnson, M. (1999). The different roles of satisfaction, trust and commitment in customer relationships. *Journal of Marketing*, 63(2), 70–87
- Griffin, Jill, 2005. *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*, Erlangga, Jakarta.
- Hellier, Philip K, Geursen Gus M, Carr Rodney A, and Rickard John A, 2003. *Customer Repurchase Intention : A General Structural Equation Model*, *Journal Of Marketing*, Vol.37, pp:1762-1800
- H. Y. Ha, *Factors Influencing Consumer Perceptions of Brand Trust Online*, *Journal of Product & Brand Management*, 2004
- H. Lee, J. Kim, J. Kim, *Determinants of success for application service provider: an empirical test in small business*, *Int. J. Hum. Comput. Stud.* 65 (9), 2007, pp. 796–815.)
- Iman Mulyana Dwi Suwandi. 2007. *Keputusan Pembelian*. Seri Manajemen Pemasaran.
- J. Antunes and P. Rita, "O marketing relacional e a fidelização de clientes – Estudo aplicado ao termalismo Português," *Economia Global de Gestão*, pp. 109-132, 2008
- Juliansyah Noor, 2011. *Metodologi Penelitian: Skripsi, Tesis, Disertasi, & Karya Ilmiah*

Kotler, Philip. *Marketing Management*, 11<sup>th</sup> Edition. Prentice Hall Int'l, New Jersey, 2003, p.138)

Kotler, Philip, Keller, Gary, & Armstrong, Michael. (2009). *Marketing Management*, 5th edition., Prentice Hall

Keh, H. T., & Xie, Y. (2009). Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial Marketing Management*, 38(7), 732–742. doi:10.1016/j.indmarman.2008.02.005

Keaveney, S. M., & Parthasarathy, M. (2001). Customer switching behavior in online services: An exploratory study of the role of selected attitudinal, behavioral, and demographic factors. *Journal of the Academy of Marketing Science*, 29(4), 374–390. doi:10.1177/03079450094225

Liu, J., Chu-Chi., & Chen, J.S.. *Virtual Experiential Marketing on Online Purchase Intention*, Proceedings of the 11th Annual of Asia Pacific Decision Science Institute Hongkong, 2006

Lovelock, Christopher.H dan Wright, Lauren.K.2005. *Manajemen Pemasaran Jasa*. Indeks. Hal 104.

Lujun Su, Scott R. Swanson, Sydney Chinchachokchai, Maxwell K. Hsu, Xiaohong Chen, *Reputation and intentions: The role of satisfaction, identification, and commitment*, *Journal of Business Research* 69 2016

L. Bricci, A. Fragata, and J. Antunes, *The Effects of Trust, Commitment and Satisfaction on Customer Loyalty in the Distribution Sector*, *Journal of Economics, Business and Management*, 2016

Mary Susan Kennedy, Linda K. Ferrell, Debbie Thorne LeClaire, 1998. "Customers' trust of salesperson and manufacturer": an empirical study.

MA Jones dan Suh, 2000; Selnes, 1993; Tsiros dan Mittal, 2000.

M. Turilli, A. Vaccaro and M. Taddeo, "The Case of On- line Trust," *Knowledge, Technology and Policy*, Vol. 23, No. 3-4, 2010, pp. 333-345.

Pandji Anoraga, *Manajemen Bisnis*, (Jakarta:Penerbit PT. Rineka Cipta, 2000, h228

P.A. Pavlou, Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model, *Int. J. Electron. Commer.* 7 (, 2003, pp. 101–134.

Putrevu, S., & Lord, K. (1994). Comparative and noncomparative advertising: Attitudinal effects under cognitive and affective involvement conditions. *Journal of Advertising*, 23(2), 77–91. doi:10.1080/00913367.1994.10673443

Rafael Curras-Perez dan Isabel Sanchez-Garcia, Antecedents and Consequences of Consumer Commitment in Traditional and Low-Cost Airlines, *Journal of Travel & Tourism Marketing*, Vol. 4, No. 2, 2016

Rodríguez del Bosque, I., San Martín, H., & Collado, J. 2006. The role of expectations in the consumer satisfaction formation process: Empirical evidence in the travel agency sector. *Tourism Management*, 27, 410–419. doi:10.1016/j.tourman.2004.10.006

Shirbagi, N. 2007. “Exploring Organizational Commitment and Leadership Frames within Indian and Iranian Higher Education Institutions”. *Bulletin of Education & Research*, Volume 29 No. 1. Hal. 17-32.)

Solomon, C.B. 2007. *The Relationships among middle level leadership, teacher commitment, teacher collective efficacy, and student achievement (on-line)*.

Sugiyono, 2001: 61, *Statistika untuk Penelitian*, Bandung: Alfabeta.

Sunarto. 2006. *Manajemen Pemasaran 2*. Adityamedia: Yogyakarta.

Sichtmann, C. (2007). An analysis of antecedents and consequences of trust in a corporate brand. *European Journal of Marketing*, 41(9/10), 999–1015. doi:10.1108/03090560710773318

Subana, M. Dan Sudrajat. 2005. *Dasar-Dasar Penelitian Ilmiah*. Bandung: CV Pustaka Pelajar.

Sugiyono, Prof, Dr, 2006. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*). Bandung: Penerbit Alfabeta.

Sugiyono, *Metode Penelitian Pendidikan*, Bandung : Alfabeta, 2010, hlm: 118

Tjahyadi, Rully Arlan. 2006. Brand Trust Dalam Konteks Loyalitas Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, Dan Karakteristik Hubungan Pelanggan-Merek. *Jurnal Manajemen*, Vol. 6, No. 1, Nov 2006)

Utomo, Priyanto Doyo, 2006, Analisis Terhadap Faktor-Faktor Yang Mempengaruhi Loyalitas Konsumen Pada Operator Telepon Seluler. Thesis: Universitas Gadjah Mada

Weiss, A. M., Anderson, E., & MacInnis, D. J. (1999). Reputation management as a motivation for sales structure decisions. *Journal of Marketing*, 63(4), 74–89.

Yohana Ari R. 2007. Trust In A Brand dan Hubungannya dengan Loyalitas merek pada Hanphone Nokia. *Jurnal Ekobis* Volume 8, No. 1, Januari 2007

Zeithaml, Valarie A. and Bitner, Mary Jo. *Service Marketing*. McGraw Hill Inc, Int'l Edition, New York, 2003, p.85