

DAFTAR PUSTAKA

- Ailawadi, K.L. & Keller, K.L. (2004). Understanding Retail Branding: Conceptual Insights and Research Priorities, *Journal of Retailing*, 80 (4) pp. 331-342.
- Assael, Henry. (2001). *Consumer Behavior*, 6th Edition. New York: Thomson Learning.
- Berman, B. dan J. R. Evans. (2007). *Retail Management*. New Jersey: Prentice Hall.
- Bhat, Subodh., Reddy, Srinivas. K. (1998). Symbolic and Functional Positioning of Brands. *Journal of Consumer Marketing*, Vol.15, Issue.1, pp.32-43.
- Bian, Q., Forsythe, S. (2011). Purchase Intention for Luxury Brands: A Cross Cultural Comparison. *Journal of Business Research*, doi10.1016/j.jbusres.2011.10.010.
- Bolton, R. N. & Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of Consumer Research*, pp.375-384.
- Chandrashekar, Rajesh. (2012). Consumers' Utilization of Reference Price: The Moderating Role of Involvement. *Journal from of Product Brand Management*, Vol.21 No.1, pp.53-60.
- Chen, Po-Tsang., Hu, Hsin-Hu. (2010). The Effect of Relational Benefits on Perceived Value in Relation to Customer Loyalty: An Empirical Study in the Australian Coffee Outlets Industry. *International Journal of Hospital Management*, 29, pp.405-412.
- Chu, Ching-Wen., dan Lu, Hsi-Peng. (2007). Factors Influencing Online Music Purchase Intention in Taiwan: An Empirical Study Based on the Value Intention Framework. *Journal*, Vol.17, Iss:2, pp.139-155.
- Dodds, W. B., Monroe, K. B. (1984). The Effect of Brand and Price Information on Subjective Product Evaluations in Hirschman, E and Holbrook, M. Advances in Consumer Research. *Association for Consume Research*, Vol.12, 28(3), pp.307-319.
- Dodds, W. B., Monroe, K. B., Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Products Evaluation. *Journal of Marketing Research*, 28(3), pp.307-319.
- Dodd, Collins and Lindley, T. (2003). Store brand and retail differetiation: the influence of store image and store brand attitude on store own brand perception. *Journal of retailing and consumer service*, 10: 345-352.

- Durianto, Darmadi. (2004). *Strategi Menaklukkan Pasar*. Jakarta: PT Gramedia Pustaka Utama.
- Durianto, Darmadi, dkk. (2001). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.
- Engel, James F, et.al. (1994). *Consumer Behavior*, Jilid 1. Jakarta: Binarupa Aksara, Jakarta.
- Fishbein, M., Ajzen, L. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Grewal, D., Monroe, K., Krishnan, R., Baker, J. dan Borin, N. (1998). The Effect of Store Name, Brand Name and Price Discount on Consumer's Evaluations and Purchase Intention. *Journal of Retailing*, Vol.74(3), pp.331-352.
- Hair, J. F., et al. (2007). *Multivariate Data Analysis*, 6 th Edition. New Jersey: Pearson Education Inc.
- Halim, W.Z dan Hamed, A.B. (2005). Consumer Purchase Intention At Traditional Restaurant and fast Food Restaurant. *Working Paper*, Universiti Utara Malaysia.
- Hawkins, D. I., Best, R. J. & Coney, K. A. (1998). *Consumer Behavior*, Seventh Edition. Texas: Business Publication, Inc.
- James, Engel., et.al. (1998). *Perilaku Konsumen*, Edisi Keenam. Jakarta: Binaarupa Aksara.
- Kalwani, M. U., Yim, C. K., Rinne, H. J., Sujita, Y. (1990). A Price Expectation Model of Consumer Brand Choice. *Journal of Marketing Research*, 27, 251-262.
- Kotler dan Armstrong. (2009). *Prinsip-Prinsip Pemasaran*, Edisi 12, Jilid 2. Jakarta: Erlangga.
- Kotler, Philip dan Keller. (2003). *Marketing Management*. New Jersey:Prentice Hall.
- Kotler, Philip. (1995). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, Philip., Armstrong, Garry. (2008). *Prinsip-prinsip Pemasaran*, Jilid 1. Jakarta: Erlangga.
- Lichtenstein, D. R., & Bearden, W. O. (1989). Contextual influences on perceptions of merchant-supplied reference prices. *Journal of Consumer Research*, 16(June), 55–66.
- Lindquist, Jay dan Sirgy, Joe. (2003). *Shopper, Buyer, and Consumer Behavior*. Atomic Dog Publishing.

- Martineau, P. (1958). The personality of the retail store. *Harvard Business Review*, Vol. 36 No. 1, pp. 47-55.
- Mehta, Abilasha. (1994). How Advertising Response Modelling (ARM) can Increase Ad Effectiveness. *Journal of Advertising Research*, vol 34, p.62.
- Miyazaki, A. D., Grewal, D., Goodstein, R. C. (2005). The Effect of Multiple Extrinsic Cues on Quality Perceptions: A Matter of Consistency. *Journal of Consumers Research*, Vol.32, pp.146-153.
- Nevin., dan Houston. (1980). Images as A Component of Attractiveness to Intra Urban Shopping Areas. *Journal of Retailing*, Vol. 56, pp 77-93.
- Nurviani, Novi. (2011). Peraturan Presiden Mengenai RitelAsing. Diunduh pada tanggal 8 Mei 2017 dari <http://www.kppu.go.id/id/2013/03/perpes-ritel-vs-persaingan-usaha/>.
- People Hope Team. (2014). Peluang Bisnis yang Tidak Pernah Uzur. Diunduh pada 8 Mei 2017 dari www.peoplehope.com.
- Peter, J Paul, dan Olson, Jerry C. (2000). *Consumer behavior: Perilaku Konsumen dan Strategi Pemasaran*. Jilid 1. Jakarta: Erlangga.
- Priyatno, Duwi. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS dan Tanya Jawab Ujian Pendaratan*. Yogyakarta: Gaya Media.
- Rao, Akshay R., Monroe, Kent B. (1989). The Effect of Price, Brand Name, and Store Name, on Perception of Product Quality: An Integrative Review. *Journal of Marketing Research*.
- Republika. (2011). Tahun 2011, Pasar RitelIndonesia Tumbuh 11 Persen. Diunduh pada tanggal 8 Mei 2017 dari <http://www.republika.ci.id/berita/ekonomi/ritel/12/02/20/Iwiihv-tahun-2011-pasar-ritel-indonesia-tumbuh-11-persen>.
- Rossiter, John R., Larry Percy. (1998). *Advertising Communication and Promotion Management*, Edisi Kedua. Singapore: McGraw-Hill.
- Samawrwan, Ujang. (2014). *Perilaku Konsumen*. Jakarta: Ghalia Indonesia.
- Sanchez, J., Callarias, Luis., Rodriques, R. M., Moliner, M. A. (2006). Perceived Value of the Purchase of A Tourism Product. *Journal Tourism Management*, Vol.27, pp.394-409.
- Santoso, S. (2006). *Menggunakan SPSS untuk Statistik Non Parametrik*. Jakarta: PT Elex Media Komputindo.
- Santoso, S. (2009). *Panduan Lengkap Menguasai Statistik dengan SPSS 17*. Jakarta: PT Elex Media Komputindo.

- Santoso, S. (2000). *Buku Latihan SPSS Statistik Parametrik*. Jakarta: PT Elex Media Komputindo.
- Sarwono. (2000). *Teori-Teori Psikologi Sosial*. Jakarta: Raja Grafindo Perkasa.
- Satwika, T.S. (2007). “Pengaruh Consumer...”, Jakarta: Universitas Indonesia.
- Schiffman dan Kanuk. (2007). *Perilaku Konsumen*, Edisi Kedua. Jakarta: Gramedia.
- Schiffman dan Kanuk. (2008). *Perilaku konsumen*. Edisi 7. Jakarta: Indeks.
- Schiffman, Leon G dan Kanuk, Leslie L. (2000). *Consumer Behavior*. New Jersey: Prentice Hall.
- Sekaran, Uma. (2003). *Research Methods For Business: A Skill Building Approach*. New York-USA: John Wiley and Sons, Inc.
- Setiadi, Nugroho J. (2008). *Perilaku Konsumen: Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana.
- Sheth, J. N., Newman, B. I., Gross, B. L. (1991). *Consumption Values and Market Choice*. Cincinnati, OH: South Western Publishing.
- Sigit, Triandanu. (2006). *Bank dan Lembaga Keuangan Lain*. Jakarta: Salemba Empat.
- Simamora, Bilson. (2008). *Panduan Riset Perilaku Konsumen*. Jakarta: Gramedia.
- Stanton, William J. (1991). *Prinsip Pemasaran*. Jakarta: Erlangga.
- Stokes, Jane. (2007). *How To Do Media and Cultural Studies: Panduan untuk Melaksanakan Penelitian dalam Kajian Media dan Budaya*. Yogyakarta : PT. Bentang Pustaka.
- Sunyoto, Danang. (2011). *Metodologi Penelitian Ekonomi*. Yogyakarta: CAPS.
- Swastha, Basu dan Irawan.(2001). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Swastha, Basu dan Handoko, T Hani. (2000). *Manajemen Pemasaran, Analisa Perilaku Konsumen*. Yogyakarta: BPFE.
- Wijaya, T. (2009). *Analisis Data Penelitian Menggunakan SPSS*. Yogyakarta.
- Woodruff, Robert B. (1997). Customer Value : The Next Source for Competitive Advantage, *Journal of the Academy of Marketing Science*, Vol.25, No.2, 139-153.
- Wu, P. C. S., Gary, Yeong-Yueh Yeh., Hsiao, Chieh-Ru. (2011). The Effect of Store Image and Service Quality on Brand Image and Purchase Intention for Private Label Brands. *Australian Marketing Journal*, 19, 30-39.

Yoo, B., Donthu, et al. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of The Academy of Marketing Science*, 28: 195-211.

Zeithaml, V. A. (1998). Consumer Perceptions of Price, Quality and Value: A Means end-Model and Synthesis of Evidence. *Journal of Marketing*, 52(3): 2-22.

<https://www.furla.com/int/en/stores>

<https://www.furla.com/int/en/furla-world>

www.wikepia.com (diunduh 8Mei2017)

www.studymode.com, diunduh pada tanggal 13 Juni 2014

www.jobloker.com, diunduh pada tanggal 8 Mei 2014

