

DAFTAR PUSTAKA

- Nawaz, A., & Usman, A (2011). What Makes Customers Brand Loyal: A Study on Telecommunication Sector of Pakistan. *International Journal of Business and Social Science*, Vol. 2 No. 14
- Saaksjarvi, M And Samiee, S.. (2007). Nonprice Antecedents Of Consumer Preference For Cyber And Extension Brands. *Journal of Interactive Marketing*, 22-35
- Gefen D. (2000). E-commerce: the role of familiarity and trust. *The international journal of management science*, 725-737
- Akbar1, M.M., & Parvez, M., (2009). Impact of Service Quality, Trust, And Customer Satisfaction On Customers Loyalty. *ABAC Journal Vol. 29, No. 1*. 24-38
- Swan, E.J., Bowers, R.M., & Richardson, D.L., (1999). Customer Trust in the Salesperson: An Integrative Review and Meta-Analysis of the Empirical Literature. *Journal of Business Research 44*, 93–107
- Tsai, T.H., & Huang, C.H., (2007). Determinants of e-repurchase intentions: An integrative model of quadruple retention drivers. *Information & Management*. 231–239
- Yoo, B., Donthu. N., & Lee. S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, 195-211
- Deng, Z., Lu, Y., Wei, K.K, & Jinlong, Z. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management*, 289-300
- Ouyang, Y., (2010). A Relationship between the Financial Consultants' Service Quality and Customer Trust after Financial Tsunami. *International Research Journal of Finance and Economics* 75-86
- Kushendrawati, M.S, (2006). Masyarakat Konsumen Sebagai Ciptaan Kapitalisme Global: Fenomena Budaya Dalam Realitas Sosial. 49-57

- Kennedy, S.M., Ferrel, K.L., LeClair, T.D., (2001). Consumers' trust of salesperson and manufacturer: an empirical study. *Journal of Business Research*. 73-86
- Sari, T.E., (2005). Peranan Customer Value Dalam Mempertahankan Keunggulan Bersaing Pada Restoran Cepat Saji. 1-8
- Mosavi, A.Z., Ghaedi, M., (2012). Role of perceived value in explaining trust and repurchase intention in e-shopping. *African Journal of Business Management Vol. 6*. 4910-4920
- Zboja, J.J., Voorhes M.C., (2006). The impact of brand trust and satisfaction on retailer repurchase intentions. *Journal of Services Marketing*. 381-390
- Akdogan, S.M., Kaplan, M., Ozgener, S., Coskun, A., (2012). The Effects Of Consumer Ethnocentrism And Consumer Animosity On The Re-Purchase Intent: The Moderating Role Of Consumer Loyalty
- Roman, S., Ruiz, S., (2003). Relationship outcomes of perceived ethical sales behavior: the customer's perspective. *Journal of Business Research*. 439-445
- Vivekananthan, V., (2010). A Study On Influence Of Advertisement In Consumer Brand Preference (Special Reference To Soft Drink Market In Manmunnai North D.S Division Batticaloa). 1-13
- Nugroho, S.A., Sumadi (2005). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Wajib pajak : Studi Pada Objek Pajak Penghasilan. *Edisi Khusus on Marketing*. 59-72
- Ayanwale, B.A., Alimi, T., Ayanbimipe, A.M., (2005). The Influence of Advertising on Consumer Brand Preference. *Journal Social Science*. 9-16
- Al-Alak, A.M., Al-Nawaz, A.M., (2010). Mobile Marketing: Examining the Impact of Trust, Privacy Concern and Consumers' Attitudes on Intention to Purchase. *International Journal of Business and Management*. 28-41
- www.mcdonald.co.id
- www.bps.go.id
- id.shvoong.com
- www.industri.kontan.co.id
- www.interbrand.com

