

## DAFTAR PUSTAKA

- Bank Indonesia. (2007). *Laporan Perekonomian Indonesia*. Bank Indonesia.
- Bao, Y., & Sheng, S. (2011). Motivating Purchase of Private Brands: Effects of Store Image, Product Signatureness. *Journal of Business Research* 64 , 220–226.
- Beristain, J. J., & Zorrilla, P. (2011). The relationship between store image and store brand equity: A conceptual. *Journal of Retailing and Consumer Services* 18 , 562–574.
- Blackwell, *et al.* (2006). *Consumer Behavior* (10<sup>th</sup> ed). Thomson Hunger Education: USA.
- Cobb, J.C. and W.D. Hoyer. (1986: Vol.62 Bo.4, Winter). *Planned Versus Impulse Purchase Behaviour, Journal of Retailing*.
- Cooper, D.R. & C.W. Emory. (1996). *Metode Penelitian Bisnis*, 5<sup>th</sup> ed. Jakarta: Erlangga.
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where. *Industrial Marketing Management* 36 , 230 – 240.
- Dajan, A; (1996). *Pengantar Metode Statistik*, Jilid II, 18<sup>th</sup> ed. Jakarta: PT. Pustaka LP3ES.
- Dwityanti, E. (2008). Analisis faktor-faktor yang mempengaruhi minat beli konsumen terhadap layanan Internet Banking Mandiri (*Magister Management Tesis, Universitas Diponegoro*).
- Dyah, J. &. (2008). Analisis Kualitas Produk, Biaya Kualitas, dan Volume Penjualan . *Jurnal Ilmiah UNTAG Semarang*, 1-28.

- Ferdinand, A. (2002). *Structural Equation Modelling dalam Penelitian Manajemen: Aplikasi Model-Model Rumit dalam Penelitian Untuk Tesis Magister & Disertasi Doktor* (pp. 5-6, 34, 45, 48, 50, 51-53). Semarang: Badan Penerbit UNDIP.
- Futrel, C. (2001). *Sales Management* (6<sup>th</sup> ed). US of America: South-Western.
- Hong, I. B., & Cho, H. (2011). The impact of consumer trust on attitudinal loyalty and purchase intentions in. *International Journal of Information Management* 31 , 469– 479.
- Kartajaya, H. (2009). *Service Operation*. Jakarta: Erlangga Group.
- Keller, K.L.; (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand equity*, 2<sup>nd</sup> ed. New Jersey : Prentice Hall.
- Kotler, P. (1994). *Marketing Management*. 8th ed, International Editions. Prentice Hall.
- Kotler, P. (2003). *Marketing Management*. New Jersey: Pearson Education.
- Kristanti, Mahadi, & Markus. (2012, February 20). “*Akhirnya Keran itu Dibuka*”. Kontan, hlm 33.
- Kuncoro; (2003). *Metode Riset Untuk Bisnis dan ekonomi*. Jakarta : Erlangga.
- Lestari, I. (2008). Pengaruh Kepercayaan, Kesukaan Merek dan Hambatan Pindah. *Jurnal Universitas Semarang*, 144-164.
- Liljander, V., PiaPolso, & Riel, A. (2009). Modelling consumer responses to an apparel store brand: Store image as a risk reducer. *Journal of Retailing and Consumer Services* 16 , 281–290.

- Matahari Putra Prima. (2010). *Laporan Tahunan 2010*. PT. Matahari Putra Prima, Tbk.
- Meldarianda. R., & Henky L.S. (2010). Pengaruh Store Atmosphere Terhadap Minat Beli Konsumen Pada Resort Cafe Atmosphere Bandung. *Jurnal Bisnis dan Ekonomi (JBE)*. Vol.17, No.2, pp.97-108.
- Migle, R. (2012). Strengthening of a Private Brand. *Engineering Economics*, 90-98.
- Nasution; (2000). *Metode Research: Penelitian Ilmiah*. Bumi Aksara.
- Nur, K. &. (2000). Analisis Sikap Konsumen terhadap Atribut Produk . *Jurnal Universitas Gajah Mada Yogyakarta*, 1-11.
- Paul, Yeong, G., & Hsiao, C. R. (2011). The Effect of Store Image and Service Quality on Brand Image and Purchase Intention. *Australasian Marketing Journal* , 30-39.
- Peter, J.P., & Olson, C.J., (2008). *Consumer Behavior and Marketing Strategy* (8<sup>th</sup> ed.).Singapore: MC Graw-Hill.
- Quelch, J. A., & Harding, D. (1999). Brands versus Private Labels. In P. a. College, *Harvard Business Review on Brand Management* (pp. 23-50). Boston: Harvard Business School Publishing.
- Rahma, E. S. (2007). Analisis Pengaruh Kualitas Layanan dan Citra Merek terhadap Minat Beli dan Dampaknya pada Keputusan Pembelian.
- Sekaran, U; (2000). *Research Methods for Business: A Skill Building Approach*, 3<sup>rd</sup> ed. USA: John Wiley & Sons. Inc.
- Shaoa, C. Y., Bakerb, J., & Wagner, J. A. (2004). The effects of appropriateness of service contact personnel dress on. *Journal of Business Research* 57 , 1164–1176.

- Sheilla, E. (2007). Analisis pengaruh kualitas layanan dan citra merek terhadap minat beli dan dampaknya pada keputusan pembelian. (*Magister Management Tesis, Universitas Diponegoro, 2007*).
- Simamora, B. (2003). *Membongkar Kotak Hitam Konsumen*. Jakarta: PT Gramedia Pustaka Utama
- Simamora, B.; (2004). *Panduan Riset Perilaku Konsumen*. Jakarta: Gramedia
- Susanto, A., & Wijanarko, H. (2004). *Membangun Brand yang Legendaris*. Bandung: Mizan Media Utama.
- Susetyarsi. (2012). Membangun Brand Image Produk melalui Promosi Event. *Jurnal STIE Semarang, vol 4, no 1, edisi februari (issn : 2252-7826)*, 1-8.
- Umar, H. (2002). *Riset Pemasaran dan Perilaku Konsumen*. Jakarta: PT. Gramedia Pustaka Utama.
- Vahie, A. (2006). Private label brand image:. *International Journal of Retail & Distribution Management Vol. 34 No. 1* , 67-84.
- Yang, Y.T. (2009). The Impact of Brand Awareness on Consumer Purchase Intention:. *The Journal of International Management Studies, Volume 4* , 1-10.
- Zehir, C. (2011). The Effects of Brand Communication and Service Quality In Building Brand. *Procedia Social and Behavioral Sciences 24* , 1218–1231.
- Amarullah, A. (2010, May 24). *Ritel Modern Surabaya Tak Terkendali*. Retrieved February 4, 2012, from <http://jatim.vivanews.com/news/read/153146-ritel-modern-surabaya-tak-terkendali>
- Hypermart (2012). About Hypermart. available from <http://hypermart.co.id/about-hypermart.aspx> (diakses 24 Oktober 2012)

McGovern, G. (2004). "The Secret of Managing a Successful Website", Retrieved Oktober 25, 2012 from [http:// www.gerrymcgovern.com](http://www.gerrymcgovern.com)

Mesin Kasir. (2011). *Carrefour dan Matahari Bersaing Garap Private Label*. Retrieved Maret 08, 2011, from <http://indocashregister.com/2011/03/08/carrefour-dan-matahari-bersaing-garap-private-label/>