

## DAFTAR PUSTAKA

- Aaker, D. (2011). *Brand Relevance: Making Competitors Irrelevant*. San Fransisco: Jossey Bas
- Aghekyan-Simonian, M., Forsythe, S., Kwon, W. S., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services* 19, 325-331.
- Ahmad, T., dan Vays, N. (2011). The Impulse Buying Behavior of consumes for the FMCG Products in Jodhpur. *Australian Journal of Basic and Applied Sciences* 5(11), 1704-1710.
- Alfred, O. (2013). Influences of Price And Quality On Consumer Purchase Of Mobile Phone In The Kumasi Metropolis In Ghana A Comparative Study. *European Journal of Business and Management*, 5 (1), hlm. 179–199.
- A. R, Setiawan, (2020, April 21). Lembar Kegiatan Literasi Sainifik untuk Pembelajaran Jarak Jauh Topik Penyakit Coronavirus 2019 (COVID-19).
- Anggara, Sahya, 2012. *Ilmu administrasi Negara*. Bandung: CV Pustaka Setia
- Anindita, M. 2015. *Analisis Faktor-Faktor yang Mempengaruhi Tingkat Kunjungan ke Kolam Renang Boja*. Semarang: Fakultas Ekonomika dan Bisnis Universitas Diponegoro.
- Ayesha Anwar , Amir Gulzar , Fahid Bin Sohail , Salman Naeem Akram. (2011). Impact Of Brand Image, Trust And Affect On Consumer Brand Extension Aattitude: The Mediating Role Of Brand Loyalty. *International Journal of Economics and Management Sciences* Vol. 1, No. 5, 2011, pp. 73-79
- Apri, B., & Rina, H. I. (2020). Hubungan Beban Kerja Fisik Dan Mental Perawat Dengan Penerapan Pasien Safety Pada Masa Pandemi Covid 19 Di Upt Puskesmas Rawat Inap Kabupaten Pesawaran. 2(2), 108–118.
- Assauri, S., 2015. *Manajemen Pemasaran*, Jakarta, PT Raja Grafindo Persada.
- Atcharyachanvanich, Kanokwan dan Hitoshi Okada. 2007. How Consumer Lifestyles Affect Purchasing Behavior: Evidence From Internet Shopping in Japan. *Journal of Entrepreneurship Research*. 2 (2): 63-78.

- Basu, Swastha.2010.Manajemen Pemasaran : Analisa dan Perilaku Konsumen. Yogyakarta. BPFE UGM.
- Bob Foster (2016) Impact of Brand Image on Purchasing Decision on Mineral Water Product “Amidis” (Case Study on Bintang Trading Company), American Research Journal, Vol. 2, No. 1, Hal. 1-11.
- Bougie, & Sekaran. (2016). Research Methods for Business: A skill Building Approach (7th Ed.). New York: John wiley@Sons.
- Buchari Alma, (2011), Manajemen Pemasaran dan Pemasaran Jasa, Cetakan Kesembelian, Alfabeth, Bandung
- Chang, L. Y., dan Lee, Y. J. (2012). The Influence of E- Word Of Mouth on the Costumer’s Purchase Decision: a case of Body Care Products.Journal Global Of Bussines Managemen. ISSN 1817-3819
- Chen, C. F dan Y. Y. Chang, 2008. “Airline Brand Equity, Brand Preference and Purchase Intentions The Moderating Effects of Switching Costs”, Journal of Air Transport Management, No.14: 40-42.
- Chinomona, R. (2013). The Impact of Product Quality on Perceived Value, Trust and Students Intention to Purchase Electronic Gadgets. Mediterranean Journal of Social Sciences
- Chau, Min Chiu. (2012). Understanding Customers Repeat Purchase Intentions in B2C E-Commerce: The Roles of Utilitarian Value, Hedonic Value and Perceived Risk. Informations Systems Journal Vol 24 Hal 85-114.
- Fitri, Gita Purnama, 2019. Pengaruh jumlah tabungan Wadiah dan jumlah deposito Mudharabah terhadap total pembiayaan Mudharabah PT. Bank Syariah Bukopin Periode 2016-2018. Diploma thesis, UIN Sunan Gunung Djati Bandung.
- Freddy Rangkuti, 2009, Strategi Promosi Yang Kreatif, edisi pertama, cetakan pertama, Penerbit : Gramedia Pustaka Utama, Jakarta
- Flavian, C.et. al. 2005. The Influence Of Corporate Image On Consumer Trust A Comparative Analysis In Traditional Versus Internet Banking. Internet Research, Vol. 15 No. 4, pp. 447-470

- Gefen, D. and Straub, D.W., "Consumer trust in B2C e-commerce and the importance of social presence: experiments in e-products and eservices," *Omega* (32:6), 2004, 407- 424.
- Ghanimata, Fifyanita. 2012. "Analisis Pengaruh Harga, Kualitas Produk, Dan Lokasi Terhadap Keputusan Pembelian (Studi pada Pembeli Produk Bandeng Juwana Elrina Semarang)". Skripsi. Semarang: Fakultas Ekonomika dan Bisnis, Universitas Diponegoro.
- Giri, I. G., & Jatra, I. M. (2014). Pengaruh Promosi dan Citra Merek Terhadap Keputusan Pembelian. Vol 3, No 11 (2014), 3154-3167.
- Ghozali, Imam, Hengky Latan. 2015. Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. BP Undip. Semarang.
- Ghozali, Imam. 2012. Aplikasi Analisis Multivariate dengan Program IBM SPSS. Yogyakarta: Universitas Diponegoro.
- Huang, D. Qin, X. Wang. 2004. A Review of Random Amplified Polymorphic DNA (RAPD) Markers in Fish Research. *Reviews in Fish Biology and Fisheries*, 14: 443-453
- Isyanto, Puji. dkk. 2012. "Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Handphone Blackberry Pada Mahasiswa Ekonomi Universitas Singaperbangsa Karawang". *Jurnal Manajemen* vol.09 no.4. Karawang.
- M. A., Martin-Rodriguez, A., Dominguez-Cabello, E., Fernandez-Jimenez, E. & Borda-Mas, M. (2012). Mental health and quality of life in liver transplant and cirrhotic patients with various etiologies. *International Journal of Clinical and Health Psychology*, Vol. 12, (2), 203-218.
- Kotler, Philip & Keller. (2008). *Manajemen Pemasaran*. Edisi Ketigabelas. Jilid 1. Jakarta: Erlangga.
- Kotler, Keller. (2009). *Manajemen Pemasaran*. Penerbit Erlangga. Jakarta.
- Kotler Philip, Amstrong Gary. 2013. *Prinsip-prinsip Pemasaran*, Edisi ke-12. Penerbit Erlangga.
- Kotler, P. & Keller, K.L. (2012), *Manajemen Pemasaran Jilid I Edisi ke 12*. Jakarta: Erlangga.

- Armstrong, Kotler 2015, "Marketing an Introducing Prentice Hall twelfth edition", England : Pearson Education, Inc
- Kotler, Philip and Kevin Lane Keller, 2016. Marketing Managemen, 15th Edition, Pearson Education, Inc.
- Kotler, Amstrong. 2001. Prinsip-prinsip pemasaran, Edisi keduabelas, Jilid 1. Jakarta: Erlangga
- Kotler dan Keller. 2014. Manajemen Pemasaran. Jilid I. Edisi Ke 13. Jakarta: Erlangga
- Kreitner and Kinicki. 2009. Perilaku Organisasi. Edisi 5. Jakarta : Salemba Empat.
- Kim Jiyoung, JinByounggho, SwinneyJane L. (2009). The role of etail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing and Consumer Services* 16 (2009) 239– 247.
- Kusdyah, Ike. 2012. Persepsi harga, Persepsi Merek, Persepsi Nilai dan Keinginan Pembelian Ulang Jasa Clinic Kesehatan (Studi Kasus Erha Clinic Surabaya). *Jurnal Manajemen Pemasaran*, Vol. 7, No. 1, April 2012.
- Jung-Wan Lee & Simon W. Tai.(2009). Determinants of Product Quality Perceptions and Their Application to Marketing Standardization. *International Journal of Emerging Markets*, vol 4, no 2. 119-136.
- Mangkunegara, A, P. 2015. Sumber Daya Manusia Perusahaan. Cetakan kedua belas. Remaja Rosdakarya:Bandung
- Mayer, C. & Albertini, J. (2010). Using Miscue Analysis to Asses Comprehension in Deaf College Reader. *Journal of Deaf Studies and Deaf Education* , 35-46.
- Martinez et al. (2009). Brand Extension Feedback : The role of advertising. *Jurnal of business research*, p305-313
- Musay, Fransisca Paramitasari. 2013. Pengaruh Brand Image Terhadap Keputusan Pembelian. *Jurnal Fakultas Ilmu Administrasi Universitas Brawijaya*
- Jerry C. Olson dan Peter J. Paul. 2014. Perilaku konsumen dan strategi pemasaran. Edisi Sembilan. Buku 2.penerbit salemba empat.jakarta.

- Phau, I., Teah, M., and Lee, A. 2009. "Targeting Buyers of Counterfeits of Luxury Brands: A Study on Attitude of Singaporean Consumers," *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 17, No. 1, pp 3-15.
- Prasaranphanich. (2011). *Perilaku Konsumen dan Analisis Model Keputusan* (Universitas Atma jaya Yogyakarta, Ed.). Yogyakarta.
- Priansa, D, J. (2017). *Perilaku Konsumen dalam Bisnis Kontemporer*. Bandung: Alfabeta
- A. yusuf Muri. Prof. Dr. 2016. *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*, Jakarta : Prenadamedia Group.
- Rindell, Anne; Oskar Korkman dan Johanna Gummerus. 2011. "The role of brand images in consumer practices: uncovering embedded brand strength". *Journal of Product & Brand Management*. Vol. 20, Issue 6.
- Ryu, K., Han, H., and Kim, T.H., 2008, "The Relationships Among Overall Quick-Casual Restaurant Image, Perceived Value, Customer Satisfaction, and Behavioral Intentions", *International Journal of Hospitality Management*, Vol. 27, pp. 459–469.
- Schiffman., dan Kanuk. (2011). *Persepsi Kualitas, Consumer Behavior*. New Jersey: Perason Prestice Hall.
- Shimp, Terence. and J. Craig, Andrews. 2013. *Advertising, Promotion, and other aspects of Integrated Marketing Communications*. Cengage Learning. All Rights Reserved.
- Suhaily, Lily dan Soelasih, Yasintha. (2017). What Effects Repurchase Intention of Online Shopping. *International Business Research*, 10(12), 113-122.
- Suhaily, L. & Darmoyo, S. (2017). Effect of Product Quality, Perceived Price and Brand Image on Purchase Decision Mediated by Customer Trust. *Jurnal Manajemen*, 21 (2), 179-194
- Sugiyono, 2009, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung : Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.

- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV.
- Supriyatna, I., & Djailani, M. F. (2020, August 25). *Media Cetak Mulai Ditinggalkan, Masyarakat Beralih ke Media Online*. Retrieved October 2020, from Suara.com: <https://www.suara.com/bisnis/2020/08/25/181636/media-cetak-mulaiditinggalkan-masyarakat-beralih-ke-media-online>
- Supranto, J. 2011. *Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikkan Pangsa Pasar*, Cetakan keempat, Penerbit PT Rineka Cipta, Jakarta.
- Susanto, A. 2014. *Teori Belajar dan Pembelajaran di Sekolah Dasar*, (Jakarta: Kencana Prenada Media Group)
- Sumarwan, Ujang. 2011. *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Bogor: Ghalia Indonesisa.
- Teas, R.K., & Agarwal, S. (2000). The Effects of Extrinsic Product Cues on Consumers' Perceptions of Quality, Sacrifice, and Value. *Academy of Marketing Science Journal*, Vol. 28, NO. 2, pp: 278-290.
- Tjiptono, F.. 2012. *Strategi Pemasaran*, ed. 3, Yogyakarta, Andi.
- Tjiptono, F. 2016. *Service, Quality & satisfaction*. Yogyakarta. Andi.
- Toivonen, R.M. 2012. Product quality and value from consumer perspective: An application to wooden products. *Journal of Forest Economics*, 18 (1): 157–173
- Utama, I. G. K. A. 2007. *Aplikasi Analisis Kuantitatif*. Edisi Ketiga. Denpasar.
- Su-Chang Chen, Ming-Chung Wu, Chun-Hung Chen. (2010). Employee's Personality Traits, Work Motivation and Innovative Behavior in Marine Tourism Industry. *Journal Service Science dan Management*, 2010, 3, 198-205
- Yin, Yee and T.M. Faziharudean.2010. Factors Affecting Customer Loyalty of Using Internet Banking in Malaysia. *Journal of Electronic Banking Systems Faculty of Business and Accountancy*. University of Malaysia.

Yoon, S., Oh, S., Song, S. Kim, K. K., & Kim, Y. (2014). Higher quality or lower price? How value-increasing promotions affect retailer reputation via perceived value. *Journal of Business Research*, 67(10), 2088-2096

