

DAFTAR PUSTAKA

- Aaker, D. A. (2008). *Managing Brand Equity: Capitalizing on the value of a brand name*. New York: Free Press.
- Aaker, David A. (1997). *Manajemen Ekuitas Merek*. Jakarta: Spektrum Mitra Utama.
- Aaker, David. (2011). *Managing Brand Equity: Capitalizing on The Value of a Brand Name*. The Free Press. New York.
- Abdul majid . (2013). *Strategi Pembelajaran* .Remaja Rosdakarya:Bandung.
- Achim, V. M., & Borlea, N. S. (2012). *Consideration on Business Risk of Bankruptcy*. Faculty of Economics and Business Administration & Faculty of Science Economics, Romania.
- Alasan Kenapa Orang Indonesia Memilih Fast Food*. (2016). Retrieved from <http://databoks.katadata.co.id/datapublish/2016/09/05/alasan-kenapa-orang-indonesia-memilih-fast-food>
- Apipudin. (2014, September 12). *Menghitung Level of Loyalty dengan Data Top Brand*. Retrieved from http://www.topbrandaward.com/article/menghitung_level_of_loyalty_dengan_data_top_brand.html
- Arhando, P. (2017, June 8). *Indofood: Ini Rahasia Mengapa Indomie Populer di Negara Lain*. *Kompas.com*. Retrieved from <http://bisniskeuangan.kompas.com/read/2017/06/08/062000926/indofood.ini.rahasia.mengapa.indomie.populer.di.negara.lain>
- Armstrong, Kotler. (1999). *Prinsip- Prinsip Pemasaran*. Jakarta: Erlangga
- Bachtiar, A.T.H.(2011). *Pengaruh Sturuktur Modal terhadap Nilai Perusahaan pada Perusahaan Property dan Real Estate yang Terdaftar di BEI tahun 2005-2009*. (Unpublished essay). Fakultas Ekonomi, Universitas Padjadjaran, Bandung.
- Bansal, Harvir S., Shirley F, & Taylor, (1999). *The Service Provider Switching Model (SPSM): A Model of Consumer Switching Behaviour in the Services Industry*. *Journal of Service Research*, 2.
- Barnes, James G.. (2001). *Secret Of Customer Relationship Management*, Andi : Yogyakarta.

- Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (2001). *Service Quality Can Often Make The Difference Between a Business's Success and Failure. But What Causes Problems, and What Can Business Do To Eliminate Them? The Answers Are Here*. *Journal of Marketing*, 35-43.
- Berry, L., Zeithaml, V., Parasuraman, A., (1998) 'The Service-Quality Puzzle', *Business Horizons*.
- Bilson, Simamora. (2001). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. Edisi pertama. Jakarta: PT. Gramedia Pustaka Utama
- Bono, E., Heller, R. (2006). *Perceived Value: When considering value, perception can be as important as reality*. Retrieved from <http://www.thinkingmanagers.com/management/perceived-value.php>
- Coelho, Henseler. *Creating Customer Loyalty through Service Customization*. Retrieved from https://www.researchgate.net/profile/Joerg_Henseler/publication/235285642_Creating_Customer_Loyalty_through_Service_Customization/links/0deec516feecaee5cc000000/Creating-Customer-Loyalty-through-Service-Customization.pdf
- Cronin, J. et al. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(20), 193-218.
- Cronin, J.J dan Taylor, S.A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, (56), 55-68.
- Darmadi Durianto, Sugiarto, Tony Sitinjak. (2001), *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta Gramedia.
- Daryanto, Setyobudi, (2014). *Konsumen dan Pelayanan Prima*. Yogyakarta: Gava Media.
- Durianto, Darmadi. (2001). *Strategi Menaklukkan Pasar melalui Riset Ekuitas dan Perilaku*. Jakarta : PT Gramedia Pustaka Utama.
- Duwi Priyatno. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS dan Tanya Jawab Ujian Pendadaran*. Yogyakarta: Gaya Media.
- Ellena, Frida. (2011). Analisis Pengaruh Kepercayaan, Komitmen, Komunikasi dan Penanganan Keluhan Terhadap Loyalitas Nasabah (Studi pada Nasabah BRI (Persero) Tbk. Cabang Pemasang).
- Elrado H., Molden, et.al. (2014). Pengaruh Kualitas Pelayanan Terhadap Kepuasan, Kepercayaan, dan Loyalitas (Survei pada Pelanggan yang Menginap di Jambuluwuk Batu Resort Kota Batu). *Jurnal Administrasi Bisnis* .15(2). Universitas Brawijaya.

- Engel, James F, et.al. (1995). *Consumen Behavior*. Jilid 1 dan 2, Jakarta: Bina Rupa Aksara.
- Fandy, Tjiptono. (2000). *Manajemen Jasa*, Edisi Kedua. Yogyakarta: Andy offset.
- Fast Food, Junk Food, Dan Dampaknya Bagi Kesehatan (n.d.). Solusi Menyehatkan Junk Food Retrieved Maret 13, 2013 from <https://berandainovasi.com/fast-food-junk-food-dan-dampaknya-bagi-kesehatan>
- Fornell, C., et al. (1996). The American Customer Satisfaction Index: Nature, Purpose, and Findings. *Journal of Marketing* , 60, 7-18.
- Fornell, et.al. (1996) . *Journal of Marketing*, 60, 7-18.
- Garbarino, E., Johnson, M. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationship. *Journal of Marketing*, 63: 70.
- Ghozali, Imam. (2004). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Peneliti Universitas Diponegoro.
- Hair, J. F., et al. (2007). *Multivariate Data Analysis*. 6th Edition. New Jersey: Pearson Education Inc.
- Hair, J.F. (2006). *Multivariate Data Analysis*. 5. Jakarta: Gramedia Pustaka Utama.
- Hair, Jr. JF., Anderson, R.E., Tatham, R.L., Black, W.C. *Multivariate Data Analysis With Reading*, in Ferdinand, A. (2002), *Structural Equation Modelling dalam penelitian Manajemen: Aplikasi Model-Model Rumit dalam Penelitian Untuk Tesis Magister & Disertai Doktor*, Semarang: Badan Penerbit UNDIP, 1995.
- Hartmann, P. & Ibanez, V. A. 2006. Managing Customer Loyalty in Liberalized Residential Energy Markets: The Impact of Energy Branding. *Energy Policy*, 35(4), 2661 – 2672.
- Hurriyati R, Dr., M.Si. (2010). *Bauran Pemasaran dan Loyalitas Konsumen*. Jakarta: Alfabeta CV.
- Hurriyati Ratih. (2005). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta.
- Indomie Aman Dikonsumsi. (n.d.). Retrieved September 8, 2017 from <http://www.indomie.com/Faq/Read/11>
- Indomie Dominasi Di 100 Negara. (2015). Retrieved from <https://ketahui.com/indomie-mie-instan-paling-digemari-oleh-masyarakat-di-berbagai-belahan-dunia>

- Indomie, Mie Instan Paling Digemari Oleh Masyarakat Di Berbagai Belahan Dunia.* (2016). Retrieved from <https://ketahui.com/indomie-mie-instan-paling-digemari-oleh-masyarakat-di-berbagai-belahan-dunia>
- Kelebihan makanan cepat saji.* (2017). Retrieved from <https://brainly.co.id/tugas/213009>
- Konsumsi Mie Instan Penduduk Indonesia.* (2015). Retrieved from <https://indonesiana.tempo.co/read/29922/2015/01/22/Konsumsi-Mie-Instan-Masyarakat-Indonesia-Mencengangkan>
- Kotler, Keller. (2009). *Manajemen Pemasaran*. Jilid pertama. Edisi ketiga belas. Jakarta : Erlangga.
- Kotler, Philip (2006). *Manajemen pemasaran*, jilid I, Edisi kesebelas, Jakarta: P.T Indeks Gramedia.
- Kotler, Philip, & Armstrong, (2009). *Prinsip – Prinsip Pemasaran*. 12(2). Jakarta: Erlangga.
- Kotler, Philip, Kevin. (2011). *Manajemen Pemasaran*. Edisi Keempat Belas. Jakarta: Indeks.
- Kotler, Philip. 1994. *Marketing management: Analysis, Planing, Implementation, Control*. Ed. 8, New jersey: Prentice Hall, Inc.
- Kotler, Philip. (2003). *Manajemen Pemasaran*. Edisi kesebelas, Jakarta: Indeks kelompok Gramedia.
- Kotler, Philip. (1994). *Marketing management: Analysis, Planing, Implementation, Control*. Ed. 8, New jersey: Prentice Hall, Inc.
- Kurifah, M. (2014). *Pengaruh daya tarik iklan makanan instan di televisi terhadap perilaku konsumsi makanan pada mahasiswa kos program studi pendidikan teknik boga ft uny.* (Essay, Yogyakarta State University, 2014). Retrieved from <http://eprints.uny.ac.id/20796/1/Mita%20Kurifah%2009511241034.pdf>
- Lin, Long-Yi; Lu, Ching-Yuh, 2010. "The Influence of Corporate Image, Relationship Marketing, and Trust on Purchase Intention : The Moderating Effect of Word of Mouth". *Tourism Review*, 65(3), 16-34
- Lovelock, Christopher., et al. (2005). *Service Marketing in Asia*, 2nd edition, Singapore: Pearson Prentice Hall.
- Lovelock, Wirtz. (2011). *Services Marketing (People, Technology, Strategy)*. England: Pearson Education Limited.
- Mayer, R.C., Davis, J. H., Schoorman, F. D. (1995). An Integratif Model of Organizational Trust, *Academy of Management Review*, 30 (3), 709-734.

- McDougall, Gordon H.G., and Levesque T. (2000). Customer satisfaction with service; putting perceived value in the equation. *Journal of Service Marketing*, 14, 392 – 410.
- Menguak ketatnya persaingan industri mi instan.* (2015). Retrieved from <http://duniaindustri.com/menguak-ketatnya-persaingan-di-industri-mi-instan/>
- Morgan, Robert, Hunt, Shelby D. (1994). “The Commitment-Trust Theory of Relationship Marketing”. *Journal of Marketing*, 58, 20-33.
- Mowen. J. C., & Minor, M. (2002). *Perilaku Konsumen*. 1. Jakarta: PT Penerbit Erlangga.
- Muafi., & Effendi I. (2001). Mengelola Ekuitas Merek: Upaya Memenangkan Persaingan di Era Global. *Jurnal EKOBIS*, 2(3), 129-139.
- Mulyadi, I. (2014, December 16). *Duel Seru Mie Instan: Si Seleraku VS Si Sedap*. Retrieved from <http://www.marketing.co.id/duel-seru-mie-instan-si-seleraku-vs-si-sedap/>
- Nugroho, W. et al. (2011). *Riset Pemasaran dan Konsumen Panduan Riset Kajian: Kepuasan, Prilaku Pembelian, Gaya Hidup, Loyalitas dan Persepsi Resiko*, Bogor: IPB Press.
- Oliver, R.L. (1999). Whence Consumer Loyalty?. *Journal of Marketing*, 63, 33- 44.
- Oliver. R.L. (1980). A Cognitive Model Of The Atecedents And Consequences Of Satisfation Decisions. *Journal Of Marketing Research*. 17. 460 – 469.
- Parasuraman, Et, al. (1988). *Konsep dan Teknik Pengukuran Kualitas Produk Jasa, Kajian Bisnis dan Manajemen*. 4(1), 55-56.
- Priyanto, duwi. (2010), *SPSS : Paham Analisa Statistik Data dengan SPSS*, Yogyakarta: Mediakom.
- Rahmayanty, Nina. (2010). *Manajemen Pelayanan Prima*. Yogyakarta: Graha Ilmu.
- Richard, L. (2003). *Manajemen Sumber Daya Manusia*. Jakarta: Erlangga.
- Santoso. (1999). *SPSS Mengolah Data Statistik Secara Profesional*. 2. Jakarta: PT. Elex Media Komputindo.
- Santoso. (2000). *Latihan SPSS Statistik Parmetik*. Jakarta: Gramedia.
- Santoso. (2006). *Menggunakan SPSS untuk Statistik Non Parametrik*, Jakarta: PT. Elex Media Komputindo.

- Santoso. (2009). *Panduan Lengkap Menguasai Statistik Dengan SPSS*. Jakarta: PT. Elex Media Komputindo.
- Sanzo, M.J. Santos, L. Vazquez. (2003). The Role Market Orientation in Bussiness Dynamic Relationship : Testing an Integrator Model. *Journal of Marketing Management*. 19. 73-107.
- Sejarah Berdirinya Indomie*. (2012). Retrieved from <https://www.kaskus.co.id/thread/5208ddd4be29a0e26a000008/sejarah-berdirinya-indomie/>
- Sekaran, Uma. (2003). *Research Methods For Business: A Skill Building Aproach*. New York-USA: John Wiley and Sons, Inc.
- Shpetim, Cerri. (2012). Exploring the Relationships among Service Quality, Satisfaction, Trust and Store Loyalty among Retail Customers. *Journal of Competitiveness*. 4(4).
- Spreng, Richard A, Mackoy, & Robert D. (1996) An Empirical Examination of a Model of Perceived Service Quality and Satisfaction. *Journal of Retailing*. 72(2), 201-214.
- Stokes, Jane. (2007). *How To Do Media and Cultural Studies*. Yogyakarta : PT. Bentang Pustaka.
- Sudarsono, S. (2009). Pengaruh Marketing Mix Terhadap Loyalitas Konsumen Terhadap Kartu Prabayar Mentari. *Jurnal Saintoch*,1(6).
- Sugiyono. (2000). *Statistika utuk Penelitian*, Bandung: Alfabeta.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Suminar, A. (2016, August 3). Masih Tidak Percaya Mie Instan Indonesia Paling Terkenal di Dunia?Ini Butinya. *GoodNews from Indonesia*. Retrieved from <https://www.goodnewsfromindonesia.id/2016/08/03/masih-tidak-percaya-mie-instan-indonesia-paling-terkenal-di-dunia-ini-buktinya>
- Sunarto A. (2009). *Seluk Beluk E-Commerce*. Yogyakarta: Graha Ilmu.
- Sunyoto. (2011). *Perilaku Organisasi*. Yogyakarta.
- Sutisna. (2003). *Perilaku Konsumen & Komunikasi Pemasaran*, Cetakan Ketiga, Bandung: PT Remaja Posdakarya.
- Sweeney, J. C., & Soutar, G. N. (2001). “Consumer perceived value: The development of a multiple item scale” . *Journal of retailing*, 77(2), 203-220.

- Tam, J. L. (2004). Customer satisfaction, services quality and perceived value: an integrative model. *Journal of Marketing Management*, Vol. 20 Nos 7/8, 897-91.
- Tjiptono, Fandy. (1997). *Strategi Pemasaran*, 2(1), Yogyakarta: Andi offset.
- Wijaya T. (2009). *Analisis Data Penelitian Menggunakan SPSS*. Yogyakarta: Universitas Atma Jaya Yogyakarta.
- Winarno, F. (2002). *Buku Putih Panduan Tanya Jawab Tentang Mi Instan Untuk Kalangan Awam*. Edisi pertama. Bogor: M-BRIO Press.
- Zeithaml, V. A. (1988), Consumer Perception of Price, Quality, and Value: a Means-end Model and Synthesis of Evidence, *Journal of Marketing*, 52, 2-11.
- Zumar, D. (2016, July 7). *Adu Kuat Brand Awareness Indomie Vs Mie Sedaap Selama 5 Tahun Terakhir*. Retrieved from <http://www.marsindonesia.com/newsletter/adu-kuat-brand-awareness-indomie-vs-mie-sedaap-selama-5-tahun-terakhir-2011-2015>