

DAFTAR PUSTAKA

- Aaker, David A. (1991). Managing brand Aaker, D.A. 1996, Building Strong Brands, The Free Press, New York, NY.
- Abdul F Silitonga & Lukiyana (2014). Pengaruh Persepsi Harga dan Persepsi Merek terhadap Keinginan Pembelian Ulang Produk dengan Persepsi Nilai sebagai Variabel Interverning pada ORIFLAME di Jakarta
- Alba, J. W., Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13, 411–454.
- Anderson, J. C., & Narus, J. A. (1990). A Model of Distributor Firm and Manufacturer Firm Working Partnerships. *Journal of Marketing*.
- Andreassen TW, Lindestad B, 1998. Customer loyalty and complex service: The impact of corporate image on quality, cutomer satifaction and loyalti for customers with varying degrees of service expertises. *Int.J.Serv.Ind.Manage*
- Anoraga, Pandji. 2000. Manajemen Bisnis. Jakarta: Rineka Cipta
- Argyle H. dan Henderson K. 1997. Friendship and Social Competence Start, *Developmental Psychology*, 36 (3), 326—338
- Arikunto, S. 2002. Metodologi Penelitian Suatu Pendekatan Proposal. Jakarta: PT. Rineka Cipta.
- Ariyanti, Kurnia dan Sri Setyo Iriani. (2014). “Pengaruh Persepsi Nilai dan Persepsi Resiko Terhadap Niat Beli Kosmetik Organik”. *Jurnal Ilmu Manajemen*. 2 (1186-1196).
- Arslan Y., Gecti F., Zengin H. (2013). Examining peceived risk and its influence on attitudes: a study on private label consumers in Turkey. *Asian Social Science* 9, 158-166.
- Assael H. 1998. *Consumer Behaviour and Marketing action*, 6th Edition. Internasional Thompson Publishing, New York.
- Assegaff. 2015 . Pengaruh Trust (Kepercayaan) dan Online Shopping Experiences (Pengalaman Berbelanja Online) terhadap Perilaku Konsumen dalam Berbelanja Online: Prespektif Konsumen di Indonesia.
- Augusty, Ferdinand. 2006. Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.
- Baker, J., Grewal, D., & Parasuraman, A. (1994). The influence of store environment on quality inferences and store image. *Journal of the Academy of Marketing*

- Science: Official Publication of the Academy of Marketing Science, 22(4), 328–339.
- Bao, Y., & Sheng, S. (2011). Motivating Purchase of Private Brands : Effect of store image, product Signatureness. *Journal of Bussiness Research*
- Basu Swasta dan Ibnu Sukotjo, 1999. Pengantar Bisnis Modern, Edisi Ketiga, Liberty, Yogyakarta.
- Bellenger and Goldstucker.(2002). Retail management strategy.New jersey: Prentice Hall
- Beneke, J., & Zimmerman, N. (2014). Beyond private label panache: the effect of store image and perceived price on brand prestige. *Journal of Consumer Marketing*, 31(4), 301–311.
- Beristain, J. J., & Zorrilla, P. (2011). The relationship between store image and store brand equity: A conceptual framework and evidence from hypermarkets. *Journal of Retailing and Consumer Services*, 18(6), 562–574
- Bilson, Simamora. 2001. Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel, Edisi Pertama, Jakarta, PT. Gramedia Pustaka Utama
- Bitner, M.J. dan Zeithaml, V. A., 2003, Service Marketing, New Delhi
- Bitner, M. J. (1992). Servicesscapes: The Impact of Physical Surroundings on Consumers and Employess. *Journal of Marketing*.
- Bloemer, Josee, Ko de Ruyter, Pascal Peeters, 1998,, “Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image, Service Quality, and Satisfaction”, *International Journal of Bank Marketing*
- Bok, D (1997). Measuring The Perfurmance Of Government : In Why Peopel Don’t Trust Government? Nye, S Yoseph P.D Zelikow and De King (eds) Cambridge : Harvard University Press.
- C. Mowen, John. Michael Minor. 2002. Perilaku Konsumen. Jakarta. Erlangga
- Cenadi, Christine Suharto, Peranan Desain Kemasan dalam Dunia Pemasaran. *Jurnal Nirmala* 2.1 (Januari 2000) : 92-103
- Chen Z., Dubinsky A.J. A (2003): Conceptual Model of Perceived Customer Value in E-Commerce: A Preliminary Investigation. *Psychology & Marketing*, Vol. 20, No. 4, pp. 323-347.
- Chen Z., Dubinsky A.J. A (2003): Conceptual Model of Perceived Customer Value in E-Commerce: A Preliminary Investigation. *Psychology & Marketing*, Vol. 20, No. 4, pp. 323-347.

- Chen, Han-Shen & Hsieh, Tsuifang (2011). A Study of Antecedents of Customer Repurchase Behaviors in Chain Store Supermarkets, The Journal of International Management Studies, Vol. 6, Num.3.
- Chen, Han-Shen & Hsieh, Tsuifang (2011). A Study of Antecedents of Customer Repurchase Behaviors in Chain Store Supermarkets, The Journal of International Management Studies, Vol. 6, Num.3.
- Cox, Roger, & Paul Brittain. 2004. *Retailing an Introduction*. Fifth edition. Harlow: Pearson education Limited.
- Cronin, JJ.Jr, Brady,M.K & Hult, G.T.M, 2000, "Assesing the effects of quality, value and customer satisfaction on customer behavioral intentions in service environments", Journal of Retailing, Vol. 76 No. 2, pp. 193 – 218.
- Darsono, I.I. 2008. Hubungan perceived service quality dan loyalitas: Peran trust dan satisfaction sebagai mediator. The 2nd National Conference UKWM. Surabaya
- Demirdogen, Osman, et all.,2010. Customer Risk Perceptions of Internet Banking-A Study in Turkey, Journal of Applied Business Research, Vol 26 No 6
- Dharmawan Santoso1, Mukhamad Najib, Jono Mintarto Munandar (2016, September). PENGARUH PERSEPSI RISIKO, PRICE CONSCIOUSNESS, FAMILIARITY, PERSEPSI KUALITAS, DAN CITRA TOKO PADA MINAT BELI KONSUMEN. Retrieved March 31, 2019 from the World Wide Web:
- Dick, Howard., et al. The Emergence of National Economy: an Economic History of Indonesia 1800-2000. Australia: Asian Studies Association of Australia- Allen & Unwin and Unviversity of Hawaii press, 2002
- Dobkin, Bethami A. dan Roger C. Pace. 2006. Communication in a Changing World. McGraw
- Dodds, W. B., Monroe, K. B., and Grewal, D. (1991) The Effects of Price, Brand and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28, 3, 1991, 307–319.
- Durianto, Darmadi, Cicilia Liana, 2004, "Analisis Efektivitas Iklan Televisi Softener Soft & Fresh di Jakarta dan Sekitarnya dengan menggunakan Consumer Decision Model", Vol. 11, No. 1, Maret.
- Dursun, I., Kabadayi, E. T., Alan, A. K., Sezen, B. (2011). Store brand purchase intention: Effect of risk, quality, familiarity and store brand shelf space. International Strategic Management Conference, 24, 1190-1200
- Engel, F. James. Roger D. Blackwell, Paul W. Miniard. 2004. Perilaku Konsumen. Jakarta : Binarupa Aksara.

- Ferdinand. 2002. Metode Penelitian Manajemen : Pedoman penelitian untuk Skripsi, Tesis, dan Desertasi Ilmu Manajemen, Semarang : Badan Penerbit Universitas Diponegoro.
- Ferrinadewi, Erna. 2008. Merek dan Psikologi Konsumen. Jakarta: Graha Ilmu.
- Fukuyama, F (1995). The Social Witnes and The Creations Of Prosperity, New York : Free Press.
- Gatot Yulianto, Purwanto Waluyo, 2004, Pengaruh Keefektifan Komunikasi, Kualitas Teknikal, Kualitas Fungsional dan Kepercayaan Pada Komitmen Keterhubungan Bandara Ahmad Yani Semarang, Telaah Manajemen, Magister Manajemen STIE Stikubank Semarang, Vol.1 Edisi 3.
- Gefen, D., 2002. Customer Loyalty in E-Commerce, Journal of the Association for Information Systems, 3:27-51.
- Grewal, D., Krishnan, R., Baker, J., Borin, N., 1998. The effect of store name, brand name and price dsicounts on consumers' evaluations and purchase intentions. *Journal of Retailing* 74(3).
- Hair, J.F. 2006. Multivariate Data Analysis. Edisi 5. Jakarta: Gramedia Pustaka Utama.
- Hartono, Jogiyanto. (2011). Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-pengalaman. BPFE. Yogyakarta.
- Hawkins, Del I. 2007. "Consumer Behavior: Building Marketing Strategy", Irwin Mc Graw-Hill Company, New York.
- Hellier, P. K., Ceursen, G. M., Carr, R. A., & Rickard, A. (2003). Customer repurchase intention: A general structural equation model. European Journal of Marketing, 37(11/12).
- Hemamalini, K. S., dan Shree, K. K. 2014. Effectiveness of Television Advertisement on Purchase Intention . International Journal of Innovative Research in Science, Engineering and Technology, 3(2) : 9416-9422
- Jefkins, Frank, 1997, Periklanan. Erlangga, Jakarta
- Julianti, Sri. 2014. The Art of Packaging. Jakarta: PT Gramedia Pustaka Utama.
- Kasali, Rhenald. (2007). Membidik Pasar Indonesia Segmentasi Targeting Positioning. Jakarta : PT Gramedia Pustaka Utama.
- Kassim, N. Dan Abdullah, Nor A, 2010. The Effect of Perceived Service Quality Dimentions on Customer Satisfaction, Trust and Loyalty In E-Commerce Settings: A Cross Cultural Analysis. Asia Paific Journal of Marketing and Logistic. Vol.22 Iss:3, pp.351-371.

- Kesharwani, Ankit., dan Bisht, Shailendra Singh. (2012). The impact of trust and perceived risk on internet banking adoption in India: An extension of technology acceptance model. International Journal of Bank Marketing.
- Kim, H. W., Yunjie Xu, and Sumeet Gupta. (2011). Which is More Important in Internet Shopping, Perceived Price or Trust? Electronic Commerce Research and Applications, doi:10.1016/j.elerap.2011.06.003
- Kotler dan Keller. 2009. Manajemen Pemasaran, Vol.1, Edisi 12, Jakarta: Fakultas Ekonomi.
- Kotler, P., & Armstrong, G (2004). Principles of marketing (10th ED.) USA: Prentice Hall
- Kotler, P., & Armstrong, G (2008). Prinsip-prinsip Pemasaran. Edisi 12 Jilid 1. Jakarta Erlangga.
- Kotler, Philip and Gary Armstrong. 2012. Prinsip-prinsip Pemasaran. Edisi 13. Jilid 1. Jakarta: Erlangga.
- Kotler, Philip dan Kevin Lane Keller, 2007, Manajemen Pemasaran, Alih bahasa Benyamin Molan, Edisi dua belas. Jakarta, Penerbit : PT. INDEKS.
- Kotler, Philip., dan Gery Armstrong. 2008. Prinsip – Prinsip Pemasaran. Edisi 12, Jilid 1 dan 2. Erlangga, Jakarta.
- Larasati, S. J. 2012. Pengaruh Pesan Iklan di Televisi Terhadap Minat Beli Konsumen Produk Pond's di Daerah Rungkut, Surabaya. Jurnal Program Manajemen Fakultas Ekonomi Universitas Pembangunan Nasional Veteran Jawa Timur, 5(7) : 7-16
- Liljander V., Polsa P., Riel A. (2009). Modeling consumer responses to an apparel store brand: Store image as a risk reducer. Journal of Retailing and Consumer Services 16, 281–290.
- Lindquist, Jack. “Political linkage- The Academic Innovation Process”. The Journal of Higher Education. 1974.
- Mardiyanti, F. 2011. Pengaruh elemen kemasan produk (Packaging); Warna (Colour); Tipografi (Typography); Bentuk (Shapes), Gambar (Images) Terhadap Keinginan anak-anak membeli makanan ringan (intention to buy) [skripsi]. Jakarta: Universitas Bakrie.
- Martineau, P. (1958), “The personality of the retail store”, Harvard Business Review
- Mayer, R.C., Davis, J. H., dan Schoorman, F. D., (1995), An Integratif Model of Organizational Trust, Academy of Management Review, 30 (3): 709-734.
- Monroe, K.B., 1990. Pricing, Making Profitable Decissions, Second Edition, McGraw-Hill, New York.

- Morissan. 2010. Periklanan: Komunikasi Pemasaran Terpadu. Jakarta (ID): Prenada Media Group.
- Natadjaja L, Cahyono YB, Yuwono EC. 2009. Kondisi desain kemasan produk makanan ringan dan minuman instant pada industri kecil skala rumah tangga (micro industry) di kabupaten kediri. Jurnal Desain Komunikasi Visual Nirmana [Internet]. [diunduh pada 2017 Maret 10]; 11(2): 93-105. Tersedia pada: nirmana.petra.ac.id/index.php/dkv/article/view/18132.
- Margono, 2010. Metodologi Penelitian Pendidikan. Jakarta: Rineka Cipta.
- Nilsson, Johan & Ostrom, Tobias. (2005). Packaging as a Brand Communication Vehicle. In Cahyorini & Rusfian.). The Effect of Packaging Design on Impulsive Buying. Journal of Administrative Science & Organization, 11-21.
- Nirwana, D. 2010. Pengaruh Kemasan Terhadap Keputusan Pembelian Minuman Fruit Tea Pada Siswa SMU ST. Thomas 2 Medan [skripsi] Medan: Universitas Sumatera Utara
- Nurhayati, siti MS. (2012). Metodologi Penelitian Praktis. Pekalongan: Fakultas Ekonomi Universitas Pekalongan.
- Nusarika, L.A.K. & Purnami, N.M., 2015. Pengaruh Persepsi Harga, Kepercayaan dan Orientasi Belanja Terhadap Niat Beli Secara Online (Studi pada Produk Fashion Online di Kota Denpasar). E-Jurnal Manajemen Unud, 4(8), pp.2380-2406.
- Oglethorpe, J.E dan Michael Miller. 1994. *Determinant of Perceived Health and Safety Risk of Selected Hazardous Product and Activities*. Journal of Consumer Research, No. 28, pp 326-246.
- Paul, Peter. J dan Jerry C. Olson, 2000, Consumer Behaviour : Perilaku Konsumen dan Strategi Pemasaran, jilid 1 dan jilid 2, Jakarta : Erlangga.
- Pavlou, P. A., dan Gefen, D., (2002),Building Effective Online Marketplaces with Institution-based Trust, Proceedings of Twenty-Third International Conference on Information Systems, pp. 667- 675.Ridings, C. M., Gefen, D., dan Arinze, B., (2002), Some Antecedents and Effect of Trust in Virtual Communities, Journal of Strategic Information Systems,11: pp. 271-295.
- Payne A., Holt S. (2001): Diagnosing Customer Value: Integrating the Value Process and Relationship Marketing. British Journal of Management
- Peter dan Olson. (2013). Perilaku Konsumen dan Strategi Pemasaran. Edisi Kesembilan. Diterjemahkan oleh: Diah Tantri Dwiandani. Penerbit Salemba Empat, Jakarta
- Peter, J. Paul and Jerry C. Olson. 2000. Consumer Behavior : Perilaku Konsumen dan Strategi Pemasaran. Cetakan Pertama Edisi Bahasa Indonesia. Penerbit Erlangga. Jakarta.

- Peter, P.J & Olson, J.C. (2005). Consumer Behavior and marketing strategy (7th Ed.), Burr Ridge, IL: Irwin/McGraw-Hill.
- Prayoga, D. W. (2017). Pengaruh Online Marketing Terhadap Minat Beli Yang Dimediasi
- Purnama, Lingga. 2001. Strategic Marketing Plan, Gramedia Pustaka Utama, Jakarta.
- Raja, I. S., Sadfar, M., Khurshid, N., Hafeez, I. 2014. Influence of Factors in Green Advertising upon Purchase Intentions- A Study of Pakistani University Students. International Review of Management and Business Research, 3(4) : 2132-2138
- Rangkuti, Freddy. (2009). Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication. Jakarta, PT. Gramedia Pustaka Utama.
- Rosyidah, Siti Mar'atus dan Wiwik Lestari. (2013). "Religiusitas dan Persepsi Risiko dalam Pengambilan Keputusan Investasi pada Perspektif Gender". Jurnal of Business and Banking. 3 (189-200).
- Saini, V.K (2015). The Role of Brands in Online and Offline Consumer Choice. Doctor of Philosophy thesis, Wits Business School, University of the Witwatersrand, Johannesburg, South Africa.
- Schiffman, Kanuk. (2008)."Perilaku Konsumen"Jilid 7. Jakarta: PT. Gramedia
- Schiffman, Leon G. & Leslie Kanuk., 2000, Consumer behavior (7th edition),Prentice Hall International, inc, United States of America.
- Shu-pei Tsai, 2005, "Utility, Cultural Symbolism and Emotion: A Comprehensive Model of Brand Purchase Value", International Journal of Research Marketing – ELSEVIER, Volume 2, p. 277 – 291.
- Siagian, H., & Cahyono, E. (2014). Analisis Website Quality, Trust dan Loyalty Pelanggan Online Shop. Jurnal Manajemen Pemasaran.
- Sibrani, Mentari dan Hananto, Arga (2015). Analisis Pengaruh Store Image, Store Brand Price Image dan Store Brand Perceived Risk sebagai Variabel Mediasi terhadap Purchase Intention pada Produk Store Brand Ritel Watsons
- Silayoi, P & Speece, M. 2007. The importance of packaging attributes a conjoint analysis approach. European Journal of Marketing. Vol.41 No.11/12,2007. pp.1495-151.
- Silayoi, P., Speece, M. (2005). The Importance of Attributes : a Conjoint Analysis Approach. April 2013, Vol.41.
- Sinaga. 2016. Pengaruh Trustmarks dan Kualitas Layanan terhadap Kepercayaan Pelanggan Online Shop.

- Sirohi, N., McLaughlin, E. W., dan Wittink, D. R. (1998). A Model of Consumer Perceptions and Store Loyalty Intentions for a Supermarket Retailer. *Journal of Retailing*, 74(2), hal. 223-245.
- Smith, Eliot R dan Diane M. Mackie. 2000. Social Psychology 2nd Edition. Psychology Press: Philadelphia
- Suryani, Tatik. 2008. Perilaku Konsumen; Implikasi Pada Strategi Pemasaran. Yogyakarta : Graha Ilmu.
- Soebagyo, Tommy, Dr Hartono Subagio M.M. 2014. Analisa Pengaruh Store Image terhadap Purchase Intention d Toserba "Ramai" Ngawi. Jurnal Manajemen Pemasaran.
- Soehardi, Sigit. (2002). *Pemasaran Praktis* edisi ketiga. Yogyakarta. BPFE :Yogayakarta
- Sopiah dan Syihabudhin. 2008 . Manajemen Bisnis Ritel. Yogyakarta: Penerbit Andi.
- Sugiyono. (2013). Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.
- Sugiyono. 2010. Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D. Bandung: Alfabeta
- Suhandang, Kustadi. 2005. Periklanan : Manajemen Kiat & Strategi. Penerbit Nuansa. Bandung.
- Sukmadinata, N.S. 2011. Metode Penelitian Pendidikan. Bandung: Remaja Rosdakarya
- Suryani, Tatik. (2013). *Perilaku Konsumen di Era Internet*. Yogyakarta: Graha Ilmu.
- Suwarman. 2010 Pemasaran Srategi, Perspektif Value Based Marketing dan Pengukuran Kineja.IPB Press Bogor
- Swastha,Basu dan T. Hani Handoko. 2008, Manajemen Pemasaran, Analisa. Perilaku Konsumen, Edisi pertama, Cetakan keempat. Yogyakarta : BPFE.
- Syamrilaode, 2011Titik Wijayanti, Management Marketing Plan, PT Elex media Komputindo, jakarta, 2012
- Tslotsou, R. 2003. The Role of Perceived Product Quality and Overall Satisfaction on Purchase Intentions. International Journal of Consumer Studies
- Uma Sekaran, 2006, *Metodologi Penelitian untuk Bisnis*
- Utami. Christina Whidya. (2010). Manajemen Ritel, Strategi dan Implementasi Operasional Bisnis Ritel Modern Di Indonesia, Edisi 2, Penerbit Salemba Empat, Jakarta.

- Wang, Yonggui, Hing Po Lo, Renyong Ch I, And Yongheng Yang. 2004. “ An IntegratedFrame Work For Customer er Value and Customer Relationship Managemen Performance a Customer Based Perspective From Cina”, Managing Service Quality. Vol. 14
- Wells, Welliam, John Burnett & Sandra E. Moriarty, 1998. Advertising: Principles and Practive, New Jersey, Prentice Hall. Inc
- Widiawaty (2015), melakukan penelitian dengan judul: “Pengaruh Brand Familiarity terhadap Purchase Intention Pada Hotel Mulia Jakarta
- Winata, Wiliam. 2015. Pengaruh Iklan Pada Media Televisi Terhadap Minat Beli Es Krim Magnum Di Kota Bandung (Studi Pada Iklan Magnum Classic 2015). Jurnal Penelitian Manajemen, Fakultas Ekonomi dan Bisnis Universitas Telkom Bandung, 6(2) : 2-6
- Wu, P. C. S., Yeh, G. Y. Y., Hsiao, C. R. (2011). The effect of store image and servive quality on brand image and purchase intention for private label brands. Australasian Marketing Journal, 19, 30-39.
- Yang, J., Zhang, M. & Zou, Z. (2015). The effect of In-Game advertising in SNS on brand equity. *Journal of Service Science and Management*, 8(01), 107-114.
- Zeithmal and V. A, (1998), “Consumer Perception of Price, Quality, and Value; A means-End Model and Synthesis of Evidence,” *Journal of Marketing* 52:2-22.
- <http://gambaranbrand.com/portfolio-item/value-plus/>
- <http://journal.ipb.ac.id/index.php/jikk/article/downloadSuppFile/15183/1023>
- <http://journal.ipb.ac.id/index.php/jikk/article/downloadSuppFile/15183/1023>
- <http://journal.ipb.ac.id/index.php/jikk/article/downloadSuppFile/15183/1023>
- <https://id.wikipedia.org/wiki/Hypermart>
- <https://muhdikurnianto.com/2014/04/22/private-label-strategy/>
- [https://swa.co.id/swa/trends/business-research/survei nielsen-private-label makin-dilirik, diunduh pada tanggal 30 Juli 2017](https://swa.co.id/swa/trends/business-research/survei_nielsen-private-label_makin-dilirik,_diunduh_pada_tanggal_30_Juli_2017)
- <https://www.hemat.id/katalog/value-plus./>
- [https://www.minimarketrap.com/blog/potensi-bisnis-minimarket, diunduh pada tanggal 1 Januari 2017\).](https://www.minimarketrap.com/blog/potensi-bisnis-minimarket,_diunduh_pada_tanggal_1_Januari_2017.)
- [https://www.tripadvisor.ru/LocationPhotoDirectLink-g294229-d8662360-i250851052-Lippo_Mall_Puri_at_Saint_Moritz-Jakarta_Java.html diunduh pada tanggal 14 Febuari 2019](https://www.tripadvisor.ru/LocationPhotoDirectLink-g294229-d8662360-i250851052-Lippo_Mall_Puri_at_Saint_Moritz-Jakarta_Java.html)