

DAFTAR PUSTAKA

- Aaker, D. 1991. *Managing Brand Equity*. New York: The Free Press.
- Akbar, Kurnia. 2013. *Analisis Pengaruh Harga, Brand Image, dan Atribut Produk Terhadap Keputusan Pembelian Handphone atau Smartphone Jenis Android*. Skripsi. Fakultas Ekonomika dan Bisnis Universitas Diponegoro.
- Angriawan, Ferdi. 2011. *Pengaruh Brand Image, Service Quality, dan Perceived Value Terhadap Brand Loyalty Kartu Prabayar GSM PT. Indosat di Semarang*. Skripsi. Fakultas Ekonomi Universitas Diponegoro.
- Arif, Fajar P. 2010. *Pengaruh Kepercayaan Merek, Afeksi Merek, Kesetiaan Pembelian, Kesetiaan Sikap terhadap Kinerja Merek: Studi Kasus pada Produk Susu SGM, Kabupaten Purbalingga*. Skripsi. Fakultas ekonomi Universitas Jenderal Soedirman. Purwokerto. (tidak diterbitkan).
- Chaudhuri, A., Holbrook, M.B., 2001. The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing* 65 (2), 81-93.
- Chi, Hsin Kuang, et al. 2009. The Effect of Brand Affect on Female cosmetic User Brand Loyalty in Taiwan. *The Journal of American Academy of Business*, Vol. 14:2.
- Esch, Franz-Rudolf. 2006. Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product & Brand Management*, 98–105.
- Ferdinand, Agusty. 2005. *Structural Equation Modeling Dalam Penelitian Manajemen*. Badan Penerbit. Universitas Diponegoro, Semarang.
- Ferrinadewi, Erna. 2008. Pengaruh Threat Emotion Konsumen dan Brand Trust pada Keputusan Pembelian Produk Susu Anlene di Surabaya. *Skripsi*. Universitas Kristen Petra.
- Fatih & Zengin, Hayrettin. 2013. The Relationship between Brand Trust, Brand Affect, Attitudinal Loyalty and Behavioral Loyalty: A Field Study towards Sports Shoe Consumers in Turkey. *International Journal of Marketing Studies*, Vol. 5, No. 2.
- Gozali, Imam. 2008. Model Persamaan Struktural : Konsep & Aplikasi dengan Program Amos 16.0. Badan Penerbit Universitas Diponegoro. Semarang.

- _____. 2009. *Ekonometrika Teori, Konsep, dan Aplikasi dengan SPSS*. Badan Penerbit Universitas Diponegoro. Semarang.
- Hair JF., Anderson RE, Tatham RL., & Black WC. 1995. *Multivariate Data Analysis*, Fourth ed. New Jersey: Prentice Hall.
- _____. 2010. "Multivariate Data Analysis : A Global Perspective", Pearson Education Int, New Jersey.
- Halim, R. 2002. The Effect of Relationship of Brand Trust and Brand Affect on Brand Performance: An analysis from brand loyalty perspective. *Jurnal Manajemen Indonesia*, 1.
- Irshad, Naveed. 2012. Service Based Brand Equity, Measure of Purchase Intention, Mediating Role of Brand Performance. *Academy of Contemporary Research Journal*, Vol. 1 Issue 1, pp 58-72.
- Kotler dan Armstrong. 2006. *Prinsip-Prinsip Pemasaran*. Jakarta : Erlangga.
- Lassar, Mittal & Sharma. 1995. Measuring Customer-Based Brand Equity. *Consumer Marketing Journal*, Vol. 12 No. 4, pp 11-19.
- Lau, Geok Then and Sook Han Lee. 1999. Consumers Trust in a Brand and the Link to Brand Loyalty. *Journal of Market - Focused Management*. Vol. 4.
- Matzler, Kurt et al. 2006. The Value– Brand Trust– Brand Loyalty Chain : an Analysis of Some Moderating Variables. *Innovative Marketing*. Vol 2, Issue 2.
- Matzler, Kurt, Sonja Grabner & Sonja Bidmon. 2008. Risk Aversion and Brand Loyalty: The Mediating Role of Brand Trust and Brand Affect. *Journal of Product & Brand Management*. Vol 17/3, 154-162.
- Morgan, RM dan Hunt, S. 1994. The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, Vol. 58 Juli, pp. 20-38.
- Mowen, John & Mickail, Minor. 2002. *Perilaku Konsumen Jilid 2*. Jakarta: Erlangga.
- Ogba, Ike-Elechi & Tan, Zhenzhen. 2009. Exploring the Impact of Brand Image on Customer Loyalty and Commitment in China. *Journal of Technology Management in China*. Vol. 4 No. 2, pp. 132-144.
- Puspita, Mega Ayu. 2001. *Pengaruh Risk Aversion, Brand Trust, Brand Affect, Purchasing Loyalty & Attitudinal Loyalty terhadap Brand Performance*

ada pengguna netbook merek Acer. Skripsi. Fakultas Ekonomi Universitas Jenderal Soedirman. Purwokerto. (tidak diterbitkan).

Rizan, M., Saidani, B., Sari, Y., (2012). Pengaruh brand image dan brand trust terhadap brand loyalty teh botol sosro. *Jurnal Riset Manajemen Sains Indonesia* Vol. 3, No. 1.

Rajagopal. 2008. *Interdependence of Personality Traits and Brand Identity in Measuring Brand Performance*. Working Paper. Graduate School of Administration and Management (EGADE), Mexico.

Sahara. 2008. *Pengaruh Perceived Quality, Brand Image, Customer Satisfaction & Brand Trust terhadap Brand Loyalty*. Tesis. Program Pascasarjana Universitas Jenderal Soedirman.(tidak diterbitkan).

Sekaran, Uma. 2006. *Metodologi Penelitian untuk Bisnis*. Penerbit Salemba Empat. Jakarta.

Shariff, Mohd., Setyawati, S., & Anindita, K., (2012). Brand loyalty as a mediator of the relationship between brand trust and brand performance. *Knowledge Management International Conference Malaysia*, 420-424.

Sugiyono. 2003. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Penerbit Alfabeta. Bandung.

Suliyanto. 2005. *Analisis Data Dalam Aplikasi Pemasaran*. Ghalia Indonesia, Bogor.

_____. 2011. *Ekonometrika Terapan : Teori & Aplikasi dengan SPSS*. CV. Andi Offset, Yogyakarta.

Sumarwan, Ujang. 2002. *Perilaku Konsumen*. Bogor Selatan: Ghalia Indonesia.

_____, Ujang. 2011. *Pemasaran Strategik*. Bogor: IPB Press.

Tjahyadi, Rully. 2006. Brand Trust dalam Konteks Loyalitas Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, dan Karakteristik Hubungan pelanggan Merek. *Jurnal Manajemen*. Vol. 6, No. 1.

Tjiptono, Fandy. 2005. *Brand Management & Strategy*. Penerbit Andi, Yogyakarta.

Daniel Soper. 2014. *Sobel Test Calculator for the Significance of Mediation* dalam

<http://www.danielsoper.com/statcalc3/default.aspx> . Diakses tanggal 14

Mei

2016

Giddens, Nancy & Hoffman, Amanda. 2002. *Brand Loyalty*. (on-line) dalam <http://www.extension.iastate.edu/agdm/wholefarm.html> . Diakses pada tanggal 28 November 2015.

Top Brand. 2015. *Top Brand Index 2015* dalam http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2015_fase_1 diakses pada tanggal 22 Oktober 2015.

https://docs.google.com/forms/d/1DXQTVY_lveNurITluIH9SuW7qkJRn2sUpOkOcYh_q9E/edit

https://docs.google.com/forms/d/1DXQTVY_lveNurITluIH9SuW7qkJRn2sUpOkOcYh_q9E/viewform

<https://docs.google.com/spreadsheets/d/1qf3pJcBSQaQsRbhqZ9jqGLxAzCKD5Mc9OYYFarVY8T8/edit>

