

DAFTAR PUSTAKA

- Aaker, A. David, (1997) *Manajemen Ekuitas Merek*, Alih Bahasa: Aris Ananda, Spektrum Mitra Utama, Jakarta.
- Aaker, David. (1991) *Managing Brand Equity; Capitalizing on the Value of Brand Name*. Free Press, New York.
- Aaker, David. (1991) *Managing Brand Equity; Capitalizing on the Value of Brand Name*. Free Press, New York.
- Alatas Syeb Ali. (2015). “Pengaruh Bauran Pemasaran Terhadap Kepuasan Konsumen Dengan Perilaku Konsumen Sebagai Variabel *Intervening* (Studi Pada Pengguna Parfum isi Ulang di Semarang). *Jurnal Manajemen*. Vol 4. No 2.
- Andika Alfanda dan Susanti Febsri (2015).“ Pengaruh *Marketing Mix* Terhadap Keputusan Pembelian Parfum di Azzwars Parfum Lubeg Padang”. *Jurnal Manajemen*. Vol 2. No 3.
- Bagozzi, Richard dan Yi, Youjae. (1988). “ *On The Evaluation Of Structural Equation Models*”. *JAMS*.Vol 2. No 3.
- Balaji Makam S. (2009). “*Customer Satisfaction with Indian Mobile Services*”.*The IUP Journal of Management Research*,.Vol. 8, No. 10.
- Beneke, Justin, Ryan Flynn, Tamsin Greig, dan Melissa Mukaiwa, (2013), “*The influence of perceived product quality, relative price and risk on customer value and willingness to buy: a study of private label merchandise*. *Journal of Product & Brand Management*. 22(3): 218-228
- Eisingerich, Andreas. Auh, Seigyong andMerloOmar.(2014). “*Acta Non Verba? The Role of Customer Participation and Word of Mouth in the Relationship Between Service Firms’ Customer Satisfaction and Sales Performance*”. *Journal of Service Research*.Vol 17. No 1.
- Fandy Tjiptono, 2008, *Service Management*, Edisi 1, Penerbit Andi, Yogyakarta.
- Fitriani, Nani. (2018). “Peran Kualitas Pelayanan Dan Kepuasan Pelanggan Dalam Pembentukan Word Of Mouth Mahasiswa Perguruan Tinggi Swasta Di Jakarta”.*Jurnal Manajemen Indonesia*.Vol 18, No 1.

- Flintoff, John-Paul. (2002). *When The Buzz is not Quite What it Seems*, *Financial Times*, London. Vol 5. No 3.
- Fornell, C., et al. (1996) “*The American Customer Satisfaction Index: Nature*, Gaspersz, Vincent, (2001), *Total Quality Management*. PT Gramedia Pustaka Utama, Jakarta
- Gerson, Richard. F. (2004) *Mengukur Kepuasan Pelanggan*, PPM, Jakarta.
- Goyette Isabelle et al.,. (2010). “*e-WOMScale: Word-of-Mouth Measurement Scale fore-Services Context*”. *Canadian Journal of Administrative Sciences Revue canadienne des sciences de l’administration*. Vol 27. No 1.
- Griffin, Jill, 2002, *Customer Loyalty*, Edisi Revisi dan Terbaru, Penerbit Erlangga,
- Hair, Joseph F., Ringle, Chistian M dan Sarstedt, Marko. (2012). “*Partial Least Square: the better approach to structural equation modeling*”. *Long Range Planing*. Vol 5. No 6.
- 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
- Henning-Thurau, T, Gwinner K & Gremeler, P 2002, ‘*Understanding relationship marketing outcomers: an integration of relationship benefits and relationship quality*’, *Journal of service Research*, Vol. 4 No. 3, hal. 230-247.
- Hidayat, Anas, Mahdaria Siti, Linando J.A dan Ishak Asmak’i. (2017). “*The Impact Of Perceived Quality and Corporate Reputation Towards Positine Word Of Mouth:Trust as Moderating Variable*”. *Lahore*. Vol 29. No 2.
- Hidayat, Rachmat. 2009. Pengaruh Kualitas Layanan, Kualitas Produk dan Nilai Nasabah terhadap Kepuasan dan Loyalitas Nasabah Bank. *Jurnal Ekonomi Bisnis dan Akuntansi Ventura* 12 (2): 99-116.
- Hulland, John dan Capron Laurence. (1999). “*Redeployment Of Brand, Sales Forces, and General Maeketing Management Wxpertise Following Horzontal Acquisition: A Resource-Based View*” *Journal of Marketing*. Vol 63. No 3.
Jakarta.
- Kotler, P. & Keller, K.L. (2012).*Marketing Management* 14th Edition. New Jersey: Pearson Education.
- Kotler, Philip & Keller, Kevin Lane.(2009). *Manajemen Pemasaran*.Jilid I. Edisi ke 13 Jakarta : Erlangga
- Kotler, Phillip. 2002. *Manajemen Pemasaran* 1. Milenium ed. Jakarta: PT Prenhallindo

- Krisno, Daniel dan Samuel, Hatane. (2013). “ *Pengaruh Perceived Quality, Perceived Sacrifice dan Perceived Value terhadap Customer Satisfaction di Informa Innovative Furnishing Pakuwon City Surabaya*” *Jurnal Manajemen Pemasaran*. Vol 1. No 1.
- Krisno, Daniel dan Samuel, Hatane.(2013). “Pengaruh Perceived Quality, Perceived Sacrifice dan Perceived Value Terhadap Customer Satisfaction di Informa Innovative Furnishing Pakuwon City Surabaya”.*Jurnal Manajemen Pemasaran Petra*.Vol 1. No 1.
- Mohsan Faizan. (2011). “*Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence from Banking Sector of Pakistan*”. *International Journal of Business and Social Science* Vol. 2 No. 16.
- Oliver, R. (1980). A cognitive model of the antecedent and consequences of satisfaction decisions.*J. Mark.*, 17(10), 460-469.
- Parasuraman, A, Valarie A. Zeithaml, and Leonard L. Berry. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*. 64(1): 12-37
- Philip Kotler, 2009, *Manajemen Pemasaran* (bahasa Indonesia), Edisi 13, PT.
- Puspasari, Anita. (2014). “Pengaruh *Perceived Quality* Terhadap *Word Of Mouth* Melalui Kepuasan Pelanggan”. *Jurnal Ilmu Manajemen*. Vol 2. No 4.
- Rahmawati Yuli dan Suminar Bagus.(2014). “Pengaruh Kepuasan dan Loyalitas Pelanggan Terhadap *Word Of Mouth* Pada Pelanggan Honda Motor di Surabaya”.*Journal of Business and Banking*.Vol 4. No 1.
- Rahmawati, Yuli dan Suminar, Bagus. (2014). “ Pengaruh Kepuasan Dan Loyalitas Pelanggan Terhadap *Word Of Mouth* Pada Pelanggan Honda Motor di Surabaya” *Jurnal Of Busines and Banking*. Vol 4. No 1.
- Salhuteru, Andri C,H. (2017). “Pengaruh Kualitas Layanan dan Kepuasan Pasien Terhadap *Word Of Mouth* Pada Rumah Sakit Umum Daerah DR. M. Haulussy Ambon. *Jurnal Manajemen Ide dan Inspirasi*.Vol 4. No 1
- Steven dan Novyriantika. (2014). “Pengaruh *Country Of Origin Brand Image, Dan Perceived Quality* Terhadap Kepuasan Pelanggan Serta Dampaknya Pada *WOM (Word Of Mouth)* (Survei Pada Pelanggan Handphone Merek OPPO di Kota Pontianak)”. *Jurnal Manajemen*. Vol. 3.No. 1.

- Stokes, David and Lomax, Wendy. (2001). Taking Control of Word-of Mouth Marketing: The Case of Entrepreneurial Hotelier, *Kingston Business School Occasional Paper Series* 44.
- Sugiyono.(2012). “*Metode Penelitian Kuantitatif, Kualitatif dan R&D*”.Alfabeta. Bandung.
- Tjiptono, Fandy. . 2008. *Strategi Pemasaran Edisi 2*. Andi Offset. Yogyakarta.
- Utami Whidy, 2010, *Perilaku Konsumen*, edisi 1, Prenada Media, Jakarta.
- Wang, Edward S. (2017). “*Different Effects of Utilitarian and Hedonic Benefits of Retail Food Packaging on Perceived Product Quality and Purchase Intention. Journal Of Food Products Marketing*.Vol. 23, No. 3,
- Wang, Ya-Hui & Tsai, Cing-Fen. (2014). The Relationship Between Brand Image and Purchase Intention: Evidence From Award Winning Mutual Funds. *The International Journal of Business and Finance Research*.8(2).
- Wangenheim, FV. (2005), ‘*Postwatching Negative Word of Mouth* ‘, *Journal ofservice research*, Vol. 8 No. 1, hal 67-68.
- Widyastuti dan Erfian.(2012). “*Quality of Service and Emotion on the Word of Mouth with Customer Satisfaction as the Intervening Variable*”. *Global Network Journal* 5 (2): 338-359.
- Yuliansyah, Anton dan Handoko, T. D. (2019).“ *Pengaruh Perceived Quality dan Perceived Value Terhadap Brand Loyalty Melalui Customer Satisfaction J-KLIN Beauty Jember*”. *Journal Of Economic*. Vol 2. No 2.
- Zeithaml L., Valerie A., A. Parasuraman., Leonardo L. Berry. (1988). *Servqual a multiple-item scale for measuring consumer perception of service quality, Journal of Retailing*, 64 (1), 12-37.