

## DAFTAR PUSTAKA

- Aaker, David A. (2013). *Manajemen Pemasaran Strategi*. Edisi kedelapan. Salemba Empat. Jakarta.
- Ahmad Zamri and Rahmat Hashim, (2011), Customer's Brand Equity and Customer Loyalty: A Study on Hotel's Conference Market, *World Applied Sciences Journal 12 (Special Issue of Tourism & Hospitality)*: 44-49
- Alireza Fazlzadeh, Khoshmaram Ali, Feyzipoor Aram, (2011), How Quality, Value, Image, and Satisfaction Create Loyalty at an Iran Telecom, *International Journal of Business and Management*, Vol. 6, No. 8
- Arbuckle, J.L., 1997. *AMOS Version 3.6*, Chicago, Illinois: Small Water Corporation.
- Arikunto, Suharsimi. (2007). *Manajemen penelitian*. Jakarta: Rineka Cipta.
- Augusty, Ferdinand, (2006), *Metode Penelitian Manajemen*, Pedoman Penelitian Structural Equation Modeling (SEM) Sebuah Pengantar
- Aydin, Serkan, and Ozer, Gokhan. (2006). "National customer satisfaction indices : an implementation in the Turkish mobile telephone Market". *Marketing Intellegence & Planning*, 23(5):486-504
- Bastos José Augusto Rosa & Pablo de Muñoz Gallego, (2008), *Pharmacies Customer Satisfaction and Loyalty – A Framework Analysis*, Departamento de Administración y Economía de la Empresa Campus "Miguel de Unamuno"
- Bei, L. T & Chiao, Y. C. (2006) "The determinants of customer loyalty: An analysis of intangible factors in three service industries", *International Journal of Commerce and Management*, Vol. 16 Issue: 3/4, pp.162-177

- Consuegra David Martí'n, Arturo Molina and A ' gueda Esteban, (2007), An integrated model of price, satisfaction and loyalty: an empirical analysis in the service sector, *Journal of Product & Brand Management, Volume 16 · Number 7: 459–468*
- Cooper, D.R. dan Schindler, P.S. 2014. *Business Research Methods*. New York: McGraw-Hill
- Cronin, J.J dan Taylor, S.A., (1992), Measuring Service Quality: A Reexamination and Extension, *Journal of Marketing, July (56):55-68.*
- Dib Haan, Al-Msallam Salman, (2015), The Effects of the Determinants of Customer Satisfaction on Brand Loyalty, *Journal of Research in Business and Management Volume 3, Issue 3 pp: 01-12*
- Dimyati Mohamad, N. Ari Subagio, (2016), Impact of Service Quality, Price, and Brand on Loyalty with the mediation of Customer Satisfaction on Pos Ekspres in East Java, *Mediterranean Journal of Social Sciences, Vol 7 No 4: 74-86*
- Durianto, Darmadi, (2011), Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek, Cetakan XX, Jakarta: PT. Gramedia Pustaka Utama
- Edris, Mochamad (2009), Pengaruh Kepercayaan Merek terhadap Loyalitas Merek (Studi Kasus pada Deterjen Merek Rinso di Kabupaten Kudus, *Jurnal Analisis Manajemen Fakultas Ekonomi Universitas Muria Kudus*, ISSN : 1979 – 6889
- Ferdiawan Yusva, Agus Hermawan, Ludi Wishnu Wardana, Mohammad Arief, and Sarbini, (2018) Satisfaction as Effect Mediation of Brand Image and Customer Relationship Management on Customer's Loyalty, *The First International Research Conference on Economics and Business*

Ghozali, Imam. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS. (Edisi Ke 4)*. Semarang:Badan Penerbit Universitas Diponegoro

Hair J.F. et.al (1995), *Multivariate Data Analysis With Reading*, Fourth Edition, Prentice Hall. New Jersey

Hair, J.F., Black, W.C., Babin, B.J.,and Anderson, R.E. (2010), *Multivariate Data Analysis, 7th edition*, Upper Saddle River: Prentice Hall.

Halim Peter, Bambang Swasto, Djamhur Hamid, M. Riza Firdaus (2014), The Influence of Product Quality, Brand Image, and Quality of Service to Customer Trust and Implication on Customer Loyalty (Survey on Customer Brand Sharp Electronics Product at the South Kalimantan Province), *European Journal of Business and Management Vol.6, No.29*.

Hermann, Andreas et al. (2007). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management, 16/1, pp49-58*

Jahanshahi Asghar Afshar, Mohammad Ali Hajizadeh Gashti, Seyed Abbas Mirdamadi, Khaled Nawaser, Seyed Mohammad Sadeq Khaksar, (2011) Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty, *International Journal of Humanities and Social Science, Vol. 1 No. 7: 253-260*

Kah-Hin Chai, Yi Ding, Yufeng Xing, (2009) Quality and Customer Satisfaction Spillovers in the Mobile Phone Industry. *Service Science 1(2):93-106*

Knapp, Duane E., (2002), *The Brand Mindset*, Terjemahan oleh Andi Sisnuhadi : Yogyakarta.

- Kotler, Philip, (2002), *Manajemen Pemasaran*, Edisi Millenium, Jilid 2, PT Prenhallindo, Jakarta.
- Kotler, Philip & Garry Armstrong. (2010). *Prinsip-Prinsip Pemasaran*, Jilid 1 dan 2 Edisi. Kedua Belas. Jakarta : Erlangga
- Kotler, Philip and Gary Armstrong. (2012). *Prinsip-prinsip Pemasaran*. Edisi. 13. Jilid 1. Jakarta: Erlangga
- Kotler Philip, Armstrong Gary. (2013). *Prinsip-prinsip Pemasaran*, Edisi ke-12. Penerbit Erlangga
- Kotler, Philip dan K.L. Keller, (2007), *Manajemen Pemasaran Jilid 1*, Edisi Keduabelas, Indeks, Jakarta.
- Kotler, Philip and Kevin Lane Keller, (2016): *Marketing Management*, 15th Edition New Jersey: Pearson Prentice Hall, Inc.
- Kurniati Anita Dwi, Naili Farida, Sendhang Nurseto, (2012), Pengaruh Kesadaran Merek Dan Persepsi Kualitas Terhadap Loyalitas Merek Melalui Kepercayaan Merek Sebagai Variabel Intervening Pada Ponsel Nokia (Studi pada mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro), *ejurnal Undip*
- Lasander, Christian. (2013). Citra Merek, Kualitas Produk dan Promosi Pengaruhnya terhadap Kepuasan Konsumen pada Makanan Tradisional (Survey pada Industri Rumah Tangga Dodol Daging Pala Audia di Tahuna Kab. Sangihe). *Jurnal EMBA. Vol. 1 No. 3 September 2013. Manado : Universitas Sam Ratulangi*
- Lupiyoadi Rambat, dan A. Hamdani. (2006). *Manajemen Pemasaran Jasa*. Edisi. Kedua. Jakarta; Salemba Empat
- Malik M.E., Muhammad M.G., Hafiz K.I., (2012), Impact of Brand Image, Service Quality and price on customer

satisfaction in Pakistan Telecommunication sector, *International Journal of Business and Social Science*, Vol. 3 No. 23

Malhotra Naresh K., (2010). *Marketing Research: An Applied Orientation*, 6/E. Publisher: Prentice Hall.

Martin-Ruiz, D., and Rondan-Cataluna, F. J. (2008). The Nature and Consequenses of Price Unfairness in Service: A Comparison to tangible Goods. *International Journal of Service Industry Management*, Vol. 19 No. 3,pp. 325-352

Mowen dan Minor, (2012), *Perilaku Konsumen Jilid 1*, Edisi Kelima (terjemahan), Erlangga, Jakarta.

Moraga Eduardo Torres, Arturo Z. Vásquez-Parraga, and Jorge Zamora-González, (2008), Customer satisfaction and loyalty: start with the product, culminate with the brand, *Journal of Consumer Marketing*, Vol. 25 Iss 5 pp. 302 - 313

Ongkowidjoyo Helen (2015) The Impact of Brand Equity towards Customer Loyalty of Starbucks: Testing the Role of Customer Satisfaction as the Mediate Variable, *iBuss Management* Vol. 3, No. 2, pp: 186-195

Onyancha, G.K. (2013), The Impact of Bank Brand Image on Customer Satisfaction and Loyalty: A Case of Kenya Commercial Bank, *European Journal of Business and Management*, 5(21): 35-39.

Peter, H., Swasto, B., Hamid, D., dan Firdaus, R. (2014), The Influence of Product Quality, Brand Image, and Quality of Service to Customer Trust and Implication on Customer Loyalty (Survey on Customer Brand Sharp Electronics Product at the South Kalimantan Province), *European Journal of Business and Management* Vol.6, No.29

Naveed Tahir and Irum Akhtar and Khaliq Ur Rehman, (2012), The Impact of Innovation on Customer Satisfaction and

Brand loyalty: A Study, of the Students of Faisalabad,  
*Munich Personal RePEc Archiv (MPRA) No.53197*

Pramono Rendra Adi, (2011), Pengaruh Brand Awareness, Perceived Quality dan Brand Image terhadap Brand Satisfaction dan Brand Loyalty pada Jasa Biro Perjalanan Antar Kota di Kota Malang (Studi pada Pelanggan Biro Perjalanan Kirana Tour and Travel, Siluet Tours and Travel, dan Bali

Pramudyo Anung, (2012), Jurnal Pegaruh Citra Merek Terhadap Loyalitas Melalui Kepuasan Sebagai Intervening, *JBMA, Vol.01 No.01, hal:1-16*

Rangkuti, Freddy. (2006). *Measuring Customer Satisfaction.* Jakarta: PT Gramedia Pustaka Utama

Rizwan Muhammad, Muhammad Abu Umair, Ansor Fiaz, Qasim Rashid, (2014), Determinants of Customer Satisfaction and its impact on Customer loyalty in Nokia brand, *Journal of Sociological Research Vol. 5, No. 1*

Schiffman dan Kanuk (2007), Perilaku Konsumen, Edisi Kedua, Jakarta: PT. Indeks Gramedia

Schiffman dan Kanuk. 2008. *Perilaku konsumen.* Edisi 7. Jakarta: Indeks

Salim Hamza, khraim, Sameer M. Al-Jabaly, Aymen S.Khraim, (2014), The Effect of Perceived Value and Customer Satisfaction on Perceived Price Fairness of Airline Travelers in Jordan, *Universal Journal of Management 2(5): 186-196*

Sekaran Uma. (2011). *Metodologi Penelitian untuk Bisnis,* Edisi 4. Jakarta: Salemba Empat.

Sondoh, S. L., Omar, M. W., Wahid, N. A., Ismail, I., & Haru, A. (2007). The Effect of Brand Image on Overall Satisfaction

- and Loyalty Intention in the Context of Color Cosmetic. *Journal Asian Academy of Management*, 12(1): 83–107.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Supardi.(2005).*Metodologi Penelitian Ekonomi dan Bisnis*.Yogyakarta:UII Press
- Suryati Lili and Krisna Nandan Lima, (2015), Determinants Of Customer Satisfaction And Its Implication On Customer Loyalty (The Empirical Study Of Automotive Customer In Medan), *IJABER*, Vol. 13, No. 7 (2015): 5045-5066
- Susanty Aries dan Kenny Eirene, (2015), The Relationship between Brand Equity, Customer Satisfaction, and Brand Loyalty on Coffee Shop: Study of Excelso and Starbucks, *Asean Marketing Journal*, Vol.VII No.1, p: 14-27
- Wilkie, William L. 1994. *Customer Behavior (Third Edition)*. New York. Jhon Wiley & Sons, Inc, s.
- Thamrin Abdullah dan Francis Tantri, (2012) Manajemen Pemasaran, CetakanPertama, Jakarta: PT. Raja Grafindo Persada.
- Tjiptono, Fandy. (2010), *Strategi Pemasaran*, Edisi 2, Andi Offset, Yogyakarta
- Utami Novita Dian, Oetomo Hening Widi (2015), Pengaruh Kualitas Produk, Pelayanan, Harga dan Lokasi terhadap Loyalitas dengan Kepuasan Nasabah sebagai Variabel Intervening, *Jurnal Ilmu dan Riset Manajemen* Vol. 4 No.5
- Utami Diah Tri dan Saryadi, (2016), Pengaruh Kesadaran Merek, Persepsi Kualitas Dan Asosiasi Merek Terhadap Loyalitas Merek Melalui Kepuasan Konsumen Sebagai Variabel Intervening Pada Pengguna IM3 (Studi Pada Mahasiswa S1 Universitas Diponegoro Semarang), *e-journal Jurusan*

*Administrasi Bisnis – Fakultas Sosial dan Ilmu Politik  
Universitas Diponegoro Semarang*

Salim Hamza, khraim1, Sameer M. Al-Jabaly1, Aymen S.Khraim, (2014), The Effect of Perceived Value and Customer Satisfaction on Perceived Price Fairness of Airline Travelers in Jordan, *Universal Journal of Management* 2(5): 186-196

Zeithaml Valarie A., Parasuraman, A., and Leonard L. Berry. (1994). Reassessment of Expectation as a Comparison Standard in Measuring Service Quality: Implications for Further Research, *Journal of Marketing*, Vol. 58 (January)

<https://apjii.or.id/downfile/file/BULETINAPJIIEDISI05>, (2016),  
Saatnya jadi pokok perhatian pemerintah dan industri,  
*Buletin APJII, Edisi 05*

<https://www.bbc.com/indonesia/majalah-39789241>, (2017)  
Mengapa Apple mengalami penurunan penjualan iPhone?