

## DAFTAR PUSTAKA

- Aghekyan-Simonian, Marine, Sandra Forsythe, Wi Suk Kwon, dan Veena Chattaraman. 2012. The Role of Product Brand Image and Online Store Image on Perceived Risks and Online Purchase Intentions for Apparel. *Journal of Retailing and Consumer Services* 19 (3): 325–31.
- Amal, Khairul. 2017. Pengaruh Harga Dan Kepercayaan Terhadap Niat Pembelian Online Dengan Persepsi Nilai Sebagai Variabel Mediasi (Studi Pada Konsumen Blibli.Com Di Kota Banda Aceh) 2 (1): 15.
- Anwar, Ayesha, Amir Gulzar, Fahid Bin Sohail, dan Salman Naeem Akram. 2011. Impact Of Brand Image, Trust And Affect On Consumer Brand Extension Attitude: The Mediating Role Of Brand Loyalty. *International Journal of Economics and Management Sciences* 1 (5): 7.
- Aprianitasari dan Wibowo, Arif. 2015. The Influenced of Perceived Value, Perceived Price, and Brand Image Toward Purchase Intention of Brand Store Product.
- Ariyanti, Kurnia, dan Sri Setyo Iriani. 2014. Pengaruh Persepsi Nilai Dan Persepsi Resiko Terhadap Niat Beli Kosmetik Organik, 11.
- Bojanic, David C. 1996. Consumer Perceptions of Price, Value and Satisfaction in the Hotel Industry: An Exploratory Study. *Journal of Hospitality & Leisure Marketing* 4 (1): 5–22.
- Chen, Yu-Shan, dan Ching-Hsun Chang. 2012. Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision* 50 (3): 502-20.
- Chiang, Chun-Fang, dan SooCheong Shawn Jang. 2007. The Effects of Perceived Price and Brand Image on Value and Purchase Intention: Leisure Travelers' Attitudes Toward Online Hotel Booking. *Journal of Hospitality & Leisure Marketing* 15 (3): 49–69.
- Chong, Bessie, Zhilin Yang, dan Michael Wong. 2003. Asymmetrical Impact of Trustworthiness Attributes on Trust, Perceived Value and Purchase Intention: A Conceptual Framework for Cross-Cultural Study on Consumer Perception of Online Auction, 7.
- Dodds, William B, Kent B Monroe, dan Dhruv Grewal. 1991. Effects of Price, Brand, and Store Information on Buyers' Product Evaluations, 13.
- Ferrinadewi, Erna. 2015. Atribut Produk yang Dipertimbangkan dalam Pembelian Kosmetik dan Pengaruhnya pada Kepuasan Konsumen di Surabaya, 13.

- Firmawan Adixio, Riko, dan Laila Saleh. 2013. Pengaruh Kualitas Layanan Dan Nilai Yang Dirasakan Terhadap Niat Pembelian Ulang Melalui Mediasi Kepuasan Pelanggan Restoran Solaria Di Surabaya. *Journal of Business and Banking* 3 (2): 151.
- Ghozali, Imam. 2006. Aplikasi Analisis Multivariate dengan Program SPSS (Edisi ke 4). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2012. Aplikasi Analisis Multivariate dengan Program SPSS IBM 19. Edisi kelima. Semarang: Badan Penerbit Universitas Diponegoro.
- Grewal, Dhruv, R Krishnan, Julie Baker, dan Norm Borin. 1998. The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions. *Journal of Retailing* 74 (3): 331–52.
- Ha, Jooyeon, dan SooCheong (Shawn) Jang. 2010. Perceived Values, Satisfaction, and Behavioral Intentions: The Role of Familiarity in Korean Restaurants. *International Journal of Hospitality Management* 29 (1): 2–13.
- Hartono, Jogiyanto. 2017. Metodologi Penelitian Bisnis. Edisi keenam. Yogyakarta: BPFE.
- Hair, Joseph dkk. 2009. Essentials of Marketing Research. McGraw-Hill.
- Kim, Taegoo (Terry), Woo Gon Kim, dan Hong-Bumm Kim. 2009. The Effects of Perceived Justice on Recovery Satisfaction, Trust, Word-of-Mouth, and Revisit Intention in Upscale Hotels. *Tourism Management* 30 (1): 51–62.
- Kotler, Philip. 2005. Manajemen Pemasaran. Jilid 1. Edisi Kesebelas. Jakarta: PT Indeks.
- Kotler, Philip dan Armstrong, Gary. 2008. Prinsip-Prinsip Pemasaran. Edisi 12. Jakarta: Penerbit Erlangga.
- Kotler, Philip dan Keller, Kevin Lane. 2007. Manajemen Pemasaran. Jakarta: Penerbit Erlangga.
- Konuk, Faruk Anil. 2018. The Role of Store Image, Perceived Quality, Trust and Perceived Value in Predicting Consumers Purchase Intentions Towards Organic Private Label Food. *Journal of Retailing and Consumer Services*, 43. 304-310.
- Kuncoro, Mudrajad. 2003. Metode Riset untuk Bisnis dan Ekonomi. Jakarta: Erlangga.
- Kusdyah, Ike. 2012. Persepsi Harga, Persepsi Merek, Persepsi Nilai, Dan Keinginan Pembelian Ulang Jasa Clinic Kesehatan (Studi Kasus Erha Clinic Surabaya). *Jurnal Manajemen Pemasaran* 7 (1).

- Kwon, Harry H., Galen Trail, Dan Jeffrey D. James. 2007. The Mediating Role Of Perceived Value: Team Identification And Purchase Intention Of Team-Licensed Apparel. *Journal Of Sport Management* 21 (4): 540–54.
- Lien, Che-Hui, Miin-Jye Wen, Li-Ching Huang, Dan Kuo-Lung Wu. 2015. Online Hotel Booking: The Effects Of Brand Image, Price, Trust And Value On Purchase Intentions. *Asia Pacific Management Review* 20 (4): 210–18.
- Lin, Long-Yi, Dan Ching-Yuh Lu. 2010. The Influence Of Corporate Image, Relationship Marketing, And Trust On Purchase Intention: The Moderating Effects Of Word-Of-Mouth. *Tourism Review* 65 (3): 16–34.
- Noprisson, Hanrie dan Ani, Nur. 2018. Consumer Factors of Purchase Intention Based on Brand Image , Price, Trust and Value. *International Journal of Scientific Research in Computer Science, Engineering and Information Technology*, 3 (7): 185-191.
- Nusarika, Luh Alviolita Kusuma dan Purnami, Ni Made. 2015. Pengaruh Persepsi Harga, Kepercayaan, Dan Orientasi Belanja Terhadap Niat Beli Secara Online (Studi Pada Produk Fashion Online Di Kota Denpasar) 4 (8): 27.
- Oh, Haemoon. 2000. The Effect of Brand Class, Brand Awareness, and Price on Customer Value and Behavioral Intentions. *Journal of Hospitality & Tourism Research* 24 (2): 136-62.
- Prasetya, Galih Ermawan, Yulianto, Edy dan Sunarti. 2018. Pengaruh Brand Image terhadap Keputusan Pembelian (Survey pada mahasiswa Fakultas Ilmu Administrasi Bisnis Program Studi Administrasi Bisnis Angkatan 2014 konsumen Air Mineral Aqua), 62 (2). 214.
- Rahmawati, Vivi. 2014. Pengaruh Atribut Produk dan Label Halal sebagai Variabel Moderating terhadap Keputusan Pembelian Produk Kosmetik Wardah di Kota Semarang.
- Sirdeshmukh, Deepak, Singh Jagdip dan Sabol, Barry. 2002. Consumer Trust, Value, and Loyalty In Relational Exchanges. *Journal of Marketing*, 66 (1), 15–37.
- Subagyo, Pangestu & Djarwanto. 2005. Statistika Induktif. Edisi 5. Yogyakarta: BPFE.
- Supriyanto. 2009. Metodologi Riset Bisnis. Jakarta: PT Indeks.
- Sutisna. 2003. Perilaku Konsumen dan Komunikasi Pemasaran. Bandung: PT Remaja Rosdakarya.
- Shiffman, Leon & Kanuk, Leslie Lazar. 2000. Consumer Behavior. Seventh Edition. USA: Prentice-Hall, Inc.

- Tjiptono, Fandy dan Diana, Anastasia. 2000. Prinsip & Dinamika Pemasaran. Edisi Pertama. Yogyakarta: J & J Learning Yogyakarta.
- Venessa, Ike, dan Zainul Arifin. 2017. Pengaruh Citra Merek (Brand Image) Dan Harga Terhadap Keputusan Pembelian Konsumen (Survei pada Mahasiswa Program Studi Administrasi Bisnis Fakultas Ilmu, 5.
- Wibisono, Dermawan. 2003. Riset Bisnis: Panduan bagi Praktisi dan Akademisi. Jakarta: PT Gramedia Pustaka Utama.
- [www.safiinfonesia.co.id](http://www.safiinfonesia.co.id). Safi Indonesia. Diakses tgl 20 Mei 2019.
- Zeithaml, Valarie A. 1988. Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, 21.