

DAFTAR PUSTAKA

- Aaker, David. 1997. *Manajemen Ekuitas Merek*, Alih bahasa: Aris Ananda. Jakarta: Mitra Utama.
- Aaker, David. A (1991). *Managing Brand Equity: Capitalizing On The value of Brand Name*. New York: The Press.
- Ailawadi, K.L (2001),” The retail Power-Performance Conundrum: What Have We Earned?” *Journal Of Retailing*.Vol. 77 No.3 299-318.
- Annafik, A. F., & Rahardjo, M. (2012). *Analisis pengaruh kualitas produk, harga, dan daya tarik iklan terhadap minat beli sepeda motor yamaha (Studi kasus pada konsumen Yamaha SS Cabang Kedungmundu Semarang)* (Doctoral dissertation, Fakultas Ekonomika dan Bisnis).
- Anselmsson, Johan., Ulf Johansson., and Niklas Persson (2007). “ Understanding Price Premium for Grocery Products: A Conceptual Model of Customer-Based Brand Equity: *Journal of Product and Brand Management*.Vol.16. 401- 414.
- 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.
- Asshidin, Nor Hazlin Nor., Nurazariah Abidin., and Hafizzah Bashira Borhan (2016). Perceived Quality and Emotional Value that Influence Consumers Purchase Intention towards American and Local Product. Vol. 35 639-643.
- Bao, Yongchuan Yeqin. Bao, Shibin Sheng (2011). Motivating Purchase of Private Brands: Effects of Store Image, Product Signatureness, and Quality Variation. *Journal Business Reseach Elsevier*.
- Bauer, R. A. (1960), "Consumer Behavior as Risk Taking", in R. S. Hancock (ed.), *Dynamic*
- Bei, L. T., & Chiao, Y. C. (2001). An integrated model for the effects of perceive product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14, 125-140
- Bimartha, P. A. A., & Aksari, N. M. A. Peran Nilai Emosional Dalam Memediasi Pengaruh Persepsi Kualitas Terhadap Niat Beli. *E-Jurnal Manajemen*, 8(4), 1900-1928.

- Boutsouki, C., Zotos, Y., Masouti, Z. (2008). Consumer Behavior Towards Own Label: Monitoring The Greek Experience. *Agricultural Economics Review*. Vol 9. N0.1 81- 92
- Burton, S., Lichtenstein, D., Netemeyer, R. and Garretson, J. (1998), "A scale for measuring attitude toward private label products and an examination of its psychological and behavioural correlates", *Journal of the Academy of Marketing Science*, Vol. 26 No. 4, pp. 293-306.
- Chaudhuri, A. (2002). How brand reputation affects the advertising-brand equity link. *Journal of Advertising Research*, 42(3), 33-43.
- Choa, Jinsook & Jinkook Lee, 2006, 'An Integrated Model of Risk and Risk Reducing Strategis', *Journal of Business Research*, Vol. 59, hal. 112- 120.
- Dharmmesta B. S dan Handoko T. H. 2011. *Manajemen Pemasaran (Analisis Perilaku Konsumen)*. Edisi Pertama. BPFE, Yogyakarta.
- Diallo, M.F. 2012. Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market. *Journal of Retailing and Consumer Services*, 19:360-367
- Dinawan, M. Rhendria. 2010. Analisis Faktor yang Mempengaruhi Keputusan Pembelian (Study Kasus pada Yamaha Mio PT. Harpindo Jaya Semarang). Tesis, Ekonomi S-2, Universitas Diponegoro. Semarang. <http://dwonload/pdf/11722715.pdf> di akses pada 11 Mei 2015. Hal.36
- Dodds, W. B., Monroe, K., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28, 307-319. <http://dx.doi.org/10.2307/3172866>
- Dursun, I.; Kabadayi, E.T.; Alan, A.K.; and Sezen, B. 2011. Store Brand Purchase Intention: Effects of Risk, Quality, Familiarity and Store Brand Shelf Space. *Procedia Social and Behavioral Sciences*, 24:1190-1200
- Dowling, G. R., & Staelin, R. (1994). A model of perceived risk and intended risk-handling activity. *Journal of consumer research*, 21(1), 119-134.
- Engel, Blackwell, Miniard. 2001. *Consumer Behavior*. 9th Edition. Ohio: South Westrn
- Engel, J.F., et al. 1995. *Perilaku Konsumen*. Edisi 8 Jilid 1. Jakarta: Binarupa Aksara.
- Engel, J.F., Blackwell, R.D., & Miniard, P.W. 1995. *Perilaku Konsumen*. Edisi 8 Jilid 2. Jakarta: Binarupa Aksara.

- Engel, J.F., Blackell, R.D., & Miniard, P.W.1993. *Perilaku Konsumen*. Edisi 6 Jilid 1. Terjemahan oleh Budjianto. 1995. Jakarta: Binarupa Aksara.
- Engel, J.F., Blackell, R.D., & Miniard, P.W.1993. *Perilaku Konsumen*. Edisi 6 Jilid 2. Terjemahan oleh Budjianto. 1995. Jakarta: Binarupa Aksara
- Erdem, T., Zhao, Y, and Valenzuela, A. (2004),” Performance of Store Brand: acrosscountry analysis of sonsumer store-brand preferences, perceptions, and risk”, *Journal of Marketing Research*. Vol. 41. No 1. 86-100.
- Febrian, D. E. (2018). Analisis Pengaruh Persepsi Kualitas, Harga Dan Sikap Terhadap Niat Beli Produk Private Label Merek “Giant”(Studi Pada Pengunjung Hypermarket Giant Maspion Square Surabaya). *Jurnal Ilmu Manajemen (JIM)*, 6(1).
- Ferdinand, A. 2014. *Metode Penelitian Manajemn Edisi 5*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ferdinand, Augusty. 2006. *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Thesis dan Disertasi Ilmu Manajemen*, Badan Penerbit Universitas Diponegoro, Semarang.
- Gefen, D., Rao, V.S. & Tractinsky, N (2003) “The Conceptualization of Trust, Risk and Their Relationship in Electronic Commerce: The Need For Clarification”, *Proceedings of the 26th Hawai International Conference on System Sciences*
- Ghozali, I., & Latan, H. (2015) *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Updet PLS Regresi*. Semarang: Universitas Diponegoro.
- Ghozali, Imam. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Edisi 7. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam.2006.*Aplikasi Analisis Multivariate dengan program SPSS*.
Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2005. *Aplikasi Analisis Multivariate dengan Program SPSS*.
Badan Penerbit Universitas Diponegoro. Semarang.
- Hardesty, D. M., & Suter, T. A. (2005). E-tail and retail reference price effects. *Journal of Product & Brand Management*.
- Harris, L.C & Goode, M.M.H (2004) “The Four Levels of Loyalty and The Pivotal Role of Trust; A Study of Online Service Dynamics”, *Journal of Retailing*, No 80 (20), pp: 139-158.
- Isabella, L., & Dewi, A. S. (2017). Hubungan Persepsi Kualitas, Persepsi Harga, Brand Image, Dan Persepsi Risiko Dengan Minat Beli Private

Label. *Fokus Manajerial*, 14(2).

- Jacoby, J., & Olson, J. C. (1977). Consumer response to price: an attitudinal, information processing perspective. *Moving ahead with attitude research*, 39(1), 73-97.
- Jacoby, J., & Kaplan, L. B. (1972). The components of perceived risk. *ACR special volumes*.
- Jogiyanto H , 2012, Manajemen Pemasaran, BPF E Universitas Gajah Mada Yogyakarta
- Kandasamy, C. (2014). Impact Of Customer Brand Perceived Quality On Buying Intention Of Durable Products A Customer View. *International Journal of Management and Social Science Research Review*, 1(3), 1–5.
- Kharisma, M. F. (2017). *Pengaruh Citra Merek, Persepsi Risiko, Dan Word Of Mouth Terhadap Niat Beli Mie Sedaap di Surabaya* (Doctoral dissertation, STIE Perbanas Surabaya).
- Kim, A. J., & Ko, E. (2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *Journal of Global Fashion Marketing*, 13(13), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>
- Kotler, P., & Armstrong, G. 2018. *Principles of Marketing, 17th Edition*. Pearson Education Limited.
- Kotler, Philip. dan Gary, Armstrong., (2012). *Prinsip-prinsip Marketing*, Jakarta: Salemba Empat.
- Kotler, P., Keller, K. L. 2016. *Marketing Management, 15th Edition*. Pearson Education Limited.
- Kotler, Philip., Kevin L. Keller. (2012). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, Philip dan Kevin L. Keller. 2009. *Manajemen Pemasaran*. Jilid 1. Edisi ke dua belas. Indeks, Jakarta.
- Kotler, Philip dan Gary Armstrong. 2008. *Prinsip-Prinsip Pemasaran*. Edisi Keduabelas. Jilid Pertama. Erlangga. Jakarta.
- Kotler, Philip & Kevin L. Keller 2007. *Manajemen Pemasaran Edisi Kedua belas*. Jilid 2. Terjemahan oleh Benyamin Molan. PT Indeks. Jakarta.
- Kotler, Philip & Armstrong, Gary. 2005. *Dasar-dasar Pemasaran*. Jakarta: Prehallindo.

- Keller, Kevin Lane. 2003. *Strategic Brand Management, Building, Measuring, and managing Brand Equity*. New Jersey: Prentice Hall.
- Kusdyah, I. (2012). Persepsi Harga, Persepsi Merek, Persepsi Nilai, dan Keinginan Pembelian Ulang jasa Klinik Kesehatan. *Jurnal Manajemen Pemasaran*, 7(1), 25–32. <https://doi.org/10.9744/pemasaran.7.4.25-32>
- Lee, M.Y., Kim, Y.K., Pelton, L., Knight, D. and Forney, J. (2008). *Factors Affecting Mexican College Students' Purchase Intention Toward A Us Apparel Brand*. *Journal Of Fashion Marketing And Management*. 12(3), pp. 294-307.
- Levy, S., & Guterman, H.G. 2012. “Does Advertising Matter To Store Brand Purchase Intention? A Conceptual Framework.” *Journal of Product & Brand Management*. 21 (2):89-97
- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: a field study. *Journal of Marketing Research*, 234-245.
- Li Dr. Cheng-Ping. (2017). Effects of Brand Image, Perceived Price, Perceived Quality, and Perceived Value on The Purchase Intention Towards Sports and Tourism Products of The 2016 Taichung International Travel Fair. *Journal of International Management Studies*. Vol. 12. No 2. 97-107
- 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.
- McKnight, DH, & Chervany NL (2002). Apa arti kepercayaan dalam hubungan pelanggan e-niaga: Antipologi konseptual interdisipliner. *Jurnal Internasional Perdagangan Elektronik* , 6 (2), 35-59.
- Mileva, D. N. (2019). Pengaruh Social Media Marketing dan Persepsi Kualitas Terhadap Niat Beli Surabaya Snowcake (Studi Pada Masyarakat Surabaya Timur). *Jurnal Ilmu Manajemen (JIM)*, 7(2).
- Mulyana, Deddy. (2014) *Ilmu Komunikasi suatu pengantar*. Cetakan ke 18. Bandung. PT. Remaja Rosdakarya.
- Munusamy, J. and Wong, C.H. (2008). Relationship between marketing mixstrategy and consumer motive: an empirical study in major Tesco stores. *UNITAR E-Journal*. Vol.4(2)
- Mowen, John. C dan Minor, Michael. 2001. *Perilaku Konsumen*. Edisi Kelima. Jilid 1.
- Percy, L., and Rossiter, J. R. 1997. *Advertising and Promotion Management*. Singapore: McGraw-Hill.

- Peter, Paul J dan Jerry Olson. 2013. *Consumer Behaviour : Perilaku konsumen dan strategi pemasaran Edisi Keempat Jilid 2*. Jakarta: Erlangga.
- Petrack, JF (2004). Nilai persepsi pertama timer dan repeater. *Jurnal Penelitian Perjalanan* , 43 (1), 29-38.<http://dx.doi.org/10.1177/0047287504265509>
- Prasetijo, Ristiyanti. 2005. *Perilaku Konsumen*. Yogyakarta: Andi Offset.
- Prasetya, N., Santoso, A., & Wahyuni, S. (2019). Pengaruh Corporate Image dan Word Of Mouth Terhadap Minat Beli Produk Pada Madani Skincare Kediri. *JIMEK : Jurnal Ilmiah Mahasiswa Ekonomi*, 2(2), 249–264.
- Priyatno. 2013. *Analisi Korelasi, Regresi dan Multivariate dengan SPSS*, Penerbit Andi, Yogyakarta.
- Putriansari, F. P. (2019). Pengaruh persepsi kualitas, sikap merek, dan preferensi merek terhadap niat pembelian pada minuman susu frisian flag di Surabaya. *Journal of Business and Banking*, 8(2), 177-194.
- Ristiyanti, Prasetijo, John J.O.I Ihalauw. 2005. *Perilaku Konsumen*. Yogyakarta : ANDI OFFSET.
- Santoso, D., Najib, M., & Munandar, J. M. (2016). Pengaruh Persepsi Risiko, Price Consciousness, Familiarity, Persepsi Kualitas, dan Citra Toko pada Minat Beli Konsumen. *Jurnal Ilmu Keluarga & Konsumen*, 9(3), 218-230.
- Schiffman, L. G., & Wisenblit J. L. 2015. *Consumer Behavior*. Pearson Education Limited.
- Schiffman, Leon, Kanuk, Leslie Lazar. 2008. *Consumer Behavior, 7th Editiiti (Perilaku Kkonsumen)*. Jakarta: PT.Indeks.
- Schiffman, Leon G. dan Kanuk, Leslie L. 2007. *Perilaku Konsumen* . 2007. Jakarta : PT. Indeks.
- Schiffman, L. And Kanuk,LL.,2004. *Perilaku Konsumen Edisi Ketujuh*. Indeks
- Schifman and Kanuk, 2000, *costumer behaviour*, Internasional Edition, Prentice Hall.
- Schiffman, G.L., dan Kanuk, L.L., 1983, *Consumer Behaviour – 2nd Edition* ISBN 0-13-168880-4
- Simamora, Bilson. 2003. *Aura Merek*. Jakarta : PT Gramedia Pustaka Utama.
- Simamora, Bilson.2001. *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. Edisi Pertama. Jakarta: Gramedia Pustaka Utama.
- Sugiyono. 2014. *Metode Penelitian Bisnis*. Alfabeta, Bandung.

- Sugiyono, 2013. *Metode penelitian Manajemen. Pendekatan kuantitatif, kualitatif, kombinasi, tindakan kelas dan evaluasi*. Bandung: Alfabeta.
- Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta
- Suhud, U., & Willson, G. (2019). Low-cost green car purchase intention: Measuring the role of brand image on perceived price and quality.
- Sumarwan, U. (2014). *Pemasaran Strategik : Perspektif Perilaku Konsumen dan Marketing Plan*. IPB press. Bogor.
- Sunjoyo, S. R., Carolina, V., Magdalena, M., & Kurniawan, A.(2013). *Aplikasi SSPSS untuk SMART Riset (Program IBM Spss 21)*, penerbit A: Alfabeta.
- Sunyoto, Danang. (2012). *Dasar-dasar Manajemen Pemasaran Konsep Strategi dan Kasus*. CAPS, Yogyakarta.
- Suroso, S. (2017). *Pengaruh Persepsi Risiko, Kemudahan Dan Manfaat Terhadap Keputusan Pembelian Produk Fashion Secara Online DiYogyakarta* (Doctoral dissertation, Universitas Mercu Buana Yogyakarta).
- Suter, T. A., & Hardesty, D. M. (2005). Maximizing earnings and price fairness perceptions in online consumer-to-consumer auctions. *Journal of Retailing*, 81(4), 307-317.
- Suwarni, E., Suharyono, S., & Kumadji, S. (2019). Pengaruh Iklan Di Televisi, Kualitas Produk Dan Harga Terhadap Citra Merek Serta Implikasinya Pada Minat Pembelian (Survei Pada Calon Konsumen Susu Sgm Di Kota Malang). *PROFIT: JURNAL ADMINISTRASI BISNIS*, 11(1), 24-32.
- Thamizhvanan, Arun and M.J. Xavier, (2012), Determinants of Customers' Online Purchase Intention: an Empirical Study in India, *Emeraldinsight*, 4(1): pp.1755-1795.
- Tatik Suryani. 2013. *Perilaku Konsumen di Era Internet*. Yogyakarta : Graha Ilmu
- Tjiptono, Fandy. (2011). *Strategi Pemasaran* (Edisi 3). Yogyakarta : ANDI.
- Tjiptono, Fandy dan Gregorius Candra . (2005). *Service, Quality, and Satisfaction*. Yogyakarta: Andi Offset.
- Tsai, DC, & Lee, CH (1999). Hubungan antara Karakteristik Konsumen dan Belanja Internet Niat. *Jurnal Manajemen* , 16 (4), 557-580.
- Tsai, DC, Lee, CH, & Wu, WY (2004). Pengaruh harga, garansi, dan citra negara asal pada evaluasi produk dan niat beli. *Jurnal Manajemen* , 21 (1), 21-46.

- Tsai, MT, Chuang, LM, Chen, CC, & Chao, HM (2010). Penelitian tentang hubungan antara layananinovasi, evaluasi normatif, kualitas layanan dan kepuasan pelanggan-Studi kasus Taiwanoperator sewa mobil. *Jurnal Kualitas* , 17 (3), 207-227.
- Tsiotsou, R. (2006). *The role of perceived product quality and overall satisfactionon purchase intentions*. *International Journal of Consumer Studies*, 30(2), 207-217.
- Utami, A. A. (2020). Pengaruh Edukasi Pasar Modal, Ekspektasi Return, Persepsi Risiko, Motivasi Pada Minat Investasi Mahasiswa.
- Wang, Y. H., & Chen, L. Y. (2016). An empirical study of the effect of perceived price on purchase intention evidence from low-cost carriers. *International Journal of Business and Social Science*, 7(4), 97-107.
- Wen, Ling-yu. and Li, Sang-Hui. (2013). A Study On The Relationship Amidst Health Consciousness, Ecological Affect, And Purchase Intention Of Green Production. 5(4), pp. 124-137.
- Wijayasari, N., & Mahfudz Sarung Gajah Duduk di Kabupaten Pekalongan. *Diponegoro Journal Of Management*, 7(2), 1–9. Retrieved from <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Zeithaml, V. A. (1983). Conceptualizing and measuring consumer response to price. *Advances in Consumer Research*, 10, 612-616.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of Marketing*, 2-22.
- Zeitaml. (1998). Consumer Perceptions A Means-End Value : Quality , and Model Synthesis of Evidence. *Synthesis*, 52(3), 2–22. Retrieved from <http://www.jstor.org/pss/1251446>
- Zhu D. S. Lee Z. C. (Rick), Gwendolyn S. O. 2011. Mr. Risk! Please Trust Me: Trust Antecedents that Increase Online Consumer Purchase Intention. *Journal of Internet Banking and Commerce*. December 2011, Vol. 16, No.3. pp. 1-23