

DAFTAR PUSTAKA

- Afifuddin. 2013. *Dasar-dasar manajemen*. Bandung : Alfa Beta
- Afshar, Asghar at.al, 2011. *Study the Effect of Customer Service and Product Quality on Customer Satisfaction and Loyalty*. *Interntional Journal of Humanities and Social Science*, Vol. 1, No 7.
- Alma, Buchari. 2013. *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta: Bandung.
- Armstrong, Gary dan Philip Kotler. 2012. *Dasar-dasar Pemasaran*. Jilid 1, Alih Bahasa Alexander Sindoro dan Benyamin Molan. Jakarta: Penerbit Prenhalindo.
- Ehsan, Muhammad Malik et, al. 2012. *Impact of Brand Image, Service Quality and Price on Customer Satisfaction*. *International Journal of Business and Social Science*, Vol. 3, No. 23.
- Ehsani, Zahra dan Mohamad Hossein. 2015. *Effect of quality and price on customer satisfaction and commitment in Iran auto industry*. *International Journal of Service Science, Management and Engineering*, Vol. 1, No. 5.
- Ghozali, Imam. 2013. *Analisis Aplikasi Multivariate dengan Proses SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Halim, Peter., Bambang Swasto, Djamhur Hamid dan 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.
- Hasibuan, Malayu. 2013. *Manajemen Sumber Daya Manusia*, Cetakan Ketujuh Belas. Jakarta: PT.Bumi Aksara.
- Kim, Ki-Pyeong., Yoo-Oh Kim, Min-Kweon Lee, Myoung-Kil Youn. 2014. *The Effect of Co-Brand Marketing Mix Strategies On Customer Satisfaction , Trust, and Loyalty for medium and small traders and manufacturers*. *Jurnal EHM*, Vol. 1, No. 17.

- Kotler, Philip and Armstrong. 2015. *Principle of Marketing*. 15th edition, New Jersey: Prentice-Hall Published.
- Kotler, Philip and Kevin Lane Keller. 2016. *Marketing Management*, 15th Edition, Pearson Education, Inc.
- Liwe, Farli. 2013. Kesadaran Merek, Keragaman Produk, dan Kualitas Produk Pengaruhnya terhadap Pengambilan Keputusan Konsumen Membeli di Kentucky Fried Chicken Manado. *Jurnal EMBA*, 2(4), 2107-2116. Retrieved from Universitas Sam Ratulangi Manado.
- Mihaela, Simona TRIF. 2013. *The Influence of Overall Satisfaction and Trust on Customer Loyalty*. Management & Marketing Challenges for the Knowledge Society, Vol. 8, No. 1
- Mula, Joseph, Ainur Rofiq. 2010. *The Effect of Customer's Trust on E-Commerce: A Survey of Indonesian Customer B to C Transactions*.
- Mullins, John W dan Walker Jr, Orville C. 2013. *Marketing Management: A Strategic Decision-Making Approach*, 8th Edition, McGraw-Hill International Edition.
- Nazir, Mohammad. 2011. *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- Noor, Juliansyah. 2012. *Metodologi Penelitian*. Jakarta: PT Grasindo.
- Noor, Juliansyah. 2014. *Analisis Data Penelitian Ekonomi & Manajemen*. Jakarta: PT Grasindo.
- Osman, Zahir et, al. 2013. *A study of mediating effect of trust on customer satisfaction and customer loyalty relationship*. European Journal of Tourism Research, Vol. 6, No. 2.
- Razak, Ismail et, al. 2016. *The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value*. Journal of Marketing and Consumer Research, Vol. 30.
- Riduwan, dan Engkos Achmad. 2014. *Path Analysis*. Bandung: Alfabeta.
- Rizan, Mohamad et, al. 2016. *The Influence of Service Quality and Price Toward Trust and its Impact on Customer Loyalty of Low Cost Carrier Indonesia*. Jurnal Riset Manajemen Sains Indonesia (JRMSI), Vol. 7, No. 1.

- Sangadji, Etta Mamang dan Sopiah. 2013. *Perilaku Konsumen*. Yogyakarta: Penerbit Andi.
- Setiadi, Nugroho. J. 2013. *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan dan Keinginan Konsumen*. Jakarta: Kencana.
- Solomon, Michael. R. 2015. *Consumer Behavior: Buying, Having and Being*, 11th Edition. New Jersey: Prentice-Hall.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2015. *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Sugiyono. 2015. *Metodologi Penelitian dan Pengembangan*. Bandung: Alfabeta.
- Tjiptono, Fandy dan Anastasia Diana. 2016. *Pemasaran*. Yogyakarta: Penerbit Andi.
- Tjiptono, Fandy dan Gregorius Chandra. 2016. *Service Quality and Satisfaction, Edisi 4*. Yogyakarta: Penerbit Andi.
- Umar, Husein. 2011. *Metode Penelitian Untuk Skripsi dan Tesis Bisnis Edisi 11*. Jakarta: PT. Raja Grafindo Persada.
- Youcef, Souar et, al. 2015. *The Impact of Customer Satisfaction for their Loyalty with the Existence of Trust and Commitment as Intermediate Variables*. Management, Vol. 5, No. 1.
- <http://asrim-indonesia.org/profil-asrim/> (diakses 2 April 2017)
- www.badanpusatstatistik.com (diakses 2 April 2017)
- www.kemenperin.go.id (diakses 2 April 2017)
- www.suara.com (diakses 18 april 2017)
- www.swa.co.id (diakses 4 april 2017)
- www.topbrand-award.or.id (diakses 2 April 2017)