**DAFTAR PUSTAKA**

Aaker, David.A. (1972). *A Measure of Brand Acceptance*. Journal of Marketing Research, Vol. 9, No. 2 (May, 1972), pp. 160-167.

Berman, Barry & Evans, J. (2007). *Retail Management*: *A Strategic Approach.* New Jersey: Prentice Hall.

Databoks. (2018). Berapa Nilai Penjualan Ritel Indonesia? Diakses pada 20 Oktober 2018. melalui https://databoks.katadata.co.id/datapublish/2017/06/06/berapa-nilai-penjualan-ritel-indonesia

Databoks. (2018). Indonesia Masuk Daftar 10 Pasar Ritel Interaktif. Diakses pada 20 Oktober 2018 melalui https://databoks.katadata.co.id/datapublish/2017/06/06/indonesia-masuk-daftar-10-pasar-ritel-teratraktif

Donald, R. Cooper & Pamela S. Schindler. (2017). *Business Research Methods.* 12th Edition. New York: Mc Graw- Hill International Edition.

Durianto, Darmadi, Sugiarto, dan Tony Sitinjak. (2001). *Strategi Menaklukan Pasar,* Jakarta: PT Gramedia Pustaka Utama.

Ghozali, Imam. (2016). *Aplikasi Analisis Multivariate.* Semarang: Badan Penerbit Universitas Diponegoro.

Grewal, D., Krishnan, R., Baker, J., Borin, N. (1998). *The effect of store name, brand name and price discounts on consumers’ evaluations and purchase intentions*. *Journal of Retailing* 74 (3), pp. 331–352.

Habib, Salman & Saira Aslam. (2014). *Influence of Brand Loyalty on Consumer Repurchase Intentions of Coca-Cola*. *European Journal of Business and Management,* Vol 6, No 14, pp 168-175.

Hair, Joseph F., William C. Black, Barry J. Babin and Rolph E. Anderson. (2014). *Multivariate Data Analysis.* 7th edition. Pearson Education Limited.

Iglesias, Marta Pedraja & M. Jesus Yague Guillen. 2004. *Perceived quality and price: their impact on the satisfaction of restaurant customers*. *International Journal of Contemporary Hospitality Management*; Bradford  Vol. 16, Iss. 6, pp. 373-379.

Kotler, Philip and Gary Armstrong. (2018). *Principles of Marketing, 17th Edition*, United States: Pearson Education.

Kotler, Philip and Kevin Lane Keller. (2009). Manajemen Pemasaran*.* Edisi ketiga belas*.* England: Pearson Education, Inc.

Kotler, Philip and Kevin Lane Keller. (2016). *Marketing Management, 15th Edition.* England: Pearson Education, Inc.

Levy, M., Weitz, B.A. (2007). *Retailing Management*, *6th Edition*. New York : McGraw Hill.

Lochead, Ashley. (2017). *What is the Meaning of Consumer Acceptablity*? Bizfluent, diakses 26 September 2017, https://bizfluent.com/facts-7292560-meaning-consumer-acceptability-.html

Mutia, Farah.S., dan Dwi Hastjarja Kustijana. (2012). Pengaruh Persepsi Kualitas Produk, Persepsi Kualitas Pelayanan dan Trust Pada Kepuasan Konsumen di Perusahaan Taksi PT. Kosti Solo. Jurnal Fokus Manajerial Vol. 11, No. 2, pp. 183 – 194.

Purba, Surya Dharma. (2014). Skripsi: *Kejenuhan Belajar Mahasiswa Kerjasama Kabupaten Landak Dan Penyelesaian Tugas Akhir Universitas Pendidikan Indonesia.* Universitas Pendidikan Indonesia.

Qian Pan, Haoxiang Xia, dan Shuang Ling Luo. (2018). *A Coupled Dynamic Model Of Brand Acceptance And Promotive Information Spreading. Journal of Systems Science and Systems Engineering,* Vol. 27,iss 5, pp. 677 – 689.

Rahayu, Mintarti, Ananda Sabil Hussein, dan Rian Aryanti. (2016). Jurnal Ekonomi Bisnis Tahun 21, Nomor 1.

Schiffman, Leon and Lezlie Lazar Kanuk. (2007). Perilaku Konsumen, Edisi ketujuh, Cetakan kedua, Indonesia: PT Macanan Jaya Cemerlang.

Schiffman, Leon.G. and Winseblit, Joseph L. (2015). *Consumer Behavior, 11th Edition*, *England*: Pearson Limited Education.

Sekaran, Uma dan Roger Bougie. (2017). *Metode Penelitian Untuk Bisnis*. Edisi keenam. Jakarta: Salemba Empat.

Simamora, Bilson. (2018). Multicollinearity. *Bilson Simamora Marketing and Research Center* (Blog). http://www.bilsonsimamora.com/multivariat/multicollinearity-test/

Simamora, Bilson. (2018). Multivariate. *Bilson Simamora Marketing and Research Center* (Blog). *http://www.bilsonsimamora.com/multivariat/*

Simamora, Bilson. (2018). Uji F dan T. *Bilson Simamora Marketing and Research Center* (Blog). http://www.bilsonsimamora.com/multivariat/uji-f/

Simamora, Bilson. (2018). Uji Normalitas. *Bilson Simamora Marketing and Research Center* (Blog). http://www.bilsonsimamora.com/multivariat/uji-normalitas/

Stanton, William J. 1998. Prinsip Pemasaran. Jilid Idan II. (Terjemahan: Lamarto). Edisi Ketujuh. Jakarta: Erlangga.

Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D.* Bandung. Alfabeta.

Widagdo, Hubert Anders. (2013). Jurnal: Pengaruh Perceived Price Terhadap Customer Loyalty Melalui Perceived Quality Dan Customer Satisfaction Pada Produk Handphone Blackberry Di Surabaya. Universitas Katolik Widya Mandala Surabaya