

## DAFTAR PUSTAKA

- Ajzen, I. & Fishbein, M. (1980) *Understanding Attitudes and Predicting Social Behavior* Englewood Cliffs, NJ: Prentice-Hall.
- Assael, Henry (1998).*Consumer Behavior and Marketing Action*. 6<sup>th</sup> Ed., New York South Western College Publishing.
- Bagoozi, Richard P, Nancy Wong, Shuzo Abe dan M Bergami (2000), Cultural and Situational Contingencies and The Theory of Reasoned Action:Application of Fast Food Restaurant Consumption, *Journal of Consumer Psychology*, Vol 9 No 2 h 97-106.
- Barnard, Neil R dan Andrew S.C Ehrenberg (1990),"Robust Measures of Consumer Barnd Beliefs", *Journal of Marketing Research*, Vol XXVII h 477-484.
- Byrne, Barbara M (2001). *Structural Equation Modeling with AMOS, Basic Concepts, Applications and Programming*, Lawrence Erlbaum Associates Publisher, London.
- Cooper, Donald P dan P. S. Schindler (2001). *Business Research Methods*. 7 th Edition Boston. McGraw Hill.
- Cooper, Marjorie J, Nancy Upton dan Samuel Seaman (2005), Customer Relationship Management: A Comparative Analysis of Family and Non-family Business Practices, *Journal of Small Business Management*, Vol 43 No 3 h 242-256.
- Ekelund, Christer dan Deo D. Sharma (2001), "The Impact of Trust on Relationship Commitment: A Study of Standardized Products in a Mature Industrial Market," Laporan Penelitian Tidak Dipublikasikan.
- Fitzgibbon, Christopher dan Lesley White (2005), The Role of Attitudinal Loyalty in the Development of Customer Relationship Management Strategy within Service Firms, *Journal of Financial Service Marketing*, Vol 9 No 3 h 214-230.
- Fulerton, Gordon (2005), The Impact of Brand Commitment on Loyalty to Retail Service Brands, *Canadian Journal of Administrative Science*, Vol 22 h 97-110.
- Gurviez, Patricia dan Michael Korchia (2003). " Test of a Consumer-Brand Relationship Model Including Trust and Three Consequences," *Makalah Seminar dalam 30th International Research Seminar in Marketing*, 11-13 Juni.
- Homer, P. M. & Yoon, S. (1992) Message framing and the interrelationship among ad-based feelings, affect, and cognition, *Journal of Advertising*, 21(1), h. 19–33.
- Homer, Pamela Miles (2006), "Relationships Among Ad Induced Affect, Beliefs and Attitudes", *Journal of Advertising*, Vol 35, No 1, h 35-51.
- Hon, L. C. & Grunig, J. E. (1999) *Guidelines for Measuring Relationships in Public Relations*, Gainesville, FL: The Institute for Public Relations.
- Kardes, Frank R, Maria L Cronley, Manuel C Pontes dan David C Houghton (2001),"Down The Garden Path: The Role of Conditional Inference Processes in Self-Persuasion", *Journal of Consumer Psychology*, Vol 11 No 3 h 159-168.

Kim, Jeesun dan Sylvia M Chan-Olsted (2005), Comparative Effects of Organization-Public Relationships and Product Related Attributes on Brand Attitude, *Journal of Marketing Communications*, Vol 11 No. 3 h 145-170.

Laporan Perkembangan Perbankan Syariah (2005), Bank Indonesia.

Lau, Geok Theng dan Sook Han Lee (2000). "Consumer's Trust in a Brand and the Link to Brand Loyalty," *Journal of Market Focused Management*. 4, pp 341-370.

Liljander, Veronica (1999), The Importance of Internal Relationship Marketing for External Relationship Success, dalam Thorsten Hennig-Thurau and Ursula Hansen, Eds., *Relationship Marketing: Gaining Competitive Advantage through Customer Satisfaction and Customer Retention*, Springer Verlag: Berlin, 159-192.

Morgan R. dan Hunt S. (1994), "The Commitment-Trust Theory of Relationship Marketing," *Jounal of Marketing*, 58, July, pp 110-124.

Neuman, W Lawrence (2000), *Social Research Methods, Qualitative and Quantitative Methods 4<sup>th</sup> ed*, Allyn and Bacon, Boston.

Olins, W. (2000) How brands are taking over the corporation, in: M. Schultz, M. J. Hatch & M. H. Larsen (Eds) *The Expressive Organization: Liking Identity, Reputation, and the Corporate Brand*, pp. 51–65 (Oxford: Oxford University Press).

Parasuraman, A, Valerie A. Zeithaml dan Leonard Berry, (1985) " A Conceptual Model of Service Quality and its Implications for Future Research," *Journal of Marketing*, Vol. 9, Fall,pp 120-145.

Purwanto, BM (2001) Pelatihan Pengukuran dan Teknik Statistik untuk Riset Keperilakuan, *Modul*, QUE Project Management dan Program Magister Sains Ilmu-Ilmu Ekonomi UGM.

Ruth, Julie A (2001),"Promoting a Brand's Emotion Benefits: The Influence of Emotion Categorization Process on Consumer Evaluations", *Journal of Consumer Psychology*, Vol 11 No 2, h 99-113.

Setyawan, A. (2008), "Peran Kepercayaan Pada Merek dan Kepuasan dalam Menjelaskan Loyalitas pada Merek, Studi Empirik pada Konsumen Telepon Seluler," *Manajemen Usahawan Indonesia*, No 01/Th. XXXVII, Januari

Tezinde, Tito, Jamie Murphy, Don Thi Hong, Chau Nguyen dan Cameron Jenkinson (2001), " Cookies: Walking the Fine Line Between Love and Hate," *Makalah dalam 4th Western Australian Workshop on Information System Research* (WAWISR 2001).

Wilkie, W. L. (1990) *Consumer Behavior*, 2nd edn (New York: John Wiley & Sons).

Wood Lisa M (2002), Dimensions of Brand Purchasing Behavior: Consumers in the 18-24 age Groups, *Journal of Consumer Behavior*, Vol 4 No 1 h 9-24.