DAFTAR PUSTAKA

- Aaker, David. Managing Brand Equity,in: Journal of Bussiness Strategy. Vol 13. (1992)
- Aaker, J. Dimensions of Brand Personality, in: Journal of Marketing Research. Vol 34. (1997)
- Berry L., Cultivating Service Brand Equity, in: Journal of Academic Marketing Science. Vol 28 (2000)
- Bitner M.J. Building Service Relationship: it's all about promises, in: Journal of Academic Marketing Science. Vol 23 (1995)
- Bolton R, Drew J. A Multistage Model of Customer's Assestment of Service Quality and Value, in: Journal of Consumer Research . Vol 17 (1991)
- Brodie, RJ, et al, Investigating the Service Brand: A Customer Value Perspctive in: Journal of Bussiness Research. Vol 10 (2008)
- Brown, J. Dacin P. *The Company and The Product: Corporate Associations and Consumer Product responses, in: Journal of Marketing.* Vol 61. (1997)
- Dall O' Romo Riley F, de Chartony L. *The Service Brand as the Relationship Builder, in:*Journal of Management. Vol 11 (2000)
- Dawar N, Parker P. Marketing Universals: consumers' use of brand name, price, physical appearance, and retailer, in: Journal of Marketing. Vol: 58 (1994)
- De Chernatony L. *From Brand Vision to Brand Evaluation* (2003). Oxford: Butterworth-Heinemman.

- Dobni D, Zinkhan GM. *In Search of Brand Image: a foundation analysis, in Advertising Consumer Research*. Vol 17 (1990)
- Hair, J.F. Jr., Anderson, R.E., & Tatham, R.L, Black, W.C. (2006), *Multivariate Data Analysis*. USA: Prentince Hall.
- Keller, K. Conceptualizing, Measuring, Managing Customer-Based Brand Equity, in: Journal of Marketing. Vol 57. (1993)
- Kotler, Philip. (2003). "Marketing Management. 11th ed". New Jersey: Prentice Hall.
- Lovelock C, Wirtz J. *Services Marketing: People, Technology, Strategy.* 6th edition. New Jersey: Pearson Education. (2007)
- Malhotra, Naresh K. *Marketing Research An Applied Orientation*. 2nd edition. New Jersey: Pearson Education. (2004)
- Padgett D, Allen D. a Narrative Approach to Creating Service Brand Image, in: Journal of Advertising. Vol 26 (1998)
- Peter, J. Paul, Olson, Jerry C. (2005). "Consumer Behavior & Marketing Strategy. 7th ed".

 New York: McGraw-Hill
- Sidershmukh D, Singh J, Sabol B. *Customer Trust, Value and Loyalty in Relational Exchanges, in: Journal of Marketing.* Vol 66. (2002)
- Vargo S, Lusch R. Evolving To The New Dominant Logic for Marketing, in Journal of Marketing, Vol 68 (2004)
- Zeithaml V. Consumer Perception of Price, Quality and Value: a Means-End Model and Synthesis of Evidence, in: Journal of Marketing. Vol 52. (1988)