

DAFTAR PUSTAKA

- Aaker, D. (2001). *Marketing Research*. New York: John Willey & Sons Ltd.
- Chi, H. K., Yeh, H. R., Yang, Y. T. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, 4(1).
- Durianto, D., Sugiarto, & Sitinjak, T. (2004). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama, Jakarta.
- Eze, U. C., Tan, C. B., Yeo, A. L. Y. (2012). Purchasing Cosmetic Products: A Preliminary Perspective of Gen-Y, *Contemporary Management Research*, 8(1), 51-60.
- Ferdinand, A. (2002). *Structural Equation Modelling dalam Penelitian Manajemen*. Semarang: FE UNDIP.
- Ghozali, I. (2002). *Aplikasi Analisis Multi Variat dengan Program SPSS*. Badan Penerbit Universitas Diponegoro. Semarang..
- Hair, J. F., Anderson, J. R., Tatham, R. L., Black, W. C. (2006). *Multivariat Data Analysis 6 Edition*. New Jersey: Pearson Education.
- Indriantoro, N., & Supomo, B. (2009). *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen, Edisi Pertama*. Yogyakarta: BPFEE.
- Irshad, W. (2012). Service based Brand Equity, Measure of Purchase Intention, Mediating role of Brand Performance. *Academy of Contemporary Research Journal*, VI (I), 1-10.

Jalilvand, M. R., Samiei, N., Mahdavinia, S. H. (2011). The effect of Brand Equity Components on Purchase Intention. *International Business and Management*, 2(2), 149-158.

Mcclave, J. T., & Sincich, T. (2003). *Statistics, Edition 9*, Pearson Education International.

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Jakarta: T. Indeks.

Rangkuti, F. (2004). *The Power of Brand, Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek*. Jakarta: Gramedia Pustaka.

Santoso, S. (2001). *Mengolah Data Statistik Secara Profesional*. PT. Alex Media Komputindo. Jakarta.

Schivinski, B., & Dabrowski, D. (2013). The Impact of Brand Communication on Brand Equity Dimensions and Brand Purchase Intention through Facebook, *Gdansk University of Technology*, 4(4).

Senthilnathan, S., & Tharmi, U. (2012). The relationship of Brand Equity to Purchase Intention. *The IUP Journal of Marketing Management*, XI, 2.

Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., Sherazi, S. K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2), 105-110.

Shahrokh, Z. D., & Azodi, A. D. (2013). The Effect of Country of Origin Image on Brand Equity and Purchase Intention. *Journal of Applied Enviromental and Biological Sciences*, 3(12), 52-61.

Susanto, A. (2004). *Sistem Informasi Manajemen*. Bandung: Linggar Jaya.

Tariq, M. I., Nawaz, M. R., Nawaz, M. M., & Butt, H. A. (2013). Customer Perception about Branding and Purchase Intention : A study of FMCG in an Emergin Market. *Journal of Basic and Applied Scientific Research*, 3(2), 340-347.

Vazifehdust, H., Nikoomaram, H., Saberi, H. (2012). Cause Related Marketing Campaigns and Consumer Purhcase Intentions: The Mediating Role of Cultural Values and Perceptual Brand Equity. *Life Science Journal*, 9(4), 2017-2025.

Wang, Y. H., & Tsai, C. F. (2014). The Relationship Between Brand Image and Purchase Intention: Evidence From Award Winning Mutual Funds. *The International Journal of Business and Finance Research*, 8, 2.

Yassen, N., Tahira, M., Gulzar, A., Anwar, A. (2011). Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention: A Resellers' View. *Interdisciplinary Journal of Contemporary Research Business*, 3(8).

Zeithaml, Bitner & Gremler. (2006). *Service Marketing, Fourth edition*, Prentice Hall; Exclusive right by Mc Graw-Hill.

http://www.bps.go.id/tab_sub/view.php?tabel=1&id_subyek=17¬ab=12.data-perkembangan-jumlah-kendaraan. Diakses pada tanggal 21 September 2014.

<http://batampos.co.id/27-05-2013/637-862-unit-kendaraan-merayap-di-batam-tiap-hari>. Diakses pada tanggal 21 September 2014.