

## DAFTAR PUSTAKA

- Alvarado-Herrera, A.; Bignire, E.; and Aldas-Manzano, J. (2015). "A Scale for Measuring Consumer Perceptions of Corporate Social Responsibility Following the Sustainable Development Paradigm," *Journal of Business Ethics*, Vol. 140, No. 10, pp. 243-262.
- Anselmsson, J. and Bondesson, N. (2013), "What successful branding looks like – a managerial perspective," *British Food Journal*, Vol. 115, No. 11, pp. 1612-1627.
- Anselmsson, J.; Bondesson, N; and Ulf Johansson, (2014). "Brand image and customers' willingness to pay a price premium for food brands," *Journal of Product & Brand Management*, Vol. 23, No. 2, pp. 90-102.
- Badan Pusat Statistik. (2019), *Pendapatan Nasional Indonesia 2012 - 2018*. Jakarta, Indonesia.
- Casidy, R. and Wymer, W. (2016). "A Risk Worth Taking: Perceived Risk as Moderator of Satisfaction, Loyalty, and Willingness-To-Pay Premium Price," *Journal of Retailing and Consumer Services*, Vol. 32, pp. 189-197.
- Chen, Yi-Min.; Su, Yi-Fan.; and Lin, Feng-Jyh. (2011). "Country-of-Origin effects and antecedents of industrial brand equity," *Journal of Business Research*, Vol. 64, pp 1234-1238.
- Cooper, D. R. and Schindler, P. S. (2014), *Business Research Methods*, 12<sup>th</sup> ed. New York: McGraw-Hill.
- Giovannini, S.; Xu, Y.; and Thomas, J.B. (2015), "Luxury fashion consumption and Generation Y consumers: self, brand consciousness, and consumption motivations," *Journal of Fashion Marketing and Management: An International Journal*, Vol. 19, No. 1, pp. 22-40.

- Gürlek, M.; Düzgün, E.; and Uygur, S.M. (2017), "How does corporate social responsibility create customer loyalty? The role of corporate image," *Social Responsibility Journal*, Vol. 13, No. 3, pp. 409-427.
- Hair, J.F. Black; W.C. Babin, B.J.; and Anderson, R.E. (2010), *Multivariate Data Analysis*, 7<sup>th</sup> ed. Upper Saddle River, New Jersey: Prentice Hall
- Hanzaee, H.K. and Sadeghian, M. (2014), "The impact of corporate social responsibility on customer satisfaction and corporate reputation in automotive industry," *Journal of Islamic Marketing*, Vol. 5, No. 1, pp. 125-143.
- Hung, K.; Chen, A.H; Peng, N; Hackley, C; Tiwsakul, R.A; dan Chou, C. (2011). "Antecedents of Luxury Brand Purchase Intention," *Journal of Product and Brand Management*, Vol. 20, No. 6, pp. 457-467.
- Ismail, A.R. (2017). "The Influence of Perceived Social Media Marketing Activities on Brand Loyalty: The Mediation Effect Brand and Value Consciousness," *Asia Pasific Journal of Marketing and Logistics*, Vol.29, No. 1, pp. 129-144.
- Javed, Asad. and Hasnu, Syed Amjad Farid. (2013). "Impact of Country-of-Origin on Product Purchase Decision," *Journal of Marketing and Consumer Research- An Open Acces Internatioal Journal*, Vol. 1, pp. 1-15.
- Kotler, P. and Armstrong, G. (2016). *Principles of Marketing*, 16<sup>th</sup> ed. London: Pearson Educational.
- Liao, J. and Wang. L. (2009), "Face as a mediator of relationship between material value and brand consciousness," *Psychology and Marketing*, Vol. 26, No. 11, pp. 987-1991.
- Lind, D.A.; Marchal, W.G; and Wathen, S.A. (2010), *Statistical techniques in business & economics*, 14<sup>th</sup> ed. Boston, MA: McGraw-Hill Irwin.

- Schmitt, B. (2012). "The Consumer Psychology of Brands," *Journal of Consumer Psychology*. Vol. 22, pp. 7-17.
- Sekaran, U. and Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*, 7<sup>th</sup> ed. West Sussex: John Wiley and Sons Limited.
- Sitorus, G.C.T. and Mangoting, Yeni. (2014), "Pengaruh Pengungkapan Corporate Social Responsibility Terhadap Profit Perusahaan Consumer Goods di Indonesia Tahun 2010-2012," *Tax & Accounting Review*, Vol. 4, No. 1, pp. 1-12.
- Suprpti, N.W.S. (2010), *Perilaku Konsumen: Pemahaman Dasar dan Aplikasinya dalam Strategi Pemasaran*. Badung: Universitas Udayana Bali.
- Tong, X. and Li, C. (2013), "Impact of brand personality and consumer ethnocentrism in China's sportswear market," *Asia Pacific Journal of Marketing and Logistics*, Vol. 25, No. 3, pp. 491-509.
- Trivedi, S. and Yadav, M. (2018), "Predicting online repurchase intentions with e-satisfaction as mediator: a study on Gen Y," *VINE Journal of Information and Knowledge Management Systems*, Vol. 48, No. 3, pp. 427-447.
- Wang, E. and Yu, J. (2016), "Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value and repurchase intention," *British Food Journal*, Vol. 118, No. 12, pp. 2963-2980.