

DAFTAR PUSTAKA

- Abay, S., dan Amelo, W. (2010). "Assessment of Self Medication Practice Among Medical, Pharmacy, and Health Science Student in Gondar University", *Ethiopia. Journal of Young Pharmacists*. 2(3): pp 306-310
- Afzal, Hasan, Muhammad Khan, Kashif ur Rehman, Imran Ali, and Sobia Wajahat. (2010). "Consumer's trust in the brand: can it be built through brand reputation, brand competence and brand predictability". *International Business Research*, Vol 3 No 1: pp 43-51.
- Ang, Lawrence and Buttle, Francis. (2016). "Customer retention management processes: A quantitative study". *European Journal of Marketing*. 40. pp 83-99.
- Ariffin, Shaizatulaqma Kamalul, Thenmoli Mohan, Yen-Nee Goh, (2018) "Influence of consumers' perceived risk on consumers' online purchase intention", *Journal of Research in Interactive Marketing*, Vol. 12 Issue: 3, pp.309-327,
- Assael, Henry. (1998). *Consumer Behavior and Marketing Action* 6th Edition, New. York: South Western College Publishing
- Barnes, J. G. (2003). *Secret of Customer Relationship Management (Rahasia. Manajemen Hubungan Pelanggan)*. Yogyakarta: Andi.
- Bravo, R., Fraj, E., and Martínez, E. (2006). Modelling the Process of Family Influence on the Young Adult Consumer Behaviour. *Journal of International Consumer Marketing*, 19(1), pp 35-56
- Cakmak, I., (2016). "The role of brand awareness on brand image, perceived quality and effect on risk in create brand trust". *Global Journal on Humanities and Social Sciences*, 4, pp 177-186
- Sekaran, U. and R. Bougie, (2013), *Research methods for business*, edisi 6, West Sussex: John Wiley and Son
- Chaudhuri, A. and Holbrook M. B., (2001), "The Chain of Effects from Brand Trust, and Brand Affect to Brand Performance: The Role of Brand Loyalty", *Journal of Marketing*, Vol. 65, No. 2, April:8, pp 1-9.
- Chan, Kara and Siu, Judy Yuen-man and Fung, Timothy. (2016). "Perception of acupuncture among users and non-users: A qualitative study". *Health Marketing Quarterly*. 33. pp 78-93.
- Chandon, Pierre and Wansink, Brian and Laurent, Gilles. (2000). "A Benefit Congruency Framework of Sales Promotion Effectiveness". *Journal of Marketing*. 64, pp 65-81
- Chinomona, R., Mahlangu, D. and Pooe, D., (2013). "Brand Service Quality, Satisfaction, Trust and Preference as Predictors of Consumer Brand Loyalty in the Retailing Industry". *Mediterranean Journal of Social Sciences*, 4(14), pp 181-190

- Chinomona, R., (2016). "Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa". *African Journal of Economic and Management Studies*, 7(1), pp 124- 139.
- Chinomona, Elizabeth and Maziriri, Eugene. (2017). "The Influence of Brand Trust, Brand Familiarity and Brand Experience on Brand Attachment: A Case of Consumers in the Gauteng Province of South Africa". *Journal of Economics and Behavioral Studies*. 9. pp 69-81.
- Cirstea, Stefan and Moldovan-Teslios, Calin and Iancu, Ioana. (2017). "Analysis of Factors that Influence OTC Purchasing Behavior". *International Conference on Advancements of Medicine and Health Care through March 2017* pp 1-14
- Danesh, Seiedeh Nasrin, Saeid Ahmadi Nasab and Kwek Choon Ling, (2012). "The Study of Customer Satisfaction, Customer Trust and Switching Barriers on Customer Retention in Malaysia Hypermarkets", *International Journal of Business and Management* Vol. 7, No. 7; April 2012 pp 1-20
- Edward, M., and Sahadev, S., (2011). "Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage". *Asia Pacific Journal of Marketing and Logistics*, 23(3), pp 327–345
- Ferrinadewi, Erna, (2008). *Merek dan Psikologi Konsumen*, Graha Ilmu,. Yogyakarta.
- Ghotbabadi, Ramezani Ali and Feiz, Setareh and Baharun, Rohaizat. (2016). "The Relationship of Customer Perceived Risk and Customer Satisfaction". *Mediterranean Journal of Social Sciences*. Vol 7 No 1 S1 January 2016 pp 31-45
- Gyasi, Razak Mohammed, (2015). "Relationship between Health Insurance Status and the Pattern of Traditional Medicine Utilisation in Ghana", *Hindawi Publishing Corporation Evidence-Based Complementary and Alternative Medicine* Volume 2015, Article ID 717926, 10 pp 1-10
- Hair, Joseph F. Jr., William C. Black Barry J. Babin Rolph E. Anderson, (2014), *Multivariate Data Analysis*, New International Edition., New. Jersey : Pearson.
- Hartono, J., (2016). *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman*, Edisi keenam. BPFE-Yogyakarta
- Hanaysha, Jalal. (2017). "Impact of Social Media Marketing, Price Promotion, and Corporate Social Responsibility on Customer Satisfaction". *Jindal Journal of Business Research*. Vol 6 2017 pp 1-14
- Jajuli, Muhammad dan Rano K. Sinuraya, (2018). "Faktor-Faktor Yang Mempengaruhi Dan Risiko Pengobatan Swamedikasi", *Farmaka*, Volume 16 Nomor 1 pp 48-58
- Kassim, N. M. and N. Souiden, (2007). "Customer retention measurement in the UAE banking sector." *Journal of Financial Services Marketing* 11(3): pp: 217-228.

- Kayalvizhi S and Senapathi R, (2010), "Evaluation of the perception, attitude and practice of self-medication among business students in 3 select cities, South India", *International Journal of Enterprise and Innovation Management Studies (IJEIMS)* Vol. 1 No. 3 pp 1-12
- Kline, R. B., (2011). *Principles And Practice Of Structural Equation Modeling*. Third Edition. New York Guilford Press.
- Ko, H.J., Jung, J.M., Kim, J.Y. and Shim, S.W. (2004), "Cross-cultural differences in perceived risk of online shopping", *Journal of Interactive Advertising*, Vol. 4 No. 2, pp. 20-29.
- Kotler, Philip and Kevin Lane Keller, (2016). *Marketing Management*, 15th. Edition New Jersey: Pearson Pretice Hall, Inc.
- Laroche, M., Yang, Z., McDougall, G.H.G. and Bergeron, J. (2005), "Internet versus bricks-and-mortar retailers: an investigation into intangibility and its consequences", *Journal of Retailing*, Vol. 81 No. 4, pp. 251-267.
- Leung, L., (2013). "Generational differences in content generation in social media: The roles of the gratifications sought and of narcissism". *Computers in Human Behavior*, 29(3), pp.997-1006.
- Liu, F., Li, J., Mizerski, D., and Soh, H., (2012). "Self-congruity, brand attitude, and brand loyalty: a study on luxury brands". *European Journal of Marketing*, 46(7/8) pp 1-13
- Liu, Matthew Tingchi ; Brock, James L. ; Shi, Gui Cheng ; Chu, Rongwei ; Tseng, Ting-Hsiang, (2013). "Perceived benefits, perceived risk, and trust: Influences on consumers' group buying behavior", *Asia Pacific journal of marketing and logistics. - Bradford : Emerald*, Vol. 25.2013, 2 (29.3.), pp 225-248
- MacKinnon, David, 2008. *Introduction to Statistical Mediation Analysis*, Routledge,
- Malhotra, Naresh K., and David F. Birks. 2012. *Marketing Research: An Applied Approach*. Harlow, England: Prentice-Hall
- Mollart, L., Skinner, V., and Foureur, M., (2016). "A feasibility randomised controlled trial of acupressure to assist spontaneous labour for primigravid women experiencing a post-date pregnancy". *Midwifery*, 36, pp 21–27.
- Mowen dan Minor, (2012), *Perilaku Konsumen* Jilid 1, Edisi. Kelima. (terjemahan), Erlangga, Jakarta
- Pappas, N. (2016). "Marketing strategies, perceived risks, and consumer trust in online buying behavior". *Journal of Retailing and Consumer Services*, 29, pp 92–103.
- Piryaei, Saleh, and Nasrin Arshadi, 2012. Trust Propensity as a Moderator in the Relationship between Perceived Manager Trustworthiness and Job Performance, *International Journal of Psychology* Vol. 6, No. 2, Summer & Fall 2012 PP. 127-144

- Ranaweera, C., and Prabhu, J, (2003). “The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting”, *International Journal of Service Industry Management*, vol,14, no,4, pp 374-395,
- Sangadji, E.M., dan Sopiah, (2013). *Perilaku Konsumen: Pendekatan Praktis. Disertai: Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit Andi
- Saraswati, Pradhita dan Zaki Baridwan, (2012). “Penerimaan Sistem E-Commerce : Pengaruh Kepercayaan, Persepsi Risiko dan Persepsi Manfaat”, *Jurnal Ilmiah FEB Unibraw* Vol 1, No 2 pp 1-9
- Sarwar, Muhammad Zaman. Kashif Shafique Abbasi and Saleem Pervaiz, (2012). “The Effect of Customer Trust on Customer Loyalty and Customer Retention: A Moderating Role of Cause Related Marketing”, *Global Journal of Management and Business Research* Volume 12 Issue 6 Version 1.0 March 2012 pp 1-19
- Schierz, P.G., Schilke, O. and Wirtz, B.W., (2010), “Understanding consumer acceptance of mobile payment services: an empirical analysis”, *Electronic Commerce Research and Applications*, Vol. 9 No. 3, pp 209-216
- Schiffman, I.G. dan Kanuk, Leslie L. 2013. *Consumer Behavior*. Pearson Education Limited
- Schindler. Pamela S. (2019). *Business Research Methods*, McGraw-Hill Companies, Inc. New York
- Singer, Eleanor, Mick P. Couper, Angela Fagerlin, Floyd J. Fowler, Carrie A. Levin,– Peter A. Ubel MD, John Van Hoewyk and Brian J. Zikmund-Fisher (2011). The role of perceived benefits and costs in patients medical decisions, *Health Expectations*, 17, pp 4–14
- Shankar, P. R., Partha, P., Shenoy, N., (2002), “Self-medication and non-doctor prescription practices in Pokhara valley, Western Nepal: a questionnaire-based study”, *BMC Family Practice*, 3 (17) pp 1-17
- Tandi, Tinyami Erick, KyungHee Kim, YongMin Cho & Jae Wook Choi | Albert Lee (Reviewing Editor) (2018) Public Health Concerns, Risk Perception And Information Sources In Cameroon, *Cogent Medicine*, 5:pp 1-10
- Wang, Z.L., (2011). “36 cases observation of moving cupping therapy for infant bronchial pneumonia”. *Chinese Pediatrics Integrative of Traditional Chinese and Western Medicine* 3 (1), pp 46–47
- Wu, Wei-ping and Chan, Tsang-Sing and Lau, Heng. (2008). “Does consumers' personal reciprocity affect future purchase intentions?”. *Journal of Marketing Management*. 24. pp 345-360.
- Yang, Q., Pang, C., Liu, L., Yen, D. C., and Michael Tarn, J. (2015). “Exploring consumer perceived risk and trust for online payments: An empirical study in China's younger generation”. *Computers in Human Behavior*, 50, pp 9–24.



UNIVERSITAS
GADJAH MADA

**PENGARUH PERSEPSI RISIKO DAN PERSEPSI KEUNTUNGAN TERHADAP RETENSI PELANGGAN
PENGUNA OBAT
SWAMEDIKASI**

FERIKO ILHAM AZHARI, Sari Winahjoe Siswomihardjo, Dr., M.B.A

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Yen, Y.-S., (2015). “Managing perceived risk for customer retention in e-commerce”.
Information and Computer Security, 23(2), pp 145–160