

## DAFTAR PUSTAKA

- Alenazi, S., Almotairi, M., and Al-Meshal, S. 2015. The Perceived Quality of store Brands. The Effects of Price Promotion And Quality Guarantees. *International Journal of marketing Studies*. 7 (4), 88-93.
- Alghifari. 2000. Analisis Regresi, Teori, Kasus & Solusi Edisi 2. Yogyakarta: BPFE UGM.
- Baidya, M. and Ghosh, G. 2014. An Empirical Investigation of Repeat Buying Behavior of Customers of Two Brands in India. *Journal of Indian Business Research*. 6 (3), 255-268.
- Bruwer, J. And Kelley, K. 2015. Service Performace Quality Evaluation And Satisfaction in a USA Wine Festivalscape Buying Behavioral Effects. *International Journal of Event and Festival Management*. 6 (1), 18-38.
- Espejel, J., Fandos,C. And Flavian, C. 2007. The Role of Intrinsic and Extrinsic Quality Attributes on Consumer Behaviour for Traditional Food Products. *Managing Service Quality*. 17 (6), 681-701.
- Ghezlbash, S. 2017. The Impact of Price Advance In Customer Quality Investigation and Repurchase Incentives (Case Study: Amiran Chain Stores in Karaj)
- Zhang, Q. Prasongsukarn, K. 2017. A Relationship Study Of Promotion, Customer Quality Evaluation, Customer Satisfaction and Repurchase Intention : A Case Study of Starbucks in Thailand. *International Journal of management & Applied Science*.3 (9), 29-32.