

DAFTAR PUSTAKA

- Aaker, D.A. (1996), "Measuring brand equity across products and markets",
California Management Review, Vol. 38 No. 3, pp. 102-120.
- Aaker, D. A. (2007). *Strategic Market Management*. Hoboken, NJ: John Wiley & Sons.
- Ahmed, Z.U., Johnson, J.P., Yang, X., Fatt, C.K., Teng, H.S. and Boon, L.C.
(2004), "Does country of origin matter for low-involvement products?",
International Marketing Review, Vol. 21 No. 1, pp. 102-120.
- Ajay , Kalra dan Ronald C. Goodstein. (1998)," The Impact Of Advertising
Positioning Strategies On Consumer Price Sensitivity". *Journal Of
Marketing Research*, Vol. 35.
- Anselmsson, J. dan Bondesson, N. (2013), "What successful branding looks like –
managerial perspective", *British Food Journal*, Vol. 115 No. 11, pp. 1612-
1627.
- Anselmsson, J. dan Johansson, U. (2007), "Corporate social responsibility and the
positioning of grocery brands: an exploratory study of retailer and
manufacturer brands at point of purchase", *International Journal of Retail
& Distribution Management*, Vol. 35 No. 10, pp. 835-856.
- Anselmsson, J., Johansson, U., Bondesson N. (2014),"Brand image and
customers' willingness to pay a price premium for food brands", *Journal of
Product & Brand Management*, Vol. 23 Iss 2 pp. 90 – 102.
- Anselmsson, J., Johansson, U. dan Persson, N. (2007), "Understanding price
premium for grocery products: a conceptual model of customer-based
brand equity", *Journal of Product & Brand Management*, Vol. 16 No. 6,
pp. 401-414.

- Arnoult, M., Lobb, A. and Tiffin, R. (2010), "Willingness to pay for imported and seasonal foods: a UK survey", *Journal of International Food & Agribusiness Marketing*, Vol. 22 Nos 3-4, pp. 234-251.
- Ball, A. Dwayne dan Lori H. Tasaki (1992), "The Role and Measurement of Attachment in Consumer Behavior," *Journal of Consumer Psychology*, 1 (2), pp. 155-172.
- Bech-Larsen, T., Grunert, K.G. dan Poulsen, J.B. (2001), "The acceptance of functional foods in Denmark, Finland, and United States" *MAAP Working Paper*, No. 73.
- Bhattacharya, C. B. dan Sankar Sen (2004), "Doing Better at Doing Good: When, Why and How Consumers Respond to Corporate Social Initiatives." *California Management Review*, pp. 9-25.
- Bowen, H. R. (1953). *Social responsibility of the businessman*, New York: Harper & Row.
- Chen, C. dan Chang, Y. (2008), "Airline brand equity, brand preference, and purchase intentions – the moderating effects of switching costs", *Journal of Air Transport Management*, Vol. 14 No. 1, pp. 40-42.
- Cooper, R. D. & Schindler, S. P. (2014). *Business Research Methods*, 12th edition, Boston: Irwin McGraw Hill.
- de Mooij, M. dan Hofstede, G. (2002), "Convergence and divergence in consumer behavior: implications for international retailing", *Journal of Retailing*, Vol. 78, No. 1, pp. 61-9.
- Darmadi Durianto., Sugiarto., dan Lie Joko Budiman. (2004), *Brand Equity Ten*, Jakarta: Gramedia Pustaka Utama.
- Fauset, Claire. (2006), "What's wrong with corporate social responsibility?", *Corporate Watch Report 2006*, pp. 3-8.

- Ger, G., Askegaard, S. and Christensen, A. (1999), "Experiential nature of product-place images: image as a narrative", *Advances in Consumer Research*, Vol. 26 No. 1, pp. 165-169.
- Gerzema, J. dan Lebar, E. (2008), *The Brand Bubble: The Looming Crisis in Brand Value and How to Avoid It*, Jossey-Bass Wiley, San Francisco, CA.
- Ghozali, I. (2011), *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*, Semarang: Badan Penerbit Undip.
- Gundlach, G. T., R. S. Achrol, dan J. T. Mentzer. (1995), "The structure of commitment in exchange", *Journal of Marketing*, Vol. 59 (1), pp. 78-92.
- Gu ¨rhan-Canli, Z. dan Maheswaran, D. (2000), "Cultural variations in country of origin effects", *Journal of Marketing Research*, Vol. 37 No. 3, pp. 309-317.
- Hair, J.R., Anderson, R.E., Tatham, R.L. dan Black, W.C. (1998), *Multivariate Data Analysis*, Prentice-Hall International, Englewood Cliffs, NJ.
- Hair, JR., Barry Babin, Bill Black, R.E Anderson, dan R.L Tatham (2006), *Multivariate Data Analysis*, 6th edition, New Jersey: Pearson Education.
- Hair, J. F., Black, W.C, Babin, B.J, Anderson, R.E. (2010), *Multivariate Data Analysis*, 7th edition, Upper Saddle River, NJ: Pearson Prentice Hall.
- Han, C.M. (1989), "Country image: halo or summary construct ?", *Journal of Marketing Research*, Vol. 26 : 222-229.
- Hansen, Don R., Maryanne, M. Mowen. (2003), *Cost Management Accounting and Control*, South Western: Thomson Learning.
- Heine, Klaus. (2012), *The Concept of Luxury Brands*, Technische Universitt Berlin, Marketing Department.
- Jogiyanto, dan Abdillah, W. (2014), *Konsep dan Aplikasi PLS untuk Penelitian Empiris*, 1st edition, Yogyakarta: BPFE.

- Kalish, Shlomo., Nelson, Paul. (1991), “A comparison of ranking ,rating and reservation price measure in conjoint analysis”, *Marketing Lett*, Vol. 2 (4) pp. 327–335.
- Kalra, A. and Goodstein, R.C. (1998), “The impact of advertising positioning strategies on consumer price sensitivity”, *Journal of Marketing Research*, Vol. 35 No. 2, pp. 210-225.
- Keller, K.L. (2001), “Building customer-based brand equity”, *Marketing Management*, Vol. 10 No. 2, pp. 14-19.
- Keller, K.L. (1993), “Conceptualizing, measuring, and managing customer-based brand equity”, *Journal of Marketing*, Vol. 57 No. 1, pp. 1-23.
- Kotler, P. (1997), *Marketing Management: Analysis, Planning, Implementation, and Control*, Prentice-Hall, Engelwood Cliffs, NJ.
- Kotler, P., & Keller, K. L. (2009), *Marketing Management*, 13th edition, Upper Saddle River: Pearson Education, Inc.
- Krystallis, A. dan Chryssohoidis, G. (2005), "Consumers' willingness to pay for organic food", *British Food Journal*, Vol. 107 Iss 5 pp. 320 – 343.
- Lassar, W., Mittal, B. dan Sharma, A. (1995), “Measuring customer-based brand equity”, *Journal of Consumer Marketing*, Vol. 12 No. 4, pp. 11-20.
- Liao, S. H., Widowati, R. P. A., dan Hu, D. C. (2005), “Study of the relationship between brand awareness, brand association, perceived quality, and brand loyalty”, *BAI 2008 International Conference on Business and Information*, Seoul, South Korea, 07-09 July.
- Maheswaran, D. (1994), “Country of origin as a stereotype: effects of consumer expertise and attribute strength on product evaluations”, *Journal of Consumer Research*, Vol. 21 No. 2, pp. 354-365.

- Moulard J., Babin, B.J., Griffin M. (2015), "How aspects of a wine's place affect consumers' authenticity perceptions and purchase intentions", *International Journal of Wine Business Research*, Vol. 27 Iss 1 pp. 61 – 78.
- Netemeyer, R.G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J. dan Wirth, F. (2004), "Developing and validating measures of facets of customer-based brand equity", *Journal of Business Research*, Vol. 57 No. 2, pp. 209-224.
- Nielsen, N.A., Bech-Larsen, T. and Grunert, K.G. (1998), "Consumer purchase motives and product perceptions: a laddering study on vegetable oil in three countries", *Food Quality and Preference*, Vol. 9 No. 6, pp. 455-466.
- Peter, J. Paul dan Jerry, C. Olson. (2002), *Consumer behavior and marketing strategy*, Boston: McGraw-Hill.
- Reichheld, F. F., & Sasser, W. E., Jr. (1990), "Zero defections: Quality comes to services". *Harvard Business Review*, pp. 105-111.
- Roscoe, J.T. (1975), *Fundamental Research Statistics for the Behavioural Sciences*, 2nd edition, New York: Holt Rinehart & Winston.
- Sanzo, M.J., del Rio, A.B., Iglesias, V. dan Va 'zquez, R. (2003), "Attitude and satisfaction in a traditional food product", *British Food Journal*, Vol. 105 Nos 10-11, pp. 771-790.
- Sekaran, U. (2003), *Research Methods for Business: A Skill Building Approach*, 4th edition, New York- USA: John Wiley and Sons, Inc.
- Sekaran, U. dan Bougie, R. (2010), *Research Methods for Business: a Skill Building Approach*, 5th edition, Chichester, West Sussex, UK: John Wiley and Sons.

- Sethuraman, R. (2000), "What makes consumers pay more for national brands than for private labels – image or quality?", *Marketing Science Institute Paper Series*, Cox School of Business, Southern Methodist University.
- Sethuraman, R. (2003), "Measuring national brands' equity over store brands", *Review of Marketing Science*, Vol. 1 No. 1, pp. 1-25.
- Setyaningsih, Rahmawati. (2008), "Analisis faktor-faktor yang memengaruhi ekuitas merek untuk meningkatkan minat beli ulang", *Tesis*. Universitas Diponegoro Semarang.
- Setiadi, N. J. (2003), *Perilaku Konsumen: konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*, Jakarta: Prenada Media.
- Shepherd, R., Magnusson, M. dan Sjöden, P.-O. (2005), "Determinants of consumer behavior related to organic foods", *Ambio*, Vol. 34 Nos 4-5, pp. 352-359.
- Silverstein, M.J. (2006), *Treasure Hunt: Inside the Mind of the New Consumer*, Penguin Group, New York, NY.
- Sitorus, G.C. Taruli. dan 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.
- Steenkamp, J.-B.E.M., Van Heerde, H.J. dan Geyskens, I. (2010), "What makes consumers willing to pay a price premium for national brands over private labels?", *Journal of Marketing Research*, Vol. XLVII, December, pp. 1011-1024.
- Sugiyono, S. (2011), *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Bandung: AFABETA.
- Sulaksana, Uyung. (2003), *Komunikasi Pemasaran*. Yogyakarta: Pustaka Pelajar.

- Suprpti,N.W.S. (2010), *Perilaku Konsumen: Pemahaman Dasar dan Aplikasinya dalam Strategi Pemasaran*. Bali: Universitas Udayana Bali.
- Sweeney, J.C. and Soutar, G.N. (2001), “Consumer perceived value: the development of a multiple item scale”, *Journal of Retailing*, Vol. 77 No. 2, pp. 203-220.
- Tikkanen, I. and Vaˆaˆriskoski, M. (2010), “Attributes and benefits of branded bread: case Artesaani”, *British Food Journal*, Vol. 112 No. 9, pp. 1033-1043.
- Unahanandh, S. and Assarut, N. (2013), “Dairy products market segmentation: the effects of country of origin on price premium and purchase intention”,*Journal of International Food & Agribusiness Marketing*, Vol. 25 No. 2, pp. 122-133.
- Usman H., dan Akbar S. T. (2006), *Pengantar Statistika*. Jakarta: Bumi Aksara.
- Vera, J. (2015), "Perceived brand quality as a way to superior customer perceived value crossing by moderating effects", *Journal of Product & Brand Management*, Vol. 24 Iss 2 pp. 147 – 156
- Verdu ´ Jover, A.J., Montes Llore ´ns, F.J. and del Mar Fuentes, M. (2004), “Measuring perceptions of quality in food products: the case of red wine”, *Food Quality and Preference*, Vol. 15 No. 5, pp. 453-469.
- Yoo, B. dan Donthu, N. (2001), “Developing and validating multidimensional consumer-based brand equity scale”, *Journal of Business Research*, Vol. 52 No. 1, pp. 1-14.
- Zeithaml, V.A. (1988), “Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence”, *Journal of Marketing*, Vol. 52 No. 3, pp. 2-22.

Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), “The behavioral consequences of service quality”, *Journal of Marketing*, Vol. 60 No. 2, pp. 31-46.

_____(2015), “Laporan Keuangan Kementrian Perindustrian,”. Tersedia di:
<https://www.kemenperin.go.id/download/11375> diakses pada 25 Juli 2017.

_____(2013), “Magnum Magnitude Baru Es Krim Walls,”. Tersedia di:
<https://swa.co.id/2011/01/magnum-magnitude-baru-es-krim-walls> diakses pada 3 Mei 2017.