

DAFTAR PUSTAKA

- Alhaddad, A. (2016). Perceived Quality , Brand Image and Brand Trust as Determinants of Brand Loyalty Perceived Quality , Brand Image and Brand Trust as Determinants of Brand Loyalty, (JANUARY 2015).
- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products. *Procedia Economics and Finance*, 37(16), 391–396. [https://doi.org/10.1016/S2212-5671\(16\)30142-3](https://doi.org/10.1016/S2212-5671(16)30142-3)
- Chapman, R., Drummond, R., & Enow, S. (2016). Determining if brand familiarity can influence consumer ' s perceptions of quality through the use of extrinsic cues , with reference to the brands of Johnnie Walker and Carling Label ., (October).
- Chi, H., Yeh, HR. & Tsai, Y. (2011). The Influences of Perceived Value on Consumer Purchase Intention : The Moderating Effect of Advertising Endorser. *Journal of International Marketing*, 6(1), 1–6.
- Das, G. (2015). Linkages between self-congruity, brand familiarity, perceived quality and purchase intention: A study of fashion retail brands. *Journal of Global Fashion Marketing*, 6(3), 180–193. <https://doi.org/10.1080/20932685.2015.1032316>
- Díaz, A., Gómez, M., & Molina, A. (2017). A comparison of online and offline consumer behaviour: An empirical study on a cinema shopping context. *Journal of Retailing and Consumer Services*, 38(April), 44–50. <https://doi.org/10.1016/j.jretconser.2017.05.003>
- Dursun, I., Kabadayi, E. T., Alan, A. K., & Sezen, B. (2011). Store brand purchase intention: Effects of risk, quality, familiarity and store brand shelf space. *Procedia - Social and Behavioral Sciences*, 24, 1190–1200. <https://doi.org/10.1016/j.sbspro.2011.09.133>
- Fitriana, D., & Yulianti, I. (2013). Pengaruh Brand Image Terhadap Purchase Intention Pada Produk Otomotif (Studi Kasus Pada Calon Pembeli Toyota Avanza Di Auto 2000 Sutoyo - Malang). *Jurnal Ilmiah Mahasiswa FEB*, 2. Hosein, N. Z. (2012). Measuring the Purchase Intention of Visitors to the Auto

Show. *Journal of Management and Marketing Research*, 1–18.

- Hsu, C. L., Chen, M. C., Kikuchi, K., & Machida, I. (2017). Elucidating the determinants of purchase intention toward social shopping sites: A comparative study of Taiwan and Japan. *Telematics and Informatics*, 34(4), 326–338. <https://doi.org/10.1016/j.tele.2016.04.016>
- Korchia, M. (2001). The Dimensions of Brand Familiarity, (May), 0–6.
- Latte, J., & Ghalib, S. (2012). Pengaruh Product Perceived Quality Dan Citra Toko Terhadap Minat Beli Produk Label Pribadi Indomaret Tanah Grogot, 2–5.
- Lee, J., & Rim, H. (2017). Consumer Evaluation of Cause-Brand Alliance in Cause-Related Advertising: The Role of Brand Familiarity and Personal Relevance. *Business Management and Strategy*, 8(1), 103. <https://doi.org/10.5296/bms.v8i1.11227>
- Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance*, 35(October 2015), 401–410. [https://doi.org/10.1016/S2212-5671\(16\)00050-2](https://doi.org/10.1016/S2212-5671(16)00050-2)
- Lin, Y. (2013). Evaluation of co-branded hotels in the Taiwanese market: the role of brand familiarity and brand fit. *International Journal of Contemporary Hospitality Management*, 25(3), 346–364. <https://doi.org/10.1108/09596111311311017>
- Lou, Y., Wang, W., & Yang, X. (2017). Customers' Attitude on New Energy Vehicles' Policies and Policy Impact on Customers' Purchase Intention. *Energy Procedia*, 105, 2187–2193. <https://doi.org/10.1016/j.egypro.2017.03.617>
- Madahi, A., & Sukati, I. (2012). The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia. *International Business Research*, 5(8), 153–159. <https://doi.org/10.5539/ibr.v5n8p153>
- Mao, Y., Zhu, J. X., & Sang, Y. (2014). Consumer Purchase Intention Research Based on Social Media Marketing. *International Journal of Business and Social Science*, 5(10), 92–97.
- Mayangsari, L. (2014). Pengaruh Dukungan Endorser Dan Brand Familiarity Terhadap Perception of Purchase Risk Dan Dampaknya Pada Niat Beli Produk, (2).
- Mendrofa, & Baniader, Y. (2012). Effect of Product Knowledge and Brand Image To Purchase Intention With Hp Laptop Brand Price Discounts As Variables Moderated in Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen*, 1(4).

- Retrieved from <http://jurnal.wima.ac.id/index.php/JUMMA/article/view/355>
Mikhailitchenko, A., Javalgi, R. (Raj) G., Mikhailitchenko, G., & Laroche, M. (2009). Cross-cultural advertising communication: Visual imagery, brand familiarity, and brand recall. *Journal of Business Research*, 62(10), 931–938. <https://doi.org/10.1016/j.jbusres.2007.11.019>
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273. <https://doi.org/10.1017/CBO9781107415324.004>
- Nepomuceno, M. V., Laroche, M., & Richard, M. O. (2014). How to reduce perceived risk when buying online: The interactions between intangibility, product knowledge, brand familiarity, privacy and security concerns. *Journal of Retailing and Consumer Services*, 21(4), 619–629. <https://doi.org/10.1016/j.jretconser.2013.11.006>
- Paasovaara, R., Luomala, H. T., Pohjanheimo, T., & Sandell, M. (2012). Understanding consumers' brand-induced food taste perception: A comparison of “brand familiarity” - and “consumer value-brand symbolism (in)congruity” - accounts. *Journal of Consumer Behaviour*, 11(1), 11–20. <https://doi.org/10.1002/cb.356>
- Pandey, S., & Srivastava, D. S. (2016). Antecedents of Customer Purchase Intention. *IOSR Journal of Business and Management*, 18(10), 55–82. <https://doi.org/10.9790/487X-1810035582>
- Pauwels, K., Demirci, C., Yildirim, G., & Srinivasan, S. (2016). The impact of brand familiarity on online and offline media synergy. *International Journal of Research in Marketing*, 33(4), 739–753. <https://doi.org/10.1016/j.ijresmar.2015.12.008>
- Perera, L. C. R., & Chaminda, J. W. D. (2012). Corporate Social Responsibility and Product Evaluation: The Moderating Role of Brand Familiarity. *Corporate Social Responsibility and Environmental Management*, 20(4), n/an/a. <https://doi.org/10.1002/csr.1297>
- Perera, L. C. R., & Chaminda, J. W. D. (2013). Corporate social responsibility and product evaluation: The moderating role of brand familiarity. *Corporate Social Responsibility and Environmental Management*, 20(4), 245–256. <https://doi.org/10.1002/csr.1297>
- Rahman, F., & Soesilo, P. K. M. (2018). The effect of information exposure of contract manufacturing practice on consumers' perceived risk, perceived quality, and intention to purchase private label brand. *Journal of Retailing and Consumer Services*, 42(September 2017), 37–46.

<https://doi.org/10.1016/j.jretconser.2018.01.010>

- Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38(February), 157–165. <https://doi.org/10.1016/j.jretconser.2017.06.004>
- Roy, S., & Bagdare, S. (2015). The Role of Country of Origin in Celebrity Endorsements: Integrating Effects of Brand Familiarity. *Journal of Global Marketing*, 28(3–5), 133–151. <https://doi.org/10.1080/08911762.2015.1073413>
- Saleem, B. A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product Perceived Quality and Purchase Intention with Consumer Satisfaction. *Global Journal of Management and Business Research: E Marketing*, 15(1), p21-28. Retrieved from https://globaljournals.org/GJM BR_Volume15/3-Product-PerceivedQuality.pdf
- Shaouf, A., Lü, K., & Li, X. (2016). The effect of web advertising visual design on online purchase intention: An examination across gender. *Computers in Human Behavior*, 60, 622–634. <https://doi.org/10.1016/j.chb.2016.02.090>
- Soebagyo, T., & Petra. (2014). Analisa Pengaruh Store Image Terhadap Purchase Intention Di Toserba “ Ramai ” N Gawi, 1(2), 1–9.
- Verhellen, Y., Dens, N., & De Pelsmacker, P. (2016). Do I know you? How brand familiarity and perceived fit affect consumers' attitudes towards brands placed in movies. *Marketing Letters*, 27(3), 461–471. <https://doi.org/10.1007/s11002-015-9347-0>
- Vo, T. T. ., & Nguyen, C. T. . (2015). Factors Influencing Customer Perceived Quality and Purchase Intention toward Private Labels in the Vietnam Market: The Moderating Effects of Store Image. *International Journal of Marketing Studies*, 7(4), 51–63. <https://doi.org/10.5539/ijms.v7n4p51>
- Widiawati. (2015). PENGARUH BRAND FAMILIARITY TERHADAP PURCHASE INTENTION MELALUI BRAND FIT, 8, 147–164.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research*, 15(2), 2–3. <https://doi.org/10.14738/assrj.21.139>