

## DAFTAR PUSTAKA

- Adji, J., dan Semuel, H. 2014. Pengaruh Satisfactions dan Trust Terhadap Minat Beli Konsumen (Purchase Intention) Di Starbucks The Square Surabaya. *Jurnal Manajemen Pemasaran Petra*, 2 (1), pp: 1-10.
- Barnes, James G., 2003, *Secret Of Customer Relationship Management*, ANDI, Yogyakarta.
- Chen, Yu-Shan. (2010). The Drivers Of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal Of Business Ethics*, Vol 93(2): Hal. 307-319.
- Chen, Y, S., and Chang, C. H. 2012. Enhance Purchase Intentions: The Roles of Perceived Value, Perceived Risk, and Trust. *Management Decision*. 50 (3), pp: 502-520.
- Eliyawati J., dan Lilyana V, B. 2015. Pengaruh Persepsi Nilai dan Resiko terhadap Niat Beli : Pengujian Kepercayaan Sebagai Variabel Pemeditasi. *Jurnal Manajemen Pemasaran*.
- Ghazali, Imam, 2008, Model Pemasaran Struktural Konsep dan Aplikasi Dengan Program Amos 16.0, Badan Penerbit UNDIP, Semarang.
- Ghozali, Iman. 2011. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 20*. Semarang : Badan Penerbit Universitas Diponegoro.
- Haery, Farideddi Allameh, Morteza Raei Dehaghi dan Azam Yazdani. 2013. Effect of Green Marketing on Consumer Purchase Intentions With Regard to the Company's Image as a Mediator in the Retail Setting. *International Journal of Academic Research in Business and Social Science*, Vol 3(11): Hal. 442-452.
- Hair, et al. 2006 *Multivariate Data Analysis* 6 Ed. New Jersey: Person Education.
- Hsu, S.H. 2007. "Developing an index for online customer satisfaction: adaptation of American Customer Satisfaction Index", *Expert Systems with Applications*, Vol. 34 pp.3033-42.
- Kamtarin, Milad, 2012, The Effect of Electronic Word of Mouth, Trust and Perceived Value on Behavioral Intention from the Perspective of Consumers, *International journal of Academic Reaserch in Economics and Management Seinces*, Vol 1. No 4.

- Kim, Changsu Zhao, Weihong, Yang Kyung Hoon. 2012. An Empirical Study On Integrated Framework Of E-CRM In Online Shopping: Evaluating The Relationships Among Perceived Value, Satisfaction, And Trust Based On Customers Perspectives. *Journal Of Electronic In Organizations*, Vol 6(3): Hal. 1-19.
- Kotler, Philip dan Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Edisi 12, Jilid 1. Indonesia : PT INDEKSS.
- Kwok, M.L.J., Wong, M.C.M., Lau, M.M., (2015), Examining How Environmental Concern Affects Purchase Intention: Mediating Role of Perceived Trust and Moderating Role of Perceived Risk, *Contemporary Management Research*, VOL 11, NO 2, 2015, pp. 143-152.
- Leerophon, A & Mardjo A. 2013. Trust and Risk in Purchase Intention through Online Social Network: A Focus Group Study of Facebook in Thailand, *Journal of Economics, Business and Management*, Vol. 1 No. 4.
- Mohammad F.M, Iva N.N. 2016. “Peran Mediasi *Perceived Value* dalam Memediasi Pengaruh *Experiential Marketing* terhadap *Behavioral Intention*. *Jurnal Studi Manajemen Dan Bisnis*. Vol. 3 No. 2.
- Murwatiningsih. dan E.P.Apriliani. 2013. Pengaruh Risiko Dan Harga Terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen. *Jurnal Dinamika Manajemen*, Vol 4(2):Hal. 184-191.
- Nursaedah. 2013. “Pengaruh Risiko Pembelian, Harga Atas Kualitas Produk, Kontrol Perilaku, Norma Subjektif, dan Integritas Terhadap Sikap dan Minat Pembelian CD Musik Bajakan Dikota Jember”. *JEAM*, Vol XII No.1.
- Patterson, P. and Spreng, R. (1997) “Modeling the relationship between perceived value, satisfaction and repurchase intention in a business-to- business, service context: an empirical examination”, *International Journal of Service Industry Management*, Vol. 8, No. 5, pp. 414-34.
- Peter, Paul J dan Jerry Olson. 2013. *Consumer Behaviour : Perilaku konsumen dan strategi pemasaran Edisi Keempat Jilid 2*. Jakarta: Erlangga.
- Primasatria E. 2014. “Pengaruh Kualitas Service Terhadap Kepuasan, Kepercayaan, dan Kecenderungan Berperilaku Mahasiswa Pada Perguruan Tinggi di Jakarta”, *Jurnal Manajemen dan Pemasaran Jasa*. Vol 7 No 1.
- Robbins, S.P. 2003. *Perilaku Organisasi*. Jilid I. Jakarta: PT INDEKS Kelompok Gramedia.

- Ronald S., Grandee T. 2015. “ *Behavior Intention* penumpang KRL *Kommuter Line* di Jabodetabek”. *Jurnal Teknik Industri*, Vol. X, No. 2.
- Schiffman, Leon G., and Kanuk, Leslie Lazar, *et al.*, 2008. *Costumer Behavior. Edisi 7*. Pearson Education Australia.
- Sugiyono. 2008. *Metode Penelitian Bisnis*. Bandung : Alfabeta.
- Sumarwan Ujang 2004. *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Bogor : PT.Ghalia Indonesia dan MMA-IPB.
- Sweeney, J.C., Soutar, G.N. and Johnson, L.W. (1999) “The role of perceived risk in the quality-value relationship: a study in a retail environment”, *Journal of Retailing*, Vol. 75, No. 1, pp. 77-105.
- Ulie A. 2012. “Pengaruh Persepsi Kegunaan, Persepsi Kemudahan, Persepsi Risiko, Kepercayaan, Inovasi Pribadi dan Kesesuaian terhadap Sikap Penggunaan E-commerce.
- Veno, Martin dan Hartono Subagio. 2013. Analisa Pengaruh Kepercayaan terhadap Tenaga Penjual (*Trust In Employee*) , dan Kepercayaan terhadap Merek (*Trust In Brand*) terhadap Niat Beli (*Purchase Intention*)Konsumen pada Bernini Furniture di Surabaya, dan Semarang. *Jurnal Manajemen Pemasaran Petra*, Vol. 1 (2), H: 1-12.
- W. Zhuang, K. J. (2013). The impact of perceived value on behavior intention: anempirical study. *Journal of Global Business Management*, Vol. 6 No. 2, 1-7.

<http://www.astra-honda.com/hondapgm-fi/home.html>

