

## DAFTAR PUSTAKA

- Abideen, Z.-U. (2011). Do Brand Extension Affect Consumer Attitude: An Empirical Experience-With Reference to Pakistan Customers . *Journal of Applied Business Research*.
- Afzal, S. (2013). Factors Influencing Successful brand Extension Into Related and Unrelated product Categories. *Asian Economic and Financial Review*, 3(2), 216-226.
- Akbariyeh, H., Mirabi, D., & 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*, 267-273.
- Arslan, F., & Altuna, O. K. (2010). The Effect of Brand Extensions on Product Brand Image. *Journal of Product & Brand Management*, 170-180.
- Assael, H. (2001). *Consumers Behavior and Marketing Action* (3th ed.). Boston Massachusset: Kent Publishing Company.
- Azzahra, M. H. (2016, Juli 4). SWA. Retrieved from SWA wb site: <https://swa.co.id/swa/trends/inovasi-kunci-sukses-kopi-kapal-api>
- Chrisbiyanto, A. (2016, Desember 3). *Industri FMCG Indonesia Tumbuh Paling Tinggi*. Retrieved from Sindo News [Online]: <https://ekbis.sindonews.com/read/1160086/34/industri-fmcg-indonesia-tumbuh-paling-tinggi-1480692813>
- Cotte, J., & Wood, S. L. (2004). Families and Innovative Consumer Behavior: A Triadic Analysis of Sibling and Parental Influence. *Journal of Consumer Research*, 78-86.
- Fianto, A. Y. (2014). The Influence of Brand Image on Purchase Behaviour. *Journal Business Management and Strategy*.
- Ghozali, I., & Fuad. (2005). *Aplikasi Analisis Multivariate dengan Program SPSS, Edisi Ketiga*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Fuad. (2014). *Structural Equation Modeling Teori, Konsep dan Aplikasi dengan Program LISREL 9.10*. Semarang: Badan Penerbit Universitas Diponegoro.

- Gronhaug, K., Hem, L., & Lines, R. J. (2002). Exploring The Impact of Product Category Risk and Consumer Knowledge in Brand Extensions. *Journal of Brand Management*, 9, 463.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (2006). *Multivariate data analysis (Edisi Keenam)*. New Jersey: Pearson Educational.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective (Edisi Ketujuh)*. New Jersey: Pearson Education.
- Hem, D. E., Chernatony, L. d., & Iversen, N. M. (2001). Factors influencing successful brand extensions. *Journal of marketing*, 19, 1-37.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Bandung.
- Kantar Worldpanel. (2016). *FMCG Monitor an Integrated View of Indonesia Market*. Jakarta: Kantar Worldpanel Indonesia.
- Kantar Worldpanel Indonesia. (2016, Agustus). *FMCG Monitor*. Jakarta: Kantar Worldpanel Indonesia. Retrieved from Kantar Worldpanel Indonesia Web Site: [www.kantarworldpanel.com/id](http://www.kantarworldpanel.com/id)
- Kapal Api Global*. (2016). Retrieved from <http://kapalapiglobal.com/id/businessunits/santos-jaya-abadi/>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and managing Brand Equity* (4th ed.). Harlow: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management 13th edition*. New Jersey: Prentice Hall.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). New Jersey: Prentice Hall.
- Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015). Online hotel booking: The effects of brand image, price, trust and value on. *Asia Pacific Management Review*, 210-218.
- Maulana, M. (2015, November 11). *10 Kota berhawa sejuk di Indonesia yang siap menyambut liburanmu*. Retrieved from Brilio net [Online]: <https://www.brilio.net/news/10-kota-berhawa-sejuk-di-indonesia-yang-siap-menyambut-liburanmu--1511118.html>

- Peter, J. P., & Jerry, C. O. (2005). *Consumer Behavior and Marketing Strategy* (7th ed.). New York: McGraw-Hill.
- Prahadi, Y. Y. (2015, Oktober 24). *SWA*. Retrieved from SWA web site: <https://swa.co.id/business-champions/brands/rahasia-sukses-kapal-api-menembus-pasar-global>
- Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer Behavior* (8th ed.). New Jersey: Prentice Hall.
- Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer Behavior Edisi 8*. New Jersey: Prentice Hall.
- Sugiyono. (2015). *Metode Penelitian dan Pengembangan, Research and Development*. Bandung: Alfabeta.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis & Ekonomi*. Yogyakarta: Pustaka Baru.
- Sumanto. (2014). *Teori dan Aplikasi Metode Penelitian, Psikologi, Pendidikan, Ekonomi Bisnis, dan Sosial*. Yogyakarta: CAPS.
- Surachman, S. A. (2008). *Dasar-dasar Manajemen Merek*. Malang: Banyumedia.
- Tjiptono, F. (2011). *Manajemen & strategi merek* (seri 01 ed.). Jogjakarta: Penerbit Andi.
- Top Brand Award. (2017). Retrieved from Top Brand Award Website: [http://www.topbrand-award.com/top-brand-survey/survey-result/top\\_brand\\_index\\_2016\\_fase\\_1](http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2016_fase_1)
- Top Brand Award. (2017). *Top Brand Award*. Retrieved from Top Brand Award Web Site: [http://www.topbrand-award.com/top-brand-survey/survey-result/top\\_brand\\_index\\_2016\\_fase\\_1](http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2016_fase_1)
- Widodo, T. (2014). The Effect of Transformative Organizational Learning on Organizational Innovativeness toward Sustainable Competitive Advantage. *The ISCLO Conference 2014*.
- Widodo, T. (2015). *The Effect of Transformative IT Capability on Sustainable Competitive Advantage*.
- Wijaya, B. S. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 55-65.

- Wu, S.-I., & Lo, C.-L. (2009). The Influence of Core-Brand Attitude and Consumer Perception on Purchase Intention Towards Extended Product. *Asia Pasific Journal of Marketing and Logistics*, 21(1), 174-194.
- Wulandari, D. (2015, Oktober 20). *Pertumbuhan Pasar FMCG di Indonesia Menurun, Empat Strategi Ini Perlu Dicoba*. Retrieved from MIX Marketing Communication [Online]: <http://mix.co.id/brand-insight/marketing-strategy/pertumbuhan-pasar-fmcg-di-indonesia-menurun-empat-strategi-ini-perlu-dicoba>