

Bibliography

- Adams, A., & Cox, A. (2008). Questionnaires, in-depth interviews and focus groups.
- Ahmad, N., MohibBillo, & Lakhan, A. (2012). Effect of Product Packaging in Consumer Buying Decision . *Journal of Business Strategies*, 1-10 .
- Alervall, V., & Saied, J. S. (2003). Perspectives on the Elements of Packaging Design . 10.
- Ampuero, O., & Natalia, V. (2006). Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 102.
- Citra, A. C., & Syahlani, S. P. (2008). Efek Merek Domestik VS Asing dan Informasi Country-Of-Origin Terhadap Persepsi dan Sikap Konsumen: Studi Perilaku Pada Produk Susu Olahan. *Jurnal Ekonomi dan Bisnis Indonesia*.
- Crystal, D. (2003). *English as a Global Language*. New York: Cambridge University Press.
- Gerace, A., Casey, S., Day, A., & Mohr, P. (2015). Perspective Taking and Empathy: Does Having Similar Past Experience to Another Person Make It Easier to Take Their Perspective? *Journal of Relationships Research* , 1-45.
- Gupta, S., & Lehmann, D. R. (2003). Customers As Assets. *Journal of Interactive Marketing*, 9-24.
- Kehinde, O. J., Omotayo, A., Mosunmola, A., & Borishade, T. (2016). Marketing concept and Satisfaction of Consumer Needs The Nigerian Consumer's Experience. *Researchjournali's Journal of Marketing*, 2-15.
- Ksenia, P. (2013). Packaging Design as a Marketing Tool and Desire to Purchase. 5.
- Matzler, K., Bailom, F., Hinterhuber, H. H., Renzl, B., & Pichler, J. (2004). The asymmetric relationship between attribute-level performance and overall customer satisfaction: a reconsideration of the importance–performance analysis. *Industrial Marketing Management* 33 , 271-277.

- Mazhar, M., Daud, S., Bhutto, S. A., & Mubin, M. (2015). Impact of Product Packaging on Consumers Buying Behavior: Evidence from Karachi . *Journal of Marketing and Consumer Research* , 35-42.
- Nunan, D. (2001). English as a Global Language. *TESOL Quarterly*, 605.
- Ojanperä, M. (2014). Effects of Using English In Business Communication. 9.
- Rakhmawati, A., Saddhono, K., Hastuti, S., & Devilito, R. (2016). A Phenomenon of Indoglish Usage at Universities In Indonesia: Breaking Down The Motives from Sociolinguistic Perspective. 146-152.
- Sharmin, W. (2012). Customer satisfaction in business: A case study of Moon Travel LTD, Finland. 7.
- Susetyarsi, T. (2012). Susetyarsi, Kemasan Produk Ditinjau Dari Bahan Kemasan, Bentuk Kemasan Dan Pelabelan Pada Kemasan Pengaruhnya Terhadap Keputusan Pembelian Pada Produk Minuman Mizone Di Kota Semarang. *Jurnal STIE Semarang*, 19-28.
- Tauhidi, H. (2008). Pengaruh Pemberian Merek Berbahasa Asing, Iklan, dan Media Terhadap Persepsi Konsumen (Produk Minuman Kesehatan Vita Charm) .
- Trigueros, R. d., & Sandoval, J. F. (2017). Qualitative and Quantitative Research Instruments Research Tools.
- Tyagi, A. (2015). Scope of English Language in India. *International Journal of Research – Granthaalayah*, 1-6.
- Underwood, R. L. (2003). The Communicative Power of Product Packaging: Creating Brand Identity via Lived and Mediated Experience. *Journal of Marketing Theory and Practice*, 62.