

ini yang masih mengarah ke pertanyaan mengenai kepuasan konsumen dapat dikaji ulang agar lebih mempertajam hasil dari penelitian ini.



DAFTAR PUSTAKA

- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266.
- Alhaddad, A., A., (2015). The Effect of Advertising Awareness on Brand Equity in Social Media. *International Journal of e-Education, e-Business, e-Management and e-Learning*. 5(6), 73-85.
- Bachman, K., & Wilkins, S. (2014). Brand commitment and consumer--brand Identification as Determinants of consumers' brand loyalty and repurchase intentions. *Research with Plymouth University*, 11-32.
- Batra, Ahuvia, Bagozzi (2012). "Brand Love". *Journal of Marketing*, 76 (2), 2012.

- Bayraktar, A., Erdogan, E., (2015). What Makes Offline Word-Of-Mouth More Influential Than Online Word-Of-Mouth. *Global Journal of Business Research*, Vol. 9 No2, 2015.
- Berger, J., (2014). Word of Mouth and Interpersonal Communication: A Review and Directions for Future Research. *Journal of Consumer Psychology*, 24 (4), 586.
- Buttle, F., A., (1998). Word of Mouth: Understanding and Managing Referral Marketing. *Journal of Strategic Marketing*, (6), 241-254.
- Chen, H.-B., Yeh, S.-S., & Huan, T.-C. (2014). Nostalgic emotion, experiential value, brand image, and consumption intentions of customers of nostalgic-themed restaurants, *Journal of Business Research*, 67, 354–360.
- Dehesti, M., Firouzjah, J., A., Alimohammadi, H., (2016). The Relationship Between Brand Image and Brand Trust in Sporting Goods Consumers. *Annals of Applied Sport Science*, 4(3), 27-34.
- Doostar, M., Asil, S., M., Behrang, N., (2013). Factors and Elements Influencing Brand Loyalty: A Case Study in Customers of Khazargaz in Mazandaran. *International Journal of Agriculture and Crop Sciences*, 6(11), 712-715.
- Ebrahimi, A., & Mansoori, S. h. (2013). Investigation of mental image of brand and service qualities on the relational marketing and customers` behavioral tendencies. *Business administration*, 4, 153-170.
- Fetscherin, M. (2014). What type of relationship do we have with loved brands? *Journal of Consumer Marketing*, 31(6/7), 430–440.

- Grubor, A., Znidarsic, R., K., Maric, D., (2015). C-2-C Market Relations and Word of Mouth. *Economic Annals*, 60 (10), 207-267.
- Hair, J., F., Hult, G., T., M., Ringle, C., M., Sarstedt, M., 2014, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.
- Halilovic, D., (2013). Crazy Little Thing Called Brand Love: Exploring the Influence of Brand Love on Brand Equity. *Thesis for Master Communication Twente University*, 1(7), 1-59.
- Hamid, A., A., Ibrahim, S., B., Seesy, A., S., Hasaballah, A., H., A., (2015). Interaction Effect of Perceived Service Quality and Brand Image on Customer Satisfaction. *Asian Journal of Management Sciences*, 3(10), 1-8.
- Herold, K. (2015). Impact of Word-Of-Mouth On Consumer Decision-Making: An Information Processing Perspective In The Context Of A High-Involvement Service. *Thesis for The Degree of Doctor of Science*, 79 (11), 50-60.
- Husken, K., (2014). The Impact of Brand Authenticity on Brand Love. *Thesis for Wirtschaft University*, 46(2), 1-7.
- IndoTelko. (2015, January). *Duuh, Belanja Iklan TV Turun 26,7% di 2015*. Retrieved from <http://www.indotelko.com>.
- Isik, A., Yasar, M., F., (2015). Effects of Brand on Customer Preferences: A Study in Turkmenistan. *Eurasian Journal of Business and Economics*. 8(16), 139-150.
- Ismail, Spinelli, (2012). "Effects of Brand Love, Personality and Image on Word

of Mouth: The Case of Fashion Brands among Young Consumers". *Journal of Fashion Marketing and Management*, Vol. 16 No. 4, 2012.

Kang, A., (2015). Brand Love – Moving Beyond Loyalty: An Empirical Investigation of Perceived Brand Love of Indian Consumer. *Arab Economics and Business Journal*, 14(10), 90-101.

Kazemi, A., Mohammadi, M., Seify, M., (2013). The Effect of Brand Extension Strategies upon Brand Image in the Mobile Market. *International Journal of Academic Research in Business and Social Sciences*, 3(9), 461-474.

Khademi, S., M., Akhavanfar, A., (2015). Review Article: Love to Brand, Brand Loyalty and Oral Advertising. *International Research Journal of Management Sciences*, 3(3), 79-83.

Khan, A., A., Jadoon, S., Tareen, N., A., K., (2016). Impact of Advertising on Brand Awareness and Commitment in Female Apparel Industry. *International Journal of Academic Research in Business and Social Sciences*, 6(3), 79-95.

Kotler, Philip & Keller, Kevin, 2012, *Marketing Management, Chapter 19, 14th Ed*

Klipfel, J., A., L., Barclay, A., C., Bockorny, K., M., (2014). Self-Congruity: A Determinant of Brand Personality. *Journal of Marketing Development and Competitiveness*, 8(3), 130-144.

Kumar, S., (2013). Value Congruity, Identity and Store Image Formation: A Conceptualization of Consumers' Retail Store Choice Behaviour. *International Journal of Management and Social Sciences Research*, 2 (11), 23-33.

- Moorthy, K., Parithi, S., (2013). Brand Image-A New Marketing Strategy with Special Referenceto Dindigul Locks. *Asia Pacific Journal of Marketing & Management Review*, 2(2), 1-12.
- Nasiruddin, K.B., Hashim, H.B., (2015). Electronic Word of Mouth: Exploring Consumer Reactions and Purchase Intention. *Journal of Global Business and Social Entrepreneurship*, 1 (1), 85-93.
- Natarajan, R., (2016). A Relationship Between Brand Image and Brand Loyalty: A Study with Reference to FMCG Consumers in Vellore District. *International Journal of Economic and Business Review*, 4(5), 139-146.
- Naz, F., (2014). Word of Mouth and Its Impact on Marketing. *International Journal of Scientific and Research Publications*, 4 (1), 153-160.
- Neupane, R., (2015). The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Supermarket Chain UK. *International Journal of Social Sciences and Management*, 2(1), 9-26.
- Nielsen, (2015). Rekomendasi Word of Mouth Masih Menjadi Iklan Paling Dipercaya. www.nielsen.com
- Opiri, J., A., (2015). The Influence of Self-Image Congruity on Perceived Value and Brand Loyalty Concerning Sportswear. *Thesis for The Degree of Master Science*, 76 (5), 7-27.
- Petrauskaite, E., (2014). Effect of Brand Image on Consumer Purchase Behaviour: International Footwear Market Comparison. *Master Thesis Aalborg University*, 12(7), 27-29.
- Rageh Ismail, A., & Spinelli, G. (2012). Effects of brand love, personality and

- image on word of mouth the case of fashion brands among young consumers. *Journal of Fashion Marketing and Management*, 16(4), 386-398.
- Rasheed, K., O., Olanipekun, J., Adetunji, A., A., (2015). Product Package and Customer Brand Commitment in Food and Beverages Markets of Lagos State Nigeria. *European Journal of Business and Economics*, 3(6), 44-56.
- Sallam, M., A., (2015). The Effects of Satisfaction and Brand Identification on Brand Love and Brand Equity Outcome: The Role of Brand Loyalty. *European Journal of Business and Social Sciences*, 4(9), 42-55.
- Sekaran, Uma & Bougie, Roger. 2013. *“Research Method for Business a Skill Building Approach (5th Edition). United Kingdom: John Wiley & Sons Ltd.*
- Sernovitz, A., (2012), *Word of Mouth Marketing, Chapter 1, 3rd Ed*
- Shirkhodaie Maisam, S., Mahsa, R., (2016). “Positive Word of Mouth Marketing: Explaining the Roles of Value Congruity and Brand Love”. *Journal of Competitiveness*, Vol. 8 No. 19, 2016.
- Shu, S., T., Strombeck, S., Hsieh, C., L., (2013). Consumer Ethnocentrism, Self-Image Congruence and Local Brand Preference: A Cross-National Examination. *Asia Pacific Management Review*, 18 (1), 43-61.
- Skoog, M., (2015). Antecedents and Outcomes of Brand Love: A Qualitative Study Within The Swedish Clothing Industry. *Thesis for Master Degree Umea School of Business and Economics*, 3(3), 1-102.

- Taghizadeh, H., Taghipourian, M., J., Khazaei, A., (2013). The Effect of Customer Satisfaction on Word of Mouth Communication. *Research Journal of Applied Sciences*, 5 (8), 2569-2575.
- Tekin, G., Yiltay, S., Ayaz, E., (2016). The Effect of Brand Image on Consumer Behaviour: Case Study of Louiss Vuitton-Moet Hennessy. *International Journal of Academic Value Studies*, 2(1), 1-24.
- Tuskej, U., Golob, U., & Podnar, K. (2013). The role of consumer-brand identification in building brand relationships. *Journal of Business Research*, 66(1), 53–59.
- Unal, S., Aydin, H. (2013). An Investigation on the Evaluation of the Factors Affecting Brand Love. *Procedia - Social and Behavioral Sciences*, 92, 76–85.
- Wu, S., I., Wang, W., H., (2014). Impact of CSR Perception on Brand Image, Brand Attitude and Buying Willingness: A Study of a Global Café. *International Journal of Marketing Studies*, 6(6), 191-219.

LAMPIRAN

A. Kuesioner