

BIBLIOGRAPHY

- Akin, E. (2014). Literature Review and Discussion on Customers Loyalty and Consciousness. *European Journal of Economics, Finance and administrative Sciences* , 160-161.
- Bendigeri, M. (2014). Business Model Innovation v/s Ten Types of Innovation Framework, 13-14.
- Berglund, D., & Byberg, A. (2016). Innovating for Loyalty, 11.
- Cho, E., Yu, U. J., & Fiore, A. M. (2015). The Role of Fashion Innovativeness, Brand Image, and Lovemarks in Enhancing Loyalty towards Fashion-Related Brands. *2015 Proceedings* .
- Comission, C. D. (2014). Innovation:Why is it so important?. *The Experts' Forum* , 2.
- Dr.S.Hariharaputhrian. (n.d.). Introduction to international business. *international business* , 2-3.
- Gault, F. (2016). *Defining and Measuring Innovation in All Sectors of The Economy: Policy Relevance* , 7-10.
- Ghauri, P., & Cateora, P. (2014). International Marketing Defined. *International Marketing* , 8.
- Gul, R. (2014). The relationship between reputation, customer satisfaction, trust, and loyalty. *Journal of public administration and governance* , 371-372.
- Keeley, L. (2014). *Ten Types of Innovation*. Canada: Deloitte Development.
- Khadka, K., & Maharjan, S. (2017). Customer Satisfaction and Customer Loyalty. *Thesis Centria University of Applied Sciences* , 12-13.
- Lopez, J. (2019). *Types of Innovation*. Retrieved July 14, 2019, from Constant contact: <https://techblog.constantcontact.com>
- Meehan, M. (2018). *Don't mistake habit for loyalty:5 trends driving loyalty programs that create customers for life*. Retrieved July 14, 2019, from Forbes: www.forbes.com/sites/marymeehan/2018/03/27/dont-mistake-habit-for-loyalty-5-trends-driving-loyalty-programs
- Njenga, D. K. (2014). Factors Influencing Brand Loyalty Amongst Buyers Of Bata Shoes Company Products in Nairobi, Kenya, 31-32.
- Pappu, R. (2016). How Does Brand Innovativeness affect Brand Loyalty. *European Journal of Marketing* .

- Partners, T. (2017). *What makes customers loyal?*. Retrieved July 14, 2019, from Tivoli Partners:
www.tivolipartners.com/makes-customers-loyal/
- Ranabhat, D. (2018). Customers Loyalty in Business. *Thesis Centria University of Applied Sciences* , 11.
- Riduwan. (2016). *Dasar-dasar statistika*. Bandung: Alfa Beta.
- Sledzik, K. (2014). *Schumpeter view on innovation and entrepreneurship* , 89-90.
- Stenberg, A. (2016). What does Innovation mean- a term without a clear definition, 9.
- Sugiyono. (2017). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Susetyo, B. (2017). *Statistika untuk analisis data penelitian*. Bandung: PT Refika Aditama.
- Tamamudin. (2014). Analisis pengaruh Pengenalan Merek, Persepsi Kualitas, Harapan Konsumen dan Inovasi Produk Terhadap Keputusan Membeli dan Dampaknya Pada Loyalitas Konsumen. *Jurnal Penelitian* , 290.
- Tredgold, G. (2018). *4 Reasons why you need to focus on inovation*. Retrieved July 14, 2019, from Inc.:
www.inc.com/gordon-tredgold/4-reasons-why-you-need-to-focus-on-innovation.html
- Varshney, N. K. (2016). Exploring service quality, switching barriers and customers loyalty: mediating role of switching barriers. *Journal of Marketing and Consumer Research* .
- Wani, T. a., & Ali, S. W. (2015). Innovation Difussion Theory. *Journal of general amangement research* , 103-104.
- Wanjiku, K. C. (2016). Customer Life Cycle Management by Barclays Bank of Kenya.
- Wright, T. (2018). *McKinsey's Three Horizons of Growth can Help You to Innovate*. Retrieved July 14, 2019, from cascade:
www.executestategy.net/blog/mckinseys-three-horizons-of-growth