

BIBLIOGRAPHY

- Ahuvia, A., Bagozzi, R. P., & Batra, R. (2013). Psychometric vs. C-OAR-SE measures of brand love: A reply to Rossiter. *Marketing Letters*, 235-243.
- ALBERT M. MUNIZ, J., & O'Guinn, T. C. (2001). Brand Community. *Journal of Consumer Research*, 412-432.
- Albert, N., Merunka, D., & Florence, P. V. (2013). Brand passion: Antecedents and consequences. *Journal of Business Research*, 904-909.
- Amaldoss, W., & Jain, S. (2005). Conspicuous Consumption and Sophisticated Thinking. *Management Science* , 1449-1466.
- Angelis, M. D., Bonezzi, A., Peluso, A. M., Rucker , D. D., & Costabile, M. (2012). On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission. *Journal of Marketing Research* , 551-563.
- Anggraeni, R. (2021, February 5). *Imbas Covid-19, Pendapatan Masyarakat Indonesia Turun Jadi Rp56,9 Juta* Artikel ini telah tayang di www.inews.id dengan judul " *Imbas Covid-19, Pendapatan Masyarakat Indonesia Turun Jadi Rp56,9 Juta* ", *Klik untuk baca: <https://www.inews.id/finance/makro/i>*. Retrieved from inews: <https://www.inews.id/finance/makro/imbas-covid-19-pendapatan-masyarakat-indonesia-turun-jadi-rp569-juta>
- Anselmsson, J., Johansson, U., & Persson, N. (2007). Understanding price premium for grocery products: a conceptual model of customer-based brand equity. *Journal of Product & Brand Management*, 401-414.
- Apuke, O. D. (2017). QUANTITATIVE RESEARCH METHODS A SYNOPSIS APPROACH. *Arabian Journal of Business and Management Review* , 40-47.
- Aulia, M. R. (2016, august 25). *43% Warga DKI Berpenghasilan di Atas Rp10 Juta per Bulan*. Retrieved from Media Indonesia: <https://mediaindonesia.com/megapolitan/63424/43-warga-dki-berpenghasilan-di-atas-rp10-juta-per-bulan>
- Ba, S., & Pavlou, P. A. (2002). Evidence of the Effect of Trust Building Technology in Electronic Markets: Price Premiums and Buyer Behavior. *MIS Quarterly Vol.26 No.3*, 243-268.
- Barnier, V. d., Rodina, I., & Florence, V. P. (2006). WHICH LUXURY PERCEPTIONS AFFECT MOST CONSUMER PURCHASE BEHAVIOR? A CROSS CULTURAL EXPLORATORY STUDY IN FRANCE, THE UNITED KINGDOM AND RUSSIA.
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 586-607.

- Berger, J. A., & Iyengar, R. (2013). Communication Channels and Word of Mouth: How the Medium Shapes the Message. *Journal of Consumer Research*, 567-579.
- Chen, Y. J., & Kirmani, A. (2015). Posting strategically: The consumer as an online media planner. *Journal of Consumer Psychology*, 609-621.
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support System*, 461-470.
- Chomvilailuk, R., & Butcher, K. (2010). Enhancing brand preference through corporate social responsibility initiatives in the Thai banking sector. *Asia Pacific Journal of Marketing*, 397-418.
- Clement, J. (2020, september 10). *TikTok- Statistics & Facts*. Retrieved from Statista:
<https://www.statista.com/topics/6077/tiktok/#:~:text=In%202019%2C%20TikTok%20was%20downloaded,and%20the%20App%20Store%20worldwide>.
- Clinten, B. (2020, November 1). *Penjualan iPhone Jeblok Tahun Ini, Sampai Disalip Xiaomi Artikel ini telah tayang di Kompas.com dengan judul "Penjualan iPhone Jeblok Tahun Ini, Sampai Disalip Xiaomi", Klik untuk baca: <https://tekno.kompas.com/read/2020/11/01/14050077/penjualan-iphone-j>*. Retrieved from Tekno Kompas:
<https://tekno.kompas.com/read/2020/11/01/14050077/penjualan-iphone-jeblok-tahun-ini-sampai-disalip-xiaomi?page=all>
- Curry, D. (2021, june 3). *Apple Statistics (2021)*. Retrieved from business of apps:
<https://www.businessofapps.com/data/apple-statistics/>
- Dalmoro, M., Pinto, D. C., Borges, A., & Nique, W. M. (2015). Global brands in emerging markets: The cultural antecedents of global brand preference. *Journal of Brand Management*, 22(9), 721-736.
- Daniel, E. (2016). The Usefulness of Qualitative and Quantitative Approaches and Methods in Researching Problem-Solving Ability in Science Education Curriculum. *Journal of Education and Practice*, 91-100.
- Dissanayake, D. R., & Amarasuriya, T. (2015). Role Of Brand Identity in Developing Global Brands: a Literature Based Review on Case Comparison Between Apple Iphone VS Samsung Smartphone Brands. *Research Journal of Business and Management*, 430-440.
- Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management* 24(5), 449-461.
- Dwivedi, A., Nayeem, T., & Murshed, F. (2018). Brand experience and consumers' willingness-to-pay (WTP) a price premium: Mediating role of brand

- credibility and perceived uniqueness. *Journal of Retailing and Consumer Services*, 100-107.
- Eelen, J., Özturan, P., & Verlegh, P. (2017). The differential impact of brand loyalty on traditional and online word of mouth: The moderating roles of self-brand connection and the desire to help the brand. *International Journal of Research in Marketing* 34(4), 872-891.
- Eisingerich, A. B., Chun, H. H., Liu, Y., Jia, H., & Bell, S. J. (2015). Why recommend a brand face-to-face but not on Facebook? How word-of-mouth on online social sites differs from traditional word-of-mouth. *Journal of Consumer Psychology*, 120-128.
- Erdem, T., Keane, M. P., & Sun, B. (2008). A Dynamic Model of Brand Choice when Price and Advertising Signal Product Quality. *SSRN Electronic Journal*, 1111-1125.
- Escalas, J. E. (2004). Narrative Processing: Building Consumer Connections to Brands. *Journal of Consumer Psychology*, 168-179.
- Escalas, J. E., & Bettman, J. R. (2003). You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands. *Journal of Consumer Psychology*, 339-348.
- Escalas, J. E., & Bettman, J. R. (2005). Self-Construal, Reference Groups, and Brand Meaning. *Journal of Consumer Research* 32(3), 378-389.
- Faqir, A. A. (2020, february 5). *Rata-Rata Pendapatan Penduduk Indonesia Naik Jadi Rp 59,1 Juta*. Retrieved from Liputan6: <https://www.liputan6.com/bisnis/read/4172001/rata-rata-pendapatan-penduduk-indonesia-naik-jadi-rp-591-juta>
- Franedy, R. (2020, september 16). *CNBC Indonesia*. Retrieved from Aturan IMEI Berlaku Penuh, Ponsel BM Akhirnya Disuntik Mati: <https://www.cnbcindonesia.com/tech/20200916061420-37-187111/aturan-imei-berlaku-penuh-ponsel-bm-akhirnya-disuntik-mati>
- Frank, H., Meyer, F., Vogel, J., Weihrauch, A., & Hamprecht, J. (2013). Endorser age and stereotypes: Consequences on brand age. *Journal of Business Research*, 66(2), 207-215.
- Garson, G. D. (2016). *Partial Least Squares: Regression & Structural Equation Models*. Statistical Associates Blue Book Series.
- Ghozali, H. I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang; Universitas Diponegoro.
- Gischa, S. (2020, January 8). *Jumlah Penduduk Indonesia 2020*. Retrieved from Kompas: <https://www.kompas.com/skola/read/2020/01/08/060000069/jumlah-penduduk-indonesia-2020?page=all>

- Gonçales, H. M., Martí, A. R., Tierno, N. R., & Miles, M. P. (2016). The Role of Qualitative Research in Current Digital Social Media: Issues and Aspects— An Introduction. *Psychology&Marketing*, 1023-1028.
- Granitz, N., & Forman, H. (2015). Building self-brand connections: Exploring brand stories through a transmedia perspective. *Journal of Brand Management*, 38-59.
- Greenough, J. (2014, September 14). *The Median Income For iPhone Users Is 40% Higher Than That Of Android Users*. Retrieved from business Insider: <https://www.businessinsider.com/the-median-income-for-iphone-users-is-40-higher-than-that-of-android-users-2014-9?r=US&IR=T>
- Guatam, R. K. (2014). PURCHASE DECISION OF INDIAN CONSUMERS: THE FACTORS OF ATTRACTION WHILE PURCHASING CAR . *Studies in Business and Economics no.9* , 29-42.
- Gutsatz, M., & Heine, K. (2018). Is Luxury Expensive. *Journal of Brand Management*, 411-423.
- Hair, F. J., Hult, G. T., Ringle, M. C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Los Angeles: SAGE Publications, Inc.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis 7th Edition*. Pearson Education Limited .
- Hamid, M. R., Sami, W., & Sidek, M. H. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conference Series*.
- Hammerl, M., Dorner, F., Foscht, T., & Brandstätter, M. (2016). Attribution of symbolic brand meaning: the interplay of consumers, brands and reference groups. *Journal of Consumer Marketing*, 32-40.
- Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling Status with Luxury Goods: The Role of Brand Prominence. *Journal of Marketing*, 74(4), 15-30.
- Hanasyah, J., Hilman, H., & Ghani, N. H. (2014). Direct and Indirect Effects of Product Innovation and Product Quality on Brand Image: Empirical Evidence from Automotive Industry. *International Journal of Scientific and Research Publications, Volume 4, Issue 11*.
- Haryanto, A. T. (2019, july 8). *Rp 2,8 Triliun per Tahun, Potensi Kerugian RI akibat Ponsel BM*. Retrieved from detikinet.: <https://inet.detik.com/law-and-policy/d-4616086/rp-28-triliun-per-tahun-potensi-kerugian-ri-akibat-ponsel-bm>
- Hassan, S., Mehmedocić, M. H., & Duverger, P. (2015). Retaining the allure of luxury brands during an economic downturn: Can brand globalness influence consumer perception? *Journal of Fashion Marketing and Management*, 416–429.

- Hawkins, D. I., & Mothersbaugh, D. L. (2017). *Consumer Behavior Building Marketing Strategy 11th edition*. New York: McGraw-Hill/Irwin.
- He, Y., Chen, Q., & Alden, D. L. (2016). Time will tell: managing post-purchase changes in brand attitude. *Journal of the Academy of Marketing Science*, 791-805.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 38-52.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, 116(1), 2-20.
- Hensler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *J. of the Acad. Mark*, 115-135.
- Huber, F., Meyer, F., Vogel, J., Weihrauch, A., & Hampercht, J. (2013). Endorser age and stereotypes: Consequences on brand age. *Journal of Business Research*, 207-215.
- Hussain, S., Fangwei, Z., Siddiqi, A. F., Ali, Z., & Shabbir, M. S. (2018). Structural Equation Model for Evaluating Factors Affecting Quality of Social Infrastructure Projects. *Sustainability*, 10(5), 1-25.
- Isaacson, W. (2015). *Steve Jobs*. Simon and Schuster.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Directions*. Springer.
- Jalilvand, M. R., Esfahani, S. S., & Samiei, N. (2011). Electronic word-of-mouth: challenges and opportunities. *Procedia Computer Science*, 42-46.
- Jampala, R. C. (2017). Pricing Strategy. *Strategic Marketing Management in Asia*, 383-402.
- Jayani, D. H. (2020, February 16). *10 Media Sosial yang Paling Sering Digunakan di Indonesia*. Retrieved from Databoks: <https://databoks.katadata.co.id/datapublish/2020/02/26/10-media-sosial-yang-paling-sering-digunakan-di-indonesia#:~:text=Youtube%20menjadi%20platform%20yang%20paling,%25%2C%20dan%20Instagram%2079%25>.
- Kankam, P. K. (2019). The use of paradigms in information research. *Librabry and Information Science Research*, 85-92.
- Kaushik, V., & Walsh, C. A. (2019). Pragmatism as a Research Paradigm and Its Implications for Social Work Research. *Social Sciences*.

- Kautsarina, Hidayanto, A. N., Anggorojati, B., Abidin, Z., & Phusavat, K. (2020). Data modeling positive security behavior implementation among smart device users in Indonesia: A partial least squares structural equation modeling approach (PLS-SEM). *Data in Brief*.
- Kayaman, R., & Arasli, H. (2007). Customer based brand equity: evidence from the hotel industry. *Managing Service Quality*, 92-109.
- Keller, K. L. (2003). Brand Synthesis: The Multidimensionality of Brand Knowledge. *Journal of Consumer Research*, 131-142.
- Keller, K. L. (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. *AMS Review*, 1-16.
- Keller, K. L., & Richey, K. (2006). The Importance of Corporate Brand Personality Traits to a Successful 21st Century Business. *Journal of Brand Management*, 74-81.
- Kemp, E., Childers, C. Y., & Williams, K. H. (2012). Place branding: creating self-brand connections and brand advocacy. *Journal of product & brand management*, 508-515.
- Kennedy, K. M. (2019). Promoting the qualitative research approach in the discipline of forensic and legal medicine: Why more qualitative work should be promoted and how that can be achieved. *Journal of Forensic and Legal Medicine*, 72-76.
- Khoirunnisa. (2021, february 13). *Top 5 Vendor Smartphone di Indonesia Q4-2020*. Retrieved from Selular.id: <https://selular.id/2021/02/top-5-vendor-smartphone-di-indonesia-q4-2020/>
- Kiatkawsin, K., & Han, H. (2019). What drives customers' willingness to pay price premiums for luxury gastronomic experiences at michelin-starred restaurants? *International Journal of Hospitality Management*, 209-219.
- Klein, B., & Leffler, K. B. (1981). The Role of Market Forces in Assuring Contractual Performance. *Journal of Political Economy*, 615-641.
- Klesse, A.-K., Levav, J., & Goukenz, C. (2015). The Effect of Preference Expression Modality on Self-Control. *Journal of Consumer Research*, 535-550.
- Kock, N. (2015). Common Method Bias in PLS-SEM: A Full Collinearity Assessment Approach. *International Journal of E-Collaboration*, 11(4), 1-10.
- Koetsier, J. (2020, August 17). *We've Spent 1.6 Trillion Hours On Mobile So Far In 2020*. Retrieved from forbes: <https://www.forbes.com/sites/johnkoetsier/2020/08/17/weve-spent-16-trillion-hours-on-mobile-so-far-in-2020/?sh=3abfe6c86d61>
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Pearson Prentice Hall.

- Kruger, L. M. (2018). Brand loyalty: Exploring self-brand connection and brand experience. *Journal of Product & Brand Management*.
- Krystallis, A., Arvanitoyannis, I. S., & Kapitri, A. (2003). Investigating Greek consumers' attitudes towards low-fat food products: a segmentation study. *International Journal of Food Sciences and Nutrition*, 219-233.
- Kurniawan, A. W., & Puspitaningtyas, Z. (2016). *Metode Penelitian Kuantitatif*. Yogyakarta: Pustaka Baru.
- Kwon, E., & Mattila, A. S. (2015). The Effect of Self-Brand Connection and Self-Concept on Brand Lovers' Word of Mouth (WOM). *Cornell Hospitality Quarterly*, 427-435.
- Lamberton, C., & Stephen, A. T. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. *Journal of Marketing*, 146-172.
- Liozu, S. M., Hinterhuber, A., Boland, R., & Perelli, S. (2012). The conceptualization of value-based pricing in industrial firms. *Journal of Revenue and Pricing Management*, 12-34.
- Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, 922-937.
- Makri, K., Papadas, K. K., & Schlegelmilch, B. B. (2018). Global-local consumer identities as drivers of global digital brand usage. *International Marketing Review*, 702-725.
- Malhotra, N. K., & Dash Satyabhusan. (2016). *Marketing Research an Applied Orientation*. Delhi: Pearson.
- Mandler, T. (2019). Beyond reach: an extended model of global brand effects. *International Marketing Review*, 647-674.
- Mittal, B. (2015). Self-concept clarity: Exploring its role in consumer behavior. *Journal of Economic Psychology*, 98-110.
- Muniz, A. M., & O'Guinn, T. C. (2001). Brand Community. *Journal of Consumer Research*, 412-432.
- Niaga, C. (n.d.). *Ini Dia Gaji UMR Jakarta 2020*. Retrieved from CIMNNiaga.co.id: <https://www.cimbniaga.co.id/id/inspirasi/karir/ini-dia-gaji-umr-jakarta-2020#:~:text=Kini%2C%20gaji%20UMR%20Jakarta%20tahun,dikelola%20dengan%20baik%20dan%20matang>.
- Nikhashemi, S. R., Paim, L., Sidin, S. M., & Osman, S. (2013). The Antecedents of Brand Equity Development on Malaysian Interment Service Providers. *World Applied Sciences Journal*, 14-22.
- Nurhayanti-Wolff, H. (2021, february 11). *Market share of mobile operating system in Indonesia from January 2012 to August 2020, by operating system*.

- Retrieved from statista: <https://www.statista.com/statistics/262205/market-share-held-by-mobile-operating-systems-in-indonesia/>
- O'Dea, S. (2020, september 10). *Share of Smartphone Users That Use an Apple iPhone in the United States from 2014-2021*. Retrieved from statista: <https://www.statista.com/statistics/236550/percentage-of-us-population-that-own-a-iphone-smartphone/>
- Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Lacobucci, D. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing*, 1-17.
- Park, J. H., John, D. R., & Zhang, M. (2017). Judging a Book by Its Cover: The Influence of Implicit Self-theories on Brand User Perceptions. *Journal of Consumer Psychology*, 56-76.
- Parker, B. T. (2009). A comparison of brand personality and brand user-imagery congruence. *Journal of Consumer Marketing*, Vol 26, 175-184.
- Paul, J. (2018). MASSTIGE MODEL AND MEASURE FOR BRAND MANAGEMENT. *European Management Journal*.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies. *Journal of Applied Psychology*, 88(5), 879-903.
- Ramaseshan, B., & Tsao, H. Y. (2007). Moderating effects of the brand concept on the relationship between brand personality and perceived quality . *Brand Management vol 14, No. 6*, 458-466.
- Ramayah, T., Yeap, J. A., Ahmad, N. H., Halim, H. A., & Rahman, S. A. (2017). Testing a Confirmatory model of Facebook Usage in SmartPLS using Consistent PLS. *International Journal of Business and Innovation* 3 (2), 1-14.
- Raykov, T., & Marcoulides, G. A. (2006). *A First Course in Structural Equation Modeling*. Psychology Press.
- Rosario, A. B., Sotgiu, F., Valck, K. D., & Bijmolt, T. H. (2016). The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors. *Journal of Marketing Research*, 297-318.
- Samiee, S. (2019). Reflections on global brands, global consumer culture and globalization. *International Marketing Review*, 536–544.
- Sammut-Bonnici, T., & Channon, D. F. (2014). pricing strategy. In *Wiley Encyclopedia of Management*. John Wiley & Sons, Ltd.
- Schulze, E. (2019, September 20). *Apple's iPhone 11 goes on sale with lines outside major stores around the world*. Retrieved from CNBC:

- <https://www.cnn.com/2019/09/20/apple-iphone-11-goes-on-sale-with-lines-outside-major-stores-around-the-world.html>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. John Wiley & Sons Ltd.
- Shin, H., Eastman, J. K., & Mothersbaugh, D. (2017). The effect of a limited-edition offer following brand dilution on consumer attitudes toward a luxury brand. *Journal of Retailing and Consumer Services*, 59-70.
- Singh, S., & Blase, M. (2020). TikTok. *Protecting the Vote. How Internet Platforms Are Addressing Election and Voter Suppression Related Misinformation and Disinformation*, 36-38.
- Statista. (2021, January 22). *Unit Sales of Apple Worldwide by Product/Operating Segment from the 1st Quarter 2012 to the 4th Quarter of 2018*. Retrieved from Statista: <https://www.statista.com/statistics/382302/unit-sales-of-apple-by-product-category/#:~:text=The%20iPhone%20is%20Apple's,the%20fourth%20quarter%20of%202018>.
- Stephen, A. T., & Lehmann, D. R. (2016). How Word-Of-Mouth Transmission Encouragement Affects Consumers' Transmission Decisions, Receiver Selection, and Diffusion Spee. *International Journal of Research in Marketing*, 755-766.
- Tan, T. M., Liew, T. W., William, L. S., Michelle, O. B., & Tan, S. M. (2012). Consumer-based Brand Equity in the Service Shop. *International Journal of Marketing Studies; Vol. 4, No. 4*, 60-77.
- Tarallo, E., Akabane, G. K., Shimabukuro, C. L., Mello, J., & Amancio, D. (2019). Machine Learning in Predicting Deman for Fast-Moving Consumer Goods: An Exploratory Research. *IFAC PapersOnline*, 737-742.
- Taylor, C. R., & Okazaki, S. (2015). Do Global Brands Use Similar Executional Styles Across Cultures? A Comparison of U.S. and Japanese Television Advertising. *Journal of Advertising*, 276-288.
- Tehseen, S., Ramayah, T., & Sajilan, S. (2017). Testing and Controlling for Common Method Variance: A Review of Available Methods. *Journal of Management Sciences 4(2)*, 142-168.
- Thellefsen, T. (2015). What brand associations are. *Sign Systems Studies*, 191-206.
- Thurau, T. H., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 38-52.
- Veelen, R. v., Otten, S., & Hansen, N. (2012). Social identification when an in-group identity is unclear: The role of self-anchoring and self-stereotyping. *British Journal of Social Psychology*, 543-562.

- Vickers, J. S., & Renand, F. (2003). The Marketing of Luxury Goods: An exploratory study – three conceptual dimensions. *The Marketing Review*, 459-478.
- Waluya, A. I., Iqbal, A. M., & Indradewa, R. (2019). How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers. *Int. J. Services, Economics and Management*, Vol.10, No.2, 177-193.
- Wareza, M. (2020, October 30). *Penjualan iPhone Drop 21%, tapi Kinerja Apple Naik karena WFH*. Retrieved from CNBC Indonesia: <https://www.cnbcindonesia.com/market/20201030133206-17-198116/penjualan-iphone-drop-21-tapi-kinerja-apple-naik-karena-wfh>
- Wu, P. C., Yeh, G. Y.-Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 30-39.
- Xie, Y., Peng, S., & Hampson, D. P. (2020). Brand user imagery clarity (BUIC): conceptualization, measurement, and consequences. *Journal of Brand Management*, 662-678.
- Y.L, C. F., & Lee, G. C. (2011). Customer-Based Brand Equity: A Literature Review. *International Refereed Research Journal*, 33-42.
- Yang, J., Ma, J., Arnold, M., & Nuttavuthisit, K. (2018). Global identity, perceptions of luxury value and consumer purchase intention: a cross-cultural examination. *Journal of Consumer Marketing*, 533–542.
- Yee, W. F., & Sidek, Y. (2008). Influence of Brand Loyalty on Consumer Sportswear. *Journal of Economics and Management*, 221-236.
- Yoo, B., Donthu, N., & Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, 195-212.
- Zahid, W., & Omkar Dastane. (2016). Factors Affecting Purchase Intention of South East Asian (SEA) Young Adults Towards Global Smartphone Brands. *ASEAN marketing journal*, 66-84.
- Zeithaml, V. A. (1988). Consumer perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 2-22.