REFERENCES

- Nelsen Hengestu & Donant Alananto Iskandar (2017). Pengaruh Citra Merek dan Harga Terhadap Loyalitas Pelanggan. Jurnal Riset Manajemendan Bisnis Fakultas Ekonomi, 2(3), 363-372.
- Gujarati, Daodar. (2015) Ekonometrika Dasar, terjemahan Sumarno Zain, Erlangga, Jakarta.
- Mr. Basavaraj Sulibhavi & Dr. Shivashankar K (2017). The impact of Brand Image on Customer Loyalty Towards Private Label Brands: The Mediating Effect of satisfaction. Hubli-Dharwad Conglomerate City of Karnataka. International Journal Marketing & Financial Management, 2348-3954
- Johanudin Lahap, Nur safiah & Shelle Mohad Radzi (2016). A study of brand image towards customer satisfaction in Malaysian Hotels Industry. Social and Behavioral science, ScienceDirect, IRSSM-6 (2015)
- Durani, B.A., Godil, D.I., Baig, M.U., and Sajid, S. (2015). Impact of Brand Image on Buying Behavior Among Teenegers, *European Scientific Journal*, Vol. 11 (5), 155-168
- Zhang, Y. (2015) The Impact of Brand Image on Consumer Behavior: A

 Literature Review. Open Journal of Business and Management, Vol. 3, 5862
- Ahmad A., Dery N., and Muhammad Zakky (2020). The Effect of Brand Image and Perception of Products on The Purchase Decision of Matic Motorcycle in east Belitung. *Jurnal Administrasi Bisnis*, Vol. 9 (1), 31-42

- Amron (2018). The Influence of Brand Image, Brand Trust, product Quality, and Price on Consumer's Buying Decision of MPV Cars, *European Scientific Journal*. Vol.14, No13
- Muhammad H., (2017). The Importance of Brand Image of Customer Loyalty (Studies in Clothing Business P-Clothes). *E-Proceeding of Management*, Vol.4 No.3, 2519
- Kotler, Philip, and Kevin L. Keller. (2016). *Marketing Management, 15 editions*. London: Pearson Education.
- Nicholas Wilson, (2018). The Impact of Service Quality and Brand Image toward Customer Loyalty in the Indonesian Airlines Industry. (18(3), pp. 222-234, 2018)
- Rahi S (2016) Impact of Customer Value, Public Relations Perception and Brand
 Image on Customer Loyalty in Services Sector of Pakistan. Arabian J Bus
 Manag Review S2: 004
- Durmaz, Y., Çavuşoğlu, S., & Özer, Ö. (2018). The Effect of Brand Image and Brand Benefit on Customer Loyalty: The Case of Turkey. International Journal of Academic Research in Business and Social Sciences, 8(5), 528–540
- Siti Aisyah Esa, Determinants of Customer Loyalty towardstheHotel Industry in Malaysia. *International Journal of Innovation, Creativity and Change*. Volume 6, Issue 9, 2019

- BİLGİN, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. Business & Management Studies: An International Journal, 6(1), 128-148. https://doi.org/10.15295/bmij.v6i1.229
- Aberdeen, N. I., Syamsun, M. and Najib, M. (2016). The Effect of Brand Awareness and Image on Consumer Perceived Quality and Purchase Intension A Study Case of Carbonated Drink Brand at Bogor City.

 International Journal of Scientific and Research Publications, 6(8), 441-446.
- Fabio Cassia (2017), The effects of goods-related and service-related B2B brand images on customer loyalty. *Journal of Business and Industrial Marketing*. ISSN: 0885-8624
- Ummar Abbas (2020), IMPACT OF BRAND IMAGE ON CUSTOMER
 LOYALTY WITH THE MEDIATING ROLE OF CUSTOMER
 SATISFACTION AND BRAND AWARENESS. International Journal of
 Marketing Research Innovation 5(1): 1-15. DOI:10.46281/ijmri.v5i1.987
- Rivo Christian (2016), THE EFFECT OF STORE BRAND IMAGE AND SERVICE QUALITY TOWARDS CUSTOMER LOYALTY AT FRESHMART SUPERSTORE MANADO. ISSN 2303-1174
- Syahfudin Erwin., Endang Ruswanti. 2015. The Impact of Service Quality and Brand Image on Customer Loyalty Mediated by Customer Satisfaction: in Pp. 1-12.