

## DAFTAR PUSTAKA

- Aaker, D.A. 2008. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press.
- Ailawadi, K., Lehmann, D. and Neslin, S. (2003), "Revenue premium as an outcome measure of brand equity", *Journal of Marketing*, Vol. 67 No. 4, pp. 1-17.
- Akrimi, Y., & Khemakem, R. 2012. What Drive Customers to Spread The Word in Social Media. *Journal of Marketing Research and Case Studies*
- Arnold, M. J. & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*.
- As'ad, H. Abu-Rumman. 2014. The Impact of Social Media marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Journal Society of Interdisciplinary Business Research* Vol. 3 No. 1 ISSN: 2304- 1013;2304-1269.
- Blythe, J. 2005. *Essentials of Marketing*. England: Pearson Education Limited
- Boyd, D.M., & Nicole B.E. 2007. Social network sites: Definition, history, and scholarship. *Journal of Computer- Mediated Communication*, Vol 13 No 1.
- Bruhn, M., Schoenmueller, V. and Schafer, D.B. (2012), "Are social media replacing traditional media in terms of brand equity creation?", *Management Research Review*, Vol. 35 No. 9, pp. 770-790.
- Devito, Joseph. 2011. *Komunikasi Antar Manusia*. Tangerang Selatan. Karisma Publishing Group.
- Durianto, Darmadi, C., & Liana. 2003. *Inovasi pasar dengan iklan yang efektif*. Jakarta. PT. Gramedia Pustaka.
- Fandy, Tjiptono. 2008. *Strategi Bisnis Pemasaran*. Yogyakarta. Andi.
- Hanzae, K., & S. Rezaeyeh.(2013). Investigation of the Effects of Hedonic Value and Utilitarian Value on Customer Satisfaction and Behavioural Intention

- Hermawan, Agus. 2012. *Komunikasi Pemasaran*. Jakarta. Erlangga
- Hirschman and Holbrook. (2005). Hedonic Consumption: Emerging concepts, Methods and Propositioning. *Journal of Marketing*, Vol. 46. No. 3. Hal. 92-101.
- Homer, P.M. (2008), "Perceived quality and image: when all is not 'rosy'", *Journal of Business Research*, Vol. 61 No. 7, pp. 715-723.
- Irani, Neda., and Kambiz Heidarzadeh Hanzaee. (2011). The Effect of Variety seeking Buying Tendency and Price Sensitivity on Utilitarian and Hedonic Value in Apparel Shopping Satisfaction.
- Iversen, N.M. & Hem, L.E. 2008. Provenance Association as Core Value of Place Umbrella Brands: A Framework of Characteristics. *European Journal of Marketing*. 42(5/6): 603–626.
- Jokinen, T. 2016. Branding in SocialMedia and the Impact of Social Media on Brand Image. School of Business and Culture International Business.
- Kaplan, A. M., & Haenlein, M. 2010. Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, Vol. 53 No. 1, pp. 59-68
- Kasnaeny, et al. (2013). Patronage Buying Motives of Coffee shop's. Consumers
- Keller, K.L. 2009. Building Strong Brands in a Modern Marketing Communications Environment. *Journal of Marketing Communications*. 15(2/3): 139–155.
- Kotler, P. 2005. *Manajemen pemasaran, Edisi Bahasa Indonesia, Jilid 1*. Jakarta. PT. Indeks Kelompok Gramedia.
- Kotler dan Keller. 2007. *Manajemen Pemasaran, Jilid 1, Edisi 12*. Jakarta. Indeks.
- Kotler, P. & Keller, K.L. 2009. *Manajemen Pemasaran. Edisi Ketigabelas*. Jakarta: PT. Erlangga.
- Kotler, Philip dan Armstrong, Gary. 2012. *Prinsip-Prinsip Pemasaran, Edisi 13, Jilid 2*. Jakarta. Erlangga.

- Lee, H., Lee, C. & Wu, C. 2011. Brand Image Strategy Affects Brand Equity After M&A. *European Journal of Marketing*. 45(7/8): 1091–1111.
- Namkung, Y. & Jang, S. (2007). Does food quality really matter in restaurant? its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality and Tourism Research*, Vol. 31 No. 3, pp. 387-410.
- Powers, T., Advincula, D., Austin M, Graiko S., & Snyder, J. 2012. Digital and Social Media in The Purchase Decision Process. *Journal of Advertising Research*
- Riezebos, R.K. 2003. *Brand Management- A theoretical and Practical Approach*. Harlow, United Kingdom: Pearson Education Limited.
- Rizal, Veby Zilfania. 2014. Pengaruh Social Media Marketing Twitter Terhadap JOM FISIP Vol. 3 No. 1 Februari 2016 Page 15 Terbentuknya Brand Image Restoran Burger Gaboh Pekanbaru. Universitas Riau.hal: 17.
- Saha GC, & Theingi H. (2009). Service quality, satisfaction, and behavioral intentions: a study of low-cost airline carriers in Thailand. *Manage. Serv.. Qual.*, 19(3): 350-372.
- Williams, D, L., Crittenden, V, L., Keo, T., & McCarty, P. 2012. The use of social media: an exploratory study of uses among digital natives, *Journal of Public Affairs*, Vol. 12 No. 2, pp. 127-136
- Yang, Y.-F., Wang, G.-L., Song, W.-B., Chen, C.-Y. & Hung, F.-C. 2011. A Study on Professional Competencies, Brand Image, and Brand Recognition of Taiwan's Mobile Phone Industry. *The Journal of Human Resource and Adult Learning*. 7(2): 51–65.
- Zarella, Dan. 2010. *The Social Media Marketing Book*. Jakarta: Serambi Ilmu Semesta Anggota IKAPI.