

## DAFTAR PUSTAKA

- Aaker, D. (2014). *Aaker On Branding. 20 Prinsip Esensial Mengelola dan Mengembangkan Brand.*
- Agustiani, I. N., & Barbo, A. (2012). *PENGARUH BRAND PERFORMANCE THE JAYAKARTA BANDUNG BOUTIQUE SUITE HOTEL & SPA TERHADAP KEPUTUSAN TAMU UNTUK MENGINAP.* 363–384.
- Apuke, O. D. (2017). 'Quantitative Research Methods: A Synopsis Approach', *Kuwait Chapter of Arabian Journal of Business and Management Review.*
- Ardelia, & Supriono. (2017). *Pengaruh Brand Credibility dan Brand Prestige Terhadap Persepsi Kualitas dan Minat Beli.* *Jurnal Administrasi dan Bisnis.*
- Assael, H. (2001). *Consumer Behavior and Marketing Action.*
- Azzahro, D. F. (2017). *Pengaruh Kredibilitas Merek (Brand Credibility) Dan Prestige Merek (Brand Prestige) Terhadap Minat Beli Konsumen Pada Produk Fashion Riamiranda.* *Jurnal Universitas Islam Indonesia.*
- Baek, T. H., & King, K. W. (2011). Exploring the consequences of brand credibility in services. *Journal of Services Marketing, Vol.25(No.4),* 260–272.
- Buhalis, D., & Inversini, A. (2014). *Tourism Branding, Identity, Reputation Co-creation, and Word-of-Mouth in the Age of Social Media.*
- Calvindo, W. (2018). *UNIVERSITAS INTERNASIONAL BATAM FACTORS AFFECTING CONSUMER PREFERENCE BETWEEN INDEPENDENT HOTEL AND CHAIN HOTEL IN BATAM CITY.*
- Darmawati, D., Subekti, B., Setyawati, S. M., & Sumarsono. (2007). *Analisis Pengaruh Kebudayaan, Sosial, Kepribadian, dan Psikologi Terhadap Keputusan Pembelian Shar'e.*
- Delgado, E. and M. J. L. (2001). *Brand Trust in the Context of Consumer Loyalty*", *European Journal of Marketing.*
- Djoyohadikusumo, S. (2017). *Pengaruh Customer Satisfaction Terhadap Customer Loyalty Pada Pembelian Tiket Online Pesawat Di Surabaya.*
- Ferdinand, & Augusty. (2002). *Kualitas Strategi Pemasaran: Sebuah Studi Pendahuluan.* *Jurnal Sains Pemasaran Indonesia, Vol. 1(No. 1),* 107–119.
- Fetscherin, M., Guzman, F., Veloutsou, C., & Cayolla, R. R. (2019). Latest research on brand relationships: introduction to the special issue. *Journal of Product and Brand Management, 28(2),* 133–139. <https://doi.org/10.1108/JPBM-12-2018-2167>

- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value with the Customer. *European Management Journal*, 25(5), 395–410. <https://doi.org/10.1016/J.EMJ.2007.08.005>
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Concepts, Techniques and Applications using SmartPLS 3*.
- Gilaninia, S., Ganjnia, H., Moridi, A., & Rahimi, M. (2012). The Differential Roles of Brand Credibility and Brand Prestige in The Customers' Purchase Intention. *Kuwait Chapter of Arabian Journal of Business and Management Review*, Vol. 2.
- Goldberg, J., & Nitzsch, R. von. (2001). *Behavioral Finance*.
- Haliana, N. (2009). *Analisis Faktor-Faktor Yang Mempengaruhi Konsumen Dalam Pengambilan Keputusan Pembelian Produk Mie Instan Merek Indomie, Jurnal*.
- Hudani, A. (2020). *Pengaruh Faktor Budaya, Faktor Sosial, dan Faktor Pribadi Terhadap Keputusan Pembelian. Jurnal Entrepreneurship Bisnis Manajemen Akuntansi*.
- Kansal, P., & Singh, Dr. S. (2015). INVESTMENT BEHAVIOR OF ENGINEERS: AN EMPIRICAL STUDY. *Researchers World – Journal of Arts Science & Commerce*, 20–27. <https://doi.org/10.18843/rwjasc/v6i4/03>
- Keller, K., & Swaminathan, V. (2020) *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*
- Kotler, P., & Amstrong, G. (2018). *Principles of Marketing. Edisi 15 Global Edition. Pearson*.
- Lee, S., Oh, H., & Hsu, C. H. C. (2017). Country-of-operation and brand images: evidence from the Chinese hotel industry. *International Journal of Contemporary Hospitality Management*, 29, 1814–1833.
- Malhotra, N. K. (2007). *Marketing research: An applied approach. Pearson education*.
- Meyer, C., & Schwager, A. (2007). Understanding Customer Experience. *Harvard Business Review*, 85(2), 117–126.
- Nasermoadeli, A., Ling, K., & Maghnati, F. (2012). *Evaluating the Impacts of Customer Experience on Purchase Intention. International Journal of Business and Management*.

- Ningsih, T. W. (2020). *PENGARUH BRAND ORIGIN DAN BRAND CREDIBILITY TERHADAP REPURCHASE INTENTION (Studi Pada Konsumen The Body Shop Sun Plaza Medan)*.
- Oh, H., Lee, M., & Lee, S. A. (2019). Global or local brand? Hotel selection in global travel context. *Journal of Product and Brand Management*, 30(1), 104–117. <https://doi.org/10.1108/JPBM-08-2019-2509>
- Pitta, D. A., & Franzak, F. J. (2008). Foundations for building share of heart in global brands. *Journal of Product & Brand Management*, 17(2), 64–72. <https://doi.org/10.1108/10610420810864676>
- Rahmanda, F., & Farida, N. (2021). Pengaruh Brand Image Dan Customer Experience Terhadap Repurchase Intention Dengan Brand Trust Sebagai Variabel Intervening Pada J.Co Donuts & Coffee Paragon Mall Dan Java Supermall Semarang. *Jurnal Ilmu Administrasi Bisnis*, 10(1), 866–878.
- Raykov, T., & Marcoulides, G. A. (2006). *A first course in structural equation modeling, 2nd ed. In A first course in structural equation modeling, 2nd ed. Lawrence Erlbaum Associates Publishers.*
- Roslina. (2010). “Citra Merek: Dimensi, Proses Pengembangan Serta Pengukurannya.” *Jurnal Bisnis dan Manajemen*.
- Sanjaya, R. (2014). *PERAN BRAND CREDIBILITY DALAM INDUSTRI JASA (SEBUAH KAJIAN PUSTAKA)*. <https://ssrn.com/abstract=2872170>
- Schiffman, & Kanuk. (2008). “Perilaku konsumen.”
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach. Wiley.*
- Setiadi, N. J. (2010). *Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran.*
- Sondyarini, S., & Idris. (2021). PENGARUH SOURCE EXPERTISE DAN SOURCE TRUSTWORTHINESS TERHADAP REPURCHASE INTENTION MELALUI EWOM CREDIBILITY SEBAGAI VARIABEL INTERVENING (STUDI PADA KONSUMEN PRODUK KOSMETIK MUSTIKA RATU DENGAN PUTERI INDONESIA SEBAGAI BRAND AMBASSADOR. *Diponegoro Journal of Management*, No.4.
- Spry, Amanda, Pappu, R., & Cornwell, B. (2011). Celebrity Endorsement, Brand Credibility and Brand Equity. *European Journal of Marketing*, 45(6), 882–909.
- Subagio, H. O. (2010). *Studi Pengaruh Daya Tarik J-Rocks dan Brand Attitude Terhadap Minat Beli IM3. Jurnal Sains Pemasaran Indonesia.*

- Sugiyono. (2008). *Metode penelitian pendidikan: (pendekatan kuantitatif, kualitatif dan R & D)*. Alfabet.
- Supranto, L. K. (2011). *Perilaku Konsumen dan Strategi Pemasaran*. Mitra Wacana Media.
- Suryani, T. (2012). *Perilaku Konsumen Implikasi pada Strategi Pemasaran*, Yogyakarta.
- Sutisna. (2001). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung.
- Tasmuji, Drs. (2011). . *Ilmu Alamiah Dasar, Ilmu Sosial Dasar, Ilmu Budaya Dasar*.
- Timpal, Nicky, Lapian, & van Rate, P. (2016). *Pengaruh Brand Awareness Dan Brand Attitude Terhadap Keputusan Pembelian Handphone Merek Nokia (Studi Kasus Pada Siswa SMA Dan SMK Di Kota Manado)*. .
- Tjiptono. (2015). *Strategi Pemasaran*. Edisi 4.
- Tjiptono, F. (2007). *Strategi Pemasaran*. Edisi ke dua. Penerbit Andi.
- Wadhwa, M., & Zhang, K. (2015). This Number Just Feels Right: The Impact of Roundedness of Price Numbers on Product Evaluations. *Journal of Consumer Research*, 41, 1172–1185.
- Yunitasari, D., Riswanda, I. C. T., & Istiyani, N. (2020). Determinan Preferensi Konsumen Memilih Hotel Syariah di Kabupaten Jember. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 4(1), 290–302. <https://doi.org/10.36778/jesya.v4i1.310>