

DAFTAR PUSTAKA

- Ahad. (13 June, 2021). *Kemenperin.go.id*. Retrieved from Kemenperin:
<https://kemenperin.go.id/artikel/22576/Pemerintah-Perpanjang-Diskon-100-PPnBM-DTP-Hingga-Agustus-2021>
- Alvarado-Karste, D. a. (2020). The effect of brand identity-cognitive style fit and social influence on consumer-based brand equity. *Journal of Product & Brand Management*, Vol. 29 No. 7, pp. 971-984. doi:<https://doi.org/10.1108/JPBM-06-2019-2419>
- Arianto, N. &. (2018). engaruh Kualitas Produk dan Kelengkapan Produk Terhadap Keputusan Pembelian Produk Salt n Pepper Pada PT Mitra Busana Sentosa Bintaro. *Jurnal Ilmiah Prodi Manajemen Universitas Pamulang*, 6(2), 143-154.
- Aszhari, A. (12 Januari, 2022). *Oto News*. Retrieved from Liputan6:
<https://www.liputan6.com/otomotif/read/4857201/relaksasi-ppnbm-belum-jelas-pemesanan-mobil-honda-turun-drastis>
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence & Planning*, Vol. 38 No. 5, pp. 559-572. doi:<https://doi.org/10.1108/MIP-02-2019-0095>
- Aulia, S. R. (2021). The Influence Of Brand Image, Promotion, And Price On Shopee Customer Loyalty (Case Study On Shopee Customers In Karawaci). *International Journal of Science, Technology & Management*, 2(5), 1718-1721.
- Baisyir, F. (2021). Pengaruh Kesadaran Merek terhadap Kepercayaan Merek dan Dampaknya terhadap Loyalitas Konsumen Hand Body Lotion. *Jurnal Apresiasi Ekonomi*, 9(2), 191-201.
- Barreda, A. N. (2020). The impact of social media activities on brand image and emotional attachment: A case in the travel context. *Journal of Hospitality and Tourism Technology*, Vol. 11 No. 1, pp. 109-135.
doi:<https://doi.org/10.1108/JHTT-02-2018-0016>
- Bernarto, I. B. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*.
- Bilgin, 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.
doi:<https://doi.org/10.15295/bmij.v6i1.229>
- Dunuwillie, V. &. (2016). Brand Image and Customer Satisfaction in Mobile Phone Market. *Journal of Business Studies*, 3(1), 1–13, 1-13.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2 ed)*. CA: Thousand Oaks.

- Hidayanti, I. &. (2018). A study on brand commitment and brand trust towards brand loyalty of branded laptop in Indonesia. *Journal of Business and Retail Management Research*, 12(3).
- Hwang J., C. J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, Volume 99.
doi:<https://doi.org/10.1016/j.ijhm.2021.103050>
- Keshtidar, M. S. (2018). Investigating the effect of brand identity and character on brand loyalty of football team fans. *International Journal of Sport Management and Marketing*, 18(1-2), 105-115.
- Khan, I. &. (2019). Connecting the dots between CSR and brand loyalty: the mediating role of brand experience and brand trust. *International Journal of Business Excellence*, 17(4), 439-455.
- Kotler, P. T. (2014). *Marketing Management (14th Ed.)*. New Jersey: Pearson Prentice Hall.
- Kumar, D. a. (2018). Model specification issues in PLS-SEM: Illustrating linear and non-linear models in hospitality services context. *Journal of Hospitality and Tourism Technology*, Vol. 9 No. 3, pp. 338-353. doi:<https://doi.org/10.1108/JHTT-09-2017-0105>
- Kwon, J.-H. J.-H.-J. (2021). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product & Brand Management*, Vol. 30 No. 7, pp. 990-1015.
doi:<https://doi.org/10.1108/JPBM-02-2020-2763>
- Marliawati, A. &. (2020). Impacts the brand of experience and brand image on brand loyalty: Mediators brand of trust. *Management Analysis Journal*, 9(2), 140-151.
- Marvelyn, C. &. (2020). PERAN MEDIASI CITRA MEREK DAN KEPERAYAAN MEREK PADA PENGARUH IDENTITAS MEREK TERHADAP LOYALITAS (Studi Kasus pada Motor Yamaha). *Jurnal Manajemen*, 10(1), 19-30.
- Ming-Way Li, H.-Y. T.-Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, Vol 44, pp. 184-192.
doi:<https://doi.org/10.1016/j.jhtm.2020.06.015>
- Ngo, H. L. (2021). Effects of industry-level factors, brand credibility and brand reputation on brand trust in safe food: evidence from the safe vegetable sector in Vietnam. *British Food Journal*, Vol. 122 No. 9, pp. 2993-3007.
doi:<https://doi.org/10.1108/BFJ-03-2020-0167>
- Oktiani, A. &. (2018). Pengaruh Brand Awareness dan Brand Image serta Word Of Mouth terhadap Brand Trust dan Pembentukan Brand Loyalty pada Pelanggan Cbezt Friedchiken Kecamatan Genteng Banyuwangi. *Journal of Economic, Business and Accounting*, 1(2), 269-282.

- OTO. (16 June, 2021). *Oto*. Retrieved from Oto: <https://www.oto.com/berita-mobil/mei-2021-angka-analisis-penjualan-mobil-indonesia>
- Priyanto, W. (9 July, 2021). *Otomotif.com*. Retrieved from Otomotif: <https://otomotif.tempo.co/read/1481335/semester-i-2021-penjualan-mobil-nasional-naik-335-persen#:~:text=TEMPO.CO%2C%20Jakarta%20%2D%20Berdasarkan,tahun%20sebelumnya%20sebesar%20290.582%20unit>
- Saputra, S. &. (2021). Pengaruh Pengalaman Merek, Kepercayaan, Dan Kepuasan Terhadap Loyalitas Pelanggan Telekomunikasi Gsm Di Batam. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 5(1), 1250-1261.
- Segoro, W. &. (2021). The Influence Of Physical Evidence, Reliability, Responsiveness, Assurance And Empathy To The Consumer Satisfaction Of The Kfc Grand Kota Bintang Bekasi. *International Journal of Science, Technology & Management*, 2(5), 1712-1717.
- Semadi, I. P. (2018). The influence of brand experience, brand image, and brand trust on brand loyalty of ABC-Cash. *Asian Journal of Management Sciences dan Education*, 7(3), 7.
- Solihin, D. (2020). Pengaruh Kepercayaan Pelanggan Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening. *Jurnal Mandiri : Ilmu Pengetahuan, Seni, Dan Teknologi*, 4(1), 38-51. doi:<https://doi.org/10.33753/mandiri.v4i1.99>
- Soo Shin, S. K., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi4, K. (2019). Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. *Current Journal of Applied Science and Technology*, 38(4): 1-17.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: ALFABETA.
- Suharno, H. &. (2018). Pengaruh Identitas Merek, Citra Merek, Dan Kepercayaan Merek Terhadap Loyalitas Merek Pada Rumah Makan Waroeng Spesial Sambal “Waroeng Ss” Cabang Pasar Lama Kota Tangerang. *Ekonomi Bisnis*, 24(2), 40-48.
- Susanty, S. (2020). Loyalitas Wisatawan Terhadap Citra Pulau Lombok Sebagai Daerah Tujuan Wisata Halal. *Jurnal Inovasi Penelitian*, 1(2), 61-68.
- Wahyono, S. H. (2021). Analisis Pengaruh Identitas, Citra dan Kepercayaan terhaap Loyalitas Merek. *Jurnal Ilmu Manajemen dan Akuntansi*, 145-150.
- Wong, K. K. (2016). Mediation analysis, categorical moderation analysis, and higher-order constructs modeling in Partial Least Squares Structural Equation Modeling (PLS-SEM): A B2B Example using SmartPLS. *Marketing Bulletin*, 26(1), 1-22.
- Zarei, A. F. (2020). Promoting consumer loyalty and resilience to negative information through brand identity sub-components: an empirical investigation in the luxury electronics goods. *Journal of Islamic Marketing*, Vol. ahead-of-print No. ahead-of-print. doi:<https://doi.org/10.1108/JIMA-02-2020-0056>