

## DAFTAR PUSTAKA

- Aaker, D. (2014). *Building Strong Brands*. (A. Baderi, Trans.) Jakarta: Bumi Aksara.
- Ahuvia, Aaron C & Carrol, Barbara A. 2006. Some Antecedents and Outcomes of Brand Love. *Market Lett*, 17 : 79-89.
- Ahuvia, Aaron C & Carrol, Barbara A. 2006. Some Antecedents and Outcomes of Brand Love. *Market Lett*, 17 : 79-89.
- Ali Hasan. (2014). *Marketing dan Kasus-Kasus Pilihan*. CAPS. Yogyakarta.
- Alwi, S. F. S., Nguyen, B., Melewar, T., Loh, Y. H., & Liu, M. (2016). Explicating Industrial Brand Equity : Integrating Brand Trust, Brand Performance and Industrial Brand Image. *Industrial Management & Data Systems*, 116(5).
- Ambler, Scott W. 2002. *Know The User before Implementing A System*. Computing Canada. ABI/INFORM Global.
- Anang Firmansyah. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish Publisher.
- Batra, R., Ahuvia, A., and Bagozzi, R.P. (2012). Brand love. *Journal of Marketing*, 76, 1-16.
- Bergkvist, L., & Larsen, T. B. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 17(7), 504–518. <http://dx.doi.org/10.1057/bm.2010.6>
- Brakus, J., dkk (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?. *Journal of Marketing*. Vol. 73 (May 2009), 52–68.

- Brakus, J.J., B.H. Schmitt, dan Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73: 52–68.
- Chinomona, Richard. 2016. “Brand Communication , Brand Image and Brand Trust as Antecedents of Brand Loyalty in Gauteng Province of South Africa.” *Economic and Management Studies* 7 (1): 124–39.
- Chiou, J. S., & Droge, C. (2006). Service quality, trust, specific asset investment, and expertise: Direct and indirect effects in a satisfaction–loyalty framework. *Journal of Academy of Marketing Science*, 34(4), 613-27.
- Damkuvienė, M., Tijunaitienė, R., Petukienė, E., & Bersenaite, J. (2012). Customer perceived co-creation value: synthesis of the extant literature. *Social Research*, 4(29), 59–68.
- Ferrinadewi, Erna. 2008. *Merek dan Psikologi Konsumen: Implikasi Pada Strategi Pemasaran*. Edisi pertama. Yogyakarta: Graha Ilmu.
- Han Lee (2000). “Consumer’s Trust in a Brand and the Link to Brand Loyalty,” *Journal of Market Focused Management*. 4, pp 341-370.
- Huang, C. C. (2017). The Impacts of Brand Experiences on Brand Loyalty: Mediators of Brand Love and Trust. *Management Decision*, Vol. 55, No. 5, pp. 915-934.
- Hussain, R. (2016). The mediating role of customer satisfaction: evidence from the airline industry. *Asia Pacific Journal of Marketing and Logistics*, 28(2), 234–255. <https://doi.org/10.1108/APJML-01-2015-0001>
- Hwang, J., & Kandampully, J. (2012). The role of emotional aspects in younger consumer-brand relationships. *Journal of Product & Brand Management*, 21, 98–108. <http://doi.org/10.1108/10610421211215517>
- Irwinsyah, Harfian dan Hanny Nurlatifah. (2020). Analisis Pengaruh Brand Trust, Product Factor, dan Sales Promotion Terhadap Customer Loyalty Melalui

Purchase Decision di Matahari Departement Store. *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*. Volume 1(1).

Jatmiko, B. (2020). Kekayaan Bos Louis Vuitton Anjlok Rp 87 Triliun dalam Sepekan, Ada Apa?.

<https://money.kompas.com/read/2020/08/02/111500526/kekayaan-bos-louis-vuitton-anjlok-rp-87-triliun-dalam-sepekan-ada-apa-?page=all>

Keller, Kevin L. 2013. *Strategic Brand Management ; Building, Measuring, and Managing Brand Equity*. Fourth Edition Harlow, English : Pearson Education Inc.

Khasanah, I. (2015). Analisis Pengaruh Preferensi Merek, Persepsi Kualitas, dan Perceived Value Terhadap Keputusan Pembelian Sepeda Motor Yamaha Matik Di Semarang. *Jurnal studi manajemen dan organisasi* No.12. 115-126.

Kotler dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13. Jakarta: Erlangga.

Kotler, P. & Keller, K.L. (2012), *Manajemen Pemasaran Jilid I Edisi ke 12*. Jakarta: Erlangga.

Kotler, Philip and Kevin Lane Keller, 2016. *Marketing Managemen*, 15th Edition, Pearson Education, Inc.

Ly, P. T. M., & Loc, L. T. (2017). The Relationship between Brand Experience, Brand

Madeline, S., & O. Sihombing, S. (2019). the Impacts of Brand Experiences on Brand Love, Brand Trust, and Brand Loyalty: an Empirical Study. *Jurnal Bisnis dan Manajemen*, 20(2), 91–107.

<https://doi.org/10.24198/jbm.v20i2.241>

Manorek, S. L. (2016). The Influence of Brand Image, adertising, Perceied Price toward Customer Purchase iNtention (Case Study : Samsung Smartphone). 16(1), 661-670.

- Otang, Edwin H & Warmanto, Frans M. 2011. Pengaruh Switcher, Habitual, Satisfied, Likes of the Brand, Committed, dan Brand Love Terhadap Brand Loyalty pada Produk Handphone Blackberry. *Jurnal Manajemen*. Vol. 6 No.1.
- Personality and Customer Loyalty. *International Journal of business and economics*, 16(2), 109–126.
- Portas, K. (2017). Analysing Brand Love: Integration of Predictive Validity for PLS Models. *International Journal of Marketing & Business Communication*, 6(4), 1–8.
- Priansa, Donni Juni Priansa. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*, Alfabeta. Bandung.
- Putra, T., dan Keni. (2020). Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty: Brand Love Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi dan Bisnis*. Vol. 4, No. 1.
- Rachman RK, Wahyono W. Pengaruh Brand Experience dan Brand Reputation terhadap Brand Loyalty melalui Brand Trust (Study pada Pengguna XI di Semarang). *Volume 6(1):56*.
- Ranjbarian, B., Sanayei, A., Kaboli, M. R., & Hadadian, A. (2012). An Analysis of Brand Image, Perceived Quality, Customer Satisfaction and Re-purchase Intention in Iranian Department Stores. *International Journal of Business and Management*, 7(6). doi:10.5539/ijbm.v7n6p40
- Rizan, M., B. Saidani, dan Y. Sari. 2012. Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty Teh Botol Sosro. *Jurnal Riset Manajemen Sains Indoneisa*, Vol. 3, No. 1, pp. 1-17.
- Roy, S., A. Eshghi, and A. Sarkar. 2013. “Antecedents and Consequences of Brand Love.” *Journal of Brand Management* 20: 325–332. doi:10.1057/bm.2012.24.

- Sangadji, E.M., dan Sopiah. 2013. Prilaku Konsumen: Pendekatan Praktis Disertai:Himpunan Jurnal Penelitian. Yogyakarta: Penerbit Andi.
- Schiffman, L.G. dan Kanuk. 2012. Consumer Behaviour. USA : New Jersey Prentice Hall.
- Situmorang, Y. (2018). Hubungan Kualitas Pelayanan Driver Grab Bike Dengan Loyalitas Pelanggan Mahasiswa/I Di Fakultas Psikologi Universitas Medan Area. Universitas Medan Area.
- Sopiah & Sangadji, Etta Mamang. (2016). Salesmanship (Kepenjualan). Jakarta: PT Bumi Aksara.
- Sri Vandayuli Riorini. (2017). Peran Brand Loyalty Sebagai Mediator Antara Brand Love Dan Brand Trust Konsumen Usaha Jasa Perjalanan Wisata. *Jurnal Manajemen*. Volume XXI,No.01.
- Stefany, Metta Padmalia, Junko Alessandro Effendy. (2021). Pengaruh Brand Experience Terhadap Brand Loyalty Dengan Brand Love Sebagai Variabel Mediasi Pada Pengguna Iphone Di Surabaya. *DeReMa (Development of Research Management): Jurnal Manajemen*. Vol. 16 No. 1.
- Su, J., & Chang, A. (2018). Factors affecting college students brand loyalty toward fast fashion. *International Journal of Retail & Distribution Management*. Vol. 46, No. 1, pp. 90-107.
- Su, Jin; Chang, Aihwa (2017). Factors affecting college students' brand loyalty toward fast fashion. *International Journal of Retail & Distribution Management*, (), IJRDM-01-2016-0015-. doi:10.1108/IJRDM-01-2016-0015
- Tjiptono. 2008. Strategi Pemasaran. Cetakan ke-3. Yogyakarta: ANDI.
- Veloutsou, C. (2015). Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships. *Journal*

of *Consumer Marketing*, 32(6), 405–421. <https://doi.org/10.1108/JCM-02-2014-0878>

Wang, Ya-Hui and Cing-Fen Tsai. 2014. The Relationship Between Brand Image and Purchase Intention: Evidence From Award Winning Mutual Funds. *The International Journal of Business and Finance Research*, Vol. 8 No. 2.

Yang, K. F., Yang, H. W., Chang, W. Y. & Chien, H. K. (2017). The effect of service quality among customer satisfaction, brand loyalty and brand image. In 2017 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM) (pp. 2286-2290).

Yohanes Nuhadriel. (2021). Pentingnya Brand Communication, Brand Experience, Dan Brand Image Dalam Meningkatkan Brand Loyalty Pada Ritel Furnitur: Brand Trust Sebagai Variabel Mediasi. *Jurnal Ilmiah Ekonomi Bisnis* Volume 26 No. 3.

