

## DAFTAR PUSTAKA

- Aaker (1996). *Manajemen Equitas Merek*. Jakarta: Spectrum Mitra.
- Aaker, D. a. (2011). *Managing Brand Equity*. *Journal of Marketing*, 56(2), 125.
- Anselmsson, J. et al., (2014), *Brand image and Customers' Willingness to Pay a Price Premium for Food Brands*. *Journal of Product & Brand Management*, 23(2), pp. 90-102
- Assael, H.(1992).*Consumer Behavior & Marketing Action*, Fourth Edition, New York: Kent Publishing Company
- Baldauf, A., Cravens, K. S. and Binder, G. (2003). *Performance consequences of brand equity management: evidence from organizations in the value chain*. *Journal of Product & Brand Management*, 12(4), 220-236.
- Barreda, A. A., Bilgihan, A., Nusair, K. and Okumus, F. (2015). *Generating brand awareness in Online Social Networks*. *Computers in Human Behavior*, 50, 600-609.
- Broadbent, S., Bridson, K., Ferkins, L., & Rentschler, R. (2010). *Brand Love, Brand Image and Loyalty in Australian Elite Sport*. *Australian and New Zealand Marketing Academy*, 1–9.
- Danny Alexander Bastian (2014).*Analisa Pengaruh Citra Merek (Brand Image) dan KepercayaanMerek (Brand Trust) Terhadap Loyalitas Merek (BrandLoyalty) ADES PT. Ades Alfindo Putra Setia*. *Jurnal Manajemen Pemasaran Petra*.Vol. 2, No. 1, (2014) 1-9.
- Durianto, Dharmadi, Sugiarto dan Tony Sitinjak. 2004. *Strategi Memimpin Pasar Melalui Riset Ekuitas*.
- Erdogmus, Irem Eren dan Cicek, Mesut. 2012. "The Impact of Social Media Marketing on Brand Loyalty." *Procedia – Social and Behavioral Sciences* 58 1353-1360
- Fatema, M., Azad, M. A. and Masum, A. K. (2013). *Impact of Brand Image and Brand Loyalty in Measuring Brand Equity of Islami Bank Bangladesh Ltd*. *Asian Business Review*, 2(1), 42-46.
- Fanion, R. (2011). *Social media brings benefits to top companies*. *Central Penn Business Journal*, 27(3), 76-77.
- Gallaugher, J., & Ransbotham, S. (2010). *Social media and customer dialog management at Starbucks*. *MIS Quarterly Executive*, 9(4), 197–212.

- Gommans, M., Krishnan, K., and Scheffold, K. B. (2001). From Brand Loyalty to E-Loyalty: A Conceptual Framework. *Journal of Economic and Social Research*. Indiana University of Pennsylvania, U.S.A. ISSN 1923-9335. Vol.3 No.1, Pp.43-58.
- Gunelius, Susan. 2011. *30 Minute Social Media Marketing*. United States : McGraw Hill
- Henslowe, P. 2008. *Public Relation, A Practical Guide to the Basics*. Kogan Page Ltd, USA
- Hartzel, K. S., Mahanes, C. J., Maurer, G. J., Sheldon, J., Trunick, C. and Wilson, S. J. (2011). Corporate posts and tweets: brand control in web 2.0. *Journal of Information & Knowledge Management*, 10(1), 51–58.
- Halligan, B. and Shah, D. (2009). *Inbound Marketing: Get Found Using Google, Social Media, and Blogs*. New Jersey: John Wiley & Son, Inc.
- Henslowe, P. 2008. *Public Relation, A Practical Guide to the Basics*. Kogan Page Ltd, USA
- Hwang, J., & Kandampully, J. (2012). The role of emotional aspects in younger consumer brand relationships. *Journal of Product & Brand Management*, 21, 98–108.
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129-144.
- Jing, Zhang. et al. (2014). The Relationship of Brand Equity Dimensions: A Case Study of Samsung Brand in Thailand. *European Journal of Business and Management*. Vol.6, No.16:182-189. ISSN 2222-1905.
- Keller. (2003). *How To Manage Brand Equity*. Jakarta: Gramedia pustaka.
- Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13 Jakarta: Erlangg.
- Kotler, Philip dan Keller, Kevin. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler (2005). *Prinsip-prinsip Pemasaran Jilid 1*. Jakarta: Penerbit Erlangga
- Kotler, Philip dan Keller, Kevin. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler (2006). *Manajemen Pemasaran, edisi ke-12, Jilid I*, Jakarta. PT Indeks. Terjemahan Budijanto

- Kotler, Philip dan Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Alih Bahasa oleh Benyamin Molan. Jilid 1. Jakarta: Indeks
- Kotler, Philip dan Kevin L. Keller. 2009. *Manajemen Pemasaran*. Edisi 13. Jilid 2. Jakarta: PT. Gelora
- Kotler, dan Keller. (2012). *Manajemen Pemasaran*. Edisi 12. Jakarta: Erlangga.
- Lau, Geok Theng dan Lee, Han Sook. 1999. Consumers' Trust in a Brand and the Link to Brand Loyalty, *Journal of Market Focused Management*, 4, 4 :341-370.
- Macdonald, E., & Sharp, B. 2003. Management Perceptions of the Importance of Brand Awareness as an Indication of Advertising Effectiveness. *Marketing Bulletin*, 14(2), pp: 1-15.
- Mongold, W. Glynn dan David J. Faulds. 2009. Socialmedia: The new hybrid element of the promotion mix. *College of Business Administration, University of Louisville, Louisville, KY 40292, U.S.A. Business Horizons* (Impact Factor: 1.42). 07/2009; 52(4):357-365.
- Mowen, J dan Minor, M. 2002. *Perilaku Konsumen*. Jakarta: Erlangga.
- Musay, F. P. 2013. Pengaruh Brand Image Terhadap Keputusan Pembelian. *Jurnal Administrasi Bisnis*, 3(2), pp: 1-7.
- Nancy. (2002). *Brand Loyalty*. Missouri Value-added Development Center, University of Missouri.
- Perera, W. L. and Dissanayake, D. (2013). The impact of brand awareness, brand association and brand perceived quality on female consumers' purchase decision of foreign makeup products (a study on youth segment). *International Conference on Business & Information* (s. 1-21). Bali: International Business Academics Consortium (IBAC).
- Rangkuti, Freddy. (2002). *The Power of Brand: Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek Plus Analisis Kasus Dengan SPSS*. Jakarta: PT. Gramedia Pustaka Utama.
- Riana, Gede. 2008. Pengaruh Trust in a Brand Terhadap Brand Loyalty pada Konsumen Air Minum Aqua di Kota Denpasar, *Buletin Studi Ekonomi* Vol. 13 No. 2. Cetakan ke-3. PT. Gramedia Pustaka Utama. Jakarta
- Rizan, Mohammad, Basrah Saidani & Yusiyan Sari. (2012). Pengaruh Brand Image dan Brand trust Terhadap Brand loyalty Teh Botol Sosro Survei Konsumen Teh Botol Sosro Di Food Court ITC Cempaka Mas, Jakarta Timur. *Jurnal Riset Manajemen Sains Indonesia (Jrmsi)* |Vol. 3, No. 1, 2012.

- Schiffman, Leon G. & Kanuk, Leslie Lazar.(2010). *Consumer Behavior*.10/E.Boston: Pearson.
- Severi, E., & Ling, K. C. (2013). The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity. *Asian Social Science*, 9(3), 125–137.
- Setiadi, N. J. (2003). *Perilaku Konsumen : Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Prenada Media
- Seo, E.-J. and Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.
- Shimp, Terence (2003). *Periklanan Promosi & Aspek Tambahan Komunikasi. Pemasaran.Terpadu, Jilid I ( edisi 5)*, Jakarta: Erlangga.
- Tatar, S. B. and Erdogmus, I. E. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology & Tourism*, 16(3), 249-263.
- Tjiptono, 2005. *Pemasaran Jasa*. Malang: Bayumedia Publisng.
- Tjiptono,(2011), *Pemasaran Jasa*, Bayumedia, Malang
- Tjiptono, Fandy. (2015). *Strategi Pemasaran*. Yogyakarta: Andi.
- Tsimonis, G. and Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32(3), 328-344.
- Weinberg, Tamar. 2009. *The New Community Rules : Marketing on the Social Web*. California : O' Reilly
- Yang, Y. T., Chi, H. K., & Yeh, H. R. (2009). The Impact Of Brand Awareness On Consumer Purchase Intention: The Mediating Effect Of Perceived Quality dan Brand Loyalty. *The Journal Of International Management Studies*, 4(1), pp: 135-144.
- <https://www.antaraneews.com/berita/768196/kesepakatan-asean-tentang-e-commerce-berkah-bagi-indonesia>
- <https://dailysocial.id/post/evolusi-model-bisnis-e-commerce-di-asia-tenggara>
- <https://id.beritasatu.com/tajuk/geliat-pasar-e-commerce/183464>
- <https://www.liputan6.com/teknologi/read/2957050/pertumbuhan-e-commerce-indonesia-tertinggi-di-dunia>

<https://bisnis.tempo.co/read/1034244/pasar-potensial-e-commerce-indonesia-ditaksir-mencapai-rp-107-t/full&view=ok>

<https://www.indotelko.com/kanal?c=ecm&it=shopee-makin-indonesia>  
<https://careers.shopee.co.id/about/>

<https://ekonomi.kompas.com/read/2017/09/27/192814226/indonesia-jadi-pasar-terbesar-shopee>

<https://inet.detik.com/cyberlife/d-4373346/shopee-ungguli-lazada-dan-tokopedia-jadi-e-commerce-terpopuler>

<https://www.liputan6.com/tekno/read/2379358/ini-yang-bikin-shopee-beda-dengan-aplikasi-belanja-online-lain>

<https://dailysocial.id/post/mengenal-program-loyalitas-di-indonesia>  
<http://www.unpas.ac.id/apa-itu-e-commerce/>

<https://ekonomi.bisnis.com/read/20180322/105/753314/survei-snapcart-shopee-paling-populer-dan-sering-digunakan>

<http://banjarmasin.tribunnews.com/2019/01/05/mahasiswa-di-era-revolusi-industri-ti>

<https://hot.detik.com/kpop/4308838/blackpink-resmi-jadi-brand-ambassador-shopee/1180>

<http://marketeers.com/shopee-pahami-media-touchpoints/>

<https://www.moneysmart.id/mencontek-5-strategi-shopee-buat-mendongkrak-bisnis/>

<https://industri.kontan.co.id/news/disantik-alibaba-ini-rencana-bisnis-tokopedia>

<https://dailysocial.id/post/survei-ipsos-tokopedia-shopee-ecommerce-favorit>

<https://katadata.co.id/analisisdata/2018/10/23/tiga-celah-pengembangan-e-commerce-di-indonesia>