

REFERENCES

Diaz, Enrique. (2014). What is your definition of quality? Retrieved on 17 May 2019 from <https://www.gbnews.ch/what-is-your-definition-of-quality/>

Kafael, Bushra. (2017). Can shopping help relieve stress? Here's the answer! Retrieved on 17 May 2019 from <http://www.onlymyhealth.com/can-shopping-help-relieve-stress-heres-answer-1300184407>

Kenny. (2015). Tren Bazaar yang Kian Cetar: Hal A-Z Yang Kamu Wajib Tahu. Retrieved on 17 May 2019 from. <http://www.inijie.com/2015/11/27/tren-bazaar-yang-kian-cetar-hal-a-z-yang-kamu-wajib-tahu/>

Kia. (2016). World's most stressed countries – ranked. Retrieved on 17 May 2019 from <https://www.atlasandboots.com/most-stressed-countries/>

Loyalty Solutions. (2011). What is Customer Loyalty? Retrieved on 17 May 2019 from <http://prloyaltymarketing.com/customer-loyalty/what-is-customer-loyalty/>

Newton, Jethro. (2006). What is quality? 1st European Forum for Quality Assurance. Retrieved on 17 May 2019 from <http://eua.be/eua/jsp/en/upload/PS%20%20-%20Jethro%20Newton.1166003065141.pdf>

Nungki. (2017). Event Sneakers Terbesar: Jakarta Sneaker Cult. Retrieved on 17 May 2019 from <http://www.harpersbazaar.co.id/articles/read/10/2017/4683/Event-Sneakers-Terbesar-Jakarta-Sneaker-Cult>
<https://economy.okezone.com/read/2017/05/03/20/1682125/sri-mulyani-bazar-jadi-simbol-untuk-apresiasi-produk-indonesia>

Panjaitan, Peter C. (2014). Pengaruh Event Marketing Terhadap Keputusan Pembelian Produk Fashion (Studi Pada Brightspot Market) Retrieved on 17 May 2019 from <http://lib.ui.ac.id/naskahringkas/2017-02/S-Peter%20Christian%20Panjaitan>

P. Doyle, Debis. (2008). Why Markets Are Important (And What They Could Do for Public Education). Retrieved on 1 May 2018 from <http://www.edweek.org/ew/articles/2008/01/16/19doyle.h27.html>

Duffy, D. (2003). Internal and external factors which affect customer loyalty, *Journal of Consumer Marketing*, 20(5), 480-485.

Ehigie, B. O. & Taylor, M. (2009). *Managing: Exploring Relational Strategies in Marketing. 3rd Edition*. Gosport: Pearson Prentice Hall.

Ferdinand, A. (2002). *Structural Equation Modeling dalam Penelitian Manajemen*. Semarang: FE UNDIP.

Fraering & Minor. (2007). *Beyond Loyalty: Customer Satisfaction, Loyalty, and Fortitude*. *Journal of Service Marketing* 27(4). doi: 10.1108/08876041311330807.

Wang, Chung-Yu., and Li-Wei Wu. (2012). *Customer Loyalty and the Role of Relationship Length, Managing Service Quality*, 22(1), 58-74.

Gustafson, T., & Chabot, B. (2007). Brand Awareness. *Cornell Maple Bulletin* , 105. Jones et al, T. O. (1995-90). Why satisfied Costumers Defect. *Harward Busines Rewiev*, . Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing* Retrieved on 18 May 2019

Rosenblatt, Gideon. (2013). The Key to Creating Value in Business. Retrieved on 17 June 2019 from <http://www.the-vital-edge.com/creating-value-in-business/>

Angeline, (2017). Trustworthiness Trumps Attractiveness and Expertise: Enhancing Brand Credibility via Celebrity Endorsement. Retrieved on 18 May 2019