

BIBLIOGRAPHY

- Agbeyegbe, D., & Salihu, M. (2022). *Drivers of customer Brand loyalty*.
- Akoglu, H. E., & Özbek, O. (2021). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-05-2021-0333>
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Barokah, S., Wulandari, O. A. D., & Andina, A. N. (2019). KEPUASAN MEREMEMEDIASI PENGARUH SENSORIK MEREK TERHADAP LOYALITAS MEREKTELEPON PINTAR APPLE. *Jurnal Ilmiah Manajemen*, 8(1).
- Bougie, R., & Sekaran, U. (2019). *Research Methods for Business* (8th ed.).
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73, 52–68.
- Budiyanto, H., & Wiwaha, A. (2021). Pengaruh Country of Origin dan Kualitas Produk terhadap minat beli: Studi kasus Huawei Smartphone. *International Journal of Digital Entrepreneurship and Business*.
- Chad, B. (2017). Quantitative research design: Experimental, Quasi-Experimental, and Descriptive. In *Evidence-based practice: An integrative approach to research, administration, and practice* (pp. 155–183).
- Chahal, H., & Dutta, K. (2015). Measurement and impact of customer experience in banking sector. *DECISION*, 42(1), 57–70. <https://doi.org/10.1007/s40622-014-0069-6>
- Chen, M. F., & Wang, L. H. (2009). The moderating role of switching barriers on customer loyalty in the life insurance industry. *Service Industries Journal*, 29(8), 1105–1123. <https://doi.org/10.1080/02642060902764574>
- Chinomona, R. (2013). The Influence Of Brand Experience On Brand Satisfaction, Trust And Attachment In South Africa. *International Business & Economics Research Journal (IBER)*, 12(10), 1303.
- Chung, M. R., & Welty Peachey, J. (2022). The influence of brand experience on satisfaction, uncertainty and brand loyalty: a focus on the golf club industry.

Sport, Business and Management: An International Journal, 12(2), 154–170.
<https://doi.org/10.1108/SBM-11-2020-0115>

- Dewi, I. R. (2022, April 13). *Sebumi, Orang Indonesia Paling Rajin Main Smartphone*. CNBCIndonesia.
<https://www.cnbcindonesia.com/tech/20220414134130-37-331733/sebumi-orang-indonesia-paling-rajin-main-smartphone>
- Ding, C. G., & Tseng, T. H. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*, 49(7/8), 994–1015.
- Du, X., & Du, X. (2022). Research on brand loyalty of Costa coffee in Chinese market. *BCP Business & Management*, 29.
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia - Social and Behavioral Sciences*, 58, 1395–1401.
- Fraser, L. (2023, January 7). *These are the best-selling smartphone brands in the world*. BUSINESSTECH.
<https://businessstech.co.za/news/technology/652247/these-are-the-best-selling-smartphones-in-the-world/>
- Grozdanovska, V., Jankulovski, N., & Bojkovska, K. (2017). International Business and Trade. *International Journal of Sciences: Basic and Applied Research (IJSBAR)*, 105–114.
- Ha, H.-Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal Of Consumer Behavior*, 4(6), 438–452.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (Eighth Edition). Annabel Ainscow.
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110.
<https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Second Edition). SAGE Publications, Inc.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in

- business research. In *European Business Review* (Vol. 26, Issue 2, pp. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>
- He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 65(5), 648–657. <https://doi.org/10.1016/j.jbusres.2011.03.007>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). Testing measurement invariance of composites using partial least squares. *International Marketing Review*, 33(3), 405–431. <https://doi.org/10.1108/IMR-09-2014-0304>
- Huang, C.-C. (2017). The impacts of brand experience on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915–934.
- Hult, G. T. M. (2011). Market-focused sustainability: market orientation plus! *Journal of the Academy of Marketing Science*, 39(1), 1–6. <https://doi.org/10.1007/s11747-010-0223-4>
- Hwang, J., Choe, J. Y. (Jacey), Kim, H. M., & Kim, J. 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*, 99. <https://doi.org/10.1016/j.ijhm.2021.103050>
- Iglesias, O., Batista-foguet, J. M., & Singh, J. J. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), 570–582.
- Johnson, K., Li, Y., Phan, H., Singer, J., & Trinh, H. (2012). The Innovative Sucess That is Apple, Inc. *These, Dissertations and Capstones*, 418.
- Kartawinata, B. R., Wardhana, A., & Syahputra. (2014). *Bisnis Internasional*. PT. KARYA MANUNGGAL LITHOMAS.
- Khan, I., & Fatma, M. (2017). Antecedents and outcomes of brand experience: an empirical study. *Journal of Brand Management*, 24, 439–452. <https://doi.org/https://doi.org/10.1057/s41262-017-0040-x>
- Lacap, J. P. G., Cham, T., & Lim, X.-J. (2021). The Influence of Corporate Social Responsibility on Brand Loyalty and The Mediating Effects of Brand

- Satisfaction and Perceived Quality. *International Journal of Economics and Management*, 15(1), 69–87.
- Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218.
<https://doi.org/https://doi.org/10.1016/j.apmrv.2015.03.005>
- Mabkhot, H. A., Shaari, H., & Salleh, S. Md. (2017). The Influence of Brand Image and Brand Personality on Brand Loyalty, Mediating by Brand Trust: An Empirical Study. *Jurnal Pengurusan*, 50, 71–82.
- Manzilati, A. (2017). *Metodologi Penelitian Kualitatif: Paradigma, Metode, dan Aplikasi*. Universitas Brawijaya Press.
- Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review*, 85(2), 16–26.
- Modarresi, S. A., & Asadollahi, A. (2020). Investigation the Factors Affecting Customer's Post-Purchase Perceived Risk in Luxury Products (Case Study: Apple Mobile Phone Buyers). *Environmental Management*, 24(31).
- Morrison, S., & Crane, F. G. (2007). Building the service brand by creating and managing an emotional brand experience. *Journal of Brand Management*, 14, 410–421.
- Naggar, R. A. A. El, & Bendary, N. (2017). The Impact of Experience and Brand trust on Brand loyalty, while considering the mediating effect of brand Equity dimensions, an empirical study on mobile operator subscribers in Egypt. *The Business and Management Review*, 9(2).
- Nguyen, T. D., Barrett, N. J., & Miller, K. E. (2011). Brand loyalty in emerging markets. *Marketing Intelligence & Planning*, 29(3), 222–232.
<https://doi.org/10.1108/02634501111129211>
- Panjaitan, A. O. Y., Rofiaty, & Sudjatno. (2016). PENGARUH PENGALAMAN MEREK TERHADAP LOYALITAS MEREK MELALUI MEDIASI KEPUASAN MEREK DAN KEPERCAYAAN MEREK(Studi Pada Kuliner Khas Kota Malang). *Jurnal Bisnis Dan Manajemen*, 3(2).
- Panorama, M., & Muhajirin. (2017). *PENDEKATAN PRAKTIS METODE PENELITIAN KUALITATIF DAN KUANTITATIF*. Idea Press.
- Park, H., & Kim, Y.-K. (2016). Proactive versus reactive apparel brands in sustainability: Influences on brand loyalty. *Journal of Retailing and*

Consumer Services, 29, 114–122.
<https://doi.org/10.1016/j.jretconser.2015.11.013>

Pertiwi, A. R., Djawahir, A. H., & Andarwati. (2017). PENGARUH BRAND EXPERIENCE TERHADAP BRAND SATISFACTION, BRAND TRUST DAN BRAND LOYALTY (Studi Pada Konsumen Make-Up Brand Impor di Surabaya). *Jurnal Manajemen & Kewirausahaan*, 5(2).

Picón, A., Castro, I., & Roldán, J. L. (2014). The relationship between satisfaction and loyalty: A mediator analysis. *Journal of Business Research*, 67(5), 746–751. <https://doi.org/10.1016/j.jbusres.2013.11.038>

Prahastisalsabila Salsabila, & Nurhadi. (2022). Pengaruh Pengalaman Merek, Kepercayaan Merek dan Citra Merek terhadap Loyalitas Merek pada produk Hand & Body Lotion Lotion Nivea. *Jurnal E-Bis (Ekonomi-Bisnis)*, 6(1), 184–198. <https://doi.org/10.37339/e-bis.v6i1.869>

Putra, W. T., & Keni. (2020). BRAND EXPERIENCE, PERCEIVED VALUE, BRAND TRUST UNTUK MEMPREDIKSI BRAND LOYALTY: BRAND LOVE SEBAGAI VARIABEL MEDIASI. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 184–193.
<https://doi.org/https://doi.org/10.24912/jmieb.v4i1.7759>

Ramdhani, Dr. M. S. Pd. , M. M. (2021). *Metode Penelitian* (A. A. Effendy, Ed.). Cipta Media Nusantara (CMN).

Rehman, A. A., & Alharthi, K. (2016). An Introduction to Research Paradigms. *International Journal of Educational Investigations*, 3(8), 51–59.

Rodrigues, C., Rodrigues, P., Billiore, S., & Tetsuhisa, O. (2018). The role of brand experience and brand authenticity in creating brand love: a cross-cultural comparative study. *Global Marketing Conference*, 1447–1447.

Sadya, S. (2023, January 17). *Pengguna Smartphone Indonesia Terbesar Keempat Dunia Pada 2022*. DataIndonesia.Id.
<https://dataindonesia.id/digital/detail/pengguna-smartphone-indonesia-terbesar-keempat-dunia-pada-2022>

Şahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1288–1301.
<https://doi.org/10.1016/j.sbspro.2011.09.143>

Shafique-Ur-rehman, Malik, H. A., Hashim, M., & Bhatti, A. (2020). Social media: Brand loyalty influencing brand equity. *Journal of Advanced*

Research in Dynamical and Control Systems, 12(7 Special Issue), 2526–2533. <https://doi.org/10.5373/JARDCS/V12SP7/20202385>

Shamim, A., & Butt, M. M. (2013). A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics*, 25(1), 102–117.

Statcounter. (2023a, February). *Mobile Vendor Market Share Indonesia*.

Statcounter. <https://gs.statcounter.com/vendor-market-share/mobile/indonesia/#monthly-202302-202302-bar>

Statcounter. (2023b, February). *Mobile Vendor Market Share Worldwide*.

Statcounter. <https://gs.statcounter.com/vendor-market-share/mobile/worldwide/#monthly-202302-202302-bar>

Statista Research Department. (2022, September 23). *Share of Apple in the mobile phone market in Indonesia from 2013 to October 2022*. Statista Research Department.

Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif dan kombinasi (mixed methods)*.

Suntoro, W., & Silintowe, Y. B. R. (2020). ANALISIS PENGARUH PENGALAMAN MEREK, KEPERCAYAAN MEREK, DAN KEPUASAN MEREK TERHADAP LOYALITAS MEREK. *MODUS*, 32(1), 2541.

Thompson, F. M., Newman, A., & Liu, M. (2014). The moderating effect of individual level collectivist values on brand loyalty. *Journal of Business Research*, 67(11), 2437–2446.

Zha, D., Melewar, T. C., Foroudi, P., & Jin, Z. (2020). An Assessment of Brand Experience Knowledge Literature: Using Bibliometric Data to Identify Future Research Direction. *International Journal of Management Reviews*, 22(3), 287–317.