

## DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing On The Value Of A Brand Name*. New York: The Free Press
- Aaker, D. A. (1997). *Manajemen Ekuitas Merek*. Jakarta: Spektrum.
- Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. (2014). Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of Sociological Research*, 5(1), 306-326.
- Ali, H. (2013). *Marketing dan Kasus-Kasus Pilihan*. Yogyakarta. CAPS (Center For Academic Publishing Service)
- Althonayan, A., Alhabib, A., Alrasheedi, E., Alqahtani, G., & Saleh, M. A. H. (2015). Customer satisfaction and brand switching intention: A study of mobile services in Saudi Arabia. *Expert Journal of Marketing*, 3(2).
- Alvarez, A. B., & Vázquez, C. R. (2005). Consumer evaluations of sales promotion: the effect on brand choice. *European Journal of Marketing*, 39(1/2), 54-70.
- Assauri, S. (2012). *Manajemen Pemasaran*. Jakarta: Rajawali Gramedia Pustaka Utama
- Bravo Gil, R., Fraj Andrés, E., & Martinez Salinas, E. (2007). Family as a source of consumer-based brand equity. *Journal of product & brand management*, 16(3), 188-199.
- Broadbent, S., Bridson, K., Ferkins, L., & Rentschler, R. (2010). Brand love, brand image and loyalty in Australian elite sport. In *ANZMAC 2010: Doing more with less: Proceedings of the 2010 Australian and New Zealand Marketing Academy Conference*. ANZMAC.
- Canon. (2008). *Pemasaran dasar*. Salemba empat. Jakarta
- Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of marketing*, 64(4), 65-81.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2), 81-93.

- Chen, S. C., & Lin, C. P. (2015). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Technological Forecasting and Social Change*, 96, 40-50.
- Durianto, D., Sugiarto, & Sitinjak, T. (2004). Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Jakarta: PT. GramediaPustaka Utama.
- Evans, D. (2012), Social media marketing: An hour a day, John Wiley & Sons. Facts on brands on social media.
- Ferdinand, A. (2002). Structural Equation Modelling dalam Penelitian Manajemen (Aplikasi Model-Model Rumit dalam Penelitian Untuk Tesis Magister dan Disertasi Doktor). *Fakultas Ekonomi UNDIP, Semarang*.
- Ferdinand, A. (2006). Metode Penelitian Manajemen. Semarang: Badan Penerbit Universitas Diponegoro.
- Ferrinadewi, E. (2008). Merek dan psikologi konsumen. *Yogyakarta: Graha Ilmu*.
- Fournier, S., & Lee, L. (2009). Getting brand communities right. *Harvard business review*, 87(4), 105-111.
- Gallan, A. S., Jarvis, C. B., Brown, S. W., & Bitner, M. J. (2013). Customer positivity and participation in services: an empirical test in a health care context. *Journal of the Academy of Marketing Science*, 41(3), 338-356.
- Hoban, P. R., & Bucklin, R. E. (2015). Effects of internet display advertising in the purchase funnel: Model-based insights from a randomized field experiment. *Journal of Marketing Research*, 52(3), 375-393.
- Johnson, M. D., & Fornell, C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of economic psychology*, 12(2), 267-286.
- Juwandi, H. I. (2004). Kepuasan pelayanan jasa. *Jakarta: Erlangga*.
- Kotler & Keller. (2012). Manajemen Pemasaran edisi ketiga belas jilid 1 dan 2 dialih bahasakan oleh Bob Sabran, Jakarta: Erlangga
- Kotler & Philip. (2006). Manajemen Pemasaran Edisi 11. Jakarta: PT. Indeks
- Kotler, P. (2000). Prinsip–Prinsip Pemasaran Manajemen. *Jakarta: Prenhalindo*.
- Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.

- Kotler, P., & Keller, K. L. (2009). Manajemen Pemasaran (judul asli: Marketing Management), edisi ketiga belas, jilid 1. *Penerjemah Bob Sabran. Jakarta: Erlangga.*
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th Global ed). *England: Pearson.*
- Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). *Marketing management 14/e.* Pearson.
- Loda, M. D. (2014). Suggesting a more effective way to use the promotional mix in services. *Services Marketing Quarterly, 35(4)*, 304-320.
- Lovelock, Christopher & Wirtz. (2007). Service Marketing. Fifth Edition. New Jersey : Pearson Prentice Hill.
- Maulani, T. S. (2017). The effectiveness of promotional mix toward image of the thematic day in bandung. *International Journal of Business, Economics and Law, 12(2)*, 26-34.
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of management review, 20(3)*, 709-734.
- Mazodier, M., & Merunka, D. (2012). Achieving brand loyalty through sponsorship: the role of fit and self-congruity. *Journal of the Academy of Marketing Science, 40(6)*, 807-820.
- Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard business review, 85(2)*, 116.
- Oliver Richard, L. (1997). Satisfaction: A behavioral perspective on the consumer. *New York ' NY: Irwin-McGraw-Hill.*
- Pane, O. B. (2011). Pengaruh brand equity flash disk merek Kingston terhadap keputusan pembelian pada mahasiswa Amik MBP Medan.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (2009). Service marketing: integrating customer focus accross the firm.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard business review, 76*, 97-105.
- Schmitt, B. (1999). Experiential marketing. *Journal of marketing management, 15(1-3)*, 53-67.

- Schmitt, B. H. (2010). *Customer experience management: A revolutionary approach to connecting with your customers*. John Wiley & Sons.
- Setiadi, N. J. (2003). Perilaku konsumen: Konsep dan implikasi untuk strategi dan penelitian pemasaran. *Jakarta: Prenada Media*.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), 159-170.
- Simamora, B. (2002). *Panduan riset perilaku konsumen*. Gramedia Pustaka Utama.
- Smilansky, S. (2009). *Experiential Marketing*. London & Philadelphia : Kogan Page.
- Stanton, W. J. (1993). Prinsip-Prinsip Pemasaran Jilid 2. *Alih bahasa Drs. Sadu Sundaru. Jakarta: Penerbit Erlangga*.
- Sumarwan, U. (2011). Perilaku konsumen: Teori dan penerapannya dalam pemasaran. *Bogor: Ghalia Indonesia*.
- Sweeney, J., & Swait, J. (2008). The effects of brand credibility on customer loyalty. *Journal of retailing and consumer services*, 15(3), 179-193.
- Tjiptono, F. (2005). *Pemasaran Jasa, edisi pertama*. Malang: Bayu Media Publishing.
- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International journal of consumer studies*, 30(2), 207-217.
- Utami, C. W. (2010). *Manajemen Ritel\_ Strategi dan Implementasi Operasional Bisnis Ritel Modern Di Indonesia*.
- Zeithaml, V.A., Bitner, M.J., & Gremler, D. (2009). *Services Marketing Integrating Customer Focus Accross the Firm*. Singapore : McGraw-Hill.
- <https://inet.detik.com/consumer/d-3937887/cerita-di-balik-promosi-jor-joran-vivo>
- <https://inet.detik.com/consumer/d-4404546/buktikan-kualitas-vivo-raih-penghargaan-nasional-dan-internasional>
- [https://inet.detik.com/consumer/d-4416472/studi-vivo-jadi-salah-satu-smartphone-pilihan-milenial?\\_ga=2.241697474.1528904341.1553769364-809843397.1553769361](https://inet.detik.com/consumer/d-4416472/studi-vivo-jadi-salah-satu-smartphone-pilihan-milenial?_ga=2.241697474.1528904341.1553769364-809843397.1553769361)
- [https://kominfo.go.id/content/detail/6095/indonesia-raksasa-teknologi-digital-asia/0/sorotan\\_media](https://kominfo.go.id/content/detail/6095/indonesia-raksasa-teknologi-digital-asia/0/sorotan_media)

<https://selular.id/2017/07/jaga-kepuasan-pelanggan-vivo-tingkatkan-layanan-purna-jual>

<https://tekno.kompas.com/read/2017/11/23/08410067/daftar-5-besar-merek-smartphone-di-indonesia>

<https://tekno.tempo.co/read/1079256/review-vivo-v9-snapdragon-450-jadi-kelemahan/full&view=ok>

<https://teknologi.id/insight/jumlah-pengguna-smartphone-di-seluruh-dunia-dari-2014-2020/>

<https://www.bvoiceradio.com/2017/07/849/>

<https://www.statista.com/topics/2057/brandsonsocialmedia/>

<https://www.vivo.com/id/aboutVivo/futureVivoInfo>

<https://www.vivo.com/id/aboutVivo/futureVivoInfo>