

DAFTAR PUSTAKA

5 reasons why customer loyalty programmes are so important. (2020, April 30).

Retrieved November 02, 2021, from <https://rocketmarketinggroup.com/5-reasons-why-customer-loyalty-programmes-are-so-important/>

Alhaddad, A. (2015). *Journal of Research in Business and Management*.

Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty, 3(4), 01-08.

Ayu, M. (n.d.). Pentingnya Penggunaan Dan Pemanfaatan Teknologi di Masa

Pandemi. Retrieved October 18, 2021, from

<https://www.cloudcomputing.id/berita/pentingnya-penggunaan-pemanfaatan-teknologi-masa-pandemi>

Barat, S. (2009). *Global Marketing Management. Journal of Global Marketing*,

22(4), 329-331. doi:10.1080/08911760903022556

Bolton, Ruth N 1998. A dynamic Model of the Duration of the Customer's

relationship with a Continuous Service Providers: The Role of Satisfaction.

Marketing Science 17 (1): 45-65.

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(3), 52-68. doi:10.1509/jmkg.73.3.52

Campbell, D. T., & Fiske, D. W. (1959). Convergent and discriminant validation by the multitrait-multimethod matrix. *Psychological Bulletin*, 56(2), 81–105. <https://doi.org/10.1037/h0046016>

Cleff, T., Walter, N., & Xie, J. (2018). The effect of online brand experience on brand loyalty: A web of emotions. *The IUO Journal of Brand Management*, 15(10), 7-24.

Ermawati, A. (2018). AGORA. *PENGARUH BRAND IMAGE DAN BRAND TRUST TERHADAP PURCHASE DECISION PRODUK UNITED*, 6(2).

Farhan, F. (2017). *PENGARUH BRAND IMAGE DAN BRAND EXPERIENCE TERHADAP BRAND LOYALTY PADA PENGGUNA KARTU BRIZZI DI BRI UNIT SENTRA BISNIS DRIYOREJO*.

Fitriani, A., & Achmad, G. N. (2021). *International journal of Economics, Business and Accounting Research (IJEBAR). THE EFFECT OF BRAND IDENTIFICATION AND BRAND IMAGE ON BRAND LOVE AND BRAND LOYALTY ON IPHONE SMARTPHONE PRODUCT USERS IN SAMARINDA*, 5(2), June 2021.

Fraenkel, J. R., & Wallen, N. E. (2009). *Student mastery activities to accompany how to design and evaluate research in education, Seventh edition*. New York, NY etc.: McGraw-Hill.

Garson, G. D., & Cooper, J. A. (2015). *Multivariate statistics and qualitative methodology*. Asheboro, NC: Statistical Associates.

Ghozali, I. (2014). *Struktur equation modeling metode alternatif dengan PLS*.
Se-marang: Universitas Diponegoro.

Granitz, N. and Foreman, H. (2015). Building self-brand connections: Exploring brand stories through a transmedia perspective. *Journal of Brand Management*, 22(1), 38-59. <https://doi.org/10.1057/bm.2015>.

Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis: A Global Perspective*. In *Multivariate Data Analysis: A Global Perspective*. Pearson.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–151. <https://doi.org/10.2753/MTP1069-6679190202>

Hanum, Z. (2021, March 07). KEMENKOMINFO: 89% penduduk Indonesia Gunakan smartphone. Retrieved October 20, 2021, from <https://mediaindonesia.com/humaniora/389057/kemenkominfo-89-penduduk-indonesia-gunakan-smartphone>

Hussein, A. S. (2018). Effects of brand experience on brand loyalty in Indonesian Casual Dining Restaurant: Roles of customer satisfaction and brand of origin. *Tourism and Hospitality Management*, 24(1), 119-132. doi:10.20867/thm.24.1.4

Irawati, C. Pengaruh Brand Experience dan Brand Image terhadap Brand Loyalty pada Pelanggan BonCabe di Jakarta: Customer Satisfaction sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 5(1), 16-21.

Isotalo, A., & Watanen, S. (2015). *THE IMPACT OF BRAND EXPERIENCE ON ATTITUDES AND BRAND IMAGE -a quantitative study* (Unpublished master's thesis). Mälardalen University.

Jones, M. A., & Suh, J. (2000). Transaction-specific satisfaction and overall satisfaction: An empirical analysis. *Journal of Services Marketing*, 14(2), 147-159. doi:10.1108/08876040010371555

Keller, K. L. (1991). *Conceptualizing, measuring, and managing customer-based Brand Equity*. Cambridge, MA: Marketing Science Institute.

Khodadad Hosseini, S. H., & Behboudi, L. (2017). Brand Trust and image: Effects on customer satisfaction. *International Journal of Health Care Quality Assurance*, 30(7), 580-590. doi:10.1108/ijhcqa-04-2016-0054

Kim, R. B., & Chao, Y. (2019, January). Journal of International Studies. *Effects of Brand Experience, Brand Image and Brand Trust on Brand Building Process: The Case of Chinese Millennial Generation Consumers*, 12(3), 9-21.

Knox, S., & Walker, D. (2003). Empirical developments in the measurement of involvement, brand loyalty and their relationship in grocery markets.

Journal of Strategic Marketing, 11(4), 271-286.

doi:10.1080/0965254032000159072

Kotler, K. (2006). *Manajemen Pemasaran* (11th ed., Vol. 1). PT Indeks Gramedia.

Kotler, K. (2009). *Manajemen Pemasaran* (13th ed., Vol. 1). Jakarta: Erlangga.

Kotler, P., & Armstrong, G. (2007). *Cram101 textbook outlines to accompany: Marketing: An introduction, armstrong, Kotler, 8th edition*. Ventura, CA: Academic Internet.

Kotler, P., & Armstrong, G. (n.d.). *Principles Of Marketing* (16th ed., S. Wall). Pearson Education Limited.

Kotler, P., & Keller, K. L. (2016). *A framework for Marketing Management*. Boston, Mass: Pearson.

Kotler, P., & Keller, K. L. (2016). *Marketing management*. Boston: Prentice Hall.

Kotler, P., & Keller, K. L. (2016). *Marketing management: 15th edition*. S.l.: Pearson Education.

Kuenzel, S., & Halliday, S. V. (2010). The chain of effects from reputation and brand personality congruence to brand loyalty: The Role of Brand Identification. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3-4), 167-176. doi:10.1057/jt.2010.15

Kuenzel, S., & Halliday, S. V. (2010). The chain of effects from reputation and brand personality congruence to brand loyalty: The Role of Brand Identification. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3-4), 167-176. doi:10.1057/jt.2010.15

Mabkhot, H. A., Salleh, S. M., & Shaari, H. (2016). International Review of Management and Marketing. *The Antecedents of Automobile Brand Loyalty: Evidence from Malaysian*, 6(3), 596-602.

Malhotra, N. K. (2020). *Marketing research: An applied orientation*. Harlow, England: Pearson.

Malik, M. E., Ghafoor, M. M., & Iqbal, H. K. (2012). Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector. *International Journal of Business and Social Science*, 3.

Maurya, U. K., & Mishra, P. (2012). What is a brand? A Perspective on Brand Meaning. *European Journal of Business and Management*, 4(3).

Mobile Operating System Market Share Indonesia. (n.d.). Retrieved October 20, 2021, from <https://gs.statcounter.com/os-market-share/mobile/indonesia/#monthly-202003-202109-bar>

Mobile vendor market share Indonesia. (n.d.). Retrieved October 20, 2021, from <https://gs.statcounter.com/vendor-market-share/mobile/indonesia#monthly-202003-202109>

Fernandes, T., & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships. *Journal of Product & Brand Management*.

Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, Brand Loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030.
doi:10.1016/j.annals.2011.01.015

Nyohardi, P. (2016). Pengaruh brand experience terhadap brand loyalty melalui brand satisfaction dan brand attitude. *Jurnal Bisnis dan Manajemen*, 52(11).

Pappu, R., & Quester, P. (2006). Does customer satisfaction lead to improved brand equity? an empirical examination of two categories of retail brands. *Journal of Product & Brand Management*, 15(1), 4-14.
doi:10.1108/10610420610650837

Pertiwi, A. R., Djawahir, A. H., & Andarwati, A. (2017). Pengaruh brand experience TERHADAP brand satisfaction, Brand Trust Dan Brand Loyalty (Studi Pada konsumen make-up brand Impor di Surabaya). *JURNAL MANAJEMEN DAN KEWIRAUSAHAAN*, 5(2).
doi:10.26905/jmdk.v5i2.1355

Pine, B. J., & Gilmore, J. H. (1998). *Welcome to the experience economy*. Boston, MA: Harvard Business Review Press.

Ponsonby-McCabe, Sharon dan Boyle, Emily. 2006. Understanding brands as experiential spaces: Axiological implications for marketing strategists. 34 Journal of Strategic Marketing 14 (2): 175–189

Pusparisa, Y. (2021, July 1). Daftar Negara Pengguna smartphone Terbanyak, Indonesia urutan berapa? Retrieved October 20, 2021, from <https://databoks.katadata.co.id/datapublish/2021/07/01/daftar-negara-pengguna-smartphone-terbanyak-indonesia-urutan-berapa>

Rahayu, D. S., & Kusumadewi, N. M. W. (2013). Pengaruh Brand Experience dan Brand Affect Terhadap Kepuasan Konsumen Pengguna Produk Apple di Kota Denpasar (Doctoral dissertation, Udayana University).

Riadi, E. (2016). *Statistika Penelitian (Analisis Manual dan IBM SPSS)*. Yogyakarta: Andi.

Rizal, A. (n.d.). Riset: Pengguna iPhone Lebih Setia Daripada Android - Semua Halaman. Retrieved October 20, 2021, from <https://infokomputer.grid.id/read/122827806/riset-pengguna-iphone-lebih-setia-daripada-android?page=all>

Rizal, A. (n.d.). Riset: Pengguna iPhone Lebih Setia Daripada Android - Semua Halaman. Retrieved October 20, 2021, from <https://infokomputer.grid.id/read/122827806/riset-pengguna-iphone-lebih-setia-daripada-android?page=all#:~:text=Pada%20kuartal%20II%2D2021%2C%20misalnya,ketika%20harus%20membeli%20perangkat%20baru.>

Rose, R. B. (n.d.). Handphone Sebagai Kebutuhan Primer. Retrieved from <https://rachelbethrose.web.ugm.ac.id/2015/02/22/handphone-sebagai-kebutuhan-primer/>

Sammut-Bonnici, T. (2015). Brand and branding. *Wiley Encyclopedia of Management*, 1-3. doi:10.1002/9781118785317.weom120161

Sarwar, M., Mr, & Soomro, T. R., Mr. (2013). European Journal of Scientific Research. *Impact of Smartphone's on Society*, 98(2), 216-226.

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial least squares structural equation modeling. *Handbook of market research*, 26(1), 1-40.

Sarstedt, Marko & Ringle, Christian & Hair, Joe. (2017). Partial Least Squares Structural Equation Modeling. 10.1007/978-3-319-05542-8_15-1.

Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), 53-67. doi:10.1362/026725799784870496

Sekaran, U. (2013). *Research Methods for Business*. Jakarta: Salemba 4.

Sekaran, U., & Bougie, R. (2013). *Research methods for business: A skill-building approach*. Chichester.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A SkillBuilding Approach*, 7th edition. New York: John Willey and Sons Ltd.

Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian* (6th ed., Ser. 1). Jakarta Selatan, Salemba.

- Semadi, I. Y., & Ariyanti, M. (2018, July). Asian Journal of Management Sciences & Education. *THE INFLUENCE OF BRAND EXPERIENCE, BRAND IMAGE, AND BRAND TRUST ON BRAND LOYALTY OF ABC-CASH*, 7(3).
- Setyowati, D. (2020, November 09). Pengguna Internet indonesia naik jadi 196,7 juta, Peluang Bagi startup. Retrieved October 20, 2021, from <https://katadata.co.id/desysetyowati/digital/5fa911794f3e6/pengguna-internet-indonesia-naik-jadi-196-7-juta-peluang-bagi-startup>
- Strengths and weaknesses of quantitative and Qualitative Research. (2012, September 03). Retrieved November 04, 2021, from <https://www.uxmatters.com/mt/archives/2012/09/strengths-and-weaknesses-of-quantitative-and-qualitative-research.php>
- Sugiyono. (2013). *Metode Penelitian pendidikan pendekatan kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (n.d.). *Metode Penelitian Pendekatan Kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV.
- Sung, Y., Kim, J., & Jung, J. (2010). The predictive roles of Brand Personality on Brand Trust and brand affect: A study of Korean consumers. *Journal of*

International Consumer Marketing, 22(1), 5-17.

doi:10.1080/08961530902844907

Supardi. (2005). *Metodologi Penelitian Ekonomi & Bisnis*. Yogyakarta: UII Press.

Supardi. (2017). *Statistik Penelitian Pendidikan: Perhitungan, Penyajian, Penjelasan, Penafsiran, dan Penarikan Kesimpulan*. Depok: Rajawali Press.

Taqi, I., & Muhammad, G. (2020). Market Forces College of Management Sciences. *Brand Loyalty and the Mediating Roles of Brand Image and Customer Satisfaction*, 15(1).

Thimothy, S. (2017, September 13). Council post: Why brand image matters more than you think. Retrieved November 03, 2021, from <https://www.forbes.com/sites/forbesagencycouncil/2016/10/31/why-brand-image-matters-more-than-you-think/?sh=3769de9010b8>

Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of marketing research*, 25(2), 204-212.

Umar, H. (n.d.). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta: PT RajaGrafindo Persada.

Williams, B. K., & Sawyer, S. C. (2011). *Using information technology: A practical introduction to computers & communications: Complete version*. New York, NY: McGraw-Hill.

Yulianti, I., & Tung, W. (2013). Handbook on the Economic, Finance and Management Outlooks. *The Relationship among Brand Experience, Brand Image and Customer Satisfaction of Facebook Users in Indonesia.*

