

## BIBLIOGRAPHY

- Abutabenjeh, S., & Jaradat, R. (2018). Clarification of research design, research methods, and research methodology: A guide for public administration researchers and practitioners. 36(3), 237-258. doi: 10.1177/0144739418775787
- Aini, Q., Zuliana, S. R., & Santoso, N. P. L. (2018). Management Measurement Scale As A Reference To Determine Interval In A Variable.
- Al-Kwafi, O. S., & Ahmed, Z. U. (2015). An intellectual journey into the historical evolution of marketing research in brand switching behavior – past, present and future. *Journal of Management History*, 21(2), 172–193.
- Appiah, D., Ozuem, W., & Howell, K. (2016). TOWARDS A SUSTAINABLE BRAND LOYALTY: ATTITUDINAL LOYALTY PERSPECTIVE. *Global Business and Technology Association*
- Aria, P. (2020). Susul Honda, Nissan Tutup Pabrik di Indonesia Akibat Corona. Retrieved from <https://katadata.co.id/pingitaria/berita/5ed0d3627291f/susul-honda-nissan-tutup-pabrik-di-indonesia-akibat-corona>
- Bhakar, S. S., & Bhakar S. (2017) Physical Environment and Employee Behaviour Shape Consumer Percption in Restaurant. *Prestige International Journal of Management & IT-Sanchayan*, 6(1), 141-160. doi: 10.37922/PIJMIT.2017.V06i01.010
- Damara, D. (2020). Penjualan Ritel Nissan Indonesia Turun 92 Persen pada Mei 2020. Retrieved from

<https://otomotif.bisnis.com/read/20200617/275/1254116/penjualan-ritel-nissan-indonesia-turun-92-persen-pada-mei-2020>

Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management*, 449–461. doi: 10.1108/JPBM-10-2014-0722

Evans, K. R., Landry, T. D., Crosby, L., & Kleine, R. E. (2000). How First Impressions of a Customer Impact Effectiveness in an Initial Sales Encounter. *JOURNAL OF THE ACADEMY OF MARKETING SCIENCE*. (28)4. 512-526.

Hakala, U., Sandberg, B., & Lätti, S. (2011). Operationalising brand heritage and cultural heritage. *Journal of Product and Brand Management*, 263-275. doi:10.1108/10610421111166595

Hemsley-Brown, J. & Alnawas, I. (2016) Service quality and brand loyalty: The mediation effect of brand passion, brand affection and self-brand connection, *International Journal of Contemporary Hospitality Management*, Vol. 28 Issue: 12, pp.2771-2794. doi:10.1108/IJCHM-09-2015-0466

Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). *The role of brand experience and affective commitment in determining brand loyalty*. *Journal of Brand Management*, 18(8), 570–582. doi:10.1057/bm.2010.58

- Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert Scale: Explored and Explained. *Current Journal of Applied Science and Technology*, 396-403. doi: 10.9734/BJAST/2015/14975
- Kenton, W. (2022) Intangible Asset. Retrieved from <https://www.investopedia.com/terms/i/intangibleasset.asp>
- Latan, H. & Noonan, R. (2017) Partial Least Squares Path Modeling || Applying Multigroup Analysis in PLS-SEM: A Step-by-Step Process. doi: 10.1007/978-3-319-64069-3\_10
- Lo, A., Wu, C. & Tsai, H. (2015). The impact of service quality on positive consumption emotions in resort and hotel spa experiences. *Journal of Hospitality Marketing & Management*. 24(2). 155-179. doi: 10.1080/19368623.2014.885872
- Maheshwari, V., Lodorfos, G., & Jacobsen, S. (2014) Determinants of Brand Loyalty: A Study of the Experience-Commitment-Loyalty Constructs. *International Journal of Business Administration*, 5(6), 13-21. doi:10.5430/ijba.v5n6p13
- Maurya, U. K., & Mishra, P. (2012). What is a brand? A Perspective on Brand Meaning. *European Journal of Business and Management*, 4(3), 122-129.
- Noor, J., (2016). Metodologi Penelitian: Skripsi , Tesis, Disertasi & Karya Ilmiah. Prenada Media.
- Oh, J., Connerton, T. P., & Kim, H. (2019). The Rediscovery of Brand Experience Dimensions with Big Data Analysis: Building for a Sustainable Brand. *Sustainability*. 1-12.

Olshavsky, R. W., & Granbois, D. H. (1979). *Consumer Decision Making-Fact or Fiction? Journal of Consumer Research*, 6(2), 93. doi:10.1086/208753

Nissan Motor Corporation. (2021, May 11). Nissan reports financial results for fiscal year 2020. Retrieved from <https://global.nissannews.com/en/releases/release-11ab174ab769fa2ed73d795e253f5a19-210511-01-e>

Sahin, 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. doi:10.1016/j.sbspro.2011.09.143

Silalahi, J., Alfansi, L., & Wiardi, A. (2016). The Role of Brand Trust in Determining The Relationship Between Brand Affection and Loyalty Programs on Customer Loyalty

Su, L., Swanson, S. and Chen, X. (2015), “The impact of perceived service quality and quality on the behavioral intentions of Chinese hotel guests: the mediating role of consumption emotions”, *Journal of Travel & Tourism Marketing*, Vol. 33 No. S1, doi: 10.1080/10548408.2015.1008668.

Sunyoto, D. (2011). *Metodologi penelitian untuk ekonomi*. Caps. Yogyakarta

Suprananto, K. (2012). *Pengukuran dan Penilaian Pendidikan*. Yogyakarta: Graha Ilmu.

The Jakarta Post. (2014, April 19). Indonesians driven by desire for car ownership: Survey. Retrieved from

<https://www.thejakartapost.com/news/2014/04/19/indonesians-driven-desire-car-ownership-survey.html>

Westhuizen, L. M. (2018). Brand loyalty: exploring self-brand connection and brand experience, *Journal of Product & Brand Management*, Vol. 27 No. 2, pp. 172-184. doi: 10.1108/JPBM-07-2016-1281

Wood, L. (2000). Brands and Brand Equity: Definition and Management. *Management Decision*, 38(9), 662-669.

