

DAFTAR PUSTAKA

- Adnyana, I. M. P. & Respati, N. N. R. (2019). Peran Preferensi Merek dalam Memediasi Hubungan Antara Ekuitas Merek dengan Niat Beli. *E-Jurnal Manajemen*, 8, 7519-7547.
- Ajilore, K., Solo-Aneto, M. (2016). *Smartphone Brand Personality as a Predictor of Brand Value among Undergraduates of Babcock University*. *Global Journal of Management and Business Research: E Marketing*, 16, 33-43.
- Amini, M. & Akbari, H. (2014). Studying Effect of Site Quality on Online Repurchase Intention Through Satisfaction, Trust and Commitment of Customer. *Indian Journal of Fundamental and Applied Life Sciences*, 4, 2839-2849.
- Aquinia, A., Soliha, E., Liana, L., Wahyudi, D. (2020). The Role of Perceived Quality and Brand Loyalty Influencing Repurchase Intention. *Advance in Economics, Business and Management Research*, 169, 381-384.
- Ardhanari, M. (2008). Customer Satisfaction Pengaruhnya terhadap Brand Preference dan Repurchase Intention Private Brand. *Jurnal Riset Ekonomi dan Bisnis*, 8, 58-69.
- Ariawan, P. D., Sudiarta, I. W., Sudita, I. K. (2019). Proses Pengajaran Mosaik Di Smk Negeri 1 Sukasada. *Jurnal Pendidikan Seni Rupa Undiksha*, 9, 69-76.
- Balakrishnan, B. K. P. D., Lee, S., Shuaib, A. S. M., Marmaya, N. H. (2009). The Impact of Brand Personality on Brand Preference and Loyalty: Empirical Evidence from Malaysia. *Business Education & Accreditation*, 1, 109-119.

- Baser, I. U., Cintamur, I. G., Arslan, F. M. (2015). Examining The Effect of *Brand Experience* on Consumer Satisfaction, *Brand Trust* and *Brand Loyalty*. *İktisadi ve İdari Bilimler Dergisi*, 37, 101-128.
- Bell, E., Bryman, A., & Harley, B. (2019). *Business research methods*. Oxford University Press.
- Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y. K., Solnet, D. (2013). Understanding Generation Y And Their Use of Social Media: A Review And Research Agenda. *Journal of Service Management*, 24, 245-267.
- Britannica. (2021). *Samsung*. Retrieved from: <https://www.britannica.com/topic/Samsung-Electronics>.
- Budiastari, S. (2016). The Influence of Product Quality, *Price Perception* and *Brand Image* on Satisfaction and Customer Loyalty Holcim Concrete Readymix in Jakarta. *Jurnal Riset Manajemen Sains Indonesia*, 7, 345-362.
- Butt, M. U. U., Alvi, A. K., Javed, A. (2016). Does The Relationship of *Brand Experience*, *Brand Preference* and Customer Satisfaction Matter among The Customers Of Pepsico Pakistan? (A Case of Lahore). *Science International (Lahore)*, 28, 4873-4878.
- Chinomona, R., Mahlangu, D., Pooe, D. (2013). *Brand Service Quality*, Satisfaction, Trust and Preference as Predictors of Consumer *Brand Loyalty* in the Retailing Industry. *Mediterranean Journal of Social Sciences*, 4, 181-190.

- Cornelia, V., Pasharibu, Y. (2020). *Brand Loyalty Mediation in Brand Attachment and Customer Digital Experience Towards Smartphone Repurchase Intentions*. *BENEFIT Jurnal Manajemen dan Bisnis*, 5, 145-157.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publication: USA.
- Cuong, D. T. (2020). The Influence of *Brand Satisfaction, Brand Trust, Brand Preference* on *Brand Loyalty to Laptop Brands*. *Systematic Reviews in Pharmacy*, 11, 95-101.
- Dam, T. C. (2020). Influence of *Brand Trust, Perceived Value on Brand Preference* and Purchase Intention. *Journal of Asian Finance, Economics and Business*, 7, 939-947.
- Daoud, J. I. (2017). Multicollinearity and Regression Analysis. *Journal of Physics*, 949, 1-6. DOI: 10.1088/1742-6596/949/1/012009.
- Ebrahim, R., Ghoneim, A., Irani, Z., Fan, Y. (2016). A *Brand Preference and Repurchase Intention Model: The Role of Consumer Experience*. *Journal of Marketing Management*, 32, 1230-1259.
- Ekaputri, A. H., Rahayu, A., Wibowo, L. A. (2016). The Effect of *Brand Experience* on Customer Satisfaction and The Impact toward *Repurchase Intention*. *Advances in Economics, Business and Management Research*, 15, 464-467.
- Fajri, F. A., Bagaskara, B., Wijayanti, R. M., Christi, Y. B., Suhud, U. (2020). Anteseden yang Mempengaruhi *Repurchase Intention* Konsumen pada

- Smartphone* Buatan Korea. *Jurnal Bisnis, Manajemen, dan Keuangan*, 1, 143-158.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. CV. Penerbit Qiara Media: Surabaya.
- Foster, B. (2019). Self Image Congruity and Customer Perceived SQ on Impact Satisfaction on Repurchase Intention. *Journal Sampurasun: Interdisciplinary Studies for Cultural Heritage*, 5, 39-52.
- Goh, S. K., Jiang, N., Hak, M. F. A., Tee. (2016). Determinants of Smartphone Repeat Purchase Intention among Malaysians: A Moderation Role of Social Influence and a Mediating Effect of Consumer Satisfaction. *International Review of Management and Marketing*, 6, 993-1004.
- Hair, J. F., Ringle, C. M., Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *The Journal of Marketing Theory and Practice*, 19, 139-151.
- Hair, J. F., Risher, J. J., Sarstedt, M., Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31, (1), 2-24.
DOI: 10.1108/EBR-11-2018-0203
- Hair, J. F., Page, M., & Brunsved, N. (2019). *Essentials of business research methods*. Routledge.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. (2019). Multivariate Data Analysis: (8th ed.). Cengage Learning: Hampshire.
- Hair, J. F., Hult, J. T. M., Ringle, C. M., Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modelling*. SAGE Publications: California.

- Hair, J. F., Risher J. J., Sarstedt, M., Ringle, C. M. (2018). When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 31, 2-24.
- Hastuti, M. N. B. H., Rommy, A. S. N., Nur, A. R. Y. N. (2018). Effect of *Brand Image* and *Price Perception* on Purchase Decision. *IOSR Journal of Business and Management*, 20, 76-81.
- Hellier, P. K., Geursen, G. M., Carr, R. A, Rickard, J. A. (2003). Customer *Repurchase Intention*: A General Structural Equation Mode. *European Journal of Marketing*, 37, 1762-1800.
- 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, 115-135.
- Hermanto, L. A. & Rodhiah. (2019). Pengaruh *Brand Personality* Terhadap Purchase Intention Produk The Body Shop. *Jurnal Manajerial dan Kewirausahaan*, 1, 820-829.
- Hosseini, S. R. A., Hamelin, N. (2021). The Role of *Brand Experience* in Customer Satisfaction and Customer Loyalty in Ayandeh Bank Branches in Tehran. *African Journal of Marketing Management*, 13, 1-11.
- Ibzan, E., Balarabe, F., Jakada, B. (2016). Customer Satisfaction and *Repurchase Intention*. *Developing County Studies*, 6, 96-100.
- Jain, E., Madan, M. (2015). An Empirical Study on Impact of *Brand Knowledge* and *Brand Experience* on *Brand Preference*. *International Journal of Science Technology Management*, 4, 199-213.

- Johansyah, I. G. & Kaniawati, K. (2020). The Impact of Price And Quality Product On Consumers' Purchasing Decision in Kaos Anak for Kids' (Kafk) Clothing Shop. *Journal Sampurasun: Interdisciplinary Studies for Cultural Heritage*, 6, 29-39.
- Kamilah, N. & Farida, N. (2016). "Pengaruh Perceived Quality Dan Customer Satisfaction Terhadap *Repurchase Intention* melalui *Brand Preference* Sebagai Variabel Intervening (Studi Pada Pelanggan Hayfa Beauty Skin Care Semarang Cabang Tlogosari). *Jurnal Ilmu Administrasi Bisnis*, vol. 5, 115-124.
- Keng, C., Tran, V., Thi, T. M. L. (2013). Relationships among *Brand Experience*, *Brand Personality*, and Customer Experiential Value. *Contemporary Management Research*, 9, 247-262.
- Kocak, A. & Ruzgar, N. (2017). Antecedents of *Brand Preference*: Symbolic or Functional. *Journal of Economics, Business and Management*, 5, 331-335.
- Khasanah, I. (2015). Analisis Pengaruh Preferensi Merek, Persepsi Kualitas, dan Perceived Value Terhadap Keputusan Pembelian Sepeda Motor Yamaha Matik di Semarang. *Jurnal Studi Manajemen & Organisasi*, 12, 115-126.
- Kristiawati, I., Kusmaningtyas, A., Sumiati. (2020). The Effect of Perceived Quality on *Brand Satisfaction* and *Repurchase Intention* on Milenial Generation of The Users of XL Surabaya Pre-Paid Cellular Card in The Revolution Industry Era 4.0 With Timeless *Brand Experience* as a Mediation. *South East Asia Journal of Contemporary Business, Economics and Law*, 23, 163-171.

- Kwong, M. Z., Candinegara, I. (2014). Relationship between *Brand Experience*, *Brand Personality*, Consumer Satisfaction, and Consumer Loyalty of DSSMF Brand. *iBuss Management*, 2, 89-98.
- Lau, H. B., Bunga, M., Ndoen, W. (2019). The Effect of Consumers Satisfaction on Repurchase Intention. *Advances in Economics, Business, and Management Research*, 246 – 253.
- Li, Q. (2013). A novel Likert scale based on fuzzy sets theory. *Expert Systems with Applications*, 40(5), 1609-1618.
- Lieven, T., Grohmann, B., Herrmann, A., Landwehr, J. R., Tilburg, M. V. (2015). The Effect of *Brand* Design on *Brand* Gender Perceptions and *Brand Preference*. *European Journal of Marketing*, 49, 146-169.
- Mahuda, F. D. (2018). Pengaruh *Brand Personality* dan *Brand Trust* Terhadap Keputusan Pembelian (Studi Kasus Butik Meccanism). *AL-INFAQ: Jurnal Ekonomi Islam*, 9, 98-112.
- Memon, A. H. & Rahman, I. A. (2014). SEM-PLS Analysis of Inhibiting Factors of Cost Performance for Large Construction Projects in Malaysia: Perspective of Clients and Consultants. *The Scientific World Journal*, 1-9.
- Munasinghe, S. N. (2018). The Impact of *Brand Personality* on *Brand Preference*: A Study on Personal Care Products. *International Review of Management and Marketing*, 8, 9-11.
- Niros, M. I. & Pollalis, Y. A. (2014). *Brand Personality* and Consumer Behavior: Strategies for Building Strong Service Brands. *Journal of Marketing and Operations Management Research*, 2, 101-115.

- Pramono, A., Eldine, A., & Muniroh, L. (2020). Pengaruh Harga, Ulasan, Dan Tampilan Produk Terhadap Keputusan Pembelian Secara Online. Manager: Jurnal Ilmu Manajemen, 3(3), 421-432
- Ondra, M., Skaroupka, D., Rajlich, J. (2017). Innovating Product Appearance within *Brand Identity*. *International Journal of Innovation Science*, 9, 1-18.
- Rafiq, M. R., Hussain, R. I., Hussain, S. (2020). The Impact of Logo Shapes Redesign on *Brand Loyalty* and *Repurchase Intentions* through *Brand Attitude*. *International Review of Management and Marketing*, 10, 117-126.
- Ramadhan, R. P. & Burhanuddin. (2017). Analisis Hubungan Watak Kewirausahaan Dengan Kinerja Usaha Peternakan Ayam Ras Pedaging di Kecamatan Pamijahan, Kabupaten Bogor. *Forum Agribisnis*, 7. 35-48.
- Salim, M. A., Soliha, E., Siswanto, A. B. (2020). Effect Location, *Price Perception* of Satisfaction Customers and Impact on *Repurchase Intention*. *International Journal of Civil Engineering and Technology*, 11, 157-169.
- Saefurahman, A. & Hadi, S. S. (2020). *Price Perception*, Risk, Quality of Information, and It's Effect on Online Purchase Decisions. *Advances in Economics, Business and Management Research*, 132, 172-177.
- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research methods for business students*. Pearson education.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.

- Setiawati, E. & Syahputra, R. (2016). Pengaruh Preferensi Merek, Persepsi Kualitas, Persepsi Harga terhadap Minat Beli Ulang Pada CV Basimbah Tani-Labuhanbatu, *Jurnal Ecobisma*, 20-27.
- Siahaan, J. (2020). Pengaruh *Brand Personality*, *Brand Experience*, Dan *Self-Brand Connection* Pada *Brand Loyalty* Pengguna Iphone. *Jurakunman*, 13, 22-37.
- Silva, K. C., Madhushani, A. A. L., Jayalath, S. D. S. (2020). The Impact of *Brand Loyalty* on Customer Purchase Intention: An Empirical Study on Basketball Shoe *Brands* of Adidas, Nike and Puma. *Journal of Physical Education and Sports Management*, 7, 17-25.
- Siyoto, S & Sodik, M. A. (2015). Dasar Metodologi Penelitian. Literasi Media Publishing: Sleman.
- Sop, S. A., Kozak, N. (2019). Effects of *Brand Personality*, Self-Congruity and Functional Congruity on Hotel *Brand Loyalty*. *Journal of Hospitality Marketing & Management*, 1-31.
- Statista. (2021). Indonesia: Total population from 2016 to 2027. Retrieved from: <https://www.statista.com/statistics/294100/total-population-of-indonesia/>
- Statista (2021). Number of *Smartphone* users in Indonesia from 2016 to 2020 with forecasts until 2026. Retrieved from: <https://www.statista.com/statistics/266729/Smartphone-users-in-indonesia/>
- Statista. (2021). *Smartphone* Penetration Rate in Indonesia from 2017 to 2020 with Forecasts until 2026. Retrieved from:

<https://www.statista.com/statistics/321485/Smartphone-user-penetration-in-indonesia/>

Statcounter. (2022). *Mobile* Vendor Market Share Worldwide. Retrieved from:

<https://gs.statcounter.com/vendor-market-share/Mobile>

Suhendar, U., Ruswanti, E. (2019). Effect of Product Quality, Perception of Price and Satisfaction to Customer Loyalty (Study on Agroindustrial Company in Indonesia). *International Journal of Economics, Commerce and Management*, 7, 23-33.

Taber, K. S. (2018). Intention to Use Digital Banking Services of Young Retail Customers in Vietnam. *Journal of Asian Finance, Economics and Business*, 8, 387-397.

Thoma, R. J., Cook, J. A., McGrew, C., King, J. H., Pulsipher, D. T., Yeo, R. A., Monnig, M. A., Mayer, A., Pommy, J., Campbell, R. A. (2018). Convergent and discriminant validity of the ImPACT with traditional neuropsychological measures. *Cogent Psychology*, 1-16.

Tsai, Y., Chang, H., Ho, K. (2015). A Study of the Relationship among *Brand Experiences*, Self-Concept Congruence, Customer Satisfaction, and *Brand Preference*. *Contemporary Management Research*, 11, 97-116.

Utama, A. W., Kuraesin, E., Muniroh, L. (2020). Pengaruh Taste dan *Price Perception* Terhadap Minat Pembelian Ulang Konsumen. *Jurnal Ilmu Manajemen*, 3, 567-576.

Wong, K. K. (2013). Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin*, 24, (1), 1-32.

Yasri, Y., Susanto, P., Hoque, M. E., Gusti, M. A. (2020). *Price Perception and Price Appearance on Repurchase Intention Of Gen Y: DoBrand Experience and Brand Preference Mediate?*. *Heliyon*, 6, 1-8.

Yuningsih, Y. Y., Raspati, G., Riyanto, A., Rahayu, Y. (2022). Refleksi Persepsi dan Preferensi Merek Terhadap Institusional Konsumen dalam Pengambilan Keputusan Pembelian. *Perspektif: Jurnal Ekonomi & Manajemen Universitas Bina Sarana Informatika*, 20, 60-67.

Zia, N. U. & Sohail, M. (2016). Factors Effecting Consumer Brand Preferences in AutoMobile Industry. *Singaporean Journal of BuSineSS economicS, and management Studies*, 5, 55-65.

