

DAFTAR PUSTAKA

- Amelia, S. (2018). Analisis pengaruh *company's presented brand, external brand communications, dan customer experience* terhadap *brand equity* pada produk minuman. *Jurnal Bisnis dan Manajemen*, 14(1), 45-58.
- Araújo, J., Pereira, I. V., & Santos, J. D. (2023). *The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction*. *Administrative Sciences*, 13(5), 118. <https://doi.org/10.3390/admsci13050118>
- Bernarto, Berlianto, Meilani, Masman, and Suryawan (2020). *The Influence of Brand Image, and Brand Trust on Brand Loyalty*. *Jurnal Manajemen*. 24 (3), 412-426. <http://dx.doi.org/10.24912/jm.v24i3.676>
- Harahap, R. F. (2020). Pengaruh *brand awareness, brand image, dan customer experience* terhadap *brand equity* pada produk elektronik merek Samsung. Skripsi. Universitas Sumatera Utara.
- Jumiati Sasmita, Norazah Mohd Suki (2015). *Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image*. *Jurnal Internasional Manajemen Ritel & Distribusi*, 276-292.
- Kristiyani, D. (2021). Pengaruh *company's presented brand, external brand communications, dan customer experience* terhadap *brand equity* pada industri kecantikan. *Jurnal Pemasaran dan Pemasaran Komunikasi*, 13(1), 1-10.
- Lawrence *et. al.* (2023). Pengaruh *Brand Awareness, Brand Association dan Perceived Quality* terhadap *Purchase Intention* dengan Mediasi *Brand Equity* pada produk Ban IRC di CV. Rajawali Inti Sukses. *Jurnal Manajemen dan Start-Up Bisnis*. 8 (1), 68-82.

- Murniati, N. (2020). Pengaruh brand awareness, brand image, dan customer experience terhadap brand equity pada produk fashion merek Zara. Skripsi. Universitas Sebelas Maret.
- Oktaviana, D. (2018). Pengaruh brand awareness, brand image, dan customer experience terhadap brand equity pada produk makanan ringan merek Chitato. Skripsi. Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Prasetyo, F. M. R., & Trianasari, N. (2021). *Analisis Pengaruh Keterlibatan Dimensi Brand Equity Terhadap Brand Equity Secara Keseluruhan Pada Video On Demand Netflix Di Indonesia*. e-Proceeding of Management, 8(4).
- Sugiarti, Surachman, Rohman, Wijayanti (2023). *Influence Brand Awareness and Brand Association on Brand Equity: Mediation of Trust and Brand Loyalty in Kentucky Fried Chicken in East Java, Indonesia*. Jurnal Internasional Ekonomi Terapan, Keuangan dan Akuntansi. 16 (2), 319-335.
- Sumarsono, R., & Rahmawati, Y. (2019). *Pengaruh customer experience dan brand image terhadap brand equity melalui brand awareness pada produk Oppo*. Jurnal Riset EkonoMie Dan Bisnis, 6(2), 191-198.
- Sutrisno *et, al.* (2023). *Analysis OfThe Influence Of Brand Image And Brand Awareness On Purchase Decisions For Street Boba Beverage Products*. Management Studies and Entrepreneurship Journal Vol 4(1) 2023: 571-578.
- Unik Dwi Lestari, Lusi Yanah (2023). *The Influence of Brand Loyalty, Brand Awareness, and Perceived Quality on Brand Equity in MS Glow*. Jurnal Manajemen Bisnis. 19(1), 105-114.
- Wirawan, F., & Mutiah, N. (2020). *Pengaruh customer experience dan brand image terhadap brand equity melalui brand awareness pada produk Oppo*. Jurnal Manajemen Dan Bisnis, 17(2), 142-155.

Wulandari, I. (2021). Analisis pengaruh *company's presented brand, external brand communications*, dan *customer experience* terhadap *brand equity* pada produk *fashion*. *Jurnal Manajemen dan Pemasaran Jasa*, 14(1), 33-44.

Zimon, D. (2021). *Customer Behavioral Reactions to Negative Experiences during the Product Return*. *Sustainability*, 13(2), 448.
<https://doi.org/10.3390/su13020448>

