

## DAFTAR PUSTAKA

- Ahmad, F., & Najeeb, U. K. S. (2015). An Empirical Study on the Effect of Brand Equity of Mobile Phones on Customer Satisfaction. *International Journal of Marketing Studies*. Volume 7 Nomor 2 Tahun 2015. ISSN 1918-7203.
- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, Vol.30. No.3,Pp.258-266.
- Algharabat, R. S. (2017). Linking social media marketing activities with brand love: The mediating role of self-expressive brands. *Kybernetes*, Vol. 46 Issue: 10, Pp.1801-1819.
- Antony, A., & Joseph, A. I. (2017). Influence of Behavioural Factors Affecting Investment Decision — An AHP Analysis. *Indian Institute of Management, Lucknow*, 16(2), 107–114. <https://doi.org/10.1177/0972622517738833>
- Berkqvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, Vol.17. No.7,Pp.504-518.
- Doostar, M. (2012). Analysis of the Impact of Brand Assets on the Buying Decisions of Final Consumers Brand of Iran's Milk Industry Company (Pegah). *Journal of Basic and Applied Scientific Research*. Vol : 2. No. 9. Page : 1-9.
- Ene, S., & Betul, O. (2014). A Study on Corporate Image, Customer Satisfaction and Brand Loyalty in the Context of Retail Stores. *Canadian Center of Science and Education*, Vol. 10, No. 14.
- Ghozali, I., & Latan, H. (2012). Partial Least Squares: Konsep, Teknik, dan

Aplikasi SmartPLS 2.0 M3. Semarang: Badan Penerbit Universitas Diponegoro.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Vectors.

Huber, F., Meyer, F., & Schmid, D. A. (2015). Brand love in progress: the interdependence of brand love antecedents in consideration of relationship duration. *Journal of Product & Brand Management*, Vol.24No.6,Pp.567-579.

Ika, Nuruni, & Kustini. (2011). Experiential Marketing, Emotional Branding, and Brand Trust and their Effect on Loyalty on Honda Motorcycle Product. *Journal of Economics, Business, and Accountancy Ventura*, Vol. 14, No. 1, April 2011, Pp. 19-28.

Indriantoro, N., & Bambang, S. (2011). Metodologi Penelitian Bisnis Untuk Akuntansi Dan Manajemen. *Edisi Pertama. BPFE*, Yogyakarta.

Jing, Z., Chatchai, P., & Rizwan, S. (2014). The Influence Of Brand Awareness, Brand Image and Perceived Quality on Brand Loyalty: A Case Study Of Oppo Brand In Thailand. *Interdisciplinary Journal Of Contemporary Research In Business*, Vol. 5, No. 12.

Kotler, P., & Armstrong, G. (2014). Principles of Marketing, 12th Edition. *Jilid 1 Terjemahan Bob Sabran*. Jakarta : Erlangga.

Kotler, P., & Kevin, L. K. (2010). Manajemen Pemasaran, Jilid 1. *Penerbit Erlangga*. Jakarta.

Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of*

*Marketing, Vol.46. No. 7/8, Pp.22-937.*

Marist, A. I., Yuliati, L. N., & Najib, M. (2014). The Role Of Event In Building

Brand Satisfaction, Trust and Loyalty Of Isotonic Drink. *International Journal Of Marketing Studies, Vol. 6, No. 6.*

Rajput, N., Batra, G., & Pathak, R. (2012). Linking CSR and financial performance: an empirical validation. *Problems and Perspectives in Management, 10(2), 42-49.*

S, A. G. (2013). The impact of employee empowerment on achievement motivation and contextual performance of employee: A Case Banking Sector In Pakistan. *Far East Journal of Psychology and Business 13(1): 42-50.*

Saleem, S., Rahman, S. U., & Umar, R. M. (2015). Measuring Customer Based Beverage Brand Equity: Investigating The Relationship Between Perceived Quality, Brand Awareness, Brand Image, and Brand Loyalty. *International Journal Of Marketing Studies, Vol. 7, No. 1.*

Schiffman, & Kanuk. (2004). Perilaku Konsumen. Edisi 7. Prentice Hall. Jakarta.

Severi, Erfan, & Ling, C. K. (2013). The mediating effect of brand association, brand loyalty, brand image, perceived quality on brand equity. *Vol: 9 No.3 2013 ; Canadian Center of Science and Education.*

Shahroodi, H. M., Kaviani, H., & Abasian, M. R. (2015). Evaluating the Effect of Brand Equity on Consumer Satisfaction and Brand Loyalty in Large Retails of the Mazandaran Province (Case Study: Food Products Industry). *European Online Journal of Natural and Social Sciences, Vol. 4, No. 1, ISSN 1805-3602.*

Susilowati, Luky, & Sumarto. (2010). Memprediksi Tingkat Obligasi Perusahaan

Manufaktur yang Listing di BEI. *Jurnal Mitra Ekonomi Dan Manajemen Bisnis, Vol. 1, No. 2, Oktober 2010, 163-175.*

Tsai, W. H. S., & Men, L. R. (2013). Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of Interactive Advertising, Vol. 13 No. 2, Pp.76-87.*

Wallace, E., Buil, I., & DeChernatony, L. (2014). Consumer engagement with self-expressive brands: brand love and WOM outcomes. *Journal of Product & Brand Management, Vol. 23 No.1,Pp.33-42.*

Yi, W. J. (2014). The Impact of Social Media Marketing Medium Toward PurchaseIntention and Brand Loyalty Among Generation Y. *Procedia - Social and Behavioral Sciences148 (2014) 177 –185ISSN: 1877-0428.*