

## DAFTAR PUSTAKA

AISI, 2020. *Asosiasi Industri Sepeda Motor Indonesia.* [Online] <https://www.aisi.or.id/>

Alex, J. N., 2012. An Enquiry into Selected Marketing Mix Elements and Their Impact on Brand Equity. *The IUP Journal of Brand Management Vol. 9*, pp. 29-43.

Alhaddad, A., 2014. The Effect of Brand Image and Brand Loyalty on Brand Equity. *International Journal of Business and Management Invention ISSN (Online)*, pp. 2319-8028.

Ansary, A. & Hashim, H. N., 2017. Brand image and equity: the mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Review of Managerial Science*.

Asif, M. et al., 2015. Impact of Brand Awareness and Loyalty on Brand Equity. *Journal of Marketing and Consumer Research 22-8451 An International Peer-reviewed Journal Vol 12*.

Emami, A., 2018. Factors Influencing Brand Equity: A Case Study of Dairy Industry. *J Hotel Bus Manage 7: 173. doi: 10.4172/2169-0286.1000173*

Ghozali, I., 2011. *Applikasi Analisis Multivariante dengan Program SPSS.* Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. & Latan, H., 2012. *Partial Least Square : Konsep, Teknik dan Aplikasi SmartPLS 2.0 M3.* Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. & Latan, H., 2015. *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris.* Semarang: BP Undip.

Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E., 2010. *Multivariate Data Analysis Seventh Edition.* New Jersey: Upper Saddle River.

Indriantoro, N. & Supomo, B., 2012. *Metodologi Penelitian Bisnis.* Yogyakarta: BPFE.

Kesumahati, E., 2019. Analisis faktor-faktor yang mempengaruhi kepuasan pelanggan, loyalitas pelanggan, word of mouth, dan purchase intention pada apotek di Kota Batam.. *Tesis: Universitas Internasional Batam.*

Lee, J., Goh, M. L. & Noor, M., 2019. Understanding Purchase Intention of University Students towards Skin Care Products. *PSU Research Review Vol. 3(3)*, pp. 161-178.

Moradi, H. & Zarei, A., 2011. The Impact of Brand Equity on Purchase Intention and Brand Preference-the Moderating Effects of Country of Origin Image. *Australian Journal of Basic and Applied Sciences 5(3)*, pp. 539-545.

- Sallam, M. A., 2016. The Impact of Brand Image and Corporate Branding on Consumer's Choice: The Role of Brand Equity. *International Journal of Marketing Studies Vol 8(1)*.
- Severi, E. & Ling, K. C., 2013. The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity. *Asian Social Science Vol 9 (3)*.
- Subramaniam, A., Mamun, A., Permarupan, P. & Zainol, N. R., 2014. Effects of Brand Loyalty, Image and Quality on Brand Equity: A Study among Bank Islam Consumers in Kelantan, Malaysia. *Asian Social Science Vol. 10 (14)*.
- Sugiyono, 2017. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV Alfabeta.
- Taleghani, M. & Almasi, M., 2011. Evaluate the Factors Affecting Brand Equity from the Perspective of Customers Using Aaker's Model. *Kuwait Chapter of Arabian Journal of Business and Management Review Vol. 1(4)*, pp. 64-76.
- Tharmi, U. & Senthilnathan, S., 2017. The Relation of Brand Equity to Purchase Intention. *The IUP of Marketing Management XI (2) (ISSN 0972-6845)*, pp. 7-26.
- Thiripurasundari, U. & Natarajan, P., 2011. Factors Facilitating Brand Equity Dynamics (A Study on Indian Car Industry). *International Refereed Research Journal Vol. II (2)*.
- Udayana, I. & Ramadhan, D., 2019. Pengaruh perceived usefulness, perceived ease of use , dan subjective norm terhadap purchase intention melalui attitude sebagai mediasi (studi kasus pada konsumen gudang digital online Yogyakarta). *Jurnal EBBANK 10 (2)*, pp. 41-48.
- Umar, T. R., Mat, N. K. N., Tahir , F. A. & Alekam, J. M., 2012. The Practicality and Application of Aaker's Customer Based Brand Equity Model in the Nigerian Banking Sector. *American Journal of Economics* , pp. 149-152.
- Vaijayanthi, P. & Shreenivasan, K. A., 2017. Measuring Brand Equity of Cosmeceuticals – A Case Using Consumer Based Brand Equity Model.. *Asian J Pharm Clin Res, Vol 10 (6)*, pp. 210-215.
- Vaijayanthi, P., Shreenivasan, K. A. & Anandh, D., 2018. Brand Equity Dimensions – A study of Rural Brands. *International Journal of Pure and Applied Mathematics Vol. 119 (10)*, pp. 1347-1357. [www.aisi.or.id](http://www.aisi.or.id)