

DAFTAR PUSTAKA

- Albari. (2012). Peran dimensi komitmen sebagai faktor pengaruh dalam membangun loyalitas. *Jurnal Aplikasi Manajemen*, 10(2), 329–343.
- Allen, N. J., & Meyer, J. P. (1990). The measurement and antecedents of affective , continuance and normative. *Journal of Occupational Psychology*, 63, 1–18.
- Ardhanari, M. (2008). Customer Satisfaction Pengaruhnya Terhadap Brand Preference Dan Repurchase Intention Private Brand. *Customer Satisfaction Pengaruhnya Terhadap Brand (Margaretha Ardhani) Jurnal Riset Ekonomi Dan Bisnis*, 588(2), 58–69.
- Bansal, H. S., Irving, P. G., & Taylor, S. F. (2004). A three-component model of customer commitment to service providers. *Journal of the Academy of Marketing Science*, 32(3), 234–250. <https://doi.org/10.1177/0092070304263332>
- Cekindo. (n.d.). *Registrasi Kosmetik di Indonesia*. Cekindo.Com. <https://www.cekindo.com/id/layanan/registrasi-kosmetik-indonesia>
- Chen, C.-C. V., & Chen, C.-J. (2017). Management Decision The role of customer participation for enhancing repurchase intention Article information. *Management Decision*, 55(3). <https://doi.org/10.1108/MD-06-2016-0380>
- Compas. (2021). *10 Brand Skincare Lokal Terlaris di Online Marketplace*. Compas.Co.Id. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions. *Procedia - Social and Behavioral Sciences*, 58, 1395–1404. <https://doi.org/10.1016/j.sbspro.2012.09.1124>
- Evanschitzky, H., Iyer, G. R., Plassmann, H., Niessing, J., & Meffert, H. (2006). The relative strength of affective commitment in securing loyalty in service relationships. *Journal of Business Research*, 59(12), 1207–1213. <https://doi.org/10.1016/j.jbusres.2006.08.005>
- Fullerton, G. (2005). The impact of brand commitment on loyalty to retail service brands. *Canadian Journal of Administrative Sciences*, 22(2), 97–110. <https://doi.org/10.1111/j.1936-4490.2005.tb00712.x>
- Ghozali, I. (2018). No Title. In *aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegara.
- Guthrie, M., Kim, H. S., & Jung, J. (2008). The effects of facial image and cosmetic usage on perceptions of brand personality. *Journal of Fashion Marketing and Management*, 12(2), 164–181. <https://doi.org/10.1108/13612020810874863>
- Hair, J., Anderson, R., Babin, B., & Black, W. (2010). *Multivariate Data Analysis*.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. In *European Journal of Marketing* (Vol. 37, Issue

- 11/12). <https://doi.org/10.1108/03090560310495456>
- Hidayanti, I., Herman, L. E., & Farida, N. (2018). Engaging Customers through Social Media to Improve Industrial Product Development: The Role of Customer Co-Creation Value. *Journal of Relationship Marketing*, 17(1), 17–28. <https://doi.org/10.1080/15332667.2018.1440137>
- Husada, F. R. K. (2019). No TitleEΛENH. *Αγανη*, 8(5), 55.
- Jones, T., Fox, G. L., Taylor, S. F., & Fabrigar, L. R. (2010). Service customer commitment and response. *Journal of Services Marketing*, 24(1), 16–28. <https://doi.org/10.1108/08876041011017862>
- Kim, W., & Ok, C. (2009). The effects of relational benefits on customers' perception of favorable inequity, affective commitment, and repurchase intention in fullservice restaurants. *Journal of Hospitality and Tourism Research*, 33(2), 227–244. <https://doi.org/10.1177/1096348008329874>
- Lee, A., Yang, J., Mizerski, R., & Lambert, C. (2015). The strategy of global branding and brand equity. In *The Strategy of Global Branding and Brand Equity*. <https://doi.org/10.4324/9781315722528>
- Lee, K., Huang, H., & Hsu, Y. (2007). Trust , Satisfaction and Commitment- On Loyalty to International Retail Service Brands. *Asia Pacific Management Review* , 12(3), 161–169.
- Mbango, P. (2018). Examining the effects of customer satisfaction on commitment and repurchase intentions of branded products. *Cogent Social Sciences*, 4(1), 1–17. <https://doi.org/10.1080/23311886.2018.1521056>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of. *Journal of Marketing*, 58(July), 20–38. <https://journals.sagepub.com/doi/full/10.1177/002224299405800302>
- Raju, S. (2017). Positive and negative effects of affective and continuance brand commitment in a service context. *Journal of Indian Business Research*, 9(2), 133–148. <https://doi.org/10.1108/JIBR-07-2016-0066>
- Rangkuti, F. (1999). *Metode skala* (4th ed.). PT. Gramedia pustaka utama.
- Riorini, S. V. (2017). Commitment Sebagai Variabel Mediasi Pengaruh Trust Terhadap Repurchase Intention Pada Restoran Waralaba Lokal. *Jurnal Manajemen*, 20(1), 1. <https://doi.org/10.24912/jm.v20i1.62>
- Singh, H. (2018). Marketing Management. In *Essentials of Management for Healthcare Professionals*. <https://doi.org/10.4324/9781315099200-17>
- Sperandio Milan, G., Zanchet de Lima, V., Eberle, L., De Toni, D., & Bebber, S. (2019). Repurchase intent antecedents of a competitive brand in the smartphones segment. *Journal of Marketing Communications*, 25(5), 457–476. <https://doi.org/10.1080/13527266.2016.1278257>
- Wang, E. S. T., & Tsai, M. C. (2019). Effects of the perception of traceable fresh food safety and nutrition on perceived health benefits, affective commitment, and repurchase intention. *Food Quality and Preference*, 78(February).

<https://doi.org/10.1016/j.foodqual.2019.103723>

Wulanjari, T. R. I. W. (2009). *Analisis Pengaruh Relationship Marketing*.