

DAFTAR PUSTAKA

- Alhaddad, A. (2015). A structural model of the relationships between brand image, brand trust and brand loyalty. *International Journal of Management Research & Review*, 5, 137–144.
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Authors, F. (2016). E-tail brand experience's influence on e-brand trust and e-brand loyalty The moderating role of gender. *International Journal of Retail & Distribution Management*, Vol. 44 Iss 6 Pp. 588 - 606
<Http://Dx.Doi.Org/10.1108/IJRDM-09-2015-0143>.
- Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects. *European Journal of Marketing*, 45(1), 191–216. <https://doi.org/10.1108/03090561111095658>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Bridges, E., & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: The online experience. *Journal of Business Research*, 61(4), 309–314. <https://doi.org/10.1016/j.jbusres.2007.06.017>
- Casaló, L., Flavián, C., & Guinalú, M. (2007). The impact of participation in

virtual brand communities on consumer trust and loyalty: The case of free software. *Online Information Review*, 31(6), 775–792.
<https://doi.org/10.1108/14684520710841766>

Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230–240.
<https://doi.org/10.1016/j.indmarman.2005.08.013>

Dennis, C., Joško Brakus, J., Gupta, S., & Alamanos, E. (2014). The effect of digital signage on shoppers' behavior: The role of the evoked experience. *Journal of Business Research*, 67(11), 2250–2257.
<https://doi.org/10.1016/j.jbusres.2014.06.013>

Dergisi, B. (2017). *EXAMINING THE EFFECT OF BRAND EXPERIENCE ON CONSUMER SATISFACTION , BRAND TRUST AND BRAND LOYALTY EXAMINING THE EFFECT OF BRAND EXPERIENCE ON CONSUMER SATISFACTION , BRAND TRUST AND BRAND. March 2016.*
<https://doi.org/10.14780/iibd.51125>

Ding, C. G., & Tseng, T. H. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*, 49(7–8), 994–1015. <https://doi.org/10.1108/EJM-04-2013-0200>

Ferdinand, A. (2014). *Metode Penelitian Manajemen. Edisi 5. Semarang: Badan Penelitian Universitas Diponegoro.*

Ferrinadewi, E. (2010). *Merek dan Psikologi Konsumen. Bandung: CV. Graha Ilmu.*

- Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptual components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention. *Journal of Business Research*, June 2017, 0–1. <https://doi.org/10.1016/j.jbusres.2018.01.031>
- Frasquet, M., Mollá Descals, A., & Ruiz-Molina, M. E. (2017). Understanding loyalty in multichannel retailing: the role of brand trust and brand attachment. *International Journal of Retail and Distribution Management*, 45(6), 608–625. <https://doi.org/10.1108/IJRDM-07-2016-0118>
- Gammoh, B. S., Jiménez, F. R., & Wergin, R. (2018). Consumer Attitudes Toward Human-Like Avatars in Advertisements: The Effect of Category Knowledge and Imagery. *International Journal of Electronic Commerce*, 22(3), 325–348. <https://doi.org/10.1080/10864415.2018.1462939>
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5), 395–410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Ghozali, Imam & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Badan Penerbit, Universitas Diponegoro Semarang.
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS), Edisi 4*, Semarang: Badan Penerbit Universitas Diponegoro.

- Ghozali, I. (2018). *Aplikasi Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Imam Ghozali. (2014). *Structural Equation Modeling – Metode Alternatif dengan Partial Least Squares (PLS)* (Semarang: Universitas Diponegoro, 2014), 39.
- Islam, J. U., & Rahman, Z. (2016). Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands. *Journal of Global Fashion Marketing*, 7(1), 45–59. <https://doi.org/10.1080/20932685.2015.1110041>
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *International Journal of Information Management*, 39(March 2017), 169–185. <https://doi.org/10.1016/j.ijinfomgt.2017.12.001>
- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2–3), 139–155. <https://doi.org/10.1080/13527260902757530>
- kemenperin.go.id. (2018). *Industri Kosmetik Nasional Tumbuh 20%*. <https://kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>
- kemenperin.go.id. (2019). *Kemenperin Optimistis Pertumbuhan Industri Kosmetik Sentuh 9 Persen*. <https://kemenperin.go.id/artikel/20557/Kemenperin-Optimistis-Pertumbuhan-Industri-Kosmetik-Sentuh-9-Persen>

- Khan, I., Rahman, Z., & Fatma, M. (2016). The role of customer brand engagement and brand experience in online banking. *International Journal of Bank Marketing*, 34(7), 1025–1041. <https://doi.org/10.1108/IJBM-07-2015-0110>
- Kim, M. S., Shin, D. J., & Koo, D. W. (2018). The influence of perceived service fairness on brand trust, brand experience and brand citizenship behavior. *International Journal of Contemporary Hospitality Management*, 30(7), 2603–2621. <https://doi.org/10.1108/IJCHM-06-2017-0355>
- Kim, M., & Walker, M. (2013). The influence of professional athlete philanthropy on donation intentions. *European Sport Management Quarterly*, 13(5), 579–601. <https://doi.org/10.1080/16184742.2013.837942>
- Kotler, P., & Keller, K. L. (2016). *Marketing management. 15th ed., global edition, England: Pearson Education Limited.*
- Kuada, J. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(3), 290–294. <https://doi.org/10.1108/AJEMS-06-2016-0088>
- Lau, G. T., & Lee, S. H. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market-Focused Management*, 4(4), 341–370. <https://doi.org/10.1023/A:1009886520142>
- Marconi, J. (1993). *Beyond Branding. Chicago: Probus Publishing Company.*
- Martenson, R. (2007). Corporate brand image, satisfaction and store loyalty: A

- study of the store as a brand, store brands and manufacturer brands. *International Journal of Retail and Distribution Management*, 35(7), 544–555. <https://doi.org/10.1108/09590550710755921>
- Mody, M., Hanks, L., & Dogru, T. (2019). Parallel pathways to brand loyalty: Mapping the consequences of authentic consumption experiences for hotels and Airbnb. *Tourism Management*, 74(February), 65–80. <https://doi.org/10.1016/j.tourman.2019.02.013>
- Moech. Nasir. (2009). Studi perilaku konsumen terhadap keputusan pembelian air minum aqua di kota surakarta. *Fakultas Ekonomi Universitas Muhammadiyah Surakarta*, 0271, 57–83. <http://journals.ums.ac.id/index.php/benefit/article/viewFile/1278/841>
- Moehammad Nasir, Andi Sularso, Bambang Irawan, H. P. (2020). Brand Trust for Creating Brand Loyalty in Automotive Products. *Journal of Management*, 11(06), 1237–1250. <https://doi.org/10.34218/IJM.11.6.2020.113>
- Morgan-Thomas, A., & Veloutsou, C. (2013). Beyond technology acceptance: Brand relationships and online brand experience. *Journal of Business Research*, 66(1), 21–27. <https://doi.org/10.1016/j.jbusres.2011.07.019>
- Mowen, J. D. M. M. (2002). (2002). *Mowen, John. Dan Michael Minor. (2002). Perilaku Konsumen, jilid 2, Edisi kelima. Jakarta: Erlangga.*
- Noor, N. M., Muhamad, N. J., Sahabudin, N. A., & Mustafa, Z. (2018). *Development of Skin Care Routine Support System. December.* <https://doi.org/10.1166/asl.2018.13026>

- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262–270. <https://doi.org/10.1016/j.jretconser.2016.02.002>
- Nysveen, H., Pedersen, P. E., & Skard, S. (2013). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. *Journal of Brand Management*, 20(5), 404–423. <https://doi.org/10.1057/bm.2012.31>
- Pizzutti, C., & Fernandes, D. (2010). Effect of recovery efforts on consumer trust and loyalty in e-tail: A contingency model. *International Journal of Electronic Commerce*, 14(4), 127–160. <https://doi.org/10.2753/JEC1086-4415140405>
- Prakoso, A., & Negoro, N. (2017). Analisa Strategi Pemasaran Produk Kosmetik Wardah Dengan Pendekan SWOT-AHP (Analytic Hierarchy Process). *Jurnal Sains Dan Seni ITS*, 6(1), 62–67.
- Rahi, S. (2017). *And brand image towards customer loyalty and intention to journal of internet banking and commerce. March.*
- Ramaseshan, B., & Stein, A. (2014). Connecting the dots between brand experience and brand loyalty: The mediating role of brand personality and brand relationships. *Journal of Brand Management*, 21(7), 664–683. <https://doi.org/10.1057/bm.2014.23>
- Rangkuti, F. (2009). *The Power Of Brands (Jilid 2)*. Jakarta: PT Gramedia Pustaka Utama.

- Ristanti, D., & Rois Arifin, M. H. (2019). Pengaruh Brand Image, Brand Trust, Brand Awareness Dan Product Quality Terhadap Brand Loyalty Sari Roti (Studi Pada Konsumen Sari Roti Mahasiswa Universitas Islam Malang). *Riset Manajemen Prodi Manajemen Fakultas Ekonomi Unisma*, 37–54.
- Salim Khraim, H. (2011). The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female Consumers. *International Journal of Marketing Studies*, 3(2), 5389–5398. <https://doi.org/10.5539/ijms.v3n2p123>
- Sam, S., Young, J., Choe, J., & Petrick, J. F. (2018). Journal of Destination Marketing & Management The effect of celebrity on brand awareness , perceived quality , brand image , brand loyalty , and destination attachment to a literary festival. *Journal of Destination Marketing & Management*, March, 0–1. <https://doi.org/10.1016/j.jdmm.2018.03.006>
- Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, 43(3), 276–292. <https://doi.org/10.1108/IJRDM-02-2014-0024>
- Shabbir, M. Q., Khan, A. A., & Khan, S. R. (2017). Brand Loyalty Brand Image and Brand Equity: the Mediating Role of Brand Awareness. *International Journal of Innovation and Applied Studies*, 19(2), 416–423. <http://www.ijias.issr-journals.org/>
- Shimp, A. T. (2009). *Periklanan dan Promosi*. Jakarta: Erlangga.
- Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops.

International Journal of Hospitality Management, 79(December 2018), 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>

Srivastava, M., & Kaul, D. (2016). Journal of Retailing and Consumer Services Exploring the link between customer experience – loyalty – consumer spend. *Journal of Retailing and Consumer Services*, 31, 277–286. <https://doi.org/10.1016/j.jretconser.2016.04.009>

Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.

Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Alfabeta: Bandaung.

Surber, C., & Kottner, J. (2017). Skin care products : What do they promise , what do they deliver. *Journal of Tissue Viability*, 26(1), 29–36. <https://doi.org/10.1016/j.jtv.2016.03.006>

Sutama. (2019). *Metode Penelitian Pendidikan Kuantitatif, Kualitatif, PTK, dan R&D*. Temanggung: Fairuz Media.

Tong, X., Su, J., & Xu, Y. (2018). Brand personality and its impact on brand trust and brand commitment: an empirical study of luxury fashion brands. *International Journal of Fashion Design, Technology and Education*, 11(2), 196–209. <https://doi.org/10.1080/17543266.2017.1378732>

White, I. R., & Groot, A. C. De. (n.d.). *Cosmetics and Skin Care Products**.

Yee, W. F., & Sidek, Y. (2008). Influence of Brand Loyalty on Consumer Satisfaction Towards Sportswear. *International Journal of Economics and*

Management, 2(2), 221–236.

Zarantonello, L., & Schmitt, B. H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*, 17(7), 532–540. <https://doi.org/10.1057/bm.2010.4>

Zhang, E. M. (2010). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 30(6), 461–469. <https://doi.org/10.1002/mar>