

## DAFTAR PUSTAKA

- Arfa, E. N. (2021). Analisis Consumer Brand Characteristics Terhadap Brand Loyalty Produk Merek Ella.
- Bendapudi, N., and Berry, L. L. (1997), "Customers' Motivations for Maintaining Relationships with Service Providers," *Journal of Retailing*, Vol. 73, No. 1, pp. 15–37.
- Bennet, R. (1996), "Relationship Formation and Governance in Consumer Markets: Transactional Analysis versus the Behaviorist Approach," *Journal of Marketing Management*, Vol. 12, pp. 417–436.
- Chadijah, & Mayasari, I. (2020). Analisis Brand Resonance : Studi Pada Restoran Martabak Puas.
- Ferdinand, Augusty. (2014). Metode Penelitian Manajemen. Edisi 5. Semarang: Badan Penelitian Universitas Diponegoro
- Geladi, Paul & Kowalski, Bruce R. (1986). *Partial Least Square Regression: A Tutorial*. Elsevier Science Publishers B. V. Amsterdam. 185, 1-17.
- Ghozali, I. (2012). Aplikasi Analisis *Multivariate* dengan Program IBM SPSS 20 (5th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep Teknik dan Aplikasi Menggunakan Program Amart PLS 3.0* (2nd ed.). Semarang: Universitas Diponegoro.
- Ghozali, Imam. (2018). Aplikasi *Multivariate* dengan Program IBM SPSS 21 *Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hartono, J. M., dan Abdillah W., 2014, Konsep Aplikasi PLS (Partial Least Square) untuk penelitian empiris, Edisi Pertama. Cetakan Kedua, BPFE, Yogyakarta.
- Hu, T., Lin, M., Li, Y.-Z., & Kao, K.-Y. (2016). a Study on Brand Experience , Brand Awareness , Brand Resonance and Brand Loyalty – an Empirical Investigation of the Smart Phone. *Proceedings of 2nd International Conference on Buisness Finance and Management*, (July), 182–186.
- Keller, K. L. (2020). Leveraging secondary associations to build brand equity: theoretical perspectives and practical applications. *International Journal of Advertising*, 39(4), 448–465. <https://doi.org/10.1080/02650487.2019.1710973>

- Kotler, P., & Armstrong, G. (2012). *Prinsip-Prinsip Pemasaran* (12th ed.). Jilid.1, Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (12th ed.). Pearson Education, Inc.
- Lau, G.T., & Lee, S.H. Consumers' trust in a brand and the link to brand loyalty. *Journal of Market Focused Management*, 4, 2000, pp. 341-370. Boston:Kluwer Academic Publishers
- Nasir, M., Sularso, A., Irawan, B., & Paramu, H. (2020). Brand Trust for Creating Brand Loyalty in Automotive Products. *International Journal of Management*, 11(06), 1237–1250. <https://doi.org/10.34218/IJM.11.6.2020.113>
- Prasetyo, F. B., & Widodo, T. (2018). Peran Resonansi Merek Dalam Memediasi Pengaruh Ekuitas Merek Dan Kepuasan Pelanggan Terhadap Keputusan Pembelian Produk Prostreet Indonesia the Role of Brand Resonance in Mediating the Effects of Brand Equity and Customer Satisfaction Towards, 5(3), 3283–3290.
- Puteri (2019). “Competence, P. B., & Satisfaction, B.. DAN TRUSTWORTHINESS TERHADAP BRAND LOYALTY PADA SEPEDA MOTOR HONDA VARIO DI KOTA SURAKARTA.
- Ruth. H | Nirmala. G. (2019). A Study on Brand Resonance of Yamaha at AMS Motors Puducherry. *International Journal of Trend in Scientific Research and Development*, 3(6), 451–454. Retrieved from <https://www.ijtsrd.com/papers/ijtsrd29127.pdf%0Ahttps://www.ijtsrd.com/management/marketing/29127/a-study-on-brand-resonance-of-yamaha-at-ams-motors-puducherry/ruth-h>
- Sengkey, K. F. (2015). The influence of brand characteristic, company characteristic and consumer brand characteristic on brand loyalty at Bellagio shoes product in Manado. *Jurnal EMBA*, 3(3), 341–351.
- Shieh, H.-S., & Lai, W.-H. (2017). The relationships among brand experience, brand resonance and brand loyalty in experiential marketing: Evidence from smart phone in Taiwan. *Journal of Economics and Management*, 28(2), 57–73. <https://doi.org/10.22367/jem.2017.28.04>
- Siringoringo, Y. P., & Murdani, M. J. (2020). Relationship Brand Characteristics, Company Characteristics and Consumer Brand Characteristics With Brand Loyalty (Case Study of Sarimi Consumers in Samarinda). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(02), 171–180. <https://doi.org/10.29040/ijebar.v4i02.1054>

- Sook, Han, L., & Geok, Theng, L. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal Of Market-Focused Management*, 4, 344.
- Sugiyono. (2015). Metode Penelitian Kombinasi (*Mix Methods*). Bandung: Alfabeta.
- Sugiyono. (2017). Metode Penelitian Bisnis Pendekatan Kuantitatif dan Kualitatif, Kombinasi, dan R&D (3rd ed.). Bandung: Alfabeta.
- Sugiyono. (2018). Metode Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.
- Taylor, S. E., Peplau, L. A., and Sears, D. O. (1994), *Social Psychology*, 8th Edition, Englewoods Cliffs, NJ: Prentice Hall.