

## DAFTAR PUSTAKA

- AISI. (2019, April 4). *Asosiasi Industri Sepeda Motor Indonesia (Indonesia Motocycles Industry Association) Statistic*. Retrieved from aisi.or.id: <http://www.aisi.or.id/statistic/>
- BPS. (2019, April 4). *Badan Pusat Statistik*. Retrieved from <https://www.bps.go.id/linkTableDinamis/view/id/1133>
- Aaker, A. D. (1991). *Manajemen Ekuitas Merek Memanfaatkan Nilai Dari Suatu Merek*. Jakarta: Spektrum.
- Buchory, H. A., & Saladin, D. (2010). *Manajemen Pemasaran Ringkasan Praktis, Teori, Aplikasi, dan Tanya Jawab*. Bandung: Linda Karya.
- Dharmmesta, B. S., & T, H. H. (2000). *Manajemen Pemasaran Analisa Konsumen*. Yogyakarta: BPFE.
- Fang, Y. H. (2019). An App A Day Keeps A Customer Connected: Explicating Loyalty To Brands And Branded Applications Through The Lens Of Affordance And Service Dominant Logic. *Information and Manajemen*, 377-391.
- Fauzi, A. (2016). Pengaruh Karakteristik Merek, Karakteristik Perusahaan, Dan Karakteristik Pelanggan-Merek Terhadap Loyalitas Merek. *Jurnal Manajemen dan Bisnis*, 12.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen (5 ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (Edisi 9 ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Idrees, Z., Xinping, X., Khuram, S., Hua, L., & Nazeer, A. (2015). Consumer's brand trust and its link to brand loyalty. *American Journal of Business, Economics and Management*, 3(2), 34-39.
- Kotler, P., & Armstrong, G. (2012). *Prinsip-Prinsip Pemasaran (12<sup>th</sup> ed.)*. Jilid.1, Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran (12<sup>th</sup> ed.)*. Pearson Education, Inc.

- Kullgren, J., Williams, G. C., Resnicow, K., An, L. C., Rothberg, A., & G, K. (2016). Examining customer engagement and brand loyalty in retail banking: The trustworthiness influence. *International Journal of Retail & Distribution Management*, 46(8), 764-779.
- Lau, G. T., & Lee, S. H. (1999). Consumer's Trust In A Brand And The Link To Brand Loyalty. *Journal Of Market Focused Management*, 4, 341-370.
- Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen*. Jakarta: Erlangga.
- Nasir, M. (2009). Studi perilaku konsumen terhadap keputusan pembelian air minum aqua di kota surakarta. *Fakultas Ekonomi Universitas Muhammadiyah Surakarta*, 57-83.
- Philip, K., & Amstrong, G. (2012). *Prinsip-prinsip Pemasaran*. Jakarta: Elangga.
- Schiffman, L., & Kanuk, L. (2004). *Perilaku Konsumen*. Jakarta: Prentice Hall.
- Shimp, A. T. (2014). *Periklanan Promosi & Aspek Tambahan Komunikasi Pemasaran*. Jakarta: Erlangga.
- Sugiyono. (2015). *Metode Penelitian Pendidikan (Metode Kuantitatif, Kualitatif, dan R&D)*. Bandung: CV. Alfabeta.
- Tulin, E., & Joffree, S. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal Of Consumer Research*, 31, 191-198.
- Tjiptono, F. (2006). *Pemasaran Jasa*. Malang: Banyumedia Publishing.
- Veloutsou, C. (2015). Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships. *Journal Of Consumer Marketing*, 32(6), 405-421.