

DAFTAR PUSTAKA

- Aaker, David A. (1997). Manajemen Ekuitas Merk. Jakarta : Mitra Utama.
- Abdillah., W dan Jogiyanto. (2009). Partial Least Square (PLS) Alternatif SEM Dalam Penelitian Bisnis . Penerbit Andi: Yogyakarta. Hal 262.
- Abdullah, Ma'ruf. (2015). Metodelogi Penelitian Kuantitatif. Yogyakarta: Aswaja Pressindo.
- Allen, N.J., dan Meyer, J.P. (1990). The Measurement and antecedents of affective, continuance, and normative commitment to organization. Journal of occupational psychology, 63, 1-18.
- Alma, Buchory. dan Saladin. (2010). Manajemen Pemasaran : Ringkasan Praktis, Teori, Aplikasi Dan Tanya Jawab. Bandung : CV.Linda Karya.
- Ambler Tim, et al. (2002). *Relating Brand and Customer Perspective on Marketing Management. Journal of Service Research 5*.
- Ambroz, M. and Praprotnik, M. (2008). Organisational Effectiveness and Customer Satisfaction. Vol. 41, No. 5, pp. 161-173.
- Arikunto, Suharsimi. (2011). *Prosedur Penelitian : Suatu Pendekatan Praktik*. Edisi Revisi VII. Jakarta : Rineka Cipta.
- Bagozzi, R. (1992). The Self-Regulation of Attitudes, Intentions and Behavior. Social Psychology Quarterly, Vol 55, No.2 178-204.
- Basu Swastha, Dharmesta dan Irawan. (2007). Manajemen Pemasaran Modern, Yogyakarta : Liberty.
- Bianchi et al. 2012. Brand loyalty in the Australian wine industry. In European Marketing Association Conference. pp.1-7.
- 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, Vol. 73, No.2.
- Branaghan, R. J., & Hildebrand, E. A. (2011). Brand personality, self- congruity, and preference: A knowledge structures approach. Journal of Consumer Behaviour, 10(5), 304-312
- Caruana, Albert, et al. (2002). The Effects of Service Quality and the Mediating Role of Customer Satisfaction. Europen Journal of Marketing. Vol.36 No.7/8 Hal. 811-828.

- Chin.(2003). "Partial Least Squeres for Reseaers: an Overview and Presentation ofRecent Advances Using the PLS Approach". www.bauer.uh.edu/plsgraph/plstalk.pdf
- Cronin, JR, J. Joseph; Michael K. Brady, G ; and Thomas M. Hult. (2000). Assesing the Effects of Quality, Value, and Customer Sastisfaction on Consumer Behavioral Intentions in Service Enviroments. *Journal of Retailing*, Vol.76, No.20 Hal. 193-218.
- Duncan, T., & Moriarty, S. E. (1998). A Communication-Based Model for Managing Relationship. *Journal of Marketing*.
- Farhat, R. dan Khan, B.M., (2011). Importance of Brand Personality to ConsumerLoyalty: a Conceptual Study. *New Media and Mass Communication*, 1: 1–10.
- Ganesan, S. (1994), "Determinants of Long-Term Orientation in Buyer-Seller Relationships", *Journal of Marketing*, Vol. 58, p.1-19.
- Ghozali, Imam. (2006). Aplikasi Analisis Multivariate Dengan Program SPSS. Semarang : Universitas Diponegoro.
- Ghozali, Imam. (2009). Aplikasi Analisis Multivariate Dengan Program SPSS. Edisi 4. Semarang : Universitas Diponegoro.
- Ghozali, Imam. (2006). Aplikasi Analisis Multivariate Dengan Program IBM SPSS19. Semarang : BP-Universitas Diponegoro.
- Ghozali, Imam, Hengky Latan. 2015. Konsep, Teknik, Aplikasi MenggunakanSmart PLS 3.0 Untuk Penelitian Empiris. BP Undip. Semarang
- Gotlieb, J.B., Grewal, D. Dan Brown. S.W. (1994). Consumer Satisfaction and Perceived Quality : Complementary. *Journal of Applied Psychology*, Vol. 79 No. 6, hal 875.
- Govers, Robert dan Frank Go. (2009). *Place Branding Glocal, Virtual and Physical Identities, Constructed, Imagined, and Experienced*. England : Palgrave Macmillan.
- Ha, H.Y., Janda, S. Park, S.K. (2009). Role of Satisfaction in an integrative model of brand loyalty. Emerald : International Marketing Review. Vol. 26 No.2 Hal 198-200.
- Ha, H.Y. and Perks, H. (2005). Effect of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour*. Vol. 4, No. 6, pp. 438-452.

- Hair et al. (2010). *Multivariate Data Analysis*. 7thEdition. Pearson.
- Hasan, Ali. (2010). *Marketing dari Mulut ke Mulut*, Yogyakarta. Yogyakarta.
- Henseler, J., Ringle, C. M., & Sinkovic s, R. R. (2009). The Use of Partia l Least Square s Pa t h Mod e ling I n I nternational Ma rketing. New Challenges to International Marketing Advances in International Marketing , 20, 277–319.
- Hume, M. and Mort, G.S. (2010). The consequence of appraisal emotion, service quality, perceived value and customer satisfaction on repurchase intent in the performing arts. Emerald: Journal of Services Marketing. Vol. 24, No.2, pp. 170-182.
- Irawan, Handi. (2007). *Smarter Marketing Moves : Membangun Keunggulan Melalui Informasi, Komunikasi dan Produk*. Jakarta: Elex Media Komputindo.
- I Gede Nyoman Mindra Jaya dan I Made Sumertajaya. (2008). “Pemodelan Persamaan Struktural dengan Partial Least Square”, Semnas Matematika dan Pendidikan Matematika
- Jogiyanto dan Abdillah., W. 2011. Sistem Tatakelola Teknologi Informasi. Penerbit Andi: Yogyakarta. Hal 418.
- Kanter, R.M. (1968). Commitmen and Social Organization : A study of commitment mechanisms in utopian communities.
- Kertajaya, Hermawan. (2010). *Grow With Character : The Model Marketing*. Jakarta : Gramedia Pustaka.
- Kotler, Amstrong. (2001). Prinsip-prinsip pemasaran, Edisi keduabelas, Jilid 1.Jakarta: Erlangga.
- K.L. Keller. (2009). Manajemen Pemasaran. Edisi kedua belas. jilid 1. PT Index. kelompok Gramedia. Jakarta
- Kotler, Philip. (2006). Manajemen Pemasaran. Jakarta : Salemba Empat.
- Kotler, Philip dan Keller, (2012). Marketing Management, New Jersey.
- Lehman, D.R. (2006). *Brands and Branding : research findings and future priorities, Marketing Science*. Vol.25 No.6.
- Lindstrom B. (2005). Measuring and Improving Quality of life for children. In : Lindstrom B, Spencer N, eds. Social Paediatrics. Oxford : Oxford University Press. Vol.5 hal 70-85.

- Luk, S.T.K., Sharma, P. and Chen, I.S.N. (2012). Shopping motivation as a moderator in the retail service evaluation. Emerald: Journal of Service Marketing. Vol. 27, No.1, pp. 40-48.
- McAlexander J, Schouten J. Koenig H. (2002). Building Brand Community. J mark vol.66 hal. 38-54.
- McAlexander J, Schouten J. Koenig H. (2007). Transcendent customer experience and brand community. Springer : *Academy of Marketing Science*. Vol. 35, hal. 357-368.
- Miller & Layton. (2000). *Fundamentals Marketing*, Edisi 4. Sidney : McGraw-Hill. Dikutip dalam Fandy Tjiptono. (2014). Strategi Pemasaran, Yogyakarta : Andi Offset.
- Morissan. (2015). *Periklanan Komunikasi Pemasaran Terpadu*. Jakarta: Prenamedia Group.
- Mowday, Richard T. et. al., 1982. Employee – Organizational Linkages: The Psychology Of Commitment Absentism And Turnover. Academic Press Inc.,New York.
- Mowen, J., & Minor, M. (2002). *Perilaku Konsumen*. Jakarta: Erlangga.
- Neville et al. 1997. Neural Systems Mediating American Sign Language: Effects of Sensory Experience and Age of Acquisition. Brain and Language Vol. 57, pp. 285-308.
- Nysveen, H., Pedersen, Per E. and Skard, S. 2013. Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. Journal of Brand Management. Vol. 20, pp. 404-423.
- Oliver, R. L. (1997). *Satisfaction : A Behavioral Perspective on the Customer..*
- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan, dan Eksperimen*. Yogyakarta: Budi Utama.
- Sahin A.,Zehir C.,Kitapci H. (2011), “The effects of brand experience, trust, and satisfaction on building brand loyalty; An empirical research on globalbrands”, Journal of marketing, Vol.24, p.1288-1301.
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen*. Yogyakarta: Andi Offset.
- Sarwono, Jonathan. (2018). *Statistik Untuk Riset Skripsi*. Yogyakarta: Andi Offset
- Schiffman dan Kanuk. (2008). *Perilaku Konsumen*. Edisi 7. Jakarta : Indeks.

- Schwarz, N., Clore, G.L. 1981. Mood, Misattribution, and Judgments of Well-Being: Informative and Directive-Effects of Affective States. Midwestern Psychological Association Meetings, Detroit. pp. 1-12.
- Sekaran, Uma. (2006). *Metode Penelitian Bisnis*. Jakarta: Salemba Empat.
- Simamora, B. (2003). *Membongkar Kotak Hitam Konsumen*. Jakarta: Gramedia Pustaka Utama.
- Simamora, H. (2000). *Manajemen Pemasaran Internasional*, Jilid I , Jakarta : Salemba Empat.
- Simamora, H. (2001). *Manajemen Pemasaran Internasional*, Jilid II , Jakarta : Salemba Empat.
- Simamora, H. (2004). *Manajemen Sumberdaya Manusia*, Edisi III , Yogyakarta : STIE YKPN.
- Slaton, Kelcie. et al. (2020). The small, inventory free retail format : The impact on consumer-based brand equity and purchase behavior. *Journal of Retailing and Consumer Services*, Vol. 57.
- Steve, Diller et al. (2006). How to Succesfull Businesses Deliver Meaningful Customer Experience. USA : Electronic (Kindle).
- Subhash C. Jain (2007), *Essentials of Global Marketing*. South-Western College Publishing, USA.
- Sugiyono. (2013). *Metode Penelitian Kombinasi*. Bandung: Alfabeta.
- Sugiyono. (2016). *Statistik Untuk Penelitian*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Suliyanto. (2018). Metode Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi. Yogyakarta : CV. Andi Offset.
- Sung, Y. and Kim, J. (2010), “Effects of brand personality on brand trust and brand affect”, *Psychology & Marketing*, Vol. 27 No. 7, pp. 639-661.
- Susilowati, N., & Wangi, N. B. (2017). *Kewirausahaan*. Ahlimedia Book.
- Tjiptono, Fandy. (2002). *Manajemen Jasa*. Yogyakarta: Andi Offset.
- Tjiptono, Fandy. (2008). *Pemasaran strategik*. Yogyakarta : Penerbit Bayu Media.

- Tjiptono, Fandy. (2008). *Service Management*. Penerbit Andi, Yogyakarta : Andi Offset.
- Tokan, P. I. (2016). *Manajemen Penelitian Guru*. Jakarta: Grasindo.
- Umar, Husein. (2005). *Riset Pemasaran & Perilaku Konsumen*. Jakarta: Gramedia Pustaka Utama.