

DAFTAR PUSTAKA

- Aaker, David A. 1991. *Managing Brand Equity: Capitalizing on The Value of a Brand Name*. The Free Press, United States of America Aaker (1991 : 61).
- Adriana, Riska Devi. 2017. *A Reexamination of the Determinants of Consumer Satisfaction*. *Journal of Marketing*, Vol. 60 No. 3, pp. 15-32.
- Ainur, Rofiq 2019. *Consumer brand relationships: a research landscape*. *Journal of Brand Management*, Vol. 21 No. 5, pp. 366-371
- Arkana, Mochamad. 2019. *Pengaruh Brand Trust Terhadap Brand Loyalty Pada Konsumen Obat Flu Mixagrip Di Surabaya*. Universitas Pembangunan Veteran, Surabaya. Maryati, 2020
- Ayunda, 2021. *Beyond brand personality: building brand equity*, in Aaker, D. (eds.), *Brand Equity and Advertising*. Lawrence Erlbaum Associates, New Jersey, pp. 113-124.
- Cendana, Bima dkk, 2021. *Pengaruh Kualitas Layanan, Kualitas Produk, Kepuasan Pelanggan Terhadap Kesetiaan Merek Starbuck di Surabaya*. *Jurnal Gema Aktualita*, Vol. 2 No. 1, Juni 2013.
- Chaudhry, Sasmita H. dkk. 2018. *Are brands forever? How knowledge and relationships affect current and future purchases*. *Journal of Product and Brand Management*, Vol. 15 No. 2, pp. 98-105.
- Davidson et.al, 2007. "Brand Love". *Journal Of Marketing*, 76(3), 1-16.
- Durianto dkk, 2017. *What Factors Influence Online Brand Trust: Evidence From Online Tickets Buyers In Malaysia. Electronic Version*. Pp: 78-89 Vol 5, issue 3.
- Fajar M.K. 2010. *Pengaruh Persepsi Cinta Merek Terhadap Citra Merek, Keterlibatan Merek, Dan Sikap Terhadap Merek Pada Produk Iphone Di Kota Banda Aceh* *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen* Vol. 3, No. 4 November 2018, E-ISSN: 2598-635X hlm: 38-49
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro
- Herek dan Glunt. 1995. "Some Antecedent And Outcomes Of Brand Love", *Springer Science Business Media. Market Lett* 17 PP: 79–89.
- Katigari. K.L, dkk 2017. *Brands and branding: research findings and future priorities*. *Marketing Science*, Vol. 25 No. 6, pp. 740-757

- Kotler, Philip. 2009. *Manajemen Pemasaran Jilid I (edisi Bahasa Indonesia)*. PT Indeks, Jakarta
- Morissan, J. 2017. *The Public Diplomacy Reader*. Washington: The Institute of World Politics Press
- Muniz & O'Guinn. 1995. *Manajemen Ekuitas Merek*, Cetakan pertama, Mitra Utama. Prentice Hall, Jakarta
- Nurhadi, Ahmad dkk, 2021. *Brand Trust Dalam Konteks Loyalitas Merek: Peran karakteristik Merek, Karakteristik Perusahaan Dan Karakteristik Hubungan Pelanggan-Merek: Brand Reputation*. Jurnal Manajemen, Vol. 6, No.1.
- Oliver, S.P.K.1997:392. *A Reexamination of the Determinants of Consumer Satisfaction*. Journal of Marketing, Vol. 60 No. 3, pp. 15-32.
- Pujotomo, Putri Anggita.2015. *The effects of knowledge, motivation, and type of message on ad processing and product judgements*. Journal of Consumer Research, Vol. 17 No. 1, pp. 66-73.
- Ramli. Muhammad. 2017. *Metodologi Penelitian Bisnis: Dengan Aplikasi SPSS*. Bogor: Mitra Wacana Media.
- Retno Purbaningtyas. 2019. *Merek dan Psikologi Konsumen Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.
- Rofiq, Anggara Dika, dkk 2017. *Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana.
- Sasmita, Henggarwati .2015. *Customer's Trust in a Brand and the Link to Loyalty*. Journal of Market Focussed Management.
- Schouten & Mc Alexander.1995. *Consumer-Brand Relationships In Sport: Brand Personality And Identifcation*. International Journal of Retail & Distribution Management 21(3):241-249
- Sudaryana, B. (2022). *Metode Penelitian*. Sleman: Deepublish.
- Sujarweni, V. Wiratna. 2018. *Metodologi Penelitian Bisnis Dan Ekonomi*, 33. Yogyakarta: Pustaka Baru Press.
- Syarifa, Siti Indah 2020. *Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur*. Journal of Sociological Research ISSN 1948-5468 2014, Vol. 5, No. 1.
- Thomas O. Guinn. 2001. "Building brand loyalty through managing brand community commitment", Management Decision, Vol. 49 No. 7, pp. 11941213

- Tjiptono, Fandi. 2002. *Strategi Pemasaran*. Edisi kedua, Andi: Yogyakarta. Kotler (2002 : 140)
- Widjaja, Ahmad .2017. *Dasar-Dasar Pemasaran*. Fakultas Ekonomi, Universitas Muria Kudus
- Yefri, Yudianto 2019. *Consumers and their brands: developing relationship theory in consumer research*. Journal of Consumer Research, Vol 24, No 4, pp. 343-373.