

REFERENCES

- Aaker, D.A., (1991), "Managing Brand Equity: Capitalizing on the Value of a Brand Name", New York: The Free Press.
- Abdelsalam Adam Hamid et al .2015. Interaction effect of perceived service quality and brand image on customer satisfaction. Asian Journal of Management Sciences, 03(10), 2015, 1-8.
- Alemayehu, R. (2017) Practice of Customer Relationship Management and Its Effect on Customer Loyalty: The Case of Dashen Bank SC
- Ali, F., Kim, W.G., Li, J., & Jeon, H.M. (2016). Make it delightful: Customer's experiences, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing & Management*.
- Aspizain, C. 2016. The effects of service quality and corporate rebranding on brand image, customer satisfaction, brand equity and customer loyalty: study in advertising company tvone. DOI <https://doi.org/10.18551/rjoas.2016-12.26>
- Azizah, Hilyatul. (2012). Pengaruh Kualitas Layanan, Citra dan Kepuasan Terhadap Loyalitas Pada BRI Cabang Semarang Pandanaran. *Management Analysis Journal* Vol. 1, No.2. ISSN 2252ⁱ-6552.
- Barnes, J. G. 2001. Secrets of Customer Relationship Management: It's All About How You Make Them Feel. McGraw-Hill Companies.
- Chao, R.F., Wu, T.C., & Yen, W.T. (2015). The Influence of Service Quality, Brand Image, and Customer Loyalty for Private Karaoke Rooms in Taiwan. *The Journal of Global Business Management*, Vol 11, Number 1.
- Chaudhuri, Arjun & Holbrook, Morris. (2001). The Chain of Effects From Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of marketing*. 65. 81-93. 10.1509/jmkg.65.2.81.18255.
- Chen, C., and Tseng, W., (2010), "Exploring Customer based Airline Brand Equity: Evidence from Taiwan", National Science Council (NSC), Taiwan, pp.24-34.

Chitty, B., Ward, S., & Chua, C. (2007). An application of the ECSI model as a predictor of satisfaction and loyalty for backpacker hostels. *Marketing Intelligence & Planning*, 25(6), 563-580.

Colognesi, Andrea Ferdian dan Alit Suryani.(2015). Peran Mediasi Kepuasan Konsumen dalam Pengaruh Kredibilitas Terhadap Loyalitas Konsumen IM3. *E-Jurnal Manajemen Unud* Vol 4 No. 8.

Costabile, M., Raimondo, M.A. & Miceli, G. 2002. A Dynamic Model of Customer Loyalty. Proceedings of the 31st Annual Conference of the European Marketing Academy, 28-31 May, Braga.

Delgado-Ballester, E. & Munuera-Alemán, J.L. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing* 35(11/2): 1238-1258.

Delgado-Ballester, E., Munuera-Aleman, J.L. & Yague-Guillen, M. J. (2003). Development and validation of a brand trust scale. *International Journal of Market Research* 45(1): 35-54.

Dick, A. S., and Basu, K. 1994. Customer Loyalty: Toward An Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*. 22(2): 99–113.

Eakuru, N., and Mat, N. 2008. The Application of Structural Equation Modeling (SEM) in Determining the Antecedents of Customer Loyalty in Banks in South Thailand. *The Business Review*, Cambridge. 10(2): 129–139.

Ferrinadewi, Erna. 2008. *Merek & Psikologi Konsumen*. Yogyakarta: Graha Ilmu

Gary B, S., Thomas J, C., & Misty E, V. (2007). *Discovering Computers : Fundamentals*, 3th ed. (Terjemahan). Jakarta: Salemba Infotek.

Ghozali, I. (2001). *Aplikasi SPSS*. Semarang: BP Universitas Diponegoro.

Ghozali, I., & Com, M. Com, Akt. (2001). *Aplikasi Analisis Multivariate dengan Program SPSS*.

Ghozali, I. (2006). Aplikasi Analisi Multivariate Dengan Program SPSS, 4th Edition. Semarang: Badan Penerbit Universitas Diponegoro.

Hafeez, S., & Muhammad, B. 2012. The Impact of Service Quality, Customer Satisfaction and Loyalty Programs on Customer's Loyalty: Evidence from Banking Sector of Pakistan. International Journal of Business and Social Science Vol. 3 No. 16

Han, S.H., Nguyen, B., & Lee, T.J. (2015). Consumer-based chain restaurant brand equity, brand reputation, and brand trust. *International Journal of Hospitality Management..* (50)84-93.

Hair, J. F., Anderson, R. E., Tatham, R. L., & William, C. Black.(2010). Multivariate Data Analysis: Pearson. New Jersey.

Hawkins, D. I., Best, R. J., and Coney, K. A. (1998). Consumer Behavior: Building Market Strategy. USA: McGraw-Hill.

Hess, Jeffrey S. (1995), Construction and Assessment of a Scale to Measure Consumer Trust, in Barbara B. Stern and George M. Zinkhan (eds.), Enhancing Knowledge Development in Marketing, AMA Educators' Proceedings, Chicago: American Marketing Association, 20–26.

Hung, C. H. 2008. The Effect of Brand Image on Public Relations Perceptions and Customer Loyalty. International Journal of Management; Jun 2008; 25, 2; ABI/INFORM Global pg. 237.

Imania, L and Widayanto. 2018. Pengaruh Experiential Marketing Dan Kepercayaan Merek (Brand Trust) Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian (Studi Kasus pada Konsumen Larissa Aesthetic Center cabang Panjaitan, Semarang). Vol 7, Nomor 3.

Indotesis.com.(2017). Pengertian, Pembentukan dan Faktor Yang Mempengaruhi Loyalitas. Accesed on 31 Oktober 2019. From <https://medium.com/@indotesis/pengertian-pembentukan-dan-faktor-yang-mempengaruhi-loyalitas-cdc9c0dfc66c>

Ismail, M.B.M. (2016). An analytical study on relationship between brand image and customer satisfaction. *ISBR Management Journal*, Vol 1, Issue 2.

- Ivan K. W. Lai. 2014. The Roles of Value, Satisfaction, and Commitment in the Effect of Service Quality on Customer Loyalty in Hong Kong–Style Tea Restaurants. *Cornell Hospitality Quarterly* 2015, Vol. 56(1) 118–138
- Jogiyanto, H., & Abdillah, W. (2009). Konsep dan aplikasi PLS (Partial Least Square) untuk penelitian empiris. *BPFE Fakultas Ekonomika dan Bisnis UGM*. Yogyakarta.
- Keller, K.L., (1998), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, New Jersey: Prentice Hall.
- Kotler, P. and Armstrong, G. (1996), Principles of Marketing, Upper Saddle River, N.J.: Prentice Hall.
- Krishnamurthy, S. 2001. A comprehensive analysis of permission marketing. *Journal of Computer-Mediated Communication*, 6(2). DOI: 10.1111/j.1083-6101.2001.tb00119.x
- Lahap, J., Ramli, N.S., Said, N.M., Radzi, S.M., & Zain, R.Z. (2016). A study on brand image toward customer satisfaction in the Malaysian hotel industry. *Procedia Social and Behavioural Sciences*, 224, 149-157.
- Lau, G. T. and Lee, S. H. 1999. “Consumers’ Trust in a Brand and the Link to Brand Loyalty,” *Journal of Market Focused Management*, 4:341-370
- Lien, C.H., Wen, M.J., Huang, L.C., & Wu, K.L. (2015). online hotel booking : The effects of brand image , price, trust and value purchase intentions. *Asia Pacific Management Review*.
- Low, G.S. & Lamb Jr, C.W. 2000. The measurement and dimensionality of brand associations. *Journal of Product & Brand Management* 9(6): 350-370.
- Malik, M, E., Ghafoor, M, M., & Iqbal, H, K. 2012. Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector. *International Journal of Business and Social Science* Vol. 3 No. 23.
- Mendoza, L. E., Marius, A., Pérez, M., and Grimán, A. C. 2007. Critical Success Factors for a Customer Relationship Management Strategy. *Information and Software Technology*. 49(8): 913–945.

Morgan M.Robert & Hunt D. Shelby, (1994), "The Commitment-Trust Theory of Relationships Marketing", Journal of Marketing, Vol.58 (July 1994), 20-38

Ningsih, S. M., & Segoro, W. 2014. The influence of customer satisfaction, switching cost and trusts in a brand on customer loyalty - the survey on student as im3 users in Depok, Indonesia. Procedia - Social and Behavioral Sciences 143 (2014) 1015 – 1019

Oliver, R.L. (1997). Loyalty and profit: long-term effects of satisfaction. Satisfaction: A Behavioural Perspective on the Consumer, McGraw-Hill Companies, Inc., New York, NY.

Putri, A.P., Arifin, Z., Wilopo .2016. PENGARUH CITRA MERK, KEPERCAYAAN MERK, DAN SWITCHING BARRIER TERHADAP KEPUASAN PELANGGAN DAN DAMPAKNYA PADA LOYALITAS PELANGGAN (Survei Pada Mahasiswa S1 Jurusan Ilmu Administrasi Bisnis Fakultas Ilmu Administrasi Universitas Brawijaya Tahun 2014/2015 Pengguna Smartphone Samsung). Jurnal Administrasi Bisnis (JAB)|Vol. 32 No. 1 Maret 2016.

Ratnasingham, P. 1998. Trust in web-based electronic commerce security. Information Management & Computer Security, 6(4): 162-166. DOI: 10.1108/09685229810227667

Reichheld, B. Y. F. E., and Detrick, C. 2003. Want to Know How to Keep Expenses Low? Think loyalty. American Banker. 168(181): 6.

Reinartz, W. J., Haenlein, M., & Henseler, J. (2009). An empirical comparison of the efficacy of covariance-based and variance-based SEM. International Journal of Research in Marketing, 26(4), 332–344

Rio A. B., Vazquez R. and Iglesias, V. (2001), "The effects of brand associations on consumer response", Journal of Consumer Marketing, Vol. 18 No. 5, pp. 410-425.

Syahputra, R., & Dewi, C. K. (2016). The impact of brand trust on brand loyalty mediated by customer satisfaction : case of Tokobagus.com (now OLX.co.id). *Journal of Administrative and Business Studies*. 1(1):8-13.

Sekaran, U. (2003). Research methods for business . Hoboken: NJ: John Wiley & Sons.

Sekaran, U. (2006). Metodologi penelitian untuk bisnis: Edisi.

- Selnes, F. (1993). An examination of the effect of product performance on brand reputation, satisfaction and loyalty. *Journal of Product & Brand Management*, 2(4), 45-60.
- Soegoto, Agus Supandi. 2013. Persepsi Nilai dan Kepercayaan Terhadap Kepuasan dan Dampaknya Terhadap Loyalitas Konsumen. *Jurnal EMBA* 1 (3) : 1271-1283
- Sung, Y., Kim, J. and Jung, J. (2010), "The Predictive Roles of Brand Personality on Brand Trust and Brand Affect: A Study of Korean Consumers", *Journal of International Consumer Marketing*, 22:5-17, pp.5-17
- Tkdn Kemenperin. (2019). Sertifikat TKDN. Accesed on 7 January 2020. From <http://tkdn.kemenperin.go.id/>
- Tu, Y., Wang, C., and Chang, H. 2012. Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. *Journal of Social and Development Sciences* Vol. 3, No. 1, pp. 24-32, Jan (ISSN 2221-1152) Institute of Technology, Taiwan.
- Uncles, M. D., Dowling, G. R., and Hammond, K. 2003. Customer Loyalty and Customer Loyalty Programs. *Journal of Consumer Marketing*. 20(4): 294–316.
- Urbach, N., & Ahlemann, F. (2010). Structural equation modeling in information systems research using partial least squares. *Journal of Information technology theory and application*, 11(2), 5-40.
- Vanessa Gaffar.(2007). Manajemen Bisnis. Bandung : Alfabeta
- Wikipedia.(2019). Sistem Operasi Telepon Genggam. Accesed on 31 Oktober 2019. https://id.wikipedia.org/wiki/Sistem_operasi_telepon_genggam
- Wilson, S. 1998. Some limitations of web of trust models. *Information Management & Computer Security*, 6(5): 218- 220. DOI: 10.1108/09685229810240130
- Yang, K.F., Chiang, Y.C, & Lin, Y.S. (2018). A study on service quality, customer satisfaction, and customer loyalty - The case of PChome. Association for Computing Machinery. ACM ISBN 978-1-4503-6528-4/18/08.
- Yusuf, O.(2019). Mengamati Pergeseran Pasar Smartphone Indonesia di 2019. Accesed on 31 Oktober 2019. From

[https://tekno.kompas.com/read/2019/09/02/14010097/mengamati-pergeseran-pas](https://tekno.kompas.com/read/2019/09/02/14010097/mengamati-pergeseran-pasar-smartphone-indonesia-di-2019?page=all) ar-smartphone-indonesia-di-2019?page=all

Zineldin, M. 2006. The Royalty of Loyalty: CRM, Quality and Retention. Journal of Consumer Marketing. 23(7): 430–437.

