

## DAFTAR PUSTAKA

- Aaker, D. A. (1991). Managing brand equity. New York: The Free Press.
- Aaker, D. (1996). Measuring brand equity across products and markets. *California Management Review*, 38, 102-120.
- Aker,J.W. and Mbiti, I.M. (2010). Mobile Phones and Economic Development in Africa. *Journal of Economic Perspectives*, Vol. 24, No. 3.
- Abdillah, F. (2017). The Correlation Analysis Between Brand Equity and The Customer Decision Buying an Automotive Product. *Jurnal of Binaniaga*, Vol.02,No.01.
- Aditi, B. (2019). Innovation Product and Halal Labelization in Buying Repurchase. *Jurnal of business*, Vol. 12 ,No. 1.
- Ajzen, I. (2006). Behavioral Interventions Based on the Theory of Planned Behavior. *Research Policy*, 2011, pp. 1–6. doi: 10.1016/j.respol.2007.07.006.
- Alba, J.W. and Hutchinson, J.W. (1987). Dimensions of consumer expertise. *Jurnal of Consumer Research*, Vol.13, March, pp. 55-9
- Ariesta, Y. and . S. (2019). The Analysis of Brand Equity and Promotion to the Buying Decision Process of Suzuki Motorcycle. *International Journal of Scientific and Research Publications (IJSRP)*, 9(1), p. p8504. doi: 10.29322/ijsrp.9.01.2019.p8504.
- Atilgan, E., Aksoy, S. and Akinci, S. (2005). Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning*, 23(3), pp. 237–248. doi: 10.1108/02634500510597283.
- Bayu, R. (2019). Analysis of the effect of brand image product quality and after sales service on repurchase decision of samsung smartphones. doi 10.18551/rjoas.2019-08.03
- Bornmakr, H., Göransson, Å., & Svensson, C. (2005). A study to indicate the Importance of brand awareness in brand choice – a cultural perspective. (Unpublished degree's thesis). Kristianstad University, Kristianstad, Sweden
- Chadwick, P. H. and McGowan, I. R. (1972). Determination of plutonium and uranium in mixed oxide fuels by sequential redox titration. *Talanta*, 19(11), pp. 1335–1348. doi: 10.1016/0039-9140(72)80130-9.

- Cobb-Walgren, C. J., Ruble, C. A. and Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24(3), pp. 25–40. doi: 10.1080/00913367.1995.10673481.
- Ghozali, I. (2011). Aplikasi analisis Multivariate Dengan Program IBM SPSS 19. Semarang. Universitas Ponorogo.
- Gunawardane, R. N. (2015). Impact of Brand Equity towards Purchasing Desition. *Journal of Marketing Management*, Vol. 3, No. 1, pp. 100-117.
- Emari, H., Jafari, A., and Mogaddam, M. (2012). The mediatory impact of brand loyalty and brand image on brand equity. *Journal of Business Management*, Vol. 6(17), pp. 5692-5701
- Gil, R. B., Andrés, E. F. and Salinas, E. M. (2007). Family as a source of consumer-based brand equity. *Journal of Product and Brand Management*, 16(3), pp. 188–199. doi: 10.1108/10610420710751564.
- Hair, J., Black, W.C., Babin, B.J., & Anderson, R. E (2010). *Multivarite Date Analysis*. Sevent edition, New York : Hall International Inc.
- Hanaysha, J.R. (2017). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), pp. 7–23. doi: 10.1108/prr-08-2017-0034.
- Hossien Emari (2012). The mediatory impact of brand loyalty and brand image on brand equity. *African Journal of Business Management*, 6(17), pp. 5692–5701. doi: 10.5897/ajbm11.788.
- Jalilvand, M.R., Samiei, N. & Mahdavinia, S.H. (2011). The Effect of Brand Equity Components on Purchase Intention. *Journal of Business Management*, Vol.2, No.2, PP. 149-158
- Jamil, B., & Wong, C. H. (2010). Factors influencing repurchase intention of smartphones. *Journal of Marketing Research*, 4(12),pp. 289-294
- Keller, K.L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, Vol. 57, No. 1
- Keller, K.L., Heckler, S.E. and Houston, M.J. (1998), ``The effects of brand name suggestiveness on advertising recall'', *Journal of Marketing*, Vol. 62, January, pp. 48-57.
- Kotler, P. (2002). MarketingManagement,Millenium Edition. *A Framework for Marketing Management*, New Jersey 07458.
- Kotler, P., Rackham, N., and Krishnaswamy, S. (2006). Ending the War between Sales and Marketing, Harvard Business Review. 84(7-8),68.

- Kotler, P., & Lee, N. (2009). Up and Out of Poverty The Social Marketing Solution. Printed in the United States of America.
- Kotler, P dan Kevin, L,K (2016). *Marketing Management*. Global Edition. America: Person Education, Inc.
- Lassar, W., Mittal, B. and Sharma, A. (1995). Measuring Customer-Based Brand Equity. *Journal of Consumer Marketing*, Measuring(1995). doi: <http://dx.doi.org/10.1108/07363769510095270>.
- Leighton, J. and Bird, G. (2014). The Effect of Branding on Consumer Choice. *Mountain View Learning*, 53(4), pp. 1–28. doi: 10.4324/9781315795140.
- Low, G.S. and Lab Jr, C.W. (2000). The measurement and dimensionality of brand associations. *Journal of Product & Brand Management*, VOL. 9 NO. 6, pp. 350-368
- Munthiu, M.-C. (2009). The buying decision process and types of buying decision behaviour. *Sibiu Alma Mater University Journals*, 2(4), pp. 27–33.
- Nisal Rochana Gunawardane (2015). Impact of Brand Equity towards Purchasing Desition. *Journal of Marketing Management*, Vol. 3, No. 1, pp. 100-117.
- Oliver, & Richard, L. (1999). Whence Consumer Loyalty. *Jurnal of Marketing*, Vol. 63, pp. 33-34.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: Improving the measurement-empirical evidence. *Journal of Product and Brand Management*, 14(3), 143-154.
- Ratna, A. R., Suharyono and Sriandi, K. (2017). Pengaruh Word of Mouth (WOM) pada Ekuitas Merek dan Dampak untuk Keputusan Pembelian. 5(65), pp. 148–154.
- Rio, A., Vazquez, R. and Iglesias, V. (2001). The Role The Role of the Brand Name in Obtaining Differential Advantages. *Journal of product & Brand Management*, 10(7), 452-465.
- Sagita, F. E. (2013). Pengaruh citra merek dan harga terhadap keputusan pembelian ulang produk KFC.
- Said, H. 2014. Mobile phone brand loyalty and repurchase intention. *European Journal of Business and Management*, 6(26), pp. 69-72.
- Saryadi, Azari. M. and Farida. N. (2014). Pengaruh Store Image, Store Atmosphere, Brand Association, dan Brand Awarness terhadap Keputusan Pembelian Ulang. 1-10. <http://ejournal-s1.undip.ac.id/index.php/>.

- Sasmita, J. and Mohd Suki, N. (2014). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, 43(3), pp. 276–292. doi: 10.1108/IJRD-02-2014-0024.
- Schiffman, L.G. & Kanuk, L.L. (2000). Comportamento Do Consumidor.
- Seo, E.J. & Park, J.W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, pp. 421- 791.
- Severi, E. and Ling, K. C. (2013). The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. *Asian Social Science*, 9(3), pp. 125–137. doi: 10.5539/ass.v9n3p125.
- Shocker, A. D. and Aaker, D. A. (1993). Managing Brand Equity. *Journal of Marketing Research*, 30(2), p. 256. doi: 10.2307/3172832.
- Siali, F. et al. (2016). Relationship Between Brand Equity & Comsumer Purchase Decision : A Case Of An International Brand of Footwear. *International Journal of Service Management and Sustainability*, 1(1), pp. 58–75.
- Sultana Sumi, R. and Kabir, G. (2010). Analytical Hierarchy Process for Higher Effectiveness of Buyer Decision Process. 10(2), p. 11. Available at: [https://globaljournals.org/GJMBR\\_Volume10/gjmbr\\_vol10\\_issue2\\_1.pdf](https://globaljournals.org/GJMBR_Volume10/gjmbr_vol10_issue2_1.pdf).
- Sugiyono. (2018). Statistik Untuk Pelatihan. Bandung: Alfabeta
- Yoo, B. and Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), pp. 1–14. doi: 10.1016/S0148-2963(99)00098-3.
- Yoo, B., Donthu, N. and Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), pp. 195–211. doi: 10.1177/0092070300282002.
- Zeithaml, V. (1988). Consumer perception of price, quality and the value: A mean-end and synthesis of evidence, *Journal of Marketing*, 52(2), 2-22. <http://dx.doi.org/10.2307/1251446>