

DAFTAR PUSTAKA

- Abbas, A., Khan, I. A., Yahya, M., Akram, M. W., Sanwal, M. A. K., & Ullah, H. (2021). *Impact of Advertising on Citra Merek: Evidence from Southern Punjab Pakistan. Journal of International Business and Management Studies, 2(1)*, 33–43.
- Ambler, T., Bhattacharya, C. B., Edell, J., Keller, K. L., Lemon, K. N., & Mittal, V. (2002). *Relating brand and customer perspectives on marketing management. Journal of Service Research, 5(1)*, 13–25.
- Arduyan, E., Kurnianingsih, H., Rahmawan, G., Wibisono, U., & Winata, W. (2016). Enhancing Pengalaman Merek along with emotional attachment towards trust and Loyalitas Merek. *Jurnal Manajemen dan Kewirausahaan, 18(1)*, 33-44.
- Bae, B. R., & Kim, S. E. (2023). Effect of Pengalaman Merek on Loyalitas Merek mediated by brand love: the moderated mediation role of brand trust. *Asia Pacific Journal of Marketing and Logistics, 35(10)*, 2412-2430.
- Bagozzi, R.P. (1986), *Principles of Marketing Management*. Science Research Associates, Chicago.
- Baker, J., Grewal, D., & Parasuraman, A. (1994). The influence of store environment on quality inferences and store image. *Journal of the Academy of Marketing Science, 22(4)*, 328-339.
- Beig, F. A., & Nika, F. A. (2019). Pengalaman Merek and brand equity. *Vision, 23(4)*, 410-417.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Pengalaman Merek: what is it? How is it measured? Does it affect loyalty?. *Journal of marketing, 73(3)*, 52-68.
- Bridson, K., Evans, J., & Hickman, M. (2008). Assessing the relationship between loyalty program attributes, store satisfaction and store loyalty. *Journal of Retailing and consumer Services, 15(5)*, 364-374.
- Brown, S., & Stern, B. B. (2000). *Routledge Interpretive Marketing Research Series*. Routledge, UK.
- Choi, G. Y., Ok, C. M., & Hyun, S. S. (2017). Relationships between Pengalaman Merek, personality traits, prestige, relationship quality, and loyalty: an empirical analysis of coffeehouse brands. *International Journal of Contemporary Hospitality Management, 29(4)*, 1185-1202.
- Chung, M. R., & Welty-Peachey, J. (2020). *Increasing Sport Engagement through Virtual Simulators: The Influence of Virtual Golf on Self-Efficacy and Motivation. International Journal of Sport Management, 21(3)*, 193-216.

- Cohen, D. A., Gan, C., Hwa, A., & Chong, E. Y. (2006). Kepuasan Pelanggan: a study of bank customer retention in New Zealand, *1(1)*, 1-22.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, Citra Merek, Kepuasan Pelanggan, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, *8(3)*, 585-593.
- Dewi, N. L. G. D. N., & Jatra, M. (2013). Pengaruh atribut produk terhadap keputusan pembelian handphone di kota Denpasar. *Jurnal Manajemen Universitas Udayana*, *2(2)*, 248-261.
- Djatiniko, T., & Pradana, R. (2016). Citra Merek and product price; its impact for samsung smartphone purchasing decision. *Procedia-Social and Behavioral Sciences*, *219(1)*, 221-227.
- Donovan, R., & Rossiter, J. (1982). Store atmosphere: an environmental psychology approach. *Journal of Retailing*, *58(1)*, 34-57.
- Eroglu, S.A., Machleit, K.A., & Davis, L.M. (2001). Atmospheric qualities of online retailing: a conceptual model and implications. *Journal of Business Research*, *54(2)*, 177-184.
- Eslami, S. (2020). The effect of Pengalaman Merek on brand equity and Loyalitas Merek through the mediating role of brand awareness, Citra Merek and perceived quality. *Archives of Pharmacy Practice*, *11(1)*, 98-104.
- Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and Citra Merek in Iran. *Journal of Advances in Management Research*, *15(2)*, 161-183.
- Ferdinand, A. (2014). Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan disertasi ilmu manajemen.
- Frintika, M. T., & Rachmawati, I. (2023). The influence of e-wom, Citra Merek, product features, and product price on purchase intention for the samsung galaxy s23 smartphone in Indonesia. *Manajemen dan Kewirausahaan*, *4(2)*, 117-130.
- Gallarza, M. G., Gil-Saura, I., & Holbrook, M. B. (2011). The value of value: Further excursions on the meaning and role of customer value. *Journal of consumer behaviour*, *10(4)*, 179-191.
- Ghozali, I. (2014). Aplikasi analisis multivariete dengan program IBM SPSS 23.
- Girsang, N. M., Rini, E. S., & Gultom, P. (2020). The effect of Citra Merek and product quality on re-purchase intention with Kepuasan Pelanggan as intervening variables in consumers of skincare oriflame users—a study on students of North Sumatra University, faculty of economics and business. *European Journal of Management and Marketing Studies*, *5(1)*, 40-57.
- Glăvan, B., Popescu, A., Botea, L., Costache, S., & Negricea, C. Romanian economic and business review. *10(2)*.

- Gultom, D. K., & Hasibuan, L. P. (2021). Pengaruh Pengalaman Merek terhadap Loyalitas Merek melalui brand satisfaction sebagai variabel intervening pada pengguna handphone. *In Seminar Nasional Teknologi Edukasi Sosial dan Humaniora*, 1(1), 214-225.
- Gürbüz, B., Akoğlu, H. E., Öncü, E., & Özbek, O. (2021). *Adaptation of the challenge and threat in sport scale into Turkish: A validity and reliability testing study. Sportif Bakış: Spor ve Eğitim Bilimleri Dergisi*, 8(3), 417-430.
- Han, H., Nguyen, H. N., Song, H., Lee, S., & Chua, B. L. (2019). Impact of functional/cognitive and emotional advertisements on image and repurchase intention. *Journal of Hospitality Marketing & Management*, 28(4), 446-471.
- Hsieh, M. H., Pan, S. L., & Setiono, R. (2004). Product-, corporate-, and country-image dimensions and purchase behavior: a multicountry analysis. *Journal of the Academy of Marketing Science*, 32(3), 251-270.
- Husain, R., Paul, J., & Koles, B. (2022). The role of Pengalaman Merek, brand resonance and brand trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66(1), 102895.
- Ichsan, M., Maria Magdalena, M., & Hasiholan, L. B. (2015). Effect of price, features and advertising on the decision to purchase mobile samsung android (study case against samsung android user handdphone in Regional District of Genuk). *Journal of Management*, 1(1), 1-15.
- Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: an application of stimulus-organism-response paradigm. *Journal of Telematics and Informatics*, 34(4), 96-109.
- Japutra, A., & Molinillo, S. (2019). Responsible and active brand personality: On the relationships with Pengalaman Merek and key relationship constructs. *Journal of Business Research*, 99(1), 464-471.
- Jing, Z., Pitsaphol, C., & Shabbir, R. (2014). The relationship of brand equity dimensions: A case study of Samsung brand in Thailand. *European Journal of Business and Management*, 6(16), 182-189.
- Kang, J., Manthiou, A., Sumarjan, N., & Tang, L.R. (2017). An investigation of Pengalaman Merek on brand attachment, knowledge, and trust in the lodging industry. *Journal of Hospitality Marketing and Management*, 26(1), 1-22.
- Khan, I., & Fatma, M. (2019). *Connecting the dots between CSR and Loyalitas Merek: the mediating role of Pengalaman Merek and brand trust. International Journal of Business Excellence*, 17(4), 439-455.

- Khowjoy, K., Petmee, P., Phakamach, V., Sriplang, N., Kaewsrem, S., & Chayomchai, A. (2023). *Factors influencing Loyalitas Merek: The mediating effect of brand satisfaction and trust. Polish Journal of Management Studies, 27(2)*. Khowjoy, K., Petmee, P., Phakamach, V., Sriplang, N., Kaewsrem, S., & Chayomchai, A. (2023). Factors influencing Loyalitas Merek: The mediating effect of brand satisfaction and trust. *Polish Journal of Management Studies, 27(2)*.
- Kim, H., & Lee, C. W. (2018). The effects of customer perception and participation in sustainable supply chain management: A smartphone industry study. *Sustainability, 10(7)*, 2271.
- Komara, A. T. (2013). Pengaruh e-service quality dan e-recovery service quality terhadap e-satisfaction serta implikasinya pada e-loyalty pelanggan maskapai penerbangan air asia. *Jurnal Ekonomi, Bisnis & Entrepreneurship, 7(2)*, 41354.
- Kotler, P. & Keller, K.L. (2012). *Marketing management. London: Pearson Education Limited*.
- Liu, K. N., Tsai, T. I., Xiao, Q., & Hu, C. (2021). *The impact of experience on Loyalitas Merek: Mediating effect of images of Taiwan hotels. Journal of China Tourism Research, 17(3)*, 395-414.
- Liu, K. N., Hu, C., Lin, M. C., Tsai, T. I., & Xiao, Q. (2020). Brand knowledge and non-financial brand performance in the green restaurants: Mediating effect of brand attitude. *International Journal of Hospitality Management, 89*, 102566.
- Manullang, I. M. (2017). Analisis Pengaruh citra merek dan kepuasan pelanggan terhadap loyalitas pelanggan sim card telkomsel (studi kasus pada mahasiswa fakultas ekonomi Universitas Katolik Santo Thomas Sumatera Utara). *Jurnal Manajemen Dan Bisnis, 17(1)*, 51-73.
- Mardikaningsih, R. (2021). Pencapaian kepuasan pelanggan pada jasa pengiriman barang melalui harga, ekuitas merek, dan kualitas pelayanan. *Jurnal Baruna Horizon, 4(1)*, 64-73.
- Mehrabian, A., & Russell, J.A. (1974), *An Approach to Environmental Psychology*. MIT Press, Cambridge.
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: reconciling scholastic and managerial perspectives. *Journal Business Research, 63(9)*, 919-925.
- Mosavi, S. A., & Ghaedi, M. (2012). Role of Nilai yang Dirasakan in explaining trust and repurchase intention in e-shopping. *African Journal of Business Management, 6(14)*, 4910.
- Nugroho, R. W., Insani, S. F., & Cahyaningrum, B. N. (2020). Pengaruh asosiasi merek, loyalitas merek, kesadaran merek dan citra merek terhadap ekuitas

- merek nike di media sosial pada kalangan konsumen muda. *Journal Of Business, Finance, and Economics (JBFE)*, 1(1), 31-44.
- Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of marketing*, 63(4), 33-44.
- Oliver, R. L., & DeSarbo, W. S. (1988). *Response determinants in satisfaction judgments. Journal of Consumer Research*, 14, 495-508.
- Olney, T.J., Holbrook, M.B., & Batra, R. (1991). Consumer responses to advertising: the effects of ad content, emotions, and attitude toward the ad on viewing time. *Journal of Consumer Research*, 17(4), 440-453.
- Onurlubaş, E., & Altunişik, R. (2019). The mediating role of Citra Merek on the effect of electronic word of mouth marketing on purchasing intention. *The Journal of Academic Social Sciences*, 88(88), 152-174.
- Pandiangan, K., Masiyono, M., & Atmogo, Y. D. (2021). Faktor-faktor yang mempengaruhi brand equity: brand trust, Citra Merek, perceived quality, & Loyalitas Merek. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471-484.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). *Strategic Brand Concept-Image Management. Journal of Marketing*, 50(4), 135-145.
- Pertiwi, A. R., Djawahir, A. H., & Andarwati, A. (2017). Pengaruh Pengalaman Merek terhadap brand satisfaction, brand trust dan Loyalitas Merek (studi pada konsumen make-up brand impor di surabaya). *Jurnal Manajemen dan Kewirausahaan*, 5(2), 20-35.
- Pratiwi, D. M. (2015). The influence of Citra Merek, brand trust and Kepuasan Pelanggan on Loyalitas Merek (case of samsung smartphone). *Jurnal Berkala Ilmiah Efisiensi*, 15(5), 377-385.
- Raduzzi, A., & Massey, J. E. (2019). Customers satisfaction and Loyalitas Merek at McDonalds Maroc. *African Journal of Marketing Management*, 11(3), 21-34.
- Rahman, M. A., & Haque, M. S. (2021). Customer-Nilai yang Dirasakan on Samsung and Apple smartphone: A comparative study on Japanese and Bangladesh university students. *Journal of International Business and Management*, 4(7), 1-20.
- Ratnawati, A., & Lestari, A. A. (2018). Peran brand trust dalam memediasi Pengalaman Merek, brand personality dan brand community terhadap Loyalitas Merek. *Jurnal Ekonomi Dan Bisnis*, 19(2), 185-202.
- Samadou, S. E., & Kim, G. B. (2018). Influence of perceived quality, price, risk, and Citra Merek on Nilai yang Dirasakan for smartphone's consumers in a developing country. *East Asian Journal of Business Economics (EAJBE)*, 6(3), 37-47.
- Santhosh Kumar, S., & Menon, R. P. (2017). Loyalitas Merek of customers in smartphone brands. *Indian Journal of Marketing*, 47(3), 8-15.

- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing Loyalitas Merek and perceived quality. *Journal of Retailing and Consumer Services*, 47(1), 57-65.
- Sondoh Jr, S. L., Omar, M. W., Wahid, N. A., Ismail, I., & Harun, A. (2007). *The effect of Citra Merek on overall satisfaction and loyalty intention in the context of color cosmetic*. *Asian Academy of Management*, 12(1), 83–107
- Soyeon, P. A. R. K., & Hyeyoon, P. A. R. K. (2019). The effect of emotional image on customer attitude. *The Journal of Asian Finance, Economics and Business*, 6(3), 259-268.
- Sugiyono. (2017). Metode Penelitian Kuantitatif Kualitatif dan R&D
- Tamalero, F., & Tumiwa, J. R. (2016). Analyzing the effect of brand personality and Pengalaman Merek on customer loyalty (a study of samsung galaxy smartphone). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 4(5), 236-301.
- Tran, V. D., & Nguyen, N. T. T. (2022). Investigating the relationship between Pengalaman Merek, brand authenticity, brand equity, and Kepuasan Pelanggan: Evidence from Vietnam. *Cogent Business & Management*, 9(1), 2084968.
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Hock, R. L. T., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, Nilai yang Dirasakan and trust in home delivery service personnel on Kepuasan Pelanggan: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63(1), 102721.

