

DAFTAR PUSTAKA

- Abolhasani, M., Oakes, S. and Oakes, H. (2017), "Music in advertising and consumer identity: the search for Heideggerian authenticity", *Marketing Theory*, Vol. 17 No. 4, pp. 473-490.
- Ahn, T., Suh, Y.I., Lee, J.K. and Pedersen, P.M. (2012), "Sport fans and their teams' redesigned logos: an examination of the moderating effect of team identification on attitude and purchase intention of team-logoed merchandise", *Journal of Sport Management*, Vol. 27 No. 1, pp. 11-23.
- APJI. (2017). *Infografis Penetrasi & Perilaku Pengguna Internet Indonesia*. Teknopreuner, 2018(31 August 2018), Hasil Survey.
- Apostolopoulou, A. and Papadimitriou, D. (2018), "Examining the meanings and consumption of sport licensed products through team identification", *Journal of Brand Management*, Vol. 25 No. 6, pp. 536-548
- Ashraf, M., & Hameed, I. (2017). Impact of Rebranding on Consumer Purchase Intention: A Study of Mobile Telecom Sector in Pakistan. *International Journal of Management Sciences and Business Research*, 6(9), 99-108.
- Bolhuis, W., De Jong, M. D., & Van Den Bosch, A. L. (2018). Corporate rebranding: effects of corporate visual identity changes on employees and consumers. *Journal of marketing communications*, 24(1), 3-16.
- Carter, D.E. (2005), *Logos Redesigned: How 200 Companies Successfully Changed Their Image*, Collins Design, New York, NY
- Chang, et.al. 2008. The Antecedents and Consequences of Brand Equity in Service Markets. *Management Review: Asia Pasific*. 13(3).
- Chu, S. C., Chen, H. T., & Gan, C. (2020). Consumers' engagement with corporate social responsibility (CSR) communication in social media: Evidence from China and the United States. *Journal of Business Research*, 110, 260-271.
- CNBC Indonesia (2022). *Industri Kecantikan Tahan Krisis, Laris Manis meski Pandemi*. Diakses pada Februari 2022. <https://www.cnbcindonesia.com/lifestyle/20221104104902-33-385138/industri-kecantikan-tahan-krisis-laris-manis-meski-pandemi>
- Compas (2022). *10 Brand Lokal Terlaris*. Diakses pada Februari 2022. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Daly, A. and Moloney, D., "Managing Corporate Rebranding", *Irish Marketing Review*, Vol. 17 No. 1/2, pp.30-36, 2004.
- Davtyan, D., Cunningham, I., & Tashchian, A. (2021). Effectiveness of brand placements in music videos on viewers' brand memory, brand attitude and behavioral intentions. *European Journal of Marketing*, 55(2), 420-443.

- de Chernatony, Leslie and Francesca Dall’Olmo Riley (1998), “Defining a “brand”: Beyond the literature with experts’ interpretations,” *Journal of Marketing Management*, 14, 417-43.
- Ferdinand, Augusty. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: Badan Penerbit Undip.
- Fishbein, M. and Ajzen, I. (1975), *Belief, Attitude, Intention and Behavior*, Addison-Wesley, Reading, MA.
- Ghozali, I. (2014). Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 22.0. Update Bayesian SEM. In *Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 24. Update Bayesian SEM*. <https://doi.org/10.1016/j.ando.2009.02.007>
- Habibah, U. Dan Sumiati. 2016 “Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Wardah Di Kota Bangkalan Madura” *JEB 17 Jurnal Ekonomi & Bisnis. Jurnal Ekonomi dan Bisnis*.
- Hair, J. F., Black, W. C., Babin, B. J., And Anderson, R. E. (2014). *Multivariate Data Analysis*. Prentice-Hall, Inc (Vol. 1)
- Halim, N. R., & Iskandar, D. A. (2019). Pengaruh Kualitas Produk, Harga dan Strategi Promosi Terhadap Minat Beli. *Jurnal Ilmu Dan Riset ...*, 4(3), 415–424. <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/2605>
- Han, H., Yu, J., Chua, B. L., Lee, S., & Kim, W. (2019). Impact of core-product and service-encounter quality, attitude, image, trust and love on repurchase: Full-service vs low-cost carriers in South Korea. *International Journal of Contemporary Hospitality Management*, 31(4), 1588–1608. <https://doi.org/10.1108/IJCHM-05-2018-0376>
- Henderson, P.W. and Cote, J.A. (1998), “Guidelines for selecting or modifying logos”, *Journal of Marketing*, Vol. 62 No. 2, pp. 14-30
- Hootsuite (We are Social) (2022). *Indonesian Digital Report (2022)*. Diakses pada Februari 2022. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/>
- Huda, S. N., Studi, P., Komunikasi, I., Komunikasi, F., Informatika, D. A. N., & Surakarta, U. M. (2022). *PENGARUH AKTIVITAS PEMASARAN MEDIA SOSIAL INSTAGRAM @ PURIVERBOTANICALS TERHADAP MINAT BELI KONSUMEN*.
- Irwin, R.L., Lachowetz, T., Comwell, T.B. and Clark, J.S. (2003), “Cause-related sport sponsorship: an assessment of spectator beliefs, attitudes, and behavioral intentions”, *Sport Marketing Quarterly*, Vol. 12 No. 3, pp. 131-139.

- Ismayanti, N. M., & Santika, I. W. (2017). Pengaruh Celebrity Endorser, Brand Image, Kualitas Produk Terhadap Niat Beli Sepatu Olahraga Nike di Kota Denpasar. *E-Jurnal Manajemen Unud*, 6(10), 5720–5747.
- J. Voester, B. Ivens, A. Leischnig, Partitioned pricing: review of the literature and directions for further research, *Rev. Manag. Sci.* 11 (4) (2017) 879–931, <https://doi.org/10.1007/s11846-016-0208-x>.
- K. Keller, Conceptualizing, managing customer-based brand equity and measuring, *J. Market.* 57 (1993) 1–22.
- Kapferer, J.N. (2012), *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*, 4th edn, Kogan Page, London.
- Keller, K.L. (2003), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 2nd edn, Prentice Hall, Upper Saddle River, NJ.
- Kheng, L. L., & Mahamad, O. (2016). The Impact of Rebranding on Consumer Attitude and Brand Equity. *Procedia Economics and Finance*, 37, 177-183.
- Kohli, C., Suri, R. and Thakor, M. (2002), “Creating effective logos: insights from theory and practice”, *Business Horizons*, Vol. 45 No. 3, pp. 58-64.
- Kotler, P., & Keller, K. L. (2009). *Marketing management* (13th ed.). In Prentice Hall. (pp. 59–60).
- Kotler, P., And Armstrong, G. (2018) *Principles of Marketing Seventeenth Edition*. Pearson
- Kusrianto, Adi. 2007. *Pengantar Desain Komunikasi Visual*. Yogyakarta : ANDI.
- Lee, E. B., Lee, S. G., & Yang, C. G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management and Data Systems*, 117(6), 1011–1036. <https://doi.org/10.1108/IMDS-06-2016-022>
- Lee, J. E., Goh, M. L., & Noor, M. N. B. M. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*.
- Lee, J.K. and Lee, W.-N. (2009), “Country-of-origin effects on consumer product evaluation and purchase intention: the role of objective versus subjective knowledge”, *Journal of International Consumer Marketing*, Vol. 21 No. 2, pp. 137-151.
- Li, H., Cui, G., & Li, W. (2020). The Effect of Logo Redesign on Consumers’ Brand Attitudes and Purchase Intention: An Empirical Study of Consumer Products in China. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(1), 1-15.

- Liu, G., Abolhasani, M., & Hang, H. (2022). Disentangling effects of subjective and objective characteristics of advertising music. *European Journal of Marketing*, 56(4), 1153–1183. <https://doi.org/10.1108/EJM-01-2021-0017>
- Long, F., Bhuiyan, M. A., Rahman, M. K., & Aziz, N. A. (2022). How CSR influences young Chinese consumers' purchase decisions towards Western brands: the moderating effect of consumer ethnocentrism. *Kybernetes*. <https://doi.org/10.1108/K-04-2022-0484>
- Lu, J., Jia, X., Lev, B., Zhang, C., Gao, Y., Zhao, M., & He, Y. (2021). How to understand “salable fake goods” and “unsalable quality goods”? An insight from the view of quality responsibility and consumers' brand loyalty. *Technology in Society*, 67, 101793.
- M. Augusto, P. Torres, Effects of brand attitude and eWOM on consumers' willingness to pay in the banking industry: mediating role of consumer-brand identification and brand equity, *J. Retailing Consum. Serv.* 42 (2018) 1–10, <https://doi.org/10.1016/j.jretconser.2018.01.005>.
- Malik, W. (2017). Moderating effect of Brand Image on the Relationship between Online Marketing , Product Quality and Consumer Purchase Intention of Leather Product among University Students. *International Journal of Scientific & Engineering Research*, 8(8), 1656–1664.
- Merrilees, B., & Miller, D. (2008). Principles of corporate rebranding. *European Journal of Marketing*, 42(5–6), 537–552. <https://doi.org/10.1108/03090560810862499>
- Moeniri, A. I. (2017). Pengaruh Rebranding Dan Bundling Produk Terhadap Niat Berlangganan Indihome (Studi Pada Penduduk Surabaya Barat) Ardhan Izzanul Moeniri. *Jurnal Ilmu Manajemen*, 5. www.telkom.co.id
- Morgan, R.M. and Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58 (3), 20-38.
- Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do purchase intentions predict sales? *International Journal of Forecasting*, 23(3), 347–364.
- Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen Jilid 2*. Jakarta: Erlangga.
- Eze, U. C., Tan, C.-B., & Yeo, A. L.-Y. (2015). "Purchasing Cosmetic Products: A Preliminary Perspective of Gen-Y". *Contemporary Management Research*, 8(1), 51–60. <https://doi.org/10.7903/cmr.10149>
- Mowen. H. 2002. *Perilaku Konsumen*. Yogyakarta: Andi
- Muzellec, L. and Lambkin, M.C. (2009), “Corporate branding and brand architecture: a conceptual framework”, *Marketing Theory*, Vol. 9 No. 1, pp. 39-54.
- Nasution, R. P. (2014). Analisis Pengaruh Kreatifitas Iklan, Daya Tarik Iklan, dan Kredibilitas Endorser Terhadap Brand Attitude Pada Produk Nokia Asha di

- Kota Pekanbaru. *Journal of Economics and Behavioral Studies*, 8, 79–90.
- Neuliep, J.W. (2020), *Intercultural Communication: A Contextual Approach*, 6th ed., Sage Publications, Newbury Park, California.
- Nielson (2016), “‘Made in’ matters... or does it? How consumer perceptions about country of origin are translating to purchasing behaviors around the world”,
- O.C. Ferrell, D.E. Harrison, L. Ferrell, J.F. Hair, Business ethics, corporate social responsibility, and brand attitudes: an exploratory study, *J. Bus. Res.* 95 (2019) 491–501, <https://doi.org/10.1016/j.jbusres.2018.07.039>.
- Octaviasari, S. 2011. Analisis Pengaruh Daya Tarik Iklan dan Efek Komunitas Terhadap Kesadaran Merek dan Sikap Konsumen terhadap Merek Kartu Seluler Prabayar mentari di Semarang. Skripsi, Program Sarjana Universitas Diponegoro Semarang.
- Papadimitriou, D., Apostolopoulou, A., Bravold, S., & Gargalianos, D. (2021). Product meanings as drivers of sport consumer behavior: evidence from the Greek sport industry. *International Journal of Sports Marketing and Sponsorship*, 22(3), 529-549
- Pratiksa, J. D., & Hidayat, R. (2020). *The Influence of Rebranding and Public Relation on Argo Cheribon Consumer Re-Buying Interest Pt Kereta Api Indonesia (Persero) Daerah Operasi 3 Cirebon in 2020*. 6(2), 1366–1395.
- Purba, N. A., & Saryadi, S. (2016). Pengaruh Bauran Pemasaran (Kualitas Produk, harga, promosi dan Saluran Distribusi) Terhadap Keputusan Pembelian Yamaha NMAX di Semarang. *Jurnal Ilmu Administrasi Bisnis*, 5(2), 110-118.
- Ross, S.D., Bang, H. and Lee, S. (2007), “Assessing brand associations for intercollegiate ice hockey”, *Sport Marketing Quarterly*, Vol. 16 No. 2, pp. 106-114.
- Saeed, S., & Aslam, N. (2017). Impact of Logo Change on Brand Equity: A Case Study of Telenor. *Journal of Business and Tourism*, 3(2), 82-92.
- Salleh, N. Z. M., Abdullah, M., Ali, A., Faisal, F., & Nor, R. M. (2023). Research trends, developments, and future perspectives in brand attitude: A bibliometric analysis utilizing the Scopus database (1944–2021). *Heliyon*, 9(1).
- Sarial-Abi, G., & Aljukhadar, M. (2017). The Role of Logo Redesign in Enhancing Brand Image. *International Journal of Marketing Studies*, 9(2), 143-154.
- Schiffman, Leon G dan Joe Wisenblit. 2019. *Consumer Behavior*, 12th Global Edition. United Kingdom. Pearson Education Limited
- Sekaran, Uma. (2006). *Metodologi Penelitian untuk Bisnis Buku 1* (4th ed.). Jakarta: Salemba Empat.

- Solomon, M. R. (2017) *Consumer Behavior* (Twelfth Edition) Pearson
- Taghipour, A., & Loh, A. (2017). "A Study Of The Factors Related To Purchase Intention Of Cosmetics Customers In Thailand". <https://doi.org/10.20319/pijss.2017.32.19281941>
- Tarnovskaya, V., & Biedenbach, G. (2018). Corporate rebranding failure and brand meanings in the digital environment. *Marketing Intelligence and Planning*, 36(4), 455–469. <https://doi.org/10.1108/MIP-09-2017-0192>
- Van Grinsven, B. and Das, E. (2015), "Processing different degrees of logo change: when higher levels of brand consciousness decrease openness to substantial logo changes", *European Journal of Marketing*, Vol. 49 Nos 11-12, pp. 1710-1727.
- Williams, A. S., & Son, S. (2022). Sport rebranding: the effect of different degrees of sport logo redesign on brand attitude and purchase intention. *International Journal of Sports Marketing and Sponsorship*, 23(1), 155–172. <https://doi.org/10.1108/IJSMS-01-2021-0016>
- Williams, A.S., Pedersen, P.M. and Walsh, P. (2012), "Brand associations in the fitness segment of the sport industry in the United States: extending spectator sport branding conceptualizations to Sport rebranding: effect of sport logo redesign 171 participatory sport", *International Journal of Sports Marketing and Sponsorship*, Vol. 14 No. 1, pp. 34-50
- Wu, P.C. and Wang, Y.C. (2011), "The Influence of electronic Word of Mouth Message Appeal and Message Source Credibility on Brand Attitude", *Asia Pacific Journal of Marketing and Logistic*, 23(4), 448-472.
- X.-W. Wang, Y.-M. Cao, C. Park, The relationships among community experience, community commitment, brand attitude, and purchase intention in social media, *Int. J. Inf. Manag.* 49 (2019) 475–488, <https://doi.org/10.1016/j.ijinfomgt.2019.07.018>.
- Yeo, S. F., Tan, C. L., Leong, I. Y. C., Palmucci, D. N., & Then, Y. J. (2022). Supplements purchase intention: young consumer's perspective. *British Food Journal*, (ahead-of-print).
- You, S. Y., & You, Y. Y. (2016). "Effects Of Perceived Quality Individuality On Brand Image And Customer Buying Behavior - Focus On Servitization Of Manufacturing Industry." *Indian Journal of Science and Technology*, 9(41). <https://doi.org/10.17485/ijst/2016/v9i41/103838>