

## DAFTAR PUSTAKA

- Authors, F. (2015). <Assiouras2015.Pdf>.
- Beldona, S., & Wysong, S. (2007). Putting the “brand” back into store brands: An exploratory examination of store brands and brand personality. *Journal of Product and Brand Management*, 16(4), 226–235.  
<https://doi.org/10.1108/10610420710763912>
- Denktas-Sakar, G., & Karatas-Cetin, C. (2012). Port sustainability and stakeholder management in supply chains: A framework on resource dependence theory. *Asian Journal of Shipping and Logistics*, 28(3), 301–319.  
<https://doi.org/10.1016/j.ajsl.2013.01.002>
- Diesel, P. M. (2004). Building brand equity. *ABA Bank Marketing*, 36(5), 30–34.  
<https://doi.org/10.1057/palgrave.jmm.5040078>
- Fullerton, G. (2005). How commitment both enables and undermines marketing relationships. *European Journal of Marketing*, 39(11–12), 1372–1388.  
<https://doi.org/10.1108/03090560510623307>
- Gronemus, J. Q., Hair, P. S., Crawford, K. B., Nyalwidhe, J. O., Cunnion, K. M., & Krishna, N. K. (2010). Potent inhibition of the classical pathway of complement by a novel C1q-binding peptide derived from the human astrovirus coat protein. *Molecular Immunology*, 48(1–3), 305–313.  
<https://doi.org/10.1016/j.molimm.2010.07.012>
- Gurviez, P., & Korchia, M. (2002).pdf. (n.d.).
- Harrach, R. J., & Kidder, R. E. (1981). Simple model of energy deposition by suprathreshold electrons in laser-irradiated targets. *Physical Review A*, 23(2), 887–896. <https://doi.org/10.1103/PhysRevA.23.887>
- Hartini, S. (2012a). Peran Inovasi: Pengembangan Kualitas Produk dan Kinerja Bisnis. *Jurnal Manajemen Dan Kewirausahaan*, 14(1), 82–88.  
<https://doi.org/10.9744/jmk.14.1.83-90>
- Hartini, S. (2012b). Perilaku Pembelian Smartphone : Analisis Brand Equity dan Brand Attachment. *Jurnal Mitra Dan Manajemen Bisnis*, 3(1), 75–86.
- Hough, L. W., & Piper, M. K. (1982). The relationship between attitudes toward science and science achievement. *Journal of Research in Science Teaching*, 19(1), 33–38. <https://doi.org/10.1002/tea.3660190105>
- Ii, B. A. B., & Personality, B. (1995). Dictionary of economics. *Choice Reviews Online*, 33(03), 33-1296-33–1296. <https://doi.org/10.5860/choice.33-1296>
- Johnson, J., Shah, B., Jain, K., Parmar, N., Hinsu, A., Patel, N., Joshi, C. G., & Madamwar, D. (2016). Draft genome sequence of *Paenibacillus* sp. strain DMB5, acclimatized and enriched for catabolizing anthropogenic compounds. *Genome Announcements*, 4(2). <https://doi.org/10.1128/genomeA.00211-16>
- Joseph F. Hair, J., Black, W. C., Babin, B. J., & Rolph E. Anderson. (2010). *Multivariate Data Analysis A Global Perspective* (Seventh Ed). Pearson Education, Inc.

- Kapferer, J. N. (2012). Abundant rarity: The key to luxury growth. *Business Horizons*, 55(5), 453–462. <https://doi.org/10.1016/j.bushor.2012.04.002>
- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2–3), 139–155. <https://doi.org/10.1080/13527260902757530>
- Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing Science*, 25(6), 740–759. <https://doi.org/10.1287/mksc.1050.0153>
- Ko, J. W., Price, J. L., & Mueller, C. W. (1997). Assessment of Meyer and Allen's three-component model of organizational commitment in South Korea. *Journal of Applied Psychology*, 82(6), 961–973. <https://doi.org/10.1037/0021-9010.82.6.961>
- Lin, L. Y. (2010). The relationship of consumer personality trait, brand personality and brand loyalty: An empirical study of toys and video games buyers. *Journal of Product & Brand Management*, 19(1), 4–17. <https://doi.org/10.1108/10610421011018347>
- Louis, D. (2005). Esearch aper eries. *Society*, 34(1906), 347–357.
- Louis, D., & Lombart, C. (2010). Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand). *Journal of Product and Brand Management*, 19(2), 114–130. <https://doi.org/10.1108/10610421011033467>
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th Editio). Pearson/ Prentice Hall.
- Manoppo, H., & Arie, F. (2016). Pengaruh Struktur Modal, Ukuran Perusahaan Dan Profitabilitas Terhadap Nilai Perusahaan Otomotif Yang Terdaftar Di Bursa Efek Indonesia Periode 2011-2014. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 4(2), 485–497. <https://doi.org/10.35794/emba.v4i2.13082>
- Martínez-López, F. J., Anaya-Sánchez, R., Molinillo, S., Aguilar-Illescas, R., & Esteban-Millat, I. (2017). Consumer engagement in an online brand community. *Electronic Commerce Research and Applications*, 23, 24–37. <https://doi.org/10.1016/j.elerap.2017.04.002>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of. *Journal of Marketing*, 58(July), 20–38. <https://journals.sagepub.com/doi/full/10.1177/002224299405800302>
- Ordóñez, D., Foti, D., & Bozzo, L. (2003). Comparative study of the inelastic response of base isolated buildings. *Earthquake Engineering and Structural Dynamics*, 32(1), 151–164. <https://doi.org/10.1002/eqe.224>
- Ridha, N. (2017). Proses Penelitian, Masalah, Variabel, dan Paradigma Penelitian. *Jurnal Hikmah*, 14(1), 62–70. <http://jurnalhikmah.staisumaterra-medan.ac.id/index.php/hikmah/article/download/10/13>
- Saepudin, E. (2011). *Model Pembelajaran Demokrasi Melalui Pengembangan*

- Organisasi Kemahasiswaan (Studi Kasus Terhadap Organisasi Kemahasiswaan di Universitas Pendidikan Indonesia Bandung)*. 127. [http://a-research.upi.edu/skripsiview.php?no\\_skripsi=5152](http://a-research.upi.edu/skripsiview.php?no_skripsi=5152)
- Saidani, B., & Ramadhan, D. R. (2013). Pengaruh Iklan Dan Atribut Produk Terhadap Keputusan Pembelian Smartphone Samsung Seri Galaxy (Survei Pada Pelanggan ITC Roxy Mas). *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 4(1), 53–73. <http://journal.unj.ac.id/unj/index.php/jrmsi/article/view/778>
- Schivinski, B., & Dabrowski, D. (2014). *The effect of social media communication on consumer perceptions of brands*. July, 37–41. <https://doi.org/10.1080/13527266.2013.871323>
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Verghese, J., Kuslansky, G., Holtzer, R., Katz, M., Xue, X., Buschke, H., & Pahor, M. (2007). Walking While Talking: Effect of Task Prioritization in the Elderly. *Archives of Physical Medicine and Rehabilitation*, 88(1), 50–53. <https://doi.org/10.1016/j.apmr.2006.10.007>
- Surjaatmadja, S. (2008). *Dasar-Dasar Manajemen Merek*. Bandung: Bayumedia Publishing.
- Wardani, D., & Gustia, R. R. (2017). Analysis of Brand Experience, Brand Satisfaction and Brand Trust Relationship to Brand Attachment. *Jurnal Ilmu Manajemen & Ekonomika*, 9(1), 59. <https://doi.org/10.35384/jime.v9i1.20>
- Williams, L. J., Gavin, M. B., & Hartman, N. S. (2004). Structural Equation Modeling Methods in Strategy Research: Applications and Issues. *Research Methodology in Strategy and Management*, 1, 303–346. [https://doi.org/10.1016/S1479-8387\(04\)01111-7](https://doi.org/10.1016/S1479-8387(04)01111-7)
- Zaker, A. (2017). the Acculturation Model of Second Language Acquisition: Inspecting Weaknesses and Strengths. *Indonesian EFL Journal*, 2(2), 80. <https://doi.org/10.25134/ieflj.v2i2.640>