

DAFTAR PUSTAKA

- Aaker, D. (1991). *Managing Brand Equity; Capitalizing on the Value of Brand Name*. New York: Free Pass.
- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(3), 102–120.
- Anoraga, B. J., & Iriani, S. S. (2014). Pengaruh Gaya Hidup Dan Kelompok Acuan Terhadap Keputusan Pembelian Smartphone Merek Samsung Galaxy. *Bisnis Dan Manajemen*, 7(031), 139–147. <https://doi.org/10.1002/nme.607>
- Aziz, N. A., & Yasin, N. M. (2010). Analyzing the Brand Equity and Resonance of Banking Services: Malaysian Consumer Perspective. *International Journal of Marketing Studies*, 2(2), 180–189. <https://doi.org/10.5539/ijms.v2n2p180>
- Bekraf, & BPS. (2017). *Data Statistik dan Hasil Survei Ekonomi Kreatis : Kerjasama Badan Ekonomi Kreatif dan badan Pusat Statistik*.
- Chang, H. H., Hsu, C., & Chung, S. H. (2015). The Antecedents and Consequences of Brand Equity in Service Markets The Antecedents and Consequences of Brand Equity in Service Markets. *Asia Pacific Management Review*, 1(3), 601–624.
- Chen, C., & Tseng, W.-S. (2010). Airline Brand Customer-based Exploring Evidence from Taiwan Equity : *Transportation Journal*, 49(1), 24–34.
- Durianto, D. (2005). *Strategi Menaklukkan Pasar Melalui. Riset Ekuitas dan Perilaku Merek*. Jakarta: PT Gramedia Pustaka Utama.

Ferdinand, A. (2006). *Structural Equation Modelling dalam Penelitian Manajemen*. Semarang: UNDIP.

Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2015). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Universitas Diponegoro.

Hair, J. F. J., Anderson, R. ., Tatham, R. L., & Black, W. C. (2010). *Multivariate Data Analysis*. Prentice Hall, International, Inc.

Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A General Structural Equation Model. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>

Huang, C.-C., Yen, S.-W., Liu, C.-Y., & Chang, T.-P. (2014). The relationship among brand equity, customer satisfaction, and brand resonance to repurchase intention of cultural and creative industries in Taiwan. *International Journal of Organizational Innovation (Online)*, 6(January 2014), 106. Retrieved from http://www.ijoi-online.org/attachments/article/38/FINAL_ISSUE_VOL_6_NUM_3_JANUARY_2014.pdf#page=106

Huang, R., Lee, S. H., Kim, H., & Evans, L. (2015). The impact of brand experiences on brand resonance in multi-channel fashion retailing. *Journal of Research in Interactive Marketing*, 9(1), 129–147. Retrieved from

<https://doi.org/10.1108/JRIM-06-2014-0042/8>

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(January), 1–22.

Keller, K. L. (2001). Building customer-based brand equity : a blueprint for creating strong Brands building customer-based brand equity. *Journal of Marketing Communications*, 15(2–3), 139–155.
<https://doi.org/10.1080/13527260902757530>

Keller, K. L. (2003). *Strategic brand management: Building, measuring and managing brand equity*. New York: Pearson Prentice Hall.

Knapp, Du. (2000). *The Brand Mindset*. New York: McGraw-Hill.

Kotler, P. (2016). *Manajemen Pemasaran*. Jakarta: PT Indeks.

Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran*. Jakarta: PT Indeks.

Lee, H., Choi, S. Y., & Kang, Y. S. (2009). Formation of e-satisfaction and repurchase intention: Moderating roles of computer self-efficacy and computer anxiety. *Expert Systems with Applications*, 36(4), 7848–7859.
<https://doi.org/10.1016/j.eswa.2008.11.005>

Pather, P. (2017). Brand Equity as a Predictor of Repurchase Intention of Male Branded Cosmetic Products in South Africa. *Wits Business School*, 1(1), 1–16.

Plummer, J. T. (1974). Life of Concept and Application Style Segmentation. *Journal of Marketing*, 38(1), 33–37. <https://doi.org/10.1115/FEDSM->

ICNMM2010-30719

- Putri, I. P., Nuraeni, R., Christin, M., & Sugandi, M. S. (2018). Industri Film Indonesia Sebagai Bagian Dari Industri Kreatif Indonesia. *Jurnal Ilmiah LISKI (Lingkar Studi Komunikasi)*, 3(1), 24. <https://doi.org/10.25124/liski.v3i1.805>
- Rasoulidizaji, M., Rostamzadeh, R., & Esmaili, A. (2012). Evaluating the Affective Elements on the Repurchase Intention of the Costumer : Wang Model Processing in Iran ' s Mobile Industry. *Journal of Basic and Applied Scientific Research*, 2(5), 5399–5404. Retrieved from <http://www.textroad.com/JBASR-May, 2012%285%29.html>
- Rizwan, M., Qayyum, M., Qadeer, W., & Javed, M. (2014). The impact on branded product on consumer purchase intentions. *Journal of Public Administration and Governance*, 4(3), 57. <https://doi.org/10.5296/jpag.v4i3.5849>
- Rochani, A. (2017). Strategi Pengembangan Industri Kreatif Dalam Mewujudkan Kota Cerdas. *Inovasi Dalam Pengembangan*, 81–93.
- Safitri, A. R., & Sukmono, F. G. (2017). Penerimaan penonton dalam makna transformasi budaya minum kopi di film filosofi kopi. *Program Studi Ilmu Komunikasi Universitas Muhammadiyah Yogyakarta Universitas Muhammadiyah Yogyakarta*, 1–14.
- Sanusi, A. (2011). *Metodologi Penelitian Bisnis*. Jakarta Selatan: Salemba Empat.
- Sari, N. (2018). *Narasi Strategi Komunikasi Pemasaran Coffee Shop “ Filosofi Kopi.”* Thesis : Universitas Sultan Ageng Tirtayasa.
- Sekaran, U. (2006). *Metodologi Penelitian untuk Bisnis* (4th ed.). Jakarta: Salemba

Empat.

- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business*. United Kingdom: Jhon Wiley & Sons Ltd.
- Solomon, M. R. (2007). *Consumer Behavior 7th Edition: Buying, Having and Being*. New Jersey: Pearson Prentice Hall.
- Sugiyono. (2014). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Susanty, A., & Kenny, E. (2016). The Relationship between Brand Equity, Customer Satisfaction, and Brand Loyalty on Coffee Shop: Study of Excelso and Starbucks. *ASEAN Marketing Journal*, 7(1), 14–27.
<https://doi.org/10.21002/amj.v7i1.4481>
- Tjiptono, F. (2012). *Pemasaran Jasa*. Yogyakarta: PT Andi.
- UNCTAD. (2008). *WSIS Follow-up Report 2008*.
- Wee, C. S., Ariff, M. S. B. M., Zakuan, N., & Tajudin, M. N. M. (2014). Consumers Perception, Purchase Intention and Actual Purchase Behavior of Organic Food Products. *Bus. Econ. Res. Online*, 3(2), 378–397.
- Wicaksana, T. A. (2018). Pengaruh Ekuitas Merek Terhadap Kepuasan Dan Loyalitas Pelanggan (Survei pada Pengguna Sepeda Motor Merek Honda Beat di Sarana Kartika Motor Kabupaten Malang). *Jurnal Administrasi Bisnis (JAB)*, 63(1), 74–81.
- Wood, L. (2010). Brands and brand equity: definition and management. *Management Decision*, 38(9), 662–669.