

DAFTAR PUSTAKA

- Lu, A. C. C., Gursoy, D., & Lu, C. Y. (2015). *Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants*. *International Journal of Hospitality Management*, 50, 36–45.
- Alhaddad, A. (2015). *A Structural Model Of The Relationship Between Brand Image, Brand Trust And Brand Loyalty*. *International Journal of Management Research & Review*, Vol.5, Issue 3
- Altaf, M., Iqbal, N., Sany, S. S., & Sial, M. H. (2017). *Managing consumer-based brand equity through brand experience in Islamic banking*. *Journal of Islamic Marketing*, Vol. 8, No.2.
- Andervazh, L., Shohani, M., Tamimi, H., Diyaleh, P., & Alnasere, S. (2016). *The Effects of Brand Perceived quality and awareness on Brand loyalty (Case Study: Carbonated drinks)*. *International Journal of Advanced Biotechnology and Research (IJBR)*, Vol. 7.
- Anwar, A., Gulzar, A., Sohail, F.B., & Akram, S.N. (2011). *Impact of Brand Image, Trust, And Affect On Customer Brand Extension Attitude: The Mediating Role Of Brand Loyalty*. *International Journal Of Economics and Management Sciences*, Vol.1, No. 5.
- Bilgin, Y. (2018). *The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty*. *Business & Management Studies: An International Journal*, Vol. 6.
- Brunner, T. A., Stöcklin, M., Opwis, K., Opwis, K., Brunner, T. A., & Sto, M. (2008). *customers Satisfaction , image and loyalty: new versus experienced customers*. *European Journal of Marketing*, Vol. 42 No. 9/10
- Byrne, B. M. (1998), *Structural Equation Modeling with LISREL, PRELIS, and SIMPLIS*, New Jersey: Lawrence Erlbaum Associates, Inc.
- Chinomona, R., & Maziriri, E. T. (2017). *The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: A case of male consumers for cosmetic brands in South Africa*. *Journal of Business and Retail Management Research*, Vol. 12, No.1.
- Chow, H. wen, Ling, G. J., Yen, I. yin, & Hwang, K. P. (2017). *Building brand equity through industrial tourism*. *Asia Pacific Management Review*, 22(2), 70–79.
- Dhurup, M., Mafini, C., & Dumasi, T. (2014). *The impact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retailing industry*. *Acta Commercii*, Vol.14, No.1.
- Ebrahim, R., Ghoneim, A., Irani, Z., & Fan, Y. (2016). *A brand preference and repurchase intention model: the role of consumer experience*. *Journal of*

Marketing Management, Vol 32

- Falahat, M., Chuan, C. S., & Kai, S. B. (2018). *Brand loyalty and determinates of perceived quality and willingness to order*. Academy of Strategic Management Journal, Vol.17, No.4.
- Fornell, C., & Larcker, D.F., (1981). *Evaluating Structural Equation Models with Unobservable Variables and Measurement Error*. Journal of Marketing Research 18 (1), 39-50
- Foroudi, P. (2019). *Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance*. International Journal of Hospitality Management.
- Fritz, K., Schoenmueller, V., & Bruhn, M. (2017). Authenticity in branding – exploring antecedents and consequences of brand authenticity. *European Journal of Marketing*, 51(2), 324–348. <https://doi.org/10.1108/EJM-10-2014-0633>
- Ghozali, I. & Fuad. (2008). *Structural Equation Modeling: Teori, Konsep, dan Aplikasi Dengan Program Lisrel 8.80 (2th Ed)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2013). *Model Persamaan Struktural Konsep & Analisis Dengan Program AMOS 21*. Semarang: UNDIP Press
- Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). *An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping*. Journal of Services Marketing, Vol.24, No.2.
- Hair, J.F. Jr., Black, C.W., Babin, B.J., & Anderson, R.E. 1998. *Multivariate Data Analysis 5th Edition*. Prentice Hall. Upper Saddle River. New Jersey
- 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 Vol. 37 No. 11/12 .
- Holmes-Smith, P., & K. J. Rowe (1994), "The Development and Use of Congeneric Measurement Models in School Effectiveness Research: Improving the Reliability and Validity Composite and Latent Variables for Fitting Multilevel and Structural Equation Models," paper presented in *The International Congress for School Effectiveness and Improvement*. Melbourne.
- Holmes-Smith, P. (2001), *Introduction to Structural Equation Modeling Using LISREL*, Perth: ACSPRI-Winter Training Program.
- Hou, C., & Wonglorsaichon, P. (2016), *The Relationship Among Brand Awareness, Brand Image, Perceived Quality, Brand Trust, Brand Loyalty and Brand*

- Equity of Customer in China'S Antivirus Software Industry*. UTCC International Journal of Business & Economics, vol.8, No.1.
- Hsu, C. H. C., Oh, H., & Assaf, A. G. (2012). A customer-based brand equity model for upscale hotels. *Journal of Travel Research*, 51(1), 81–93.
- Karam, A.A., & Saydam, S. (2015). *An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants)*. International Journal of Business and Social Science, Vol.6, No.1
- Kashif, M., Samsi, S.Z.M., & Sarifuddin, S. (2015). *Brand Equity of Lahore Fort As A Tourism Destination Brand*. Revista de Administração de Empresas
- Kayaman, R., & Arasli, H. (2007). *Customer based brand equity: Evidence from the hotel industry*. Managing Service Quality, Vol.17, No. 1.
- Khan, M.N., Aabdean, Z.U., SalmanReich, A. Z., McCleary, K. W., Tepanon, Y., & Weaver, P. A. (2006). *The impact of product and service quality on brand loyalty: An exploratory investigation of quick-service restaurants*. Journal of Foodservice Business Research, Vol. 8, No.3.
- Kim, W. G., & Kim, H. B. (2004). *Measuring customer-based restaurant brand equity: Investigating the relationship between brand equity and firms' performance*. Cornell Hotel and Restaurant Administration Quarterly, Vol. 45, No.2.
- Kudeshia, C., & Kumar, A. (2017). *Social eWOM: does it affect the brand attitude and purchase intention of brands?*. Management Research Review, Vol. 40 No.3.
- Tsai, C. T., & Lu, P. H. (2012). *Authentic dining experiences in ethnic theme restaurants*. International Journal of Hospitality Management, Vol.31, No.1.
- Lee, Y. K. (2018). *Impact of Brand Image and Country Image on Brand Purchase Intention of South African Consumers : Focusing on Mobile Phone Brands of Korea , Japan and China*. International Information Institute, Vo.21, No.
- Liu, M. T., Wong, I. K. A., Tseng, T. H., Chang, A. W. Y., & Phau, I. (2017). *Applying consumer-based brand equity in luxury hotel branding*. Journal of Business Research.
- Mccarthy, M. S., Heath, T. B., & Milberg, S. J. (2001). *New Brands Versus Brand Extensions, Attitudes Versus Choice: Experimental Evidence for Theory and Practice*. Marketing Letters, Vol.12, No.1.
- Morhart, F., Malär, L., Guèvremont, A., Girardin, F. and Grohmann, B. (2015). *Brand authenticity: an integrative framework and measurement scale*. Journal of Consumer Psychology, Vol. 25 No. 2, pp. 200-218

- Ogba, I., & Tan, Z. (2009). *Exploring the impact of brand image on customer loyalty and commitment in China*. Journal of Technology Management in China Vol. 4 No. 2
- Pham, L. T. M., Do, H. N., & Phung, T. M. (2016). The Effect of Authenticity Perceptions, Brand Equity on Brand Choice Intention : A study in Ethnic Restaurants in Vietnam. *The 10th International Days of Statistics and Economics*, (2012), 1886–1915.
- Phung, M. T., Ly, P. T. M., & Nguyen, T. T. (2019). *The effect of authenticity perceptions and brand equity on brand choice intention*. Journal of Business Research, Vol. 101, No. 19
- Porrall, C., & Mangin, J. P. (2017). *Store brands' purchase intention: Examining the role of perceived quality*. European Research on Management and Business Economics, Vol.23, No.2
- Saleem, B. A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). *Product Perceived Quality and Purchase Intention with Consumer Satisfaction*. Global Journal of Management and Business Research: E Marketing, Volume 15, Issue 1.
- Setiawan, B., Didiek, V., & Aryanto, W. (2017). *The Effects of Brand Image on Online Perceived Quality , Online Brand Personality and Purchase Intention*. International Journal of Economics and Business Administration, Vol.3.
- Schumacher, R.E. dan Lomax, R.G.(1996).*A Beginner Guide to SEM*.New Jersey : Lawrence Earlbaum Associates, Inc Pub, Mahwah.
- Song, H. J., Wang, J. H., & Han, H. (2019). *Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops*. International Journal of Hospitality Management.
- Snoj, B., Pisnik Korda, A., & Mumel, D. (2004). *The relationships among perceived quality, perceived risk and perceived product value*. Journal of Product & Brand Management, Vol.13, No.3.
- Sun, L., & Ghiselli, R. F. (2010). *Developing a conceptual model of brand equity in the hotel industry based on Aaker's perspective*. Journal of Quality Assurance in Hospitality and Tourism.
- Sugiyono, 2015. *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta
- Upamannyu, N. K., & Mathur, G. (2012). *Effect of Brand Trust, Brand Affect and Brand Image on Customer Brand Loyalty and Consumer Brand*

Extension Attitude in FMCG Sector. PRiMa: Practices and Research in Marketing. Vol.3, No.2.

- Werts, C. E., D. R. Rock, R. L. Linn, and K. G. Joreskoq (1978), "A General Method of Estimating the Reliability of A Composite," *Educational and Psychological Measurement*, 38, 933 – 38
- Worthington, S., Russell-Bennett, R., & Härtel, C. (2010). *A tri-dimensional approach for auditing brand loyalty*. *Journal of Brand Management*, Vol. 17, 4, 243–253
- Xu, F., Li, Y., & Zhou, J. (2017). *Brand Awareness for Entrepreneurial Hotel Chains : Perceived Quality and Brand Loyalty Brand Awareness for Entrepreneurial Hotel Chains*. *The Anthropologist*.
- Yaseen, S., & Mazahir, I. (2016). *Impact of Corporate Credibility, Brand Awareness, Brand Image and Brand Loyalty on Purchase Intention in the Telecommunication Sector of Karachi*.
- Yousaf, U., Zulfiqar, R., Aslam, M., & Altaf, M. (2012). *Studying brand loyalty in the cosmetics Industry*. *LogForum*, Vol.8, No.4.

