

## DAFTAR PUSTAKA

- Chiu, W., & Cho, H. (2021). E-commerce brand: The effect of perceived brand leadership on consumers' satisfaction and repurchase intention on e-commerce websites. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1339–1362. <https://doi.org/10.1108/APJML-10-2018-0403>
- Coelho, A., Bairrada, C., & Peres, F. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product & Brand Management*, 28(2), 154–165. <https://doi.org/10.1108/JPBM-09-2017-1593>
- De Oliveira, M. O. R., Silveira, C. S., & Luce, F. B. (2015). Brand equity estimation model. *Journal of Business Research*, 68(12), 2560–2568. <https://doi.org/10.1016/j.jbusres.2015.06.025>
- Department of Tourism and Hospitality Management, Kainan University, Taoyuan, Taiwan, Shieh, H.-S., Lai, W.-H., & Department of Management Science, MBA, Faculty of Management Studies, National Chiao Tung University, Hsinchu, Taiwan. (2017). The relationships among brand experience, brand resonance and brand loyalty in experiential marketing: Evidence from smart phone in Taiwan. *Journal of Economics and Management*, 28, 57–73. <https://doi.org/10.22367/jem.2017.28.04>
- Jos, J. (n.d.). *Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?*
- Moreira, A. C., Fortes, N., & Santiago, R. (2017). Influence Of sensory Stimulation On Brand Experience, Brand Equity and Purchase Intention. *Journal of Business Economics and Management*, 18(1), 68–83. <https://doi.org/10.3846/16111699.2016.1252793>
- Muthitharoen, A. M., Palvia, P. C., & Grover, V. (2011). Building a Model of Technology Preference: The Case of Channel Choices: Muthitharoen, Palvia, and Grover. *Decision Sciences*, 42(1), 205–237. <https://doi.org/10.1111/j.1540-5915.2010.00306.x>
- Nitasri Murawaty Girsang, Endang Sulistya Rini, & Parapat Gultom. (2020). *The Effect Of Brand Image and Product Quality On Purchase Intention with Customer Satisfaction as Intervening Variables in Consumers of Skincare Oriflame users - A Study On Students Of North Sumatra University, Faculty Of Economics and Business*. <https://doi.org/10.5281/ZENODO.3627548>

- Peng, N., & Chen, A. (2019). Examining consumers' luxury hotel stay repurchase intentions-incorporating a luxury hotel brand attachment variable into a luxury consumption value model. *International Journal of Contemporary Hospitality Management*, 31(3), 1348–1366.  
<https://doi.org/10.1108/IJCHM-04-2018-0332>
- Petruzzellis, L. (2010). Mobile phone choice: Technology versus marketing. The brand effect in the Italian market. *European Journal of Marketing*, 44(5), 610–634. <https://doi.org/10.1108/03090561011032298>
- Pitaloka, I. W., & Gumanti, T. A. (2019). The Effects Of Brand Equity On Repurchase Intention: The Role Of Brand Relationship Quality In Muslim Wear Brand Surabaya-Indonesia. 8(01), 4.
- Popp, B., & Woratschek, H. (2017). Consumer–brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. *Journal of Brand Management*, 24(3), 250–270. <https://doi.org/10.1057/s41262-017-0033-9>
- Putera, A. K. (2018). Pengaruh Kualitas Pelayanan, Citra Merek dan Kualitas Produk terhadap Loyalitas Konsumen melalui Kepuasan Konsumen.
- Qian, J., Law, R., Wei, J., Shen, H., & Sun, Y. (2021). Hotels' self-positioned image versus customers' perceived image: A case study of a boutique luxury hotel in Hong Kong. *Tourism Review*, 76(1), 198–211.  
<https://doi.org/10.1108/TR-02-2019-0078>
- Rambitan, T. F. (2013). *The Effect Of Perceived Value and Brand Experience On Customer Repurchase Intention*. Ranjbarian, B., & Ghaffari, M. (n.d.). *Direct and indirect effect of tourist self-image congruence on the tourism destination brand loyalty*. 16.
- Rather, R. A., Najar, A. H., & Jaziri, D. (2020). Destination branding in tourism: Insights from social identification, attachment and experience theories. *Anatolia*, 31(2), 229–243. <https://doi.org/10.1080/13032917.2020.1747223>
- Riefler, P. (2020). Local versus global food consumption: The role of brand authenticity. *Journal of Consumer Marketing*, 37(3), 317–327. <https://doi.org/10.1108/JCM-02-2019-3086>
- Rodas-Areiza, J. A., & Montoya-Restrepo, L. A. (2018). Methodological proposal for the analysis and measurement of sensory marketing integrated to the consumer experience. *DYNA*, 85(207), 54–59.  
<https://doi.org/10.15446/dyna.v85n207.71937>
- Rossiter, J. R. (2012). A new C-OAR-SE-based content-valid and predictively valid measure that distinguishes brand love from brand liking. *Marketing Letters*, 23(3), 905–916. <https://doi.org/10.1007/s11002-012-9173-6>

- Sääksjärvi, M., & Samiee, S. (2011). Relationships among Brand Identity, Brand Image and Brand Preference: Differences between Cyber and Extension Retail Brands over Time. *Journal of Interactive Marketing*, 25(3), 169–177. <https://doi.org/10.1016/j.intmar.2011.04.002>
- Sahin, S., & Baloglu, S. (2011). Brand personality and destination image of Istanbul. *Anatolia*, 22(1), 69–88. <https://doi.org/10.1080/13032917.2011.556222>
- Shanti, I., & Robinson Manurung, A. D. (2020). AUTHENTIC HAPPINESS AS A MEDIATOR OF LEARNING ORGANIZATION AND AUTHENTIC PERSONAL BRANDING ON WORK ACHIEVEMENT. *Dinasti International Journal of Management Science*, 2(1), 112–124. <https://doi.org/10.31933/dijms.v2i1.536>
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Shim, S., Eastlick, M. A., Lotz, S. L., & Warrington, P. (2001). An online prepurchase intentions model: The role of intention to search. *Journal of Retailing*, 20.
- Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020). Price perception and price appearance on repurchase intention of Gen Y: Do brand experience and brand preference mediate? *Heliyon*, 6(11), e05532. <https://doi.org/10.1016/j.heliyon.2020.e05532>