

## REFERENCES

- Aaker A. David (2018). *Manajemen Ekuitas Merek*, Jakarta : Mitra Utama.
- Aaker, David A, 1991. *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York : The Free Press.
- Aaker, D.A. (1996) *Building Strong Brands*, The Free Press, New York, NY.
- Aaker, David. (2014). *20 Prinsip Esensial Mengelola dan Mengembangkan Brand*. Jakarta: PT Gramedia Pustaka Utama.
- Alvarez. B. A., & R. V. Casielles. (2005). Consumer evaluations of sales promotion: The effect on brand choice. *European Journal of Marketing*, 39(1), 54-70. <https://doi.org/10.1108/03090560510572016>
- Armstrong, G., & Kotler, P. (2017). *Principles of Marketing. 17th red.* New York.
- Azwar, Syaifuddin. (1987). *Test Prestasi: Fungsi dan Pengembangan Pengukuran Prestasi Belajar*. Yogyakarta: Liberty.
- Bahrudin, M., & Zuhro, S. (2016). Pengaruh kepercayaan dan kepuasan pelanggan terhadap loyalitas pelanggan. *BISNIS: Jurnal Bisnis Dan Manajemen Islam*. <https://doi.org/10.21043/bisnis.v3i1.1463>
- Bilson, Simamora. (2002). *Panduan Riset Perilaku Konsumen*. Jakarta : PT. Gramedia Pustaka Utama.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), page 252-271.
- Chen, R., F. D. Delli, O. R. Isma, D. Darmawan & F. Delinger. (2015). Consequences of Word of Mouth from the Perspective of WOM Senders. *Journal of Marketing Management*, 31(9), 1018-1039.
- Cook, Sarah. (2011). *Customer Care Excelent: How to Create an Effective Customer Focus*. London: Kongan Page.

- Darmawan, D. & E. Grenier. (2021). Competitive Advantage and Service Marketing Mix. *Journal of Social Science Studies*, 1(2), 75-80. <https://doi.org/10.56348/jos3.v1i2.9>
- Dendawijaya, Lukman, (2014). *Manajemen Perbankan*. Cetakan Ketiga. Ghalia Indonesia. Jakarta.
- Durianto, D., Sugiarto, & Sitinjak, T. (2004). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama.
- Evans, J. & B. Berman. (1997). *Marketing*. Prentice Hall International. New Jersey.
- Fajar, Laksana. (2008). *Manajemen Pemasaran*. Yogyakarta: Graha Ilmu.
- Fandy dan Tjiptono. (2004). *Manajemen Jasa, Edisi Pertama*, Yogyakarta, Andi Offset
- Febrian, A., & Ahluwalia, L. (2020). Analysis of the Influence of Brand Equity on Customer Satisfaction and Engagement with Implications for Purchase Intentions in E-Commerce. *Journal of Theoretical and Applied Management / Journal of Theory and Applied Management*, 13(3), 254. <https://doi.org/10.20473/jmtt.v13i3.19967>
- Ferrinadewi, Erna. (2008). *Merek & Psikologi Konsumen Implikasi pada Strategi Pemasaran, edisi Pertama*. Graha Ilmu, Yogyakarta.
- Fibriyanti Salim & Diah Dharmayanti, F. (2014). Pengaruh Brand Image dan Perceived Quality Terhadap Kepuasan dan Loyalitas Pelanggan Mobil Toyota di Surabaya. In *Jurnal Manajemen Pemasaran Petra* (Vol. 2, Issue 1).
- Firmansyah Anang dan Fatihudin Didin. (2019). *Pemasaran Jasa: (Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*, Yogyakarta, CV Budi Utama.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23* (Edisi 8). Cetakan ke VIII. In Badan Penerbit Universitas Diponegoro Semarang.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. In Badan Penerbit Universitas Diponegoro Semarang .

- Gummerus, J, Liljander, V, Weman, E & Philstrom, M (2012). 'Customer Engagement In A Facebook Brand Community', *Management Research Review*, vol.35, no.9, pp.857-877. <https://doi.org/10.1108/01409171211256578>
- Hair, et al, (2014). *Multivariate Data Analysis, New International Edition*. New Jersey : Pearson.
- Itani, O. S., Kassar, A. N., & Loureiro, S. M. C. (2019). Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness. *International Journal of Hospitality Management*, 80, 78–90. <https://doi.org/10.1016/j.ijhm.2019.01.014>
- Kartini, I., Wibowo, E. W., & Sugiyanto, E. (2021). The Effect of Promotions on Consumer Satisfaction Impact Loyalti In Online Shopping on Shopee. *Business Lantern Journal*. 10(1), 57. <https://doi.org/10.34127/jrlab.v10i1.423>
- Keller, K. L. (2013). *Strategic Brand Management: Building Measuring, and Managing Brand Equity*, Global Edition (4th ed.). Pearson Education.
- Keller, K.L., Brexendorf, T.O. (2018). Measuring Brand Equity. In: Esch, FR. (eds) *Handbuch Markenführung*. Springer Reference Wirtschaft. Springer Gabler, Wiesbaden. [https://doi.org/10.1007/978-3-658-13361-0\\_72-1](https://doi.org/10.1007/978-3-658-13361-0_72-1)
- Kotler and Keller.(2009). *Manajemen Pemasaran (13rd ed.)*. Jakarta: Erlangga.
- Kotler, Keller, & Lane, K. (2008). *Manajemen Pemasaran*. Jakarta : Erlangga.
- Kotler, Philip (2000). *Prinsip – Prinsip Pemasaran Manajemen*. Jakarta : Prenhalindo.
- Kotler, Philip & Kevin Lane Keller. (2016). *Marketing Management*. (15th ed.). Pearson Education, Inc.
- Kotler, Philip; Armstrong, Garry, (2008). *Prinsip-prinsip Pemasaran Jilid 1*. Erlangga, Jakarta.
- Kumar V., Cotran R.S., Robbins S.L. (2009). *Buku Saku Dasar Patologi Penyakit*. Cetakan 1. Jakarta : EGC, pp 439-440.

- Lee, D, Moon, J, Kim, YJ & Yi, MY. (2014) ‘Antecedents And Consequences Of Mobile Phone Usability : Linking Simplicity And Interactivity to Satisfaction, Trust And Brand Loyalty’, *Information and Management*, vol.52, no.3, pp.295-304. <https://doi.org/10.1016/j.im.2014.12.001>
- Lee, J., & Park, C. (2021). Customer engagement on social media, brand equity and financial performance: a comparison of the US and Korea. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-09-2020-0689>
- Lim, X. J., Cheah, J. H., Waller, D. S., Ting, H., & Ng, S. I. (2020). What s-commerce implies? Repurchase intention and its antecedents. *Marketing Intelligence and Planning*, 38(6), 760–776. <https://doi.org/10.1108/MIP-03-2019-0145>
- Novianti, R., & Mumuh, D. (2014). Program, M., Manajemen, S., Tinggi, S., Ekonomi, I., & Bogor, K. (n.d.). Pengaruh Promosi media Digital dan social media Marketing Terhadap customer Engagement Studi Kasus pada the Botol Sosro. <https://doi.org/10.13140/RG.2.2.27711.00161>
- Padma, A., N. Aisyah, D. Darmawan, I.A. Azmi & A. R. Putra. (2018). Contingency Approach to Strategies for Service Firms, *Business Research*, 7(2), 178-189. <https://doi.org/10.47532/jis.v6i1.732>
- Pane, O. B. M. S., dan Rini, E. S. (2011). ”Pengaruh Brand Equity Flash Disk Merek Kingston Terhadap Keputusan Pembelian Pada Mahasiswa AMIK MBP Medan”.*Jurnal Ekonom. Vol 14.*(No.3), hal 115-126.
- Patterson, P, Ting, Y, & Ruyter, K (2006) ‘Understanding Customer Engagement in Services’. *Paper read at ANZMAC 2006: Advancing Theory, Maintaining Relevance, at Brisbane QLD*, diakses 7 Mei 2015, [http://www.anzmac.org/2006/pattinson\\_paul](http://www.anzmac.org/2006/pattinson_paul)
- Rahmawati, E., & Aji, S. (2015). Pengaruh Customer engagement terhadap kepuasan Pelanggan dan Kepercayaan merek Serta Dampaknya Pada loyalitas merek. *Jurnal Riset Ekonomi Dan Manajemen*, 15(2), 246. <https://doi.org/10.17970/jrem.15.150204.id>

- Sashi, CM. (2012) 'Customer Engagement, Buyer-Seller Relationships and Social Media', *Management Decision*, vol.50, no.2, pp.253-272. <https://doi.org/10.1108/00251741211203551>
- Sekaran, Bougie. (2013). *Research methods for business : a skill-building approach – 6th ed.* West Sussex, UK : John Wiley & Sons Ltd.
- So, K. K. F., King, C. & Sparks, B. (2014). Customer Engagement with Tourism Brands: Scale Development and Validation. *Journal of Hospitality & Tourism Research*, 38(3), pp.304-329. <https://doi.org/10.1177/1096348012451456>
- So, K. K. F., Wei, W., & Martin, D. (2021). Understanding customer engagement and social media activities in tourism: A latent profile analysis and cross-validation. *Journal of Business Research*, 129, 474–483. <https://doi.org/10.1016/j.jbusres.2020.05.054>
- Staton, William. (1985). *Prinsip pemasaran (1<sup>st</sup> ed)*. Jakarta : Erlangga.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta.
- Tjiptono, Fandy. (2005). *Pemasaran Jasa, indikator kepuasan pelanggan*. Malang: Bayumedia.
- Tjiptono. (2019). *Strategi Pemasaran Prinsip & Penerapan. Edisi 1*. Yogyakarta: Andy.
- Weenas, Jackson R.S. (2013), *Kualitas Produk, Harga, Promosi dan Kualitas Pelayanan Pengaruhnya terhadap Keputusan Pembelian Spring Bed Comforta*, Jurnal EMBA, Vol. 1 No. 4 tahun 2013, Universitas Sam Ratulangi, Manado.
- Widiyono dan Mukkhaer Pakkana. (2013) *Pengantar Bisnis Respon terhadap Dinamika Globa*. Edisi Pertama. Jakarta: Motra Wacana Media.
- Yuliaty. (2014). *Pengaruh Kualitas Layanan Internet banking Dan Brand Equity terhadap Kepuasan nasabah Pada PT. Bank Syariah mandiri KCP Medan Aksara*. (Vol. 14, Issue 02).

Zeithaml, V.A., M.J. Bitner, D.D. Gremler. (2013). *Services Marketing: Integrating Customer Focus Across the Firm 6thed.* Mc.Graw-Hill: Boston .