

## DAFTAR PUSTAKA

- Alserhan, B. A. (2020). The Impact of Brand Image on Brand Loyalty: An Empirical Study on Food and Beverages in Jordan. *Journal of Marketing and Consumer Research*, 63, 78-89.
- Alves, H., Gonçalves, H. M., & Sousa, R. (2020). Brand awareness and brand loyalty in the cosmetic industry: Evidence from Portugal. *Journal of Retailing and Consumer Services*, 54, 102027.
- American Marketing Association. (2017). Definition of Brand. Diakses pada 5 April 2023 dari <https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=B>
- American Marketing Association. (2017). Definition of Marketing. Diakses pada 5 April 2023 dari <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Chen, C.-H., Chen, Y.-T., Chen, C.-Y., & Hsu, S.-C. (2021). The Impact of Brand Equity on Customer Satisfaction and Loyalty in Online Shopping. *Sustainability*, 13(7), 4136. <https://doi.org/10.3390/su13074136>
- Hassan, S. A., Hassan, S. U., & Ahmad, B. (2021). The role of social media in shaping consumer behavior: A case study of youth in Pakistan. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 110.
- Hossain, M. S., & Islam, M. A. (2021). Determinants of brand loyalty: A systematic literature review. *Journal of Retailing and Consumer Services*, 60, 102433. <https://doi.org/10.1016/j.jretconser.2021.102433>
- Hulley, S. B., Cummings, S. R., Browner, W. S., Grady, D. G., & Newman, T. B. (2022). *Designing clinical research*. Wolters Kluwer.
- International Journal of Management and Applied Research. (2022). Volume 9, Issue 1.
- Islam, J.U., Rahman, M.M., & Ahmed, S. (2021). The Effect of Brand Awareness on Brand Image and Brand Loyalty: A Study on Mobile Phone Users in Bangladesh. *International Journal of Business and Management*, 16(3), 59-68.
- Jia, J., & Wang, C. (2020). Determinants of brand loyalty: A study of the hotel industry. *Journal of Retailing and Consumer Services*, 53, 101976.
- Keller, K. L. (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. *AMS Review*, 6(1-2), 1-16.
- Keller, K. L. (2019). Building and Managing Brand Equity. In *Strategic Brand Management* (5th ed., pp. 47-96). Pearson.
- Khan, I. (2020). Brand Loyalty and Its Measurement. *International Journal of Marketing Studies*, 12(1), 1-9.

- Khan, M.S., & Hasan, R. (2022). The Impact of Brand Awareness on Consumer Attitude and Purchase Intention. *International Journal of Business and Management*, 17(1), 83-92.
- Kotler, P. & Keller, K. L. (2021). *Marketing management* (16th ed.). Pearson Education, Inc.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. John Wiley & Sons.
- Kumar, V., & Batra, R. (2021). The effects of brand relationships on brand extension evaluations and core brand dilution. *Journal of Marketing Research*, 58(1), 27-42.
- Kumar, V., & Kundu, S. C. (2022). Exploring the dimensions of brand loyalty: A review of literature. *International Journal of Management and Applied Research*, 9(1), 12-25.
- Lin, C.-P., Hung, W.-L., Lin, Y.-C., & Huang, Y.-C. (2020). Strong Brand or Strong Performance: Which Is More Important? The Case of Green Innovation. *Sustainability*, 12(20), 8623. <https://doi.org/10.3390/su12208623>
- Nadeem, M., Khurram, S., & Shahid, N. (2019). Exploring the antecedents of brand loyalty in the fast food industry: An empirical study of Pakistani consumers. *Cogent Business & Management*, 6(1), 1603103. <https://doi.org/10.1080/23311975.2019.1603103>
- Nguyen, T. H., & Nguyen, T. P. (2021). The impact of customer experience on brand loyalty in the context of fashion e-commerce. *Journal of Marketing Communications*, 27(1), 49-64.
- Sharma, A., & Sharma, S. (2019). The mediating role of brand image on brand equity and brand loyalty: a study on smartphone brands in India. *Journal of Brand Management*, 26(4), 403-417.
- Sharma, S. (2022). Brand image: A review of the concept, measurement, and its importance in marketing. *International Journal of Business and Management*, 17(2), 46-58.
- Singh, A. K., & Jain, D. (2021). Impact of brand awareness on brand loyalty with reference to healthcare products. *Journal of Health Management*, 23(2), 211-223.
- Tarnovskaya, V., & Bouncken, R. B. (2019). Drivers and outcomes of customer loyalty: a literature review. *Journal of Business Research*, 98, 319-327.