

DAFTAR PUSTAKA

- Aksoy, L., Keiningham, T.L., Buoye, A., Larivière, B., Williams, L., Wilson, I., 2015. *Does loyalty span domains? Examining the relationship between consumer loyalty, other loyalties and happiness*. J. Bus. Res. 68, 2464–2476. <https://doi.org/10.1016/j.jbusres.2015.06.033> .
- Algesheimer, R., Dholakia, U.M., Herrmann, A., 2005. *The social influence of merek community: evidence from European Car Clubs*. J. Mark. 69, 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Arikunto, Suharsimi, 1992, *Prosedur Penelitian, Suatu Pendekatan Praktek*, Jakarta, Rineka Cipta.
- A.S. Shimul, I. Phau, *Consumer advocacy for luxury brands*, Australasian Marketing Journal (2018),
- Atilgan, E. , Aksoy, S. and Akinci, S. (2005), “*Determinants of the brand equity: a verification approach in the beverage industry in Turkey*”, Marketing Intelligence & Planning , Vol. 23 No. 3, pp. 237-248.
- Baek, T.H., Kim, J., Yu, J.H., 2010. *The differential roles of merek credibility and merek prestige in consumer merek choice*. Psychol. Mark. 27, 662–678. <https://doi.org/10.1002/mar.20350>
- Berry Christopher J., 1994, *The Idea of Luxury: A Conceptual and Historical Investigation*.
- Binninger, A.S. (2008), *Exploring the relationships between retail brands and consumer store loyalty*, International Journal of Retail & Distribution Management , Vol. 36 No. 2, pp. 94-110.
- Belaid, S., Temessek Behi, A., 2011. *The role of attachment in building consumer-brand relationships: an empirical investigation in the utilitarian consumption context*, J. Prod. Brand Manag. 20, 37–47. <https://doi.org/10.1108/10610421111108003>.
- Burnkrant H Robert E., and Rao Unnava, 1995, *Effects of Self-Referencing on Persuasion*, Journal Of Consumer Research, Inc. e Vol. 22 June 1995 All rights reserved. 0093-5301/96/2201.
- Chinadaily (2008), *China’s luxury consumption sapped amid global crisis*”, 13 December,
- Chaudhuri, A., Holbrook, M.B., 2001. *The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty*, Brand 65, 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>.
- Chelminski, P., Coulter, R.A., 2011. *An examination of consumer advocacy and complaining behavior in the context of service failure*. J. Serv. Mark. 25, 361–370. <https://doi.org/10.1108/08876041111149711>.
- Chiou, J.S., Droge, C., 2006. *Service quality, trust, specific asset investment, and expertise: direct and indirect effects in a kepuasan-loyalty framework*. J. Acad. Mark. Sci 34, 613–627. <https://doi.org/10.1177/0092070306286934>.
- Carroll, B.A., Ahuvia, A.C., 2006. *Some antecedents and outcomes of brand love.*, Mark. Lett 17, 79–89. <https://doi.org/10.1007/s11002-006-4219-2> .

- Christodoulides, G., Michaelidou, N., 2011. *Shopping motives as antecedents of ekepuasan and e-loyalty*. J. Mark. Manag. 27, 181–197. <https://doi.org/10.1080/0267257X.2010.489815>.
- Dariyoush Jamshidi & Alireza Rousta (2020): *Brand Commitment Role in the Relationship between Brand Loyalty and Brand Kepuasan: Phone Industry in Malaysia*, *Journal of Promotion Management*, DOI: 10.1080/10496491.2020.1809596
- Dick, A.S., Basu, K., 1994. *Customer loyalty: towards an integrated conceptual frame- work*. J. Acad. Mark. Sci. 22, 99–113. <https://doi.org/10.1177/0092070394222001>
- Ehrenberg, A (2000), *Data Reduction*, Journal of Empirical Generalisations in Marketing Science, Vol. 5, No. 1
- Esch, F., Langner, T., Schmitt, B.H., Geus, P., 2006. *Are brands forever? How brand knowledge and relationships affect current and future purchases*. J. Prod. Brand Manag 15, 98–105. <https://doi.org/10.1108/10610420610658938>
- Fuggetta, R. (2012). *Brand advocates: turning enthusiastic customers into a powerful marketing force*, USA: John Wiley & Sons, Inc.
- Gaspersz, V. (2001). *Total Quality Management*. Jakarta: PT. Gramedia Pustaka Utama.
- Ganesan, S., 1994, *Determinants of Long-Term Orientation in Buyer-Seller Relationship*, Journal of Marketing, Vol. 58, April: 1-19
- Giese & Cote. (2000). *Academy of Marketing Science Review*. Defining Consumer Kepuasan Volume 2000 No. 1 Available: <http://www.amsreview.org/articles/giese01-2000.pdf>
- Griffin, (2005), *Customer Loyalty*, Jakarta : Penerbit Erlangga.
- Grigoroudis, E. and Siskos, Y. 2002, *Preference disaggregation for measuring and analyzing customer kepuasan: the MUSA method*, European Journal of Operational Research, Vol. 143, No. 1, pp.148–170.
- Huang, Y. and Huddleston, P. (2009), *Retailer premium own-brands: creating customer loyalty through own-brand products advantage*, International Journal of Retail & Distribution Management, Vol. 37 No. 11, pp. 975-992. <https://doi.org/10.1108/09590550910999389>
- British Journal of Educational Technology, 44(3), E85–E89. doi:10.1111/j.1467–8535.2012.01367.
- <https://economy.okezone.com/read/2020/10/05/455/2288689/penjualan-online-naik-480-selama-pandemi-covid-19>.
- <https-iphoneprice.co.id-insights-mapofecommerce-Mei-2020>
- <https-iphoneprice.co.id-insights-mapofecommerce-February-2021>
- <https://www.zalora.co.id/2021>
- <https://www.zalora.co.id/luxury>, 2021
- Hwang, J., Kandampully, J., 2012. *The role of emotional aspects in younger consumer-brand relationships*. J. Prod. Brand Manag. 21, 98–108. <https://doi.org/10.1108/10610421211215517>
- Sheth, Jagdish N., 1975, *Toward a Model of Individual Choice Behavior*, Paper presented at the ESOMAR Seminar on Market Modeling, France, June 11

- Japutra, A., Ekinci, Y., Simkin, L., 2014. *Exploring brand attachment, its determinants and outcomes*. J. Strateg. Mark. 22, 616–630. <https://doi.org/10.1080/0965254X.2014.914062>.
- Jayasimha, K.R., Billore, A., 2016. *I complain for your good? Re-examining consumer advocacy*, J. Strateg. Mark. 24, 360–376. <https://doi.org/10.1080/0965254X.2015.1011204>
- Koentjaraningrat. 1990. *Pengantar Ilmu Antropologi*, Jakarta. Djambata
- Kotler, P., Armstrong, G., 2011, *Principles of Marketing*, 14th edition. New Jersey : Pearson Education, Inc.
- Kotler, P., Armstrong, G., 2016, *Principles of Marketing*, 16th edition. New Jersey : Pearson Education, Inc.
- Kotler, P., 2000, *Marketing Management Millenium Edition*, Tenth Edition. US :Prentice-Hall, Inc.
- Kotler, P., Kartajaya H., Setiawan, I. (2017). *Marketing 4.0 : moving from traditional to digital*, John Wiley & Sons, Inc., Hoboken, New Jersey. Kotler, P.,
- Kotler Philip dan Keller Kevin L.. 2009, *Manajemen Pemasaran Jilid I Edisi Ketigabelas*. Jakarta: Erlangga.
- Kotler Philip dan Keller Kevin L.. 2012, *Marketing Manajemen*, 14th edition. Pearson Education, Inc., publishing as Prentice Hall, New Jersey.
- Kim, J., Joung, H.-M., 2016, *Psychological underpinnings of luxury brand goods repurchase intentions: brand-self congruity, emotional attachment, and perceived level of investment made*, J. Glob. Sch. Mark. Sci. 9159, 1–16. <https://doi.org/10.1080/21639159.2016.1174542>.
- KPMG (2006), “*Luxury mereks in China*”, available at: www.kpmg.fi/ (accessed 18 March 2011)
- Krishnan H.S., 1996, *Characteristics of memory associations: A consumer-based brand equity perspective*, International Journal of Research in Marketing, Volume 13, Issue 4.
- Lee, A., Yang, J., Mizerski, R., Lambert, C, 2015, *The Strategy Of Global Branding And Brand Equity*, New York :Routledge.
- Ling, E.S. 2013, *The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity*, Asian Social Science , Vol. 9 No. 3, pp. 125-134.
- Liu, F., Li, J., Mizerski, D., Soh, H., 2012. *Self-congruity, brand attitude, and brand loyalty: a study on luxury brands*, Eur. J. Mark. 46, 922–937. <https://doi.org/10.1108/03090561211230098>.
- Luarn dan Lin. 2003, *A Customer Loyalty Model For E-Service Context*, NationalTaiwan University of Science and Technology. Journal of Electronic Commerce Research, Vol. 4 No. 4.
- Lowenstein, M.W. 2011. *The Customer Advocate and the Customer Saboteur Linking Social Word-of-mouth, Brand Impression, and Stakeholder Behaviour*, Milwaukee: ASQ Quality Press.

- Malär, L., Krohmer, H., Hoyer, W.D., Nyffenegger, B., 2011. *Emotional brand attachment and brand personality: the relative importance of the actual and the ideal self*, J. Mark. 75, 35–52. <https://doi.org/10.1509/jmkg.75.4.35> .
- Manrai, L.A. , Lascu, D.N. , Manrai, A.K. and Babb, H.W. (2001), *A cross-cultural comparison of style in Eastern European emerging markets*, International Marketing Review , Vol. 18 No. 3, pp. 270-285
- Mittal, Vikas, Eugene W. Anderson, Akin Sayrak, and Pandu Tadikamalla (2005), —*Dual Emphasis and the Long-Term Financial Impact of Customer Statification*, Marketing Science, 24 (Fall), 544–55
- Moleong, j, Lexy. 2006. *Metodologi Penelitian Kualitatif*, Bandung: PT. Remaja Rosdakarya.
- Murphy, John A. (2001). *The life :The Definitive Guide to Managing Customer Retention* .UK : John Wiley & Sons Ltd.
- Nueno, J.L. and Quelch, J.A. 1998, *The mass marketing of luxury*, Business Horizons, Vol. 41 No. 6, pp. 61-70.
- Peppers Don and Rogers Martha, 2017, *Managing Customer Experience and Relationships A Strategic Framework*, Third Edition, Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
- Oliver, R. L., 1980, *A Cognitive Model of the Antecedents and Consequences of Statification Decisions*.Journal of Marketing Research, 17(4), 460.[doi:10.2307/3150499](https://doi.org/10.2307/3150499).
- Olsen, S.O., 2002, *Comparative Evaluation and the Relationship Between Quality, Statification, and Repurchase Loyalty*. Journal of the Academy of Marketing
- Phau, I., Prendergast, G., 2000, *Consuming luxury brands: the relevance of the “rar- ity principle*, J. Brand Manag. 8, 122–138. <https://doi.org/10.1057/palgrave.bm.2540013>.
- Reichheld, F.F., 2003, *The one number you need to grow*, Harv. Bus. Rev 81, 46–55. <https://doi.org/10.1111/j.1467-8616.2008.00516.x>.
- Sekaran, Uma dan Roger Bougie. 2017. *Metodologi Penelitian untuk Bisnis, Jilid 1 Edisi Keenam*. Jakarta: Salemba Empat.
- Šerić, M. and Gil-Saura, I., 2012, *ICT, IMC, and brand equity in high-quality hotels of Dalmatia:an analysis from guest perceptions*, Journal of Hospitality Marketing & Management ,Vol. 21 No. 8, pp. 821-851
- Shailesh, G., Reddy, B., 2016, *Mediation Role of Customer Advocacy in Customer Loyalty and Brand Equity Relationship – An Empirical Study in Context to In-store Brands*, Indian Journal of Science and Technology, Vol 9(45).
- Shukla, P., Banerjee, M., Singh, J., 2016, *Customer commitment to luxury brands: antecedents and consequences*, J. Bus. Res. 69, 323–331. <https://doi.org/10.1016/j.jbusres.2015.08.004>.
- Shimul, A.S. , Lwin, M. , Phau, I. , 2016, *Exploring the luxury brand attachment scale*. In: *Proceedings in Marketing in a Post-Disciplinary Era ANZMAC 2016*, Christchurch, p. 517.
- Song, Y., Hur, W.-M., Kim, M., 2012, *Brand trust and affect in the luxury brand–customer relationship*, Soc. Behav. Pers.: Int. J. 40, 331–338. <https://doi.org/10.2224/sbp.2012.40.2.331> .

- Stuart-Menteth, H. , Wilson, H.N., Baker, S., 2006, *Escaping the channel silo: researching the new consumer*. Int. J. Mark. Res. 48, 415–437.
- Sugiyono. 2017, *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Sun, T. , Horn, M. and Merritt, D., 2004, *Values and lifestyles of individualists and collectivists: a study on Chinese, Japanese, British and US consumers*, Journal of Consumer Marketing , Vol. 21 No. 5, pp. 318-331.
- Susanta, Alhabsji, T., Idrus, M. S., & Nimran, U., 2013, *The Effect of Relationship Quality on Customer Advocacy: The Mediating Role of Loyalty*, IOSR Journal of Business and Management, 10(4), 41–52. <https://doi.org/10.9790/487x-1044152>
- Urban, G. L. 2005, *Customer Advocacy: A New Era in Marketing?*, Journal of Public Policy & Marketing, 24(1), 155–159. doi:10.1509/jppm. 24.1.155.63887
- Vigneron, F., Johnson, L.W., 2004, *Measuring perceptions of merek luxury*. *J. Brand Manag*, 11, 484–506. <https://doi.org/10.1057/palgrave.bm.2540194>.
- Wilder, K.M., 2015, *Brand Advocacy: Conceptualization and Measurement*, Mississippi State University
- Vogel, V. , Evanschitzky, H. and Ramaseshan, B., 2008, *Customer equity drivers and future sales*, Journal of Marketing , Vol. 72 No. 6, pp. 98-108.
- Wilder, K.M. , 2015, *Brand Advocacy: Conceptualization and Measurement*, Mississippi State University.
- Zeithaml, Valeria A., Bitner, Mary J., Gremler, Dwayne D. 2017, *Services marketing : integrating customer focus across the firm*, US :McGraw-Hill Education.
- Zhang, S.S. , van Doorn, J. and Leeflang, P.S.H. 2014, *Does the importance of value, brand and relationship equity for customer loyalty differ between Eastern and Western cultures?*, International Business Review , Vol. 23 No. 2014, pp. 284-292.