

DAFTAR PUSTAKA

- Abdullah, Ma'rul. (2015) . *Metode Penelitian Kuantitaif (Untuk Ekonomi, Manajemen, Komunikasi, dan Ilmu Sosial lainnya)*. Aswaja Pressindo. Yogyakarta.
- Al Zubi, Ali (2010) Marketing Communications: Applied approach Access, Dar Al Maseera for Publishing, Distribution and Printing - Amman.
- Ali, Suleiman, (2011), a Study at the University of Damascus Magazine of Economic and Legal Sciences, 27- Vol. 4th
- American marketing Association Dictionary, 2011.
- Do Young, P., Kwon, H. H., & Chul-Won, L. (2011). The influences of perceived brand quality and ethnocentrism on consumption patterns of a global sports brand: the case of Korean college students. International Journal of Sports Marketing & Sponsorship.
- Dr. Raed ahmad momani. (2015). The Impact of Brand Dimension on the Purchasing Decision Making of the Jordanian Consumer for Shopping Goods. International Journal of Business and Social Science Vol. 6 No.7.
- Fill, Chris, Marketing Communication, Prentice Hall, Europe
- Grossman ova, m., vojtková, m., & kita, p. 2009. Role of brand loyalty in purchase of sport shoes, 40(6), Vezetéstudomány / Budapest management review,
- IDC Worldwide Quarterly mobile Phone Traker, July 31, 2018 (<https://www.idc.com/getdoc.jsp?containerId=prUS44188018>)
- Kekker K.L. And Lehman D.R ,2006,brand And Branding
- Kevin Lane Keller, 2008, Strategic brand management (building, measuring, and managing brand equity, Second edition, Upper Saddle River, New Jersey.
- Kotler ,Philip,2008,Marketing Management,13th,Edition,Prentice Hall
- Kotler, Philip, and Keller, Kevin, L. 2009, Marketing Management, (13th ED.), Pearson education international. London.
- Krasnikov, Alexander, 2009, evaluating the financial impact of Branding using Trademarks: a framework and empirical evidence, Journal of Marketing.
- Mohammed Ali Alkhchrom & Solomon, (2011),the perceived impact on the perceived quality and consumer loyalty difference Brand, Syria, Issue 4, Vol. 27, Damascus University Journal of Economic and Legal Sciences”.

Moisescu & Ovidiu I, 2009, the impact of brand consumer personality congruence on brand loyalty.

Muala, Naji, 2013, Management of Famous Brand: strategic Marketing Access, Zamzam Publishers & Distributors - Amman - Jordan.

Noor, Juliansyah. (2011). *Metodologi Penelitian : Skripsi, Tesis, Disertasi, dan Karya Ilmiah*. Prenanda Mediagrup. Jakarta.

Opoku Robert Ankomah, Communication brand personality through African tourism Websites, 2005, Academy of marketing conference.

Priyatno, Duwi. (2010). *Paham Analisa Statistik Data dengan SPSS*. MediaKom. Yogyakarta.

Priyatno, Duwi. (2011). *Buku Pintar Statistik Komputer*. MediaKom. Yogyakarta.

Priyatno, Duwi. (2012). *Cara Kilat Belajar Analisis Data dengan SPSS 20*. ANDI. Yogyakarta.

Pratyush Thripathi, Effect of brand endorsements by opinion leaders on rural consumer buying behavior, 2014, International journal of multidisciplinary approach & studies, Vol. 1, no4, ISSN no: 2348-537 X.

Rodoula Tsotsou, 2005, Marketing Bulletin Vol.16.No.4.

Roy S.K. Et Al, 2009, Examining the Effects of the Customer Loyalty on the Word of Mouth.

Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta. Bandung.

Suhartanto, Dwi. (2014). *Metode Riset Pemasaran*. Alfabeta. Bandung.

Wibowo, Agung Edy. (2012). *Aplikasi Praktis SPSS dalam Penelitian*. Gava Media. Yogyakarta.

Yuping Liu, 2007, the Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty, Journal of Marketing.

Unusal, Y., 2011, Effects of Brand Image on Brand Trust “Turkey” 6 (24), Journal of Yeas University.

Suelleman & Shawa, Safaa & Tala (2006), Trade Legislation and Business legislation, Dar Wael for Publishing.

Triadic P., 2013, Effects of Brand Endorsements by Opinion Leaders on Rural Consumer Buying Behavior. Indian, 1(4). International Journal of Multidisciplinary Approach & Studies.

Umar, Husein. (2008). *Desain Penelitian MSDM dan Perilaku Karyawan : Paradigma Positivistik dan Berbasis Pemecahan Masalah*. RajaGrafindo Persada. Jakarta.

