

DAFTAR PUSTAKA

- Aaker, D. A. (2006). *Managing Brand Equity: Capitalizing on The Value of a Brand Name*. United States of America: The Free Press.
- Bojei, J., & Hoo, W. C. (2012). Brand Equity And Current Use As The New Horizon For Repurchase Intention Of Smartphone. *International Journal of Business and Society*, Vol. 13 No. 1, 33 - 48.
- Cronin, J., Brady, M., & Hult, G. (2000). Assessing the Effects of Quality, Value and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76, 193-218.
- Fitria, D. (2016). *Pengaruh Citra Merek Dan Inovasi Produk Terhadap Minat Beli Ulang Pada Produk Smartphone Apple Tipe Terbaru Di Kota Pontianak*. Indonesia: Universitas Tanjungpura.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hartono. (2011, Desember 27). *Menelusuri Sejarah Perkembangan iPhone* . Diambil kembali dari Kompasiana: <https://www.kompasiana.com/hartono.jimmy/550b472d8133117913b1e53e/menelusuri-sejarah-perkembangan-iphone>
- Hellier, P. K., Geursen, G. M., Carr, R., & Rickard, J. A. (2003). Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing* , 1762-1800.
- Hubeis. (2012). *Komunikasi Profesional Perangkat Pengembangan Diri*. Bogor: IPB Press.
- Hudzaifah, I. (2018). *Analisis Pengaruh Kualitas Produk Dan Kepercayaan Merek Terhadap Minat Beli Ulang Yang Dimediasi Oleh Kepuasan Konsumen*. Semarang: Universitas Diponegoro.
- Kazemi, A., Abadi, H. R., & Kabiri, N. (2013). Analyzing the Effect of Customer Equity on Repurchase Intentions. *International Journal of Academic Research in Business and Social Sciences Vol.3 No. 6*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15th edition*. New Jersey: Pearson Prentice Hall, Inc.

- Lukas, B., & Ferrel, O. (2000). The Effect of Market Orientation on Product Innovation. *Journal of The Academy Marketing Science*. No.2 Vol.28, 239-247.
- Lupiyoadi, R. (2014). *Manajemen Pemasaran Jasa Berbasis Kompetensi. Edisi ke-3*. Jakarta: Salemba Empat.
- Min, C. M., Chen, L. H., Yeow, J. A., & Wong, P. (2012). Conceptual Paper: Factors Affecting the Demand of Smartphone among Young Adult. *International Journal on Management, Economics and Finance*. 2.
- Phuong, N. N., & Dai g, T. T. (2018). Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Marketing and Branding Research* 5, 78-91.
- Priscilia, N. (2017). “*Analisis Faktor – Faktor Yang Mempengaruhi Repurchase Intention Dengan Brand Equity Sebagai Variabel Intervening (Studi Kasus pada Pengguna Smartphone merek Apple di Kota Salatiga)*”. Semarang: Fakultas Ekonomika dan Bisnis, Universitas Diponegoro.
- Rahmayani, I. (2015, Oktober). *Indonesia raksasa teknologi digital asia*. Diambil kembali dari kominfo: https://kominfo.go.id/content/detail/6095/indonesia-raksasa-teknologi-digital-asia/0/sorotan_media
- Ramadhan, A. G., & Santosa, S. B. (2017). *Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Citra Merek Terhadap Minat Beli Ulang Nike Di Semarang*. Semarang: Undip.
- Said, H. (2014). Mobile Phone Brand Loyalty and Repurchase Intention. *European Journal of Business and Management*.
- Saidani, B., & Arifin, S. (2012). Pengaruh Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen dan Minat Beli Pada Ranch Market. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, Vol. 3, No. 1, 2012.
- Sugiharto, L. (2018). *Pengaruh Citra Merek, Inovasi, Dan Kualitas Produk Terhadap Minat Beli Ulang Konsumen Pada Smartphone Samsung*. Yogyakarta: Universitas Sanata Dharma.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Susanti, C. E. (2011). *The Influence Of Brand Equity Towards Repurchasing Intention Of Nokia Mobile Phones Through The Consumer Value In*

Surabaya. Surabaya: Faculty of Business and Economics Universitas Surabaya.

Susianti, C. E. (2013). *The Influence Of Brand Equity Towards Repurchasing Intention Of Nokia Mobile Phones Through The Consumer Value.* Surabaya: Fakultas Bisnis, Universitas Katholik Widya Mandala.

Thamrin, A., & Francis, T. (2012). *Manajemen Pemasaran.* Jakarta: PT Raja Grafindo Persada.

Tjiptono, F., & Chandra, G. (2016). *Service, Quality & satisfaction.* Yogyakarta: Andi.

Tran, T. T. (2018). *Factors affecting the purchase and repurchase intention smart-phones of Vietnamese staff.* Bien Hoa City, Dong Nai, Vietnam: Scientific Research Office, Lac Hong University.

Uliana, D. (2012). *Pengaruh Inovasi Produk Terhadap Minat Beli Ulang.* Depok: FISIP UI.

Williams, B. K., & Sawyer, S. C. (2011). *Using Information Technology: A Practical Introduction to Computers & Communication (9th edition).* New York: McGraw-Hill.