

DAFTAR PUSTAKA

- Arikunto, S. (2006). *Prosedur Penelitian Suatu Pendekatan Praktik, Ed Revisi VI*. Jakarta: PT Rineka Cipta
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: what is it? How is it measure? does it affect loyalty? *Journal of Marketing*
- Choi, Y. G., Ok, C., & Seon, H. S. (2011). Evaluating Relationship among Brand Experience, Brand Personality, Brand Prestige, Brand Relationship Quality, and Brand Loyalty: An Empirical Study of Coffeehouse Brands.
- Davis, D. F., Golobic S.L., and Marquadt A. (2009). "Measuring brand equity for logistic services". *The International Journal of Logistic Management*.
- Dimitriades, Z. S,. (2006). Customer satisfaction, loyalty, and commitment in service organization. *Journal of Marketing*.
- Geoffrey, R. (2001). *The Art of Marketing; Branding*. Cengage Learning EMEA; 2 edition.
- Ghozali, I. (2005). *Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19 (Edisi kelima)*. Semarang: Universitas Diponogoro.
- Giese, J.L. dan Cote J.A. (2002). "Defining Customer Satisfaction", *Academy Of Marketing Science Review*.
- Ha, Hong. Y., John. J., Janda. S., & Muthaly. (2009). The effects of advertising spending on brand loyalty in services. *Journal of Marketing*.
- Hashimoto, Y. (2013). 84% Konsumen Indonesia Kecewa Dengan Berbelanja Online. Di Akses Februari 2015 dari <http://techno.okezone.com/read/2013/11/01/55/890569/84-konsumen-indonesia-kecewa-dengan-belanja-online>
- Hildamizanthi.(2011). *Penerapan E-Commerce*, Makalah. Di akses Februari 2015, dari <http://blogs.unpad.ac.id/hildamizanthi/2011/05/05/penerapan-e-commerce-makalah/>

- Husain, Umar. (2003). *Metode Penelitian Bisnis Untuk Skripsi dan Tesis Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.
- Kandampully, J., Suhartanto, D. 2000. "Customer Loyalty in the Hotel Industry: The Role of Customer Satisfaction and Image", *International Journal Of Contemporary Hospitality Management*.
- Khani, S., Imanikhah, S. M., Gheysari, H., Kamali, S.S., & Ghorbanzadeh, T. (2013). The Relationship of appliance consumer personality trait, brand personality, brand loyalty and brand equity in the mobile phone industry. *International Journal of Fundamental psychology and social science*.
- Kopalle, P. K., and Donald, R. L. (2006), "Setting Quality Expectations When Entering a Market: What Should the Promise Be?" Lead Article, *Marketing Science*, 25 (1)
- Kotler, P. dan Keller, K.L (ed.) (2009). *Marketing Management* (13rd Edition). New Jersey: Pearson Prentice Hall
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th Edition). New Jersey: Pearson Prentice Hall.
- Kusuma, Y. (2014). *Pengaruh brand experience terhadap brand loyalty melalui brand satisfaction dan brand trust Harley Davidson di Surabaya*.
- Muzellec, L., and M. Lambkin, "Corporate Rebranding: Destroying, Transferring or Creating Brand Equity?" *European Journal of Marketing*, vol. 40
- Landa, R. (2006). "Designing brand experience". Thomson Delmar Learning.
- Lariviere, B., Aksoy, L., Cooil, B., Keiningham, T.L. 2011. "Does Satisfaction Matter More If a Multichannel Customer is Also a Multicompany Customer?", *Journal of Service Management*.
- Laudon, K. C., and Traver, C. G. (2007) "E-commerce", Pearson, New Jersey.
- Lesmana, A., Kevin, N., & Meyliana. (2014). "Pengaruh Iklan, Kualitas Produk, Brand dan Pengalaman Berbelanja Terhadap Kepuasan Pelanggan Dalam Berbelanja Online". Jakarta: Universitas Bina Nusantara.
- Merriles, B., Miller, D., (2008). Principles of corporate rebranding, *European Journal of Marketing* vol 42.

- Oliver, R.L. (1980), "A cognitive model of antecedents and consequences of satisfaction decisions", *Journal of Marketing Research*, Vol. 17 No. 4, November.
- Opuni, F., Frank., Baffoe M. S., & Adusei, E. P. (2013). The effectiveness of rebranding as a comparative study of Ghanaian Business Using the principles of corporate rebranding. *Journal of Marketing and Management*
- Pratiwi. (2011, 24 April). *Pengertian Variabel dan Jenis-Jenis Variabel*. Di akses Maret 2015, dari: <http://penjagahati-zone.blogspot.com/2011/04/pengertian-variabel-dan-jenis-jenis.html>
- Rahayu, S., & Made W. (2013). "Pengaruh *Brand Experience* dan *Brand Affect* terhadap kepuasan konsumen pengguna produk *Apple* di kota Denpasar". Bali: Universitas Udayana.
- Rahmati. (2009). *Pemanfaatan E-commerce Dalam Bisnis Di Indonesia*. Di akses Februari 2015, dari : [.http://citozcome.blogspot.com/2009/05/pemanfaatan-e-commerce-dalambisnis-di.html](http://citozcome.blogspot.com/2009/05/pemanfaatan-e-commerce-dalambisnis-di.html).
- Ramanathan, U., Ramanathan, R. 2011. "Guest's Perception On Factors Influencing Customer Loyalty An Analysis For UK Hotels", *International Journal Of Contemporary Hospitality Management*.
- Sekaran, U., dan Bougie., R. (2010). *Research Methods For Business (4th Edition)*. New York: John Willey & Sons Ltd.
- Shamim, A., and Butt., M. (2013). *A critical model of brand experience consequences*. Emerald Group Publishing Limited.
- Siregar, Riki. (2010). Strategi Meningkatkan Persaingan Bisnis Perusahaan dengan Penerapan E-Commerce.
- Sugiyono.(2008). Metode Penelitian Bisnis, Cetakan ke 12. Bandung: Alfabeta.
- Sugiyono. (2010). Metode Penelitian Kuantitatif Kualitatif. Bandung : Alfabeta.
- Sumarwan. U. (2003). *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*, Penerbit Ghalia Indonesia, Jakarta.
- Tabachnick, B. G., dan Fidel, L.S. (2007). *Using Multivariate Statistics*. Ed.5. Boston:Perason

- Temporal,. Lee, K.C. (2001). *Hi Tech Hi Touch Branding: Creating Brand Power in The Age of Technology*. Singapore: John Wiley and Sons (Asia) Pte Ltd.
- Theresia, 2014. *BAB III Metode Penelitian*. Diakses pada Maret 2015, dari: http://www.academia.edu/5449167/BAB_III_Metode_Penelitian
- Tjiptono, F., & Gregodiu, C. (2005). *Service, Quality & Satisfaction*. Yogyakarta: Andi
- Trasorras, R., Weinstein, A. dan Abratt, R. (2009). "Value, Satisfaction, Loyalty And Retention In Professional Services", *Marketing Intelligence & Planning*.
- Tse dan Wilton P.C, (1988). Model of consumer satisfaction formation: An extension, *Journal of Marketing Research*, May: 204-214.
- Tsiros, M., Mittal, V. (2000). Regret: A model of it's antecedents and consequences in consumer decision making, *Journal of Consumer Research*, 26: 401-417.
- Turban, E., King, D., Lee, J. K., & Viehland, D. (2003). *Electronic Commerce 2004: A managerial perspective* (3rd edition). Prentice Hall 3 edition.
- Zeithaml, Valarie A and Mary Jo Bitner. (2000). *Service Marketing*. Singapore: Mc Graw-Hill Companies Inc.: 3-287.
- Zikmund, W. (2003). *Business Research Methods*, Thomson South Western.

Akses melalui Internet

- Ensogo Indonesia <http://id.techinasia.com/livingsocial-indonesia-rebranding-jadi-ensogo-indonesia-mengapa/> (akses Desember 2014)
- <http://download.portalgaruda.org/article.php?article=183043&val=6321&title=TRANSAKSI%20ONLINE,%20MENINGKATKAN%20KEPERCAYAAN%20DAN%20LOYALITAS%20MEREK%20BAGI%20KONSUMEN%20DI%20SURABAYA> (akses Januari 2015)
- <http://startupbisnis.com/data-statistik-mengenai-pertumbuhan-pangsa-pasar-e-commerce-di-indonesia-saat-ini/> (akses Januari 2015)
- <http://www.pendidikanekonomi.com/2012/11/pengertian-brand-image.html>

http://www.academia.edu/4911623/PEMANFAATAN_E-COMMERCE_DALAM_DUNIA_BISNIS (akses Januari)

<http://www.pendidikanekonomi.com/2012/11/pengertian-brand-image.html> (akses Januari 2015)

http://www.academia.edu/4911623/PEMANFAATAN_ECOMMERCE_DALAM_DUNIA_BISNIS (akses Januari 2015)

<http://techno.okezone.com/read/2013/11/01/55/890569/84-konsumen-indonesia-kecewa-dengan-belanja-online> (akses Februari 2015)

<http://inet.detik.com/read/2013/11/06/092131/2404496/398/2/menyoal-kepuasan-belanja-di-lapak-online> (akses Februari 2015)

<http://www.nielsen.com/id/en/press-room/2014/konsumen-indonesia-mulai-menyukai-belanja-online.html> (akses Februari 2015)