

DAFTAR PUSTAKA

- Fitriana, Diana.(2014). *Pengaruh brand image terhadap purchase intention pada produk otomotif*. Brawijaya Malang, Indonesia: Repository.
- Hendry, Engelbertha.(2012). *Efektivitas Penggunaan Media Sosial Untuk Meningkatkan Brand Awareness, Functional Brand Image, dan Hedonic Brand Image,dari Produk Samsung Galaxy*. Jakarta, Indonesia : Media Neliti
- Hsin, Su, (2008). *The Impact of online store environment cues on purchase intention*. *Journal of Online information review*. Emerald Research, 1468-4527
- Ibadi Nurshafah, (2019). *Pengaruh Relationship Marketing terhadap Customer Loyalty dan Customer Satisfaction sebagai variabel intervening pada toko music nada*. Bandung, Indonesia: Unpad
- Jenniffer R, (2015). *The Four's of Loyalty*. *Journal of Marketing Intelligence & Planning* Emerald Research, 0263-4503
- Jeinita Ester Santoso, (2015). *Pengaruh Food Quality, Service Quality,Price Promotion,dan Customer Satisfaction terhadap Repeat Purchase Restoran Solaria*. Jakarta, Indonesia: Jurnal Untar
- Jogiyanto,Hartono.(2013).*Metodologi Penelitian Bisnis*. (Edisi Keenam). Yogyakarta,Indonesia: BPF.
- Keller,Kevin L. (2008). *Strategic Brand Management: Building Measuring and Managing Brand Equity*. (Edisi Ketiga).New Jersey: Pretince Hall
- Kotler, Philip. (2005). *Manajemen Pemasaran*. (Edisi kesebelas,Jilid I). Jakarta,Indonesia: