

## DAFTAR PUSTAKA

- Aaker, D. (1991). *Managing Brand Equity. Capitilazing on the Value of a Brand Name*. The Free Press, New York
- Aaker, D. (1996). *Measuring Brand Equity Across Products And Markets*. California Management Review, 38(3), 102–120.
- Aaker, D.A. (1992), *The value of brand equity*, Journal of Business Strategy, Vol. 13 No. 4, pp. 27-32.
- Aditya, R. (2015). Pengaruh media sosial instagram terhadap minat fotografi pada komunitas fotografi pekanbaru. Jurnal Fisip, 2, 1-14.
- Aida, Nur. (2018). Pengaruh Brand Awareness Terhadap Brand Equity Dan Dampaknya Terhadap Keputusan Menjadi Nasabah Bank Syariah. Economac. Volume 2 Issue 1 April 2018
- Alamsyah, Gerry. (2018). Analisis Media Sosial Lalala Fest Dan Campaign #Wesinglalala. [online] (<https://blog.nolimit.id/2018/03/14/analisis-media-sosial-lalala-fest-dan-campaign-wesinglalala/>) [14 march 2018]
- Amorós, Llopis, María & Saura, Irene & Ruiz-Molina, Maria & Blasco, María. (2019). Social media communications and festival brand equity: Millennials vs Centennials. Journal of Hospitality and Tourism Management. 40. 134-144. 10.1016/j.jhtm.2019.08.002.
- Athanassopoulos, A.D. (2000). *Customer satisfaction cues to support market segmentation and explain switching behaviour*. Journal of Business Research, Vol. 47 No. 3, pp. 191-207.
- Bagozzi, R.P. (1992). *The self-regulation of attitudes, intentions, and behavior*., Social Psychology Quarterly, Vol. 55 No. 2, pp. 178-204.
- Bashir, M. A., Ayub, N., & Jalees, T. (2017). *The impact of the firm generated contents and the user generated contents through social media on brand equity elements*. Pakistan Business Review, 744–760.
- Bloemer, J. M. M., & Kasper, H. D. P. (1995). *The complex relationship between consumer satisfaction and brand loyalty*. Journal of Economic Psychology, 16(2), 311–329.

- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66, 105-114.
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). *Are social media replacing traditional media in terms of brand equity creation*. *Management Research*
- Bruhn, Miriam, Gabriel Lara Ibarra, and David McKenzie. (2013). *Why is Voluntary Financial Education so Unpopular? Experimental Evidence from Mexico*. World Bank Policy Research Working Paper 6439.
- Cachón, Ortega I., & Vilanova, N. (2016). *Generación Z: El último salto generacional. Atrevia, la consultora global de comunicación con espíritu latino. España*: Deusto Business School. Universidad Deusto.
- Carmines, E. G., & McIver, J. P. (1981). *Analyzing Models with Unobserved Variables*. In Steffel R. V., & Ellis, R. S. (Eds.). *Structural and Social Bond of Commitment in Inter-Firm Relationships*. *Journal of Applied Business and Economics*, 10(1), 1-18.
- Caruana, A. (2002). *Service loyalty: the effects of service quality and the mediating role of customer satisfaction*. *European Journal of Marketing*, Vol. 36 Nos 7/8, pp. 811-828.
- Chi, C.G. and Gursoy, D. (2009). *Employee satisfaction, customer satisfaction, and financial performance: an empirical examination*. *International Journal of Hospitality Management*, Vol. 28 No. 2, pp. 245-253.
- Christodoulides, G. (2012). *Cross-national differences in e-WOM influence*. *European Journal of Marketing*. 46(11), 1689– 1707
- Chu, S.-C. and Kim, Y. (2011), “*Determinants of consumer engagement electronic word-of mouth (eWOM) in social networking sites*”, *International Journal of Advertising*, Vol. 30 No. 1, pp. 47–75.
- Cronin, J.J. Jr, Brady, M.K. and Hult, G.T.M. (2000). *Assessing the effects of quality, value, and customer satisfaction on customer behavioral intentions in service environments*. *Journal of Retailing*, Vol. 76 No. 2, pp. 193-218.
- Dewanda, Billy. (2019). *Menilik Perkembangan Ekosistem Festival Musik di Indonesia*. [online].

<https://www.whiteboardjournal.com/ideas/music/menilik-perkembangan-ekosistem-festival-musik-di-indonesia/> [ 16 July 2019)

- Durianto, D., Sugiarto, & Sitinjak, T. (2004). Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Jakarta: PT. Gramedia Pustaka Utama.
- Durianto, Sugiarto dan Tony Sitinjak, (2001). *Strategi Menaklukkan Pasar Melalui. Riset Ekuitas dan Perilaku Merek*, PT. Gramedia Pustaka.
- G.B.Y Brangsinga. & T.G.R Sukawati. (2015). Pengaruh *Perceived Quality* Dan *Brand Image* Terhadap *Brand Loyalty* Dan *Brand Equity*. E-Jurnal Manajemen, Vol. 8, No. 4, 2019: 2125 – 2151 ISSN: 2302-8912
- Garvin, D. A. (1983). *Quality on the line*. *Harvard Business Review*, 61, 64-75.
- Ghozali, Imam. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro.
- Godes, D., & Mayzlin, D. (2009). *Firm-Created Word-of-Mouth Communication: Evidence from a Field Test*. *Marketing Science*, 28(4), 721–739. <https://doi.org/10.1287/mksc.1080.0444>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). *PLS-SEM: Indeed a Silver Bullet*. *Journal of Marketing Theory and Practice*, 19(2), 139-15. doi: <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J.F., Black, W.J., Babin, B.J., & Anderson, R.E. (2010). *Multivariate data analysis*. Englewood Cliff, NJ: Prentice Hall.
- Han, H., & Ryu, K. (2006). Moderating role of personal characteristics in forming restaurant customers' behavioral intentions - An upscale restaurant setting. *Journal of Hospitality & Leisure Marketing*, 15(4).
- Haryono, Siswoyo. (2017). *Metode SEM Untuk Penelitian Manajemen Dengan AMOS LISREL PLS*. PT: Luxima Metro Media
- Hasugian, Jimmi Tumpal Mangisi. (2015).”Pengaruh *Brand Image* dan *Brand Trust* Terhadap *Brand Loyalty* Telkomsel (Survey Terhadap Pelanggan Telkomsel Di Grapari Samarinda)”. *Ilmu Administrasi Bisnis*, 3(4), 923– 937.

- Hoeffler, Steve & Keller, Kevin. (2002). *Building Brand Equity Through Corporate Societal Marketing*. Journal of Public Policy & Marketing. 21. 10.1509/jppm.21.1.78.17600.
- Huang, C. C., Yen, S. W., Liu, C. Y., & Chang, T. P. (2014). *The relationship among brand equity, customer satisfaction, and brand resonance to repurchase intention of cultural and creative industries in Taiwan*. International Journal of Organizational Innovation (Online), 6(3), 106–120.
- Indrawati. (2015). *Metode Penelitian Manajemen Dan Bisnis*. Bandung. Indonesia: Refika Aditama.
- Irwan Hartono Alinegoro., Hastuti Naibaho., dan Oliandes Sondakh. 2014. Pengaruh Elemen Ekuitas Merek (*Brand Equity*) terhadap Keputusan Pembelian Produk Pakaian (X) S.M.L di Surabaya. *Jurnal Gema Aktualita*. 3(1): h: 32-43.
- Janghyeon Nam Kyungnam., Yuksel Ekinci., and Georgina Whyatt. (2011). *Brand equity and brand loyalty and Consumer Satisfaction*. *Journal Annals of Tourism Research*. 38(3): 1009–1030.
- Karakaya, Fahri & Barnes, Nora Ganim. (2010). *Impact Of Online Reviews Of Customer Care Experience On Brand Or Company Selection*. *Journal of Consumer Marketing* 27/5 (2010) 447–457
- Karupannan. A & M. Vijayakumar. *A Study on Hierarchical Relationship between Brand Equity Dimensions of Selected FMCG Product*. *SUMEDHA Journal of Management*. Vol. 1, No.3 July - September, 2012)
- Keller, K.L. (1993). *Conceptualizing, measuring, and managing customer-based brand equity*. *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22
- Kim, H., Knight, D. K., & Crutsinger, C. (2009). *Generation Y employees' retail work experience: The mediating effect of job characteristics*. *Journal of Business Research*, 62(5), 548–556.
- Kotler, Philip & Armstrong, Gary (2014), *Principles of Marketing* 15<sup>th</sup> Edition. New Jersey : Prentice Hall.

- Kotler, Philip and Kevin Lane Keller,.(2016). *Marketing Managemen*, 15th Edition, Pearson Education,Inc.
- Lam, Shun & Shankar, Venkatesh & Erramilli, Krishna & Murthy, Bvsan. (2004). *Customer Value, Satisfaction, Loyalty, and Switching Costs: An Illustration From a Business-to-Business Service Context*. *Journal of The Academy of Marketing Science - J ACAD MARK SCI*. 32. 293-311.
- Latan, Hengky dan Selva Temalagi. (2013). *Analisis Multivariate Teknik dan Aplikasi Menggunakan Program IBM SPSS 20,0*. Bandung: Penerbit Alfabeta.
- Lewis, R. C.,& Booms, B. (1983). *The marketing aspects of service quality*. AMA Proceeding, American Marketing Association Chicago, 99-104.
- Lupiyoadi, Rambat. (2013). *Manajemen Pemasaran Jasa*. Edisi Ketiga. Salemba Empat: Jakarta.
- Macdonald, E. K., & Sharp, B. M. (2000). *Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication*. *Journal of Business Research*, 48, 5-15. [https://doi.org/10.1016/S0148-2963\(98\)00070-8](https://doi.org/10.1016/S0148-2963(98)00070-8)
- Mahsa Pishdar., Mohammad Reza Seyyed Hashemi Toloun., Fereshteh Farzianpour and Morteza Rezaeiasl. (2014). *Modeling The Effectiveness Of The Corporate Identity Mix In Perceived Quality And Costumer- Related Brand Equity With Interpretive Structural Equations And Micmac Analysis*. *American Journal of Applied Sciences*, 11 (4), pp: 548-557.
- Mauludin Hanif. (2013). *Marketing Research : Panduan Bagi Manajer, Pimpinan Perusahaan Organisasi*. Jakarta. Elex Media Komputindo.
- McDowall, S. (2011). *The festival in my hometown: The relationships among perfor- mance quality, satisfaction, and behavioral intentions*. *International Journal of Hospitality & Tourism Administration*, 12, 269–288.
- Mutiah, Dinny. (2019). *Berkonsep Unik, LaLaLa Festival Fest Malah Tuai Komentar Pedas*. [online]. <https://www.liputan6.com/showbiz/read/3903377/berkonsep-unik-lalala-fest-2019-malah-tuai-komentar-pedas>. [25 Februari 2019]

- Mutiah, Dinny. (2019). Tanggapi Kekecewaan Pengunjung, Panitia Lalala Festival 2019 Sebut Banyak Saran Tak Dianggap. [online].  
<https://www.liputan6.com/lifestyle/read/3903644/tanggapi-kekecewaan-pengunjung-panitia-lalala-festival-2019-sebut-banyak-saran-tak-dianggap>.  
 [25 februari 2019]
- Nam, J., Ekinici, Y. and Whyatt, G. (2011), *Brand equity, brand loyalty and consumer satisfaction*. Annals of Tourism Research, Vol. 38 No. 3, pp. 1009-1030.
- Namkung, Y. & Jang, S. (2007). *Does food quality really matter in restaurant?: its impact on customer satisfaction and behavioral intentions*. Journal of Hospitality and Tourism Research, Vol. 31 No. 3, pp. 387-410. of Marketing, Vol. 76 No. 4, pp. 44-63.
- Nasrullah, Rulli. 2016. Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi. Bandung: Simbiosis Rekatama Media.
- Natawijaya, Andry. (2018). Tentang Membangun *Brand Image* di Media Sosial. [online].  
<https://www.kompasiana.com/andrynatawijaya/5ac62d44f133445b07291623/tentang-membangun-brand-image-di-media-sosial?page=all>. [ 5 April 2018]
- Oh, Haemoon. (2000). *The Effect Of Brand Class, Brand Awareness, And Price On Customer Value And Behavioral Intentions*. Journal of Hospitality & Tourism Research, Vol. 24, No. 2, May 2000, 136-162
- Pappu, R. and Quester, P. (2006). *Does customer satisfaction lead to improved brand equity? An empirical examination of two categories of retail brands*. Journal of Product & Brand Management, Vol. 15 No. 1, pp. 4-14.
- Perdana, Putra Bima. (2019). Penyelenggara : LaLaLa Festival 2019 Akan Lebih Besar dari Sebelumnya. [online].  
<https://entertainment.kompas.com/read/2019/02/22/160755210/penyelenggara-lalala-festival-2019-akan-lebih-besar-dari-yang?page=all>. [22 Februari 2019]

- Ph.D. Mustafa Karadeniz, N. C. (2010). *The Importance Of Customer Based Strategic Brand Equity*. Management For Enterprises. Journal of Naval Science and Engineering, 6 (2), 117-132.
- Puntoadi, Danis. (2011). *Menciptakan Penjualan Melalui Social Media*. Jakarta: Elex, Media Komputindo.
- Rangkuti, Freddy. ((2009). *Strategi Promosi yang Kreatif dan Analisis Kasus*
- Saha, G.C. and Theingi. (2009). *Service quality, satisfaction, and behavioral intentions: a study of low-cost airline carriers in Thailand*. Managing Service Quality: An International Journal, Vol. 19 No. 3, pp. 350-372.
- Santoso, S. (2018). *Konsep Dasar dan Aplikasi SEM dengan AMOS 24*. Jakarta: PT Elex Media Komputindo
- Sarwono, J. (2012). *Path Analysis Dengan SPSS: Teori, Aplikasi, Prosedur Analisis Untuk Rises Skripsi, Tesis dan Disertasi (1th ed.)*. Jakarta: PT Elex Media Komputindo. Review, 35(9), 770–790.
- Sasmita, Jumiati & Mohd Suki, Norazah. (2015). *Young consumers' insights on brand equity*. International Journal of Retail & Distribution Management. 43. 276-292. 10.1108/IJRDM-02-2014-0024
- Schiffman & Kanuk. (2004). *Perilaku Konsumen*. Edisi 7. Prentice Hall. Jakarta.
- Schivinski, B., & Dabrowski, D. (2013). *GUT FME working paper Series A The impact of brand communication on brand equity dimensions and brand purchase intention through Facebook*, Vol. 4, Gdansk (Poland): Gdansk University of Technology, Faculty of Management and Economics 1–24 4.
- Schivinski, B., & Dabrowski, D. (2015). *The impact of brand communication on brand equity through Facebook*. *Journal of Research in Interactive Marketing*, 9(1), 31–53. <https://doi.org/10.1108/JRIM-02-2014-0007>
- Schultz, R. J., Schwepker, C. H., & Good, D. J. (2012). *An exploratory study of social media in business-to-business selling: Salesperson characteristics, activities and performance*. *Marketing Management Journal*, 22(2), 76–89.
- Sedarmayanti & Hidayat, Syarifudin. (2012). *Metodologi Penelitian*. Bandung : Mandar Maju

- Sekhar, Chandra & Patwardhan, Manoj & Singh, Rohit. (2013). *A literature review on motivation. Global Business Perspectives*. 1. 10.1007/s40196-013-0028 1.
- Setiadi. (2013). *Konsep dan praktek penulisan riset keperawatan (Ed.2)* Yogyakarta: Graha Ilmu
- Severi, Erfan & Ling, Kwek & Nasermodeli, Amir. (2014). *The Impacts of Electronic Word of Mouth on Brand Equity in the Context of Social Media. International Journal of Business and Management*. 9. 10.5539/ijbm.v9n8p84.
- Sivadas, E. and Baker-Prewitt, J.L. (2000). *An examination of the relationship between service quality, customer satisfaction, and store loyalty. International Journal of Retail & Distribution Management*, Vol. 28 No. 2, pp. 73-82.
- Smith, A.N., Fischer, E. and Yongjian, C. (2012), “*How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter?*”, *Journal of Interactive Marketing, Direct Marketing Educational Foundation, Inc.*, Vol. 26 No. 2, pp. 102–113.
- Söderlund, Magnus. (1998). *Customer satisfaction and its consequences on customer behaviour revisited: The impact of different levels of satisfaction on word-of-mouth, feedback to the supplier and loyalty. International Journal of Service Industry Management*. 9. 169-188. 10.1108/09564239810210532.
- Soewandi, Melinda. (2015). *The Impact of Social Media Communication Forms on Brand Equity Dimensions and Consumer Purchase Intention. iBuss Management Vol. 3, No. 2, (2015) 204-213*
- Sofronov, Bogdan. (2018). *Millennials: A New Trend For The Tourism Industry. Annals Of Spiru Haret University. Economic Series*. 18. 109-122. 10.26458/1838.
- Solis, Brian. (2010). *Engage: The Complete Guide for Brands and Business to Build, Cultivate, and Measure Success in the New Web. New Jersey: John Wiley & Sons Inc.*
- Stahl, F., Heitmann, M., Lehmann, D.R. and Neslin, S.A. (2012). *The impact of brand equity on customer acquisition, retention, and profit margin. Journal*



- Subroto. (2004, 19 Februari). Survei MARS (Marketing and Research) dan SWA No 2/ XXI/19 Februari 2005 Marketing\ Edisi Khusus\I\2008
- Sucahyo, Yosef Andre. (2017). Pengaruh *Brand Association, Brand Loyalty, Brand Awareness, Dan Brand Image* Terhadap *Brand Equity* Pada *Brand Happy Baby*. *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* Volume 2, Nomor 5, Desember 2017
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV.
- Sujani, Harjoko. (2012). Pengaruh Brand Equity Dan Customer Value Terhadap customer Satisfaction Rumah Sakit. *Ekuitas: Jurnal Ekonomi dan Keuangan*. Akreditasi No. 80/DIKTI/Kep/2012
- Sujarweni, V. Wiratna. (2015). *Statistik untuk Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Supranto, J. & Limakrisna, H.N. (2007). *Perilaku Konsumen dan Strategi Pemasaran untuk Memenangkan Persaingan Bisnis*. Jakarta: Mitra Wacana Media.
- Tjiptono, F & Gregorius C. (2016). *Service, Quality & satisfaction*. Yogyakarta. Andi.
- Tjiptono, F. (2011). *Manajemen & Strategi Merek*. Yogyakarta: ANDI.
- Tjiptono, F. (2015). *Strategi Pemasaran, Edisi 4*, Penerbit Andi, Yogyakarta
- Torres, A. and Tribó, J.A. (2011), *Customer satisfaction and brand equity*. *Journal of Business Research*, Vol. 64 No. 10, pp. 1089-1096.
- Triwijanarko, Ramadhan. (2017). Menilik Raminya Fenomena Festival Musik di Indonesia. [online]. (<https://marketeers.com/ramainya-festival-musik-di-indonesia/>). [10 oktober 2017)
- Ume Salma Akbar & Dr. Sarwar M Azhar. (2010). *The Drivers of Brand Equity: Brand Image, Brand Satisfaction and Brand Trust*. Sukkur Institute of Business Administration 1
- Vanden Bergh, B. G., Lee, M., Quilliam, E. T., & Hove, T. (2011). *The multidimensional nature and brand impact of user-generated ad parodies in social media*. *International Journal of Advertising*, 30(1), 103–131.

<https://doi.org/10.2501/IJA-30-1-103-131>

- Wibisono, Nuran. (2019). Pentingnya Festival Musik Untuk Menggaet Wisatawan Millennials. [online]. <https://tirto.id/pentingnya-festival-musik-untuk-menggaet-wisatawan-milenial-egrY>. [ 16 Agustus 2019]
- Widjajanti, Endarwati, dan Dwi Erni. (2016). *“Improving Motivation and Integer Arithmetic Operation Learning Achievement of The 4<sup>th</sup> Grade Students Through Interactive Visual Media”*. Jurnal Penelitian Ilmu Pendidikan, Vol. 9, No. 1, Hal:53.
- Wijanto, S. (2008). Structural Equation Modelling Dengan LISREL 8.8. Yogyakarta: Graha Ilmu.
- Wilson, E. (2007). *Music and Tourism: on the Road Again - by Chris Gibson and John Connell. Geographical Research, 45(2), 209–210.* doi:10.1111/j.1745-5871.2007.00454.x
- Wong, J., Wu, H. C., & Cheng, C. C. (2014). *An empirical analysis of synthesizing the effects of festival quality, emotion, festival image and festival satisfaction on festival loyalty: A case study of Macau food festival.* International Journal of Tourism Research, 17(6), 521–536.
- Yoo, B., & Donthu, N. (2001). *Developing and validating a multidimensional consumer- based brand equity scale.* Journal of Business Research, 52(1), 1–14.
- Yoo, Boonghee; Donthu, N. (2001). *Developing and Validating a Multi-dimensional CBBE scale.* Journal of Business Research, 10(1), 61–6
- Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2006). Service Marketing. New York: McGraw- Hill.