

DAFTAR PUSTAKA

Buku:

- Abdillah, Willy, & H., Jogiyanto. (2015). *Partial Least Square(PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: ANDI
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Kotler, Philip dan Kevin Lane Keller (2009), "*Manajemen Pemasaran*", Edisi Ketigabelas, Jakarta, Erlangga.
- Kotler, Philip And Keller, Kevin Lane. (2012). *Marketing Management 14th Edition*. England: Pearson Education, Inc.
- Kotler, Philip dan Kevin Lane Keller (2013), "*Manajemen Pemasaran*", Edisi Kelimabelas, Jakarta, Erlangga.
- Kotler, Philip And Keller, Kevin Lane. (2016). *Marketing Management 15th Edition*. England: Pearson Education, Inc.
- Latan, Hengky. (2013). *Model Persamaan Struktural: Teori Implementasi Amos 21.0*. Bandung: Alfabeta.
- Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu*. Bandung: CV Pustaka Setia.
- Rangkuti, Freddy.(2013). *Customer Service Satisfaction & Call Center Berdasarkan ISO 9001*. Jakarta: PT. Gramedia Pustaka Utama.
- Schiffman, L.G. and Kanuk, L.L. 1983. *Consumer Behavior. 2nd ed*, PrenticeHall, Englewood Cliffs, NJ.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Susanto, A.B, Wijanarko, Himawan. (2004). *Power Branding, Membangun Merek. Unggul dan Organisasi Pendukungnya*. Bandung: Mizan.
- Tjiptono, Fandy. (2008) *Strategi Pemasaran, Edisi Ke-3*. Yogyakarta: ANDI
- Tjiptono, Fandy dan Chandra, Gregorius. (2016). *Service, Quality, dan Satisfaction (4thed)*. Yogyakarta: ANDI.
- Yusuf, Eva., Williams, lesley.,(2007:P26) *Manajemen Pemasaran*, Jakarta : PPM

Jurnal

- Arumsari, Ria. Aryanti, Maya (2017). *The Effect of Electronic Word of Mouth, Brand Image, Customer Trust and Customer Satisfaction Towards Repurchase Intention at PT. GO-JEK Indonesia*. Global Academics Roundup for Digital Advancement in Business, 1(1-4).
- Alhaddad, Abdullah (2015). *Perceived Quality, Brand Image, and Brand Trust as Determinants of Brand Loyalty*. Quest Journals. Andespa, R.
- Ariker, Cagla (2017). *Generation Z and CSR antecedents of purchasing intention of university student*. Ph.D. Research Scholar, Amity International Business School.
- Ancis, Tracy dan Hoefel, Fernanda (2018) *True Gen : Gen Z, Implications for company Journal of Mckinsey&co*, The influence of Gen Z—the first generation of true digital natives—is expanding. 10.
- Arslan, Muhammad (2014). *Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan*.
- Ariffin, Shahira et.al. (2016). *'Factors Influencing Perceived Quality and Repurchase Intention Towards Green Product'*. Procedia Journal of Economics and Finance.
- Buil, Martínez, & de Chernatony, et al (2014); *"The influence of brand equity on consumer responses"* Journal of Consumer Marketing 30.
Research Scholar
- Chinomona, Richard and Dubihlela, Dolba (2014). *Does Customer Satisfaction Lead to Customer Trust, Loyalty and Repurchase, Intention of Local Store Brands? The Case of Gauteng Province of South Africa* Journal of Marketing, 69(4), 89-21.

- Cindy, Natasha. Ariyanti, Maya (2018). *Pengaruh Celebrity Endorsement, E-wom Dan Brand Image Terhadap Keputusan Pembelian Produk Nature Republic Di Indonesia*. Telkom University Library catalogue.
- Dewi, S.A dan Rastini. 2016. *Peran Green Trust Memediasi Green Perceived Value Dan Green Perceived Risk Terhadap Green Repurchase Intention*. E-Jurnal Manajemen Unud, Vol. 5, No.12, 2016:8046-8078. ISSN : 2302-8912.
- Ebrahimi, et.al (2014). *Investigating the Effect of Perceived Service Quality, Perceived Value, Brand Image, Trust, Customer Satisfaction on Repurchase Intention and Recommendation to Other Case study: LG Company*, European Journal of Business and Management, Vol.6, No.34, 2014
- Fadlurohim, Ishak., et al. (2019). "Memahami perkembangan anak generasi alfa di era industri 4.0". E-Jurnal Unpad, Vol 2, No 2.
- Gani , Prabowo (2012) Pengaruh citra merek dan kepuasan pelanggan terhadap loyalitas pelanggan kartu seluler xl prabayar di surabaya. Undergraduate thesis, faculty of economics.
- Godfrey, A. L, et.al (2005). *Do satisfied customers buy more? Examining moderating influences in a retailing context*. Journal of Marketing, 69(4), 26-43.
- Hasugian, Jimmi Tumpal Mangisi. (2015). *Pengaruh Brand Image Dan Brand Trust terhadap Brand Loyalty Telkomsel (Survey Terhadap Pelanggan Telkomsel Di Grapari Samarinda)*, eJournal Ilmu Administrasi Bisnis, Volume 3, Nomor 4
- Hellier K. Phillip, Gus M. Geursen, Rodney A. Carr, John A. (2006). *European Journal of Marketing*. Vol. 37 No. 11/12, . hal. 1762-1800
- Kurniawati, Novia Ruli, Mardawati., Putu Nina. (2017) *Pengaruh Green Perceived Value Dan Green Perceived Quality Untuk Meningkatkan Green Satisfaction Yang Berdampak Pada Repurchase Intention (Di Rumah Makan Kehidupan Tidak Pernah Berakhir Bandung)*. Telkom University Library catalogue
- Lam, S.Y., Shankar V., Erramilli M.K., dan Mutrhy, B. (2016). *Customer value, Satisfaction, Loyalty, and Switching Cost : An Illustration From A Business-to-Business Service Context*. Journal of the Academy of Marketing Science, 32, pp. 293-311 ScholarUAE.
- Liferenko, Ekaterina., (2018). *Multiple Vs Single Instagram Brand, Endorsers:*

- Engagement, Brand Attitude And Purchase Intention Among Millenials.* ILLC, University of Amsterdam.
- Mahajan, Rashmi, *et al* (2019). *Gen. X and Gen.Y Customer Groups Perception and Preferences Towards Choice of Shopping Malls Using Structural Equation Model (SEM).* Graphic Era University, Dehra Dūn (GEU).
- Prasad, K. and Dev, C.S. (2019). *Managing Hotel Brand Equity: A Customer-centric Framework for Assessing Performance, Cornell Hotel and Restaurant Administration.* Quarterly, June, 22-31.
- Raihana, Zhafira, dan Putu Yudi Setiawan. 2018. “*Anteseden Kepuasan Pelanggan Dan Dampaknya Pada Minat Pembelian Ulang.*” E-Jurnal Manajemen Unud, Vol. 7, No. 4, 1892-1919.
- Soares, Caecilia, Arianti, Maya (2019). *The Influence of Service Quality Against Repurchase Intention With Customer Satisfaction as Intervening on The Plaza Telkomcel in Timor Leste.* Telkom University Library catalogue
- Spais, G.S dan K. Vasileiou. (2006). “*Path modelling the antecedent factors to consumer repurchase intentions for advanced technological food products: Some correlations between selected factor variabels*”. Journal of business case studies, Vol. 2 No.2
- Sukma., Yudhi, Alamsyah., Andri (2019). *Pengaruh satisfaction dan trust pelanggan enterprise sales telkomcel timor leste terhadap loyalty commitment.* Telkom University Library catalogue
- Sweeney, J. And Soutar, G. (2001). “*Consumer perceived value: the development of a multiple item scale*”. Journal of Retailing, Vol. 77, pp. 203-205.
- Tsotsou, R. (2003). *The Role of Perceived Product Quality and Overall Satisfaction on Purchase Intentions.* International Journal of Consumer Studies, 30(2), pp. 207-217
- Wisnalmawati. (2005). “*Pengaruh Persepsi Dimensi Kualitas Layanan terhadap Niat Pembelian Ulang*”. Jurnal Ekonomi & Bisnis, No. 3, Jilid 10.

Internet

Dgip.go.id (2020, 20 feb). Ballpoint tiruan asal tiongkok, gagal masuk indonesia.

Tersedia:<https://www.dgip.go.id/ballpoint-tiruan-asal-tiongkok-gagal-masuk-indonesia>

Ladn.Eu (2020, 17 feb). Generation Z: born to stream and influence. Tersedia:

(<https://www.ladn.eu/influencers/generation-z-born-to-stream-and-influence/>)

Standardpen. (2020, jan-feb). *Website* Standardpen. Tersedia

(<https://www.standardpen.id>).

Topbrand. (2020, jan-feb). *Website* Topbrand. Tersedia:

(<https://www.topbrand-award.com/>) .