



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Aaker, D., (1991). "Managing Brand Equity". A Division of Simon and Schuster, Inc., New York.
- Bahram, R., Sanayei, A., Kaboli, M.R. (2012). "An Analysis of Brand Image, Perceived Quality, Customer Satisfaction and Re-purchase Intention in Iranian Department Stores", International Journal of Business and Management Vol. 7, No. 6.
- Baker, B., (2007). "Destination Branding for Small Cities". Creative Leap Books, Portland, Oregon, USA.
- Biedenbach, G., Marel, A., (2009). "The Impact of Customer Experience on Brand Equity in a Business to Business Services Setting", Journal of Brand Management. Vol 17 No 6, pp. 446-458.
- Bojei, J., Hoo, W., (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.
- Buil, I., Chernatony, R., Martinez, E., (2013). "Examining The Role of Advertising and Sales Promotions in Brand Equity Creation", Journal of Business Research 66 115–122.

- Cannon, J., Perreault, W., McCarthy, J., (2009). *“Basic Marketing A Marketing Strategy Planning Approach 17th edition”*. The McGraw-Hill Companies, Inc., New York.
- Chi, H.K., Yeh, H.R., Yang, T.Y. (2009). *“The Impact of Brand Awareness on Consumer Purchase Intention”*, Journal of International Management Studies. Vol 4 No 1.
- Chung, I., Lee, M., (2003). *“Study of Influencing Factors for Repurchase Intention in Internet Shopping Malls”*.
- Erdogmus, I., Turan, I., (2012). *“The Role of Personality Congruence, Perceived Quality and Prestige on Ready-to-wear Brand Loyalty”*, Journal of Fashion Marketing and Management Vol. 16 No. 4.
- Fayrene, C., Lee, G., (2011). *“Customer-Based Brand Equity: A Literature Review”*, Journal of Arts Science & Commerce ISSN 2229-4686.
- Feng, J., Yanru, H., (2013). *“Study On The Relationship Among Customer Satisfaction, Brand Loyalty and Repurchase Intention”*, Journal of Theoretical and Applied Information Technology, Vol. 49 No.1.
- Kartajaya, H., (2010). *“Brand Operation”*. MarkPlus Institute of Marketing.
- Keller, K.L. (2003). *“Strategic Brand Management: Building, Measuring, and Managing Brand Equity”*, 2nd Edition., Prentice Hall, New York, NY.

Keller, K.L., (2008). *“Strategic Brand Management 3rd edition”*. Pearson Education, Inc., Upper Saddle River, New Jersey.

Kotler, P., Amstrong, G., (2008). *“Principles of Marketing 12th edition”*. Pearson Education, Inc., Upper Saddle River, New Jersey.

Hameed, F., (2013). *“The Effect of Advertising Spending on Bran Loyalty Mediated by Store Image, Perceived Quality and Customer Satisfaction: A Case of Hypermarkets”*, Asian J. Bus. Manage., 5(1): 181-192.

Hellier, K., Geursen, G., Carr, R., Rickard, J., (2003). *“Customer Repurchase Intention, A General Structural Equation Model”*, European Journal of Marketing.

Huang, C., Yen, S., Chang, T., (2014). *“The Relationship Among Brand Equity, Customer Satisfaction, and Brand Resonance to Repurchase Intention of Cultural and Creative Industries In Taiwan”*, The International Journal of Organizational Innovation.

Jalilvand, M.R., Samiei, N., Mahdavinia, S.H. (2011). *“The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker's Model in the Automobile Industry”*, International Business and Management .

- Kayaman, R., Arasli, H., (2007). *“Customer based brand equity: evidence from the hotel industry”*, Journal Managing Service Quality Vol. 17 No. 1, pp. 92-109.
- Keller, K.L. (1993). *“Conceptualizing, Measuring, and Managing Customer Based Brand Equity”*, Journal of Marketing, Vol 57, pp 1-22.
- Martisiute, S., Vilutyte, G., Grudey, D., (2010). *“Product or Brand? How Interrelationship between Customer Satisfaction and Customer Loyalty Work”*, European Journal of Interdisciplinary Studies.
- Norjaya, M.Y., Mohd, N.N., and Osman, M. (2007). *“Does Image Of Country-of-origin matter to Brand Equity?”*, Journal of Product & Brand Management, 16 (1), 38-48.
- Olaru, D., Purchase, S., Peterson, N., (2008). *“From customer value to repurchase intentions and recommendations”*, Journal of Business & Industrial Marketing, Volume 23 · Number 8, 554–56.
- Ogba, I., Tan, Z., (2009). *“Exploring the impact of brand image on customer loyalty and commitment in China”*, Journal of Technology Management in China Vol. 4 No. 2, pp. 132-144.
- Papuu, R., Quester, P., Cooksey, R., (2005). *“Consumer Based Brand Equity: Improving the Measurement-Emperical Evidance”*, The Journal of Product and Brand Management; pg. 143.

Rahman, 2013, Arus mudik dan balik 2013 meningkat.

<http://www.antaranews.com/berita/391226/arus-mudik-dan-balik-2013-meningkat>

Ranjbarian, B., Sanayei, A., Kaboli, M., (2012). “*An Analysis of Brand Image, Perceived Quality, Customer Satisfaction and Re-purchase Intention in Iranian Department Store*”, International Journal of Business and Management.

Severi, E., Ling, K., (2013). “*Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity*”, Asian Social Science.

Upamannyu, N., Manthur, G., (2012). “*Effect of Brand trust, Brand affect and Brand Image on customer Brand Loyalty and consumer Brand Extension Attitude In FMCG Sector*”, Practices and Research in Marketing.

Yaseen. N., Tahira, M., Anwar, A., (2011). “*Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention: A Resellers’ View*”, Institute of Interdisciplinary Business Research, Vol 3, No 8.

Yang, Y., Chi, H., Yeh, H., (2009). “*The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty*”, The Journal of International Management Studies, Volume 4, Number 1.

Wang, H., Wei, Y., Yu, C., (2008). “*Global Brand Equity Model: Combining Customer-Based with Product-Market Outcome Approaches*”, Journal of Product & Brand Management.

Webe, 2013, Fenomena Low Cost Carrier [http://maskapai.com/2008/03/13/fenomena low-cost-carrier](http://maskapai.com/2008/03/13/fenomena-low-cost-carrier).

<http://centreforaviation.com>

<http://www.indonesia.go.id/in/sekilas-indonesia/geografi-indonesia>

<http://www.lionair.co.id/>

<http://www.seatguru.com>

<http://www.planespotters.net>

<http://ww1.airplane-picture.net>

UMMN