



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

- Adiwaluyo, Eko. "Indonesia Kuasai Sepertiga Penjualan Tablet di Asia Tenggara." 30 juli 2013.
(<http://www.the-marketeers.com/archives/indonesia-kuasai-sepertiga-penjualan-tablet-di-asia-tenggara.html#Uy5YHvldUVJ>)
- Ahmad Jamal, and Mark M.H. Goode. (2001), "Consumers and brands; a study of the impact of self-image congruence on brand preference and satisfaction"
- Anderson, E. and Weitz, B. (1992), "The use of pledges to build and sustain commitment in distribution channels", *Journal of Marketing Research*, Vol. 29 No. 1, pp. 18-34.
- Anderson, E. W. (1998), "Customer satisfaction and word-of-mouth", *Journal of Service Research*, Vol. 1 No. 1, pp. 5-17.
- Anna M. Turri, Karen H. Smith, and Elyria Kemp. (2013), "Developing Affective Brand Commitment Through Social Media".
- Bagozzi, R.P. and Dholakia, U.D. (2006), "Antecedents and purchase consequences of customer participation in small group brand communities", *International Journal of Research in Marketing*, Vol. 23 No. 1, pp. 45-61.
- Beomjoon Choi and Beom-Jin Choi. (2012), "The effects of perceived service recovery justice on customer affection, loyalty, and word-of-mouth"
- Bhat, S., & Reddy, S. K. (2001). "The impact of parent brand attribute associations and affect on brand extension evaluation", *Journal of Business Research*, 53, 111-22.

Roderick J. Brodie *, Ana Ilic, Biljana Juric, Linda Hollebeek. (2011),” Consumer engagement in a virtual brand community: An exploratory analysis,” Journal of Business Research

Brown, Jacqueline Johnson and Peter H. Reingen. (1987), “Social Ties and Word-of-Mouth Referral Behavior,” Journal of Consumer Research, 14 (December), 350-62.

Chaudhuri, A. and Holbrook, M.B. (2001), “The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty”, Journal of Marketing, Vol. 65 No. 2, pp. 81-93.

Christiansen, T. and Tax, S.S. (2000), “Measuring word of mouth: the questions of who and when?”, Journal of Marketing Communications, Vol. 6, pp. 185-99.

Deliusno. “Delapan Fitur Unggulan Iphone5” Kamis, 13 September 2012.

(<http://tekno.kompas.com/read/2012/09/13/1251389/delapan.fitur.unggulan.iphone.5>)

Donald J. Shemwell Jr, J. Joseph Cronin Jr, and William R. Bullard. (1993), “Relational Exchange in Services: An Empirical Investigation of Ongoing Customer Service-provider Relationships”

Elena Delgado-Ballester and Jose’ Luis Munuera-Alema’n. (2005), “Does brand trust matter to brand equity?”

Fournier, S. and Lee, L. (2009), “Getting brand communities right”, Harvard Business Review, Vol. 87 No. 4, pp. 105-11.

Fuller, J., Matzler, K. and Hoppe, M. (2008), “Brand community members as a source of

innovation”, *Journal of Product Innovation and Management*, Vol. 25 No. 6, pp. 608-19.

Geyskens, I., Steenkamp, J-B.E.M., Scheer, L.K. and Kumar, N. (1996), “The effects of trust and

interdependence on relationship commitment: a trans-Atlantic study”,

International

Journal of Research in Marketing, Vol. 13 No. 4, pp. 303-17.

Glen L. Urban, Bruce D. Weinberg, and John R. Hauser. (1996), “Premarket Forecasting of

Really-New Products”

Hair, J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2010). *Multivariate Data Analysis* (7th ed.). New Jersey: Pearson Education.

HarianTI. “10 Merek Ponsel Paling Laris di Indonesia Versi IDC Saat ini” 18 Desember 2013 (<http://harianti.com/10-merek-ponsel-paling-laris-di-indonesia-versi-idc-saat-ini/>)

Hagel, J. and Armstrong, A.G. (1997), “Net gain: expanding markets through virtual communities”, *McKinsey Quarterly*, Winter, pp. 140-6.

Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003), “Customer repurchase intention: a general structural equation model”, *European Journal of Marketing*, Vol. 37 No. 11, p. 1762.

Heriyanto, Trisno. “Indonesia Masuk 5 Besar Negara Pengguna Smartphone.” Senin, 3 Februari 2014.

(<http://inet.detik.com/read/2014/02/03/171002/2485920/317/indonesia-masuk-5-besar-negara-pengguna-smartphone>)

Hidayat, Wicak. "Kelebihan dan Kekurangan iPhone 5S" 30 Januari 2014.

(<http://tekno.kompas.com/read/2014/01/30/1304051/kelebihan.dan.kekurangan.iphone.5s>)

Holland, J. and Baker, S.M. (2001), "Customer participation in creating site brand loyalty", *Journal of Interactive Marketing*, Vol. 15 No. 4, pp. 34-45.

Hye-Shin Kim and Byoung-ho Jin.(2006), "ACADEMIC PAPER Exploratory study of virtual communities of apparel retailers" , *Journal of Fashion Marketing and Management*

Jalali Seyyed Mehdi1*, Khadem Mojgan2 and Javidani Masoud3 (2012), Investigation of the Effective Factors on Brand Loyalty and Repurchase Intention (Case study: Iranian Consumers)

Jeppesen, L.B. and Frederiksen, L. (2006), "Why do users contribute to firm-hosted user communities? The case of computer-controlled music instruments", *Organizational Science*, Vol. 17 No. 1, pp. 45-63.

Jimmy63. "Menelusuri Sejarah Iphone" 26 Desember 2011.

(<http://ureport.news.viva.co.id/news/read/274942-menelusuri-perkembangan-sejarah-iphone>)

Johnson, M.D., Herrmann, A. and Huber, F. (2006), "The evolution of loyalty intentions", *Journal of Marketing*, Vol. 70 No. 2, pp. 122-32.

Keller, K. L. (1993). "Conceptualizing, measuring, and managing customer-based brand equity", *Journal of Marketing*, 57 (January), 1-22.

Kotler, Philip. (2006). "According To Kotler"

L. Jean Harrison-Walker. (2001), "The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents"

- Lance A. Bettencourt . (1997), “Customer Voluntary Performance: Customers As Partners In Service Delivery”
- Lung-Yu Chang, Yu-Je Lee, Chen-Lin Chien, Ching-Lin Huang, and Ching-Yaw Chen. (2012), “The Influence of Consumer’s Emotional Response and Social Norm on Repurchase Intention: a Case of Cigarette Repurchase in Taiwan”
- Malholtra, N.K. (2010). *Marketing Research (6th ed) ‘An applied Orentation’*. New Jersey: Pearson Education.
- Malholtra, N.K. (2012). *Basic Marketing Research (4th ed.)*. New Jersey: Pearson Education.
- Mangalandum, Rosa Sekar. “3 gaya baru kembangkan eksistensi merek” 25 Agustus 2013. (<http://swa.co.id/business-strategy/marketing/tiga-gaya-baru-kembangkan-eksistensi-merek>)
- Maulana, Adhi. “7 Tahun Berturut-turut Apple Jadi Perusahaan Paling Dikagumi” 2 Maret 2014. (<http://tekno.liputan6.com/read/2016975/7-tahun-berturut-turut-apple-jadi-perusahaan-paling-dikagumi/>)
- Maria Sicilia and Mariola Palazo’n (2008), “Brand communities on the internet: A case study of Coca-Cola’s Spanish virtual community”
- Michael F. Walsh, Karen Page Winterich, and Vikas Mittal. (2011), “How re-designing angular logos to be rounded shapes brand attitude: consumer brand commitment and self construal”
- Moorman, C., Deshpande’, R. and Zaltman, G. (1993), “Factors affecting trust in market research relationships”, *Journal of Marketing*, Vol. 57 No. 1, pp. 81-101.
- Mourad TOUZANI, and Azza TEMESSEK. (2009), “Brand Loyalty: Impact of Cognitive and Affective Variables”.

Morgan, R.M. and Hunt, S.D. (1994), "The commitment-trust theory of relationship marketing",

Journal of Marketing, Vol. 58 No. 3, pp. 20-38.

Noor, Achmad Rouzni. "Urusan ICT, Indonesia Ada di Posisi 95." Jumat, 26 Juli 2013.

(<http://inet.detik.com/read/2013/07/26/085159/2314979/398/urusan-ict-indonesia-ada-di-posisi-95?i991102105>)

Oliver, R.L. (1999), "Whence consumer loyalty?", Journal of Marketing, Vol. 63, pp. 33-44.

Reichheld, F.F. and Sasser, E.W. (1990), "Zero defects: quality comes to services",

Harvard Business Review, Vol. 68, pp. 105-111.

Ruth Mugge, Hendrik N.J. Schifferstein and Jan P.L. Schoormans (2010), "Product attachment and satisfaction: understanding consumers' post-purchase behavior"

Susanto, Dwi Adi. "Loyalitas Pengguna Produk Apple Tumbang." Rabu, 31 Oktober 2012. (<http://www.merdeka.com/teknologi/loyalitas-pengguna-produk-apple-tumbang.html>)

Survei BPS. "Survei BPS: Jumlah Pengguna Internet Indonesia Tahun 2013 Tembus 71 Juta Orang." 21 Januari 2014.

(<http://harianti.com/survei-bps-jumlah-pengguna-internet-indonesia-tahun-2013-tembus-71-juta-orang/>)

Tamilia Curtis, Russell Abratt, Paul Dion, and Dawna Rhoades (2011), "Customer Satisfaction, Loyalty, an Repurchase: Some Evidence From Apparel Consumers"

Thompson, S.A. and Sinha, R.K. (2008), "Brand communities and new product adoption: the influence and limits of oppositional loyalty", Journal of Marketing, Vol. 72 No. 6, pp. 65 80.

Thorsten Hennig-Thurau, KevinP. Gwinner, Gianfranco Walsh, and Dwayne D.

Gremler. (2004), "Electronic Word of Mouth Via Consumer Opinion Platforms: What Motivates Consumers to Articulate Themselves on The Internet?"

Won-Moo Hur, Kwang-Ho Ahn, dan Minsung Kim (2011), "*Building Brand Loyalty Through Managing Brand Community Commitment*"

Wathne, K., Biong, H. and Heide, J. (2001), "Choice of supplier in embedded markets: relationship and marketing program effects", *Journal of Marketing*, Vol. 65 No. 2, pp. 54-66.

Wijanto, S.H. (2008). *Structural Equation Modeling dengan Lisrel 8.8*. Yogyakarta: Graha Ilmu.

Yimiao Chen, Fangyi Liu, Cheng-His Fang, and Tom M.Y. LIN. (2012), "Understanding the effectiveness of word-of-mouth: an elasticity perspective"

Younghee Song, Won-Moo Hur, and Minsung Kim. (2012), "Brand Trust and Affect in The Luxury Brand-Customer Relationship"

Yusuf, oik. "Internet Indonesia Paling Pelan Nomor 2." Kamis 30 Januari 2014.

(<http://tekno.kompas.com/read/2014/01/30/0844338/Internet.Indonesia.Paling.Pelan.Nomor.Dua>)

Yusuf, oik. "2013, Pengguna Internet Indonesia Bisa Tembus 82 Juta." Kamis 13 Desember 2012

(<http://tekno.kompas.com/read/2012/12/13/10103065/2013.pengguna.internet.indonesia.bisa.tembus.82.juta>)

Zeithaml, V.A., Berry, L. and Parasuraman, A. (1996), "The behavioral consequences of service quality", *Journal of Marketing*, Vol. 60 No. 2, pp. 31-46.