

DAFTAR PUSTAKA

- Aaker. (1996). *Measuring brand equity across products and markets*, 102-120.
- Amirullah. (t.thn.). *Populasi dan Sampel (Pemahaman, Jenis dan Teknik*. 71.
- Bahri, S. (2018). *Metodologi Penelitian Bisnis*. Yogyakarta: ANDI.
- Bahri, S. (2018). *Metodologi Penelitian Bisnis*. Yogyakarta: ANDI.
- Baker, H. K., & Nofsinger, J. R. (2010). *Behaviour finance: investor, corporations and market*. 2010: John Wiley & sons.
- Benitez-Marquez. (2021). *generation z within the workforce and in the workplace: A bibliometric analysis*.
- Bielen, M., & Kubiczek, J. (2020). *Response of the labor market to the needs and expectations of generation z*, 87-94.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planing & Strategy)*. Surabaya: Penerbit Qiara Media.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Goran, V., Keleminic, K., & Subic, R. (2022). *Understanding Drivers Of Consumer loyalty in the banking industry: a comparative study of generation z individual exhibiting high vs. low financial literacy*. 215.
- Graczyk, K., & G, S. E. (2020). *A person-organization fit model of generation z: preliminary studies*, 149-176.
- Kusnawan, A., Diana, S., A, A., & S, T. (2019). *Pengaruh diskon pada aplikasi e-wallet terhadap pertumbuhan minat pembelian impulsif konsumen milenial di wilayah tanggerang*, 137.
- Kusumaningrum, D. A., Wachyuni, S. S., Ritasari, R., & Kusumaningsih, R. (2019). *PENGARUH CUSTOMER SATISFACTION DAN BRAND IMAGE TERHADAP BRAND LOYALTY DI PANTAI SENTOSA RESTAURANT JAKARTA. Jurnal Sains Terapan Pariwisata*, 129.
- Leslie. (2021). *understanding drivers of consumer loyalty in the banking industry: a comparative study of generation z individuals exhibiting high vs low financial literacy*, 215.
- Maloni. (2019). *understanding drivers of consumer loyalty in the banking industry: a comparative study of generation z individuals exhibiting high vs low financial literacy*, 215.

- Marsh, B. A. (2006). *Examining the personal financial attitudes, behavior and knowledge levels of first year an senior students at baptist universities in the state of texas*. Bowling green state university.
- Marzo, N., Pedraja, I., & Torres, R. (2004). *the benefits of relationship marketing for the consumer and for the fashion retailers*, 425-436.
- Nair, R. K., Sinha, R., Crasto, S. G., Kian, K. W., & Kee, D. M. (2021). The effect of Starbucks Marketing Campaigns on. *Asia Pacific Journal of Management and Education*, 72-73.
- Pankow, D. (2003). *Financial, value, attitude, and goals*. North Dakota State: University Fargo.
- Pratiwi , D. M., Saerang, D. P., & Tumewu, F. (2020). Jurnal Berkala Ilmiah Efisiensi Volume 15 No. 05 Tahun 2015 Detha Misgi Pratiwi: The Influence of Brand Image.....377 THE INFLUENCE OF BRAND IMAGE, BRAND TRUST AND CUSTOMER SATISFACTION ON BRAND LOYALTY (CASE OF SAMSUNG SMARTPHONE). *Jurnal Berkala Ilmiah Efisiensi*, 1.
- Priansa, D. J. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta.
- Purnomo, A., Asitah , N., Rosyidah, E., Septianto, A., Daryanti, M. D., & Firdaus, M. (2019). Generasi Z Sebagai Generasi Wirausaha. *Ina-Rxiv*, 1.
- R, P., & Quester. (2016). *how does brand innovativeness affect brand loyalty* , 2-28.
- Reichheld. (1996). *Learning from customer defections*, 56-72.
- Sanusi. (2018). *Metodologi Penelitian Bisnis*. Yogyakarta: Andi.
- Schockey. (2002). *Low-wealth adults financial literacy. Money management behavior and associates factors*.
- Sholihin, M., & Ratmono, D. (2021). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis*. Yogyakarta: CV ANDI OFFSET.
- Siregar, S. (2013:252). *Statistika parametrik untuk penelitian kuantitatif*. Bumi aksara.
- Sugiyono. (t.thn.).
- Sugiyono. (2017). *Metode Penelitian Kuantitatif*. Bandung: Alfabeda.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.

- Sugiyono. (Cetakan ke 3, 2021). *Metode penelitian kuantitatif kualitatif dan r&d*. Bandung: Alfabeta.
- Thompson, Newman, A., & Liu, M. (2014). *The moderating effect of individual level collectivist values on brand loyalty*, 2437-2446.
- Tjiptono, F., & Chandra. (2022). UNDERSTANDING DRIVERS OF CONSUMER LOYALTY IN THE BANKING INDUSTRY: A COMPARATIVE STUDY OF GENERATION Z INDIVIDUALS EXHIBITING HIGH VS LOW FINANCIAL LITERACY. 219.
- Wahyuni, I. P. (2021). Pengaruh Customer Satisfaction Terhadap Brand Loyalty melalui Brand Love (Studi pada Pelanggan Starbucks). *Jurnal Ilmiah Mahasiswa FEB*, 12.
- Westhuizen. (2018). *Brand loyalty: exploring self brand connection and brand experince* , 172-184.