

DAFTAR PUSTAKA

- Adlin, Alfathri. (2006). *Resistensi Gaya Hidup: Teori dan Realitas*. Yogyakarta: Jalasutra.
- Aji, A., Fauzi, A., & Fanani, D. (2015). Pengaruh Komunitas Merek Terhadap Loyalitas (Survei Pada Anggota Komunitas Motor Honda Tiger Neo_Gat's Malang). *Jurnal Administrasi Bisnis*, 29(1), 104–111.
- Algesheimer, R., Dholakia, U. M. dan Herrmann, A. (2005). *The Social Influence of Brand Community: Evidence from European Car Clubs*. *Journal of Marketing*, 69, 19–34.
- Aziz, sahin. (20117). *The effect of Brand Experiences, Trust and Satisfaction on building Brand Loyalty; An Empirical Research On Global Brands*.
- 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.
- Brakus, J.J., Schmitt, B.H & Zarantonello, L. (2009.) “Brand Experience : What is it? How is it Measured? Does it Affect Loyalty?. *Journal of Marketing*.
- Griffin, Jill. (2012). *Customer Loyalty* terjemahan Dwi Kartini Yahya. Jakarta: Erlanga.
- Gobe, Marc. (2005). *Emotional Branding*. Jakarta: Erlangga
- Istijanto, 2005. *Aplikasi Praktis Riset Pemasaran, Plus 36 Topik Riset Pemasaran Siap Terap*. Jakarta : Gramedia Pustaka Utama
- Kibtiyah, Mariyatul. (2017). *Pengaruh Brand Community terhadap Loyalitas Merek Mobil Suzuki Ertiga (Study Kasus pada Klub Mobil Suzuki Ertiga ERCI Jember)*. Undergraduate thesis, Universitas Muhammadiyah Jember.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Prentice Hall International.
- Kotler, Philip and Keller, Kevin Lane. (2009). *Marketing Management 13th Edition*. Singapore: Prentice Hall
- Kumar, R., Luthra, A. and Datta, G. (2006). *Linkages between brand personality and brand loyalty: a qualitative study in an emerging market in the Indian context*. *South Asian Journal of Management*.

- Kusuma, Yohanes Surya. (2018). Pengaruh brand experience terhadap brand loyalty melalui brand satisfaction dan brand trust Harley Davidson di Surabaya. Jurnal manajemen pemasaran*
- Lindawati and Indrianawati Usman and Sri Wahyuni Astuti (2019) Anticipating normative community pressure in brand community: a study of young entrepreneurs community of Bank Mandiri. Journal of Economics, Business & Accountancy Ventura, 22 (1). pp. 137-146. ISSN 2087-3735, e- ISSN: 2088-785X*
- Mardiono, M., Tricahyono, D. (2015). Pengaruh brand community terhadap brand loyalty (studi kasus pada komunitas naked wolves indonesia). e-Proceeding of Management :Vol.2, No.3 Desember 2015 | Page 2354.*
- Muniz and O' Guinn, 2001, Brand Community, Journal Of Consumer Research, Oxford Univercity Press, Vol. 27 No. 4*
- Oliver, Richard L. (2009). Satisfaction : A. Behavioral Perspective on The Consumer, Mc Graw– Hill : New York.*
- Rangkuti, Freddy. (2012). The Power of Brands. Jakarta, PT Gramedia Pustaka Utama*
- Rosdiana, P. (2018). Loyalitas Merek Komunitas Pendaki Gunung: Pengaruh Relasi Merek dan Identifikasi Komunitas dengan Mediasi Keterikatan dan Tekanan Normatif [Brand Loyalty among the Mountain Hiker Community. Journal Communication Spectrum, 8(2), 208-231.*
- Sugiyono. (2018). Metode penelitian kuantitatif. Bandung: Alfabeta Sugihartati, Rahma, 2017. Budaya Popular dan Subkultur Anak Muda. Surabaya : Airlangga University Press*
- Tjiptono, Fandy. (2012). Strategi Pemasaran, Edisi Kedua, Cetakan Kelima. Penerbit Andi :Yogyakarta.*