

DAFTAR PUSTAKA

- Aaker, D. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. The Free Press.
- Ansary, Amin; Hashim, N. M. H. K. (2018). Brand image and equity: the mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Review of Managerial Science*. <https://doi.org/10.1007/s11846-017-0235-2>
- Blazquez, M., & Henninger, C. E. (2019). The effects of rebranding on customer-based brand equity The effects of rebranding on customer-based brand equity Kurt Mattich Eva Helberger. (November). <https://doi.org/10.1504/IJBG.2019.097391>
- Goi, C., & Goi, M.-T. (2011). Review on Models and Reasons of Rebranding. *International Conference on Social Science and Humanity*, 5, 445–449. <https://doi.org/10.1145/2037715.2037728>
- Keller, Kevin L.; Hoeffler, S. (2002). Building Brand Equity Through Corporate Societal Marketing. *Journal of Public Policy & Marketing* 21(1).
- Muzellec, L., & Lambkin, M. (2006). Corporate rebranding: Destroying, transferring or creating brand equity? *European Journal of Marketing*. <https://doi.org/10.1108/03090560610670007>
- Aaker, D. (1991). *Mengelola ekuitas merek: Memanfaatkan nilai nama merek*. Pers Bebas.
- Kim, Angella J.; Ko, E. (2010). Dampak Pemasaran Media Sosial Merek Fashion Mewah pada Hubungan Pelanggan dan Niat Membeli. *Jurnal Pemasaran Mode Global*, 164–171. <https://doi.org/10.1080/20932685.2010.10593068>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: ALFABETA, Cv.
- Sugiyono, & Lestari, P. (2021). *Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, Analisis Teks, Cara Menulis Artikel Untuk Jurnal Nasional dan Internasional)*. ALFABETA.
- Supriyadi, Fristin, Y., & Indra, G. K. . (2016). Pengaruh Kualitas Produk dan Brand Image Terhadap Keputusan Pembelian (Studi pada Mahasiswa Pengguna Produk Sepatu Merek Converse di Fisip Universitas Merdeka). *Jurnal Bisnis Dan Manajemen*, Vol. 3 No.(1), 1
- Tilde Heding , Charlotte F. Knudzen, M. B. (2009). *Brand Management : Research, Theory and Practice* (1 Edition). Denmark: Routledge.
- Kinanti, R. A. Y. U. (2018). Pengaruh Rebranding Terhadap Brand Image. E. Belch George . (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (6TH, ed.). Newyork: McGraw-Hill
- Rangkuti, F. (2004). *The Power of Brands*. JAKARTA: Gramedia Pustaka Utama. <https://www.sketsaunmul.co/life-style/tren-sepatu-lokal-dengan-kualitas-internasional/baca>