

Daftar Pustaka

- Adriani Meta, Dwi Bunga Frisca.(2015) Faktor Pembentuk *Brand Loyalty*: Peran *Self concept connection,Brand Love,Brand Trust*, dan *Brand Image*.Jakarta
- Aim Muzaqqi.2016. Pengaruh Kesadaran Merek, Kesan Kualitas, Asosiasi Merek, dan Loyalitas Merek Terhadap Ekuitas Merek.Vol.31 no.1
- Alhaddan Abdullah.(2015). *Perceived Quality,Brand Image and Brand Trust as Determinants of Brand Loyalty*.Damascus.
- Arikunto, Suharsimi. 2009. Manajemen Penelitian. Jakarta: Rineka Cipta.
- Arnold Kelvianto Hidayat & Erni Martini. Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, dan Loyalitas Merek terhadap Ekuitas Merek Lazada. 2019. Vol.6, No.1. ISSN 23559357.
- Ayesha Nofriyanti Rizky (2014) Pengaruh Brand Trust, Brand image, Perceived Quality, Brand Loyalty, Terhadap Brand Equity Pengguna Telkomsel.
- Barker.et al. 2002 *Research Methods In Clinical Phsycology*. John Wiley & Sons Ltd. England.
- Erfan Severi,dkk.(2013). *The Mediating Effects of Brand Association,Brand Loyalty, Brand Image,And Perceived Quality on Brand Equity*.Kuala Lumpur.
- Fitrahadini,Ujang Sumarwan, Rita Nur Malina, Analisis Konsumen Terhadap Ekuitas Merek Produk Es Krim. Vol.31 No.1. ISSN 1907-6037
- Gujarati. (2005). SPSS Versi 16 Mengolah Data Statistik Secara Profesional. Jakarta: Gramedia Pustaka Utama.
- Harjati Lily,dkk.(2014). *Pengaruh Persepsi Kualitas Terhadap Keputusan Pembelian The Body Shop*.Jakarta.

- Hosssien Emari, Ali Jafari, Mehdi Mogaddam. The mediatory impact of Brand Loyalty and Brand Image on Brand Equity. (2012). ISSN 1993-8233.
- Hung,dkk.(2011). *Antecedents of Luxury Brand Purchase Intention,Journal of Product and AMP Brand Management*.Taipei.
- Khanh Tuan Vuong.(2017). *The Mediating Effect of Perceived Quality on The Costumer Loyalty in Small and Medium-Sized Enterprises in The Mobile Phone Sector in Ho Chi Minh City*.Raja Gopal.
- Maheshwari Vishwas.(2014). *Determinants of Brand Loyalty: A Study of Experience-Commitment-Loyalty Constructs*. Leeds
- Raeni Dwi Santy & Siti Daniya Atika. (2019). *Purchasing Decisions in Terms of Perceived Quality and Product Knowledge*. Vol.112.
- Rangkuti, Freddy (2009). Pengaruh Komponen Eksistensi Merek Terhadap Brand Awareness, Brand Association,Perceived Quality, Brand Loyalty, secara simultan (suatu penelitian produk shampoo di jabodetabek)
- Sugiyono, (2015), *Metode Penelitian Kuantitatif dan kualiatatif R&D*. Bandung: Alfabeta.
- Sugiyono, (2017). *Metode Penelitian Kuantitatif dan kualiatatif R&D*. Bandung: Alfabeta.
- Sugiyono,(2013), *Metode Penelitian Kuantitatif Kualitatif Dan R&D*, Bandung. 11 Penerbit Alfabeta.
- Sugiyono. (2005). *Metode Penelitian Bisnis*. Bandung: CV. Alpha Betha.
- Sugiyono. (2009). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Bandung: CV. Alpha Betha.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Cetakan ke-17. Bandung: Alfabeta.
- Umar, Husein. 2009. *Metode Penelitian untuk Skripsi Dan Tesis Bisnis*, Edisi kedua, Rajagrafindo Persada Jakarta.
- Umi Narimawari, 2010. *Penulisan Karya Ilmiah: Panduan Awal Menyusun Skripsi dan Tugas Akhir*. Jakarta: Genesis
- Umi Narimawati (2008). *Metodologi Penelitian Kualitatif dan Kuantitatif: Teori dan Aplikasi*. Bandung

Umi Narimawati, Sri Dewi Anggadini & Linna Ismawati. (2011). *Penulisan Karya Ilmiah*. Bekasi: Genesis.

Yi Lin Long.(2010). *The relationship of consumer personality trait,brand personality and brand loyalty:an empirical study of toys and video games buyer*.Taipei.

<https://www.kompasiana.com/avuzazuhra/5d0f02810d82306cdb04dfe2/5-beladiri-paling-populer-di-dunia>