

DAFTAR PUSTAKA

- Atiyah, L. (2016). Product's quality and its impact on customer satisfaction a field study in diwaniyah dairy factory. *The 10th International Management Conference "Challenges of Modern Management"*.
- Arbuckle, J. L. (1999). *AMOS*. USA : Chicago, Small Waters Corporation
- Baek, B. J., Lee, H. K., & Kim, T. C. (2013). Mirrorless interchangeable-lens light field digital photography camera system. *IEEE International Conference on Consumer Electronics (ICCE)*.
- Budiasri, S. (2016). The Influence of Product Quality, Price Perception, and Brand Image on Satisfaction and Customer Loyalty Holcim Concrete Readymix in Jakarta. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 7, 2.
- Bobalca, C., Gatej, C., & Ciobanu, O. (2012). Developing a Scale to Measure Customer Loyalty. *Procedia Economics and Finance*, 3, 623–628
- Darmawan, D., Mardikaningsih, R., & Hadi, S. (2017) The Effect of Service Quality, Customer Satisfaction, and Corporate Image on Customer Loyalty in The Banking Sector in Indonesia. *IOSR Journal of Business and Management (IOSR-JBM)*, 19(11), 46-51.
- Djumarno, Sjafar, O., & Djamaluddin, S. (2017). The Effect of Brand Image, Product Quality, and Relationship Marketing on Customer Satisfaction and Loyalty. *International Journal of Business and Management Invention (IJBMI)*, 2(10), 15-24.
- Djumarno, Anjani, S., & Djamaluddin, S. (2018). Effect of Product Quality and Price on Customer Loyalty through Customer Satisfaction. *International Journal of Business and Management Invention (IJBMI)*, 7(8), 13-20.
- Dwiastuti, R., Shinta, A., & Isaskar, (2012), *Ilmu Perilaku Konsumen*, cetakan pertama, Malang: UB Press.
- Chiguvi, D., & Guruwo, P. T. (2017). Impact of Customer Satisfaction on Customer Loyalty in The Banking Sector. *International Journal of Scientific Engineering and Research (IJSER)*, 5(2), 55-63.
- Evawati (2012). Kualitas produk dan citra merek (brand image) mc donald pengaruhnya terhadap kepuasan konsumen. *Jurnal Ilmu Ekonomi dan Sosial*, 1, 184-191.
- Erwin, & Sitinjak, T. J. R. (2017). Kontribusi Kualitas Jasa, Kepercayaan, dan Kepuasan Konsumen dalam Menciptakan Loyalitas Konsumen. *Jurnal Manajemen UBM*, 13(2), 85-191.

- Dib, H., & Al-Msallam, S. (2015). The Effect of The Determinants of Customer Satisfaction on Brand Loyalty. *Quest Journals, Journals of Research in Business and Management*, 3, 3.
- Gaol, A. L., Hidayat, K., & Sunarti (2016). Pengaruh kualitas produk terhadap tingkat kepuasan konsumen dan loyalitas konsumen. *Jurnal Administrasi Bisnis (JAB)*, 38, 1.
- Ghozali, I., (2018), *Aplikasi Analisis Multivariate dengan Program IBM SPSS* 25, 9, Semarang: Badan Penerbit Universitas Diponegoro
- Ginantra, K. G., Lestari, N. P. N. E., Gorda, A. E. S., & Darma, G. S. (2017). Effects of Promotion, Product Quality, Brand Image and Price on Customer Satisfaction and Brand Switching Decision. *International Journal of Management and Economics*, 3(12), 1514-1523.
- Gultom, W. S. T., Yuliati, L. N., & Djohar, S. (2016). Pengaruh Service Quality, Product Quality Dan Perceived Value Terhadap Kepuasan Dan Loyalitas Pelanggan Industri Kayu Perhutani. *Jurnal Manajemen & Agribisnis*, 13(2), 109-121.
- Griffin, R.W., (2013), *Management*, 11, South-Western: Cengage Learning
- Griffin, J., (2016), *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Alih Bahasa Dwi Kartini Yahya. Jakarta: Erlangga.
- Hadi, N. U., Abdullah, N., & Sentosa, I. (2016). Making Sense of Mediating Analysis: A Marketing Perspective. *Review of Integrative Business & Economics*, 5(2), 62-76
- Halim, P., Swasto, B., & Hamid, D. (2014). The Influence of Product Quality, brand Image, and Qualit of Service to Customer Trust and Implication on Customer Loyalty. *European Journal of Business and Management*, 6, 29.
- Hanaysha, J., Hilman, H., & Ghani, N. H. A. (2014). Direct and Indirect Effects of Product Innovation and Product Quality on Brand Image: Empirical Evidence from Automotive Industry. *International Journal of Scientific and Research Publications*, 4, 11. ISSN 2250-3153
- Hariri, M., & Vazifehdust, H. (2011). How does Brand Extension Affect Brand Image?. *IACSIT Press*, Kuala Lumpur, Malaysia
- Hidayat, A., Adanti, A. P., & Setyaning, A. N. A. (2019). Factors Influencing Indonesian Customer Satisfaction and Customer Loyalty in Local Fast-Food Restaurant. *International Journal of Marketing Studies*, 11(3), 131-139
- Hoe, L. C., & Mansori, S. (2018). The Effect of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial Engineering*, 3, 1.

- Hosseini, S. H. K., & Behboudi, L. (2017). Brand Trust and Image : Effect on Customer Satisfaction. *International Journal of Health Care Quality Assurance*.
- Kahwaji, A., & Mubayed, M. M. A. (A Study of Customer Satisfaction Dimensions and Their Impact on Customer Loyalty to Online Shopping Sites–An Analytical Study of Online Shopping Sites in Arabic Market. *IJER*, 13(3), 1041-1054.
- Kang, H., & Song, J. (2016). Innovation and recurring shifts in industrial leadership: Three phases of change and persistence in the camera industry. *Res. Policy*, <http://dx.doi.org/10.1016/j.respol.2016.09.004>
- Keller, K.L., (2013), *Strategic Brand Management*, 4, Pearson Education.
- Kennedy, M. S., Ferrell, L. K., & LeClair, D. T. (2001). Consumers trust of salesperson and manufacturer: an empirical study. *Journal of Business Research*, 51, 73-86
- Khoironi, T. A., Syah, H., & Dongoran, P. (2018). Product Quality, Brand Image and Pricing To Improve Satisfaction Impact on Customer Loyalty. *International Review of Management and Marketing*, 8(3), 51-58.
- Kotler, P., & Armstrong, G., (2014), *Principles of Marketing*, 15, Pearson Education.
- Kotler, P., & Keller, K.L., (2016), *Marketing Management*, 15, Pearson Education.
- Kurniawati, D., Suharyono, & Kusumawati, A. (2014). Pengaruh citra merek dan kualitas produk terhadap kepuasan dan loyalitas pelanggan (studi pada pelanggan kfc cabang kawi malang). *Jurnal Administrasi Bisnis (JAB)*, 14, 2.
- Lenzun, J. J., Massie, J. D. D., & Adare, D. (2014). Pengaruh Kualitas Produk, Harga, dan Promosi Terhadap Kepuasan Pengguna Kartu Prabayar Telkomsel, *Jurnal EMBA*, 2, 1237-1245. ISSN 2303-1174.
- Lovelock, C. & Wirtz, J., (2011), *Services Marketing*, 7, Pearson Education. Inc
- Li, C. P. (2017). Effects of Brand Image, Perceived Price, Perceived Quality, and Perceived Value on the Purchase Intention towards Sports and Tourism Products of the 2016 Taichung International Travel Fair, *The Journal of International Management Studies*, 12, 2.
- Mansurov, N., (2018, April 18). DSLR vs Mirrorless Cameras. *Photographylife*. Diambil dari <http://photographylife.com/mirrorless-vs-dslr>.
- Mansurov, N., (2018, February 11). What is Mirrorless Camera. *Photographylife*. Diambil dari <https://photographylife.com/what-is-a-mirrorless-camera>.
- Maisya, K. L., Rahmat, S. T. Y., & Rina, A. (2019). Influence of Service Quality and Customer Satisfaction on Customer Loyalty in Restaurants of The Tangerang Area. *RJOAS*, 8(92), 142-147

- Matulesy, A., & Adriansunyani, N. L. (2016). Brand image, customer satisfaction and brand loyalty of Blackberry mobile phone. *International Journal of Business and Management Invention*, 5, 49-52.
- Nazari, M., Hosseini, M. A. S., & Kalejahi, S. V. T. (2014). Impact of Price fairness on Price Satisfaction, Customer satisfaction and Customer Loyalty in Iran Telecommunication Market. *Asian Journal of Research in Marketing*, 3(1), 131-144.
- Naufal, M. H., & Maftukhah, I. (2017). Pengaruh Brand Image dan Brand Love terhadap Purchase Decision melalui Word of Mouth. *Management Analysis Journal*, 6 (4). 377-387.
- Nindiani, A., Hamsal, M., & Purba, H. H. (2018). Product and Service Quality Analysis: An Empirical Study of Customer Satisfaction in a Bakery. *Binus Business Review*, 9(2), 95-103.
- Plumeyer, A. Kottemann, P., Böger, D., & Decker, R. (2017). Measuring Brand Image : A Systematic Review, Practical Guidance, and Future Research Directions. *Rev Manag Sci*. DOI 10.1007/s11846-017-0251-2
- Razak, I., Nirwanto, N., & Triatmanto, B. (2016). The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value. *Journal of Marketing and Consumer Research*, 30, 59-68.
- Rimiyati, H., & Widodo, C. (2014). Pengaruh citra merek, kualitas produk, kepuasan konsumen terhadap loyalitas konsumen merek samsung galaxy series (studi pada mahasiswa universtias muhammadiyah yogyakarta). *Jurnal Manajemen & Bisnis*, 5, 2.
- Rizan, M., Warokka, A., & Listyawati, D. (2014). Relationship Marketing and Customer Loyalty: Do Customer Satisfaction and Customer Trust really serve as Interventing Variable?. *Jurnal of Marketing Research and Case Studies*.
- Rizan, M., Yulianti, D., & Rahmi (2015). The influence of price and service quality of brand image and its impact on customer satisfaction gojek (students study on a state university of jakarta). *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 6, 2.
- Rizan, M., Nauli, M. O., & Saparuddin (2017). The Influence of Brand Image, Price, Product Quality and Perceive Risk on Purchase Decision Transformer Product PT. Schneider Indonesia. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 8(1), 101-118.
- Romdonny, J., & Rosmadi, M. L. N. (2019). Factors Affecting Customer Loyalty in Products. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 2(1), 337-343
- Saparudin (2016). Pengaruh kualitas produk dan brand image terhadap kepuasan konsumen dan loyalitas pelanggan kamera canon digital single lens reflex (DSLR). *Jurnal Manajemen Pemasaran*

- Saputri, M. E., & Pranata, T. R. (2014). Pengaruh brand image terhadap kesetiaan pengguna smartphone iphone. *Jurnal Sositologi*, 13, 3.
- Santoso, S., (2017), *Statistik Multivariat dengan SPSS*. Jakarta: PT. Elex Media Komputindo.
- Sarwono, J., (2006), *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- Sekaran, U., & Bougie, R., (2016), *Research Methods for Business : A Skill Building Approach*, 7, John Wiley & Sons Ltd.
- Siringoringo, H. & Thaeras, H. O., (2018), Perceived quality of mobile cell phones: an initiative to develop local product. *International Journal Business Innovation and Research*, 15, 3.
- Sitangga, J. M., Sinulingga, S., & Fachruddin, K. A., (2019), Analysis Of The Effect Of Product Quality On Customer Satisfaction And Customer Loyalty Of Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia. *American International Journal of Business Management (AIJBM)*, 2(3), 26-27. ISSN- 2379-106X
- Susanti, N., Surachman, Hadiwidjojo, D., & Rohman, F. (2013). The Footwear Online Shopping Experience: Word of Mouse Tell How e-Service Quality Enhance Customer Satisfaction and Loyalty. *IOSR Journal of Business and Management (IOSR-JBM)*, 9(4), 53-61.
- Tjiptono, F., (2008). *Strategi Pemasaran*, 3. Yogyakarta: ANDI
- Top Brand Award, www.topbrand-award.com. Diakses tanggal 6 November 2018
- Waluya, A. I., & Iqbal, M. A. (2019). How product quality, brand image, and customer satisfaction affect the purchase decision of Indonesian automotive customers. *International Journal Services, Economics and Management*, 10 (2), 177-193.
- Wantara, P., & Tambrin, M. (2019). The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal (ITHJ)*, 2(1), 1-9
- Wicaksono, A. R., & D.S., A. H. (2017). Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian DSLR Canon di Kota Semarang. *Jurnal Administrasi Bisnis*, 6, 9-15
- Wijayanti, R. Y., & Andriyanto, I. (2016). Pengaruh Harapan, Kepuasan, dan Sarana Fisik terhadap Loyalitas Pelanggan (studi kasus pada usaha jasa warnet di Kudus). *Jurnal Bisnis dan Manajemen Islam*, 4(2), 35-58.
- Yoon, B. S., & Anderson T. R., (2014). Comparison of technological performance between digital single-lens reflex cameras and mirrorless cameras. *Advances in Business and Management Forecasting*, 10, 55-71.