

DAFTAR PUSTAKA

- Albert, T. J. dan Vaccaro, A. R. 2013. *Pemeriksaan Fisik Saraf Spinal*. Jakarta: EGC
- Ali, W., Qadir, I., Khuhro, R. A., & Qureshi, Q. A. (2017). Determinants of brand loyalty among late movers of motorbike industry in district Haripur, Pakistan: a brand romance perspective. *University of Haripur Journal of Management (UOHJM)*, 2(1), 133-144.
- Almeida A. E, M. F. (2015). *Customer Delight : Perception of Hotel Spa Consumers*.
- Arnold, M. J., Reynolds, K. E., Ponder, N., & Lueg, J. E. (2005). Customer delight in a retail context: investigating delightful and terrible shopping experiences. *Journal of Business Research*, 58(8), 1132-1145.
- Pool A. K, (2018). Moving From Cognitive Loyalty to Behavioral Loyalty Through Brand Romance: Evidence From Hotel Industry of Iran. *Journal of Regional Development and Tourism, Vol. 10, Issue2 2018, ISSN 1821-2506*.
- Barnes, D. C., Ponder, N., & Dugar, K. (2011). Investigating the key routes to customer delight. *Journal of Marketing Theory and Practice*, 19(4), 359-376.
- Hemant Patwardhan, S. K. (2011). Brand Romance: a complementary approach to explain emotional attachment toward brands. *Journal of Product & Brand Management, Vol. 20 Iss 4 pp.297-308*.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of marketing*, 76(2), 1-16.
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, 17(2), 79-89.
- D, A. N. (2013). The Role of Brand Love in Consumer Brand Relationship. *Journal of Consumer Marketing, Vol. 30, issue. 3. pp 258-266*.
- Charlesworth, M.J, (1959). *Philosophy and Linguistic Analysis, Pitsburgh: Duquesne University*
- Fournier,S. 1998. *Consumers and their brands: developing relationship theory in consumer research*. *Journal of Consumer Research*, Vol 24, No 4, pp. 343-373.
- Frenedy, W., & Dharmawan, P. *Dimensi Brand Image Untuk Memprediksi Brand*

- Love Dan Brand Loyaty. *Jurnal Manajerial Dan Kewirausahaan*, 2(4), 1005-1014.
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. *Journal of marketing*, 46(3), 92-101.
- Ismail, Ahmed Rageh & Spinelli, G. 2012. *Effects of brand love, personality and image on word of mouth. Journal of Fashion Marketing and Management*. Vol. 16 No. 4, 2012
- Jones, Thomas O. and Sasser W. Earl Jr. 1995. "Why Satisfied Customer Defect," Harvard Business Review, Vol. 73 No.6, pp. 88-100
- Kumar, S., & Lambda, M. (1996). *Comparative study of extraction , purification and estimation of bromelain from stem and fruit of pineapple plant* Abstract : 34(September), 67–76.
- Lazarus, R.S. 1991. *Emotion and Adaptation*. New York: Oxford University Press
- Moorhead, Gregory dan Ricky W. Griffin. 2013. *Perilaku Organisasi*. Jakarta: Salemba Empat.
- Nila, E. (2009). Pengaruh kesenangan Konsumen (*Customer Delight*) Terhadap Loyalitas Pelanggan Pada Hypermarket Carrefour Plaza Medan fair.
- Nindiaputri, C. I. A. V., & Sudiksa, I. B. *Peran Customer Delight Dalam Memoderasi Esteem Needs Terhadap Niat Beli Konsumen* (Doctoral dissertation, Udayana University).
- Oliver, R. L., Rust, R. T., & Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. *Journal of retailing*, 73(3), 311-336.
- Sallam, M. A. (2014). The Effects of Brand Image and Brand Identification on Brand Love and Purchase Decision Making: The Role of WOM. *International Business Research; Vol. 7, No. 10; 2014, ISSN 1913-9004 E-ISSN 1913-9012*.
- Olshavsky, R. W., & Kumar, A. (2001). Revealing the actual roles of expectations in consumer satisfaction with experience and credence goods. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14, 60.
- Patwardhan, H., & Balasubramanian, S. K. (2013). Reflections on emotional

- attachment to brands: Brand romance and brand love. *Journal of Customer Behaviour*, 12(1). Bambang, A. R. (2017). Pengaruh Brand Image, Brand Personality, Brand Experience Terhadap Brand Love Dampaknya Pada Brand Loyalty Gayo Aceh Coffee. *Jurnal Perspektif Manajemen dan Perbankan Vol. 8, No. 3, November 2017: 158- 184.*
- Petzer, D., Mostert, P., Kruger, L. M., & Kuhn, S. (2014). The dimensions of brand romance as predictors of brand loyalty among cell phone users. *South African Journal of Economic and Management Sciences*, 17(4), 457-470. Lumba, M. G. (2019). Peran Brand Love Terhadap Brand Loyalty dan Willingness To Pay Premium Price pada Pembeli Iphone di Surabaya. *AGORA Vol. 7, No. 1 (2019).*
- Plutchik R. (2003). Emotions and life, perspective from psychology, biology, and evolution. 2nd. Washington DC: American Psychological Association
- Patwardhan, H. & Balasubramanian, S. K. (2011). Brand romance: a complementary approach to explain emotional attachment toward brands. *Journal of Product and Brand Management*, Vol. 20 Issue 4: 297-308.
- Richard L. Oliver, Roland T. Trust, Sajeebarki. 2016. *Customer Delight: Foundations, Findings, and Managerial Insight. Journal of Retailing*. 73(3): 311-336.
- Roberts, K. (2005). *Lovemarks: The future beyond brands*. Powerhouse books.
- Round G. dan Roper S. 2015. Untangling The Brand Name from The Branded Entity: The Conceptualisation and Value of The Established Brand Name. *European Journal of Marketing*. Vol 49: 1941-1960.
- Saunders, D. E. (2018). Kecintaan Mahasiswa Universitas Kristen Petra Terhadap Merek Apple. *Agora*, 6(1). Sukawati, A. A. (2020). Pengaruh Customer Delight terhadap Customer Loyalty dengan Service Quality sebagai Variabel Moderasi. *E-Jurnal Manajemen*, Vol. 9, No. 1, 2020 : 278-299
- Schneider, B., dan Bowen, D.E. (1985). Employee and customer perceptions of service in bank: *Replication and extension*. *Journal of Applied Psychology*, 70, p.423-433
- Sudarsi, S. (2008). *Customer Delight dan Loyalitas Pelanggan. Fokus Ekonomi*, 7(1), 24454.
- Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief

measures of positive and negative affect: *The PANAS scales*. *Journal of personality and social psychology*, 54 (6),1063 – 1070. PsychArticles