

DAFTAR PUSTAKA

- Alif Ainul, et.al (2021). Pengaruh Persepsi Kegunaan, Kemudahan, dan Keamanan Terhadap Minat Menggunakan Layanan *Mobile Banking*, *IBEF Journal*.
- Bateman, Thomas S., dan Scott A. Snell (2013). *Management Leading and Collaborating in a Competitive World*. New York: McGraw-Hill.
- Bylon Abeeku (2018). *The effects of Corporate rebranding on customer satisfaction and loyalty: Empirical evidence from the Ghanaian banking industry*. Cogen Business and Management.
- Furrer, Olivier, B. Liu, dan D. Sudharshan (2000). The Relationship Between Culture and Service Quality Perceptions: Basis for Cross-Cultural Market Segmentation. *Journal of Service Research*.
- George, Jennifer M. dan Gareth R. Jones (2012). *Understanding and Managing Organizational Behavior*. New Jersey: Pearson Education.
- Gibson, James L. et al (2012). *Organizations: Behavior, Structure, and Processes*. New York: McGraw-Hill Companies, Inc.
- Griffin, Ricky W., dan Gregory Moorhead (2014). *Organizational Behavior: Managing People and Organizations*. Ohio: South Western.
- Hellriegel, Don, dan John W. Slocum (2009). *Organizational Behavior*. Canada: South-Western.
- Hartono, Alexandra Dewi (2021). Analisis Faktor-Faktor Penggunaan Aplikasi Mobile Banking “JENIUS” Pada Konsumen BTPN Semarang dengan Pendekatan Technological Acceptance Model (TAM).
- Heri Setiawan (2016). Pengaruh Kualitas Layanan, Persepsi Nilai Dan Kepercayaan Terhadap Kepuasan Dan Loyalitas Pengguna Layanan Mobile Banking. *Journal of Finance and Banking*.

- Irwan Tirtana dan Shintia Permata Sari (2014). *Pesepsi Kebermanfaatan, ,Persepsi Kemudahan dan Kepercayaan Terhadap Penggunaan Mobile Banking*. Prosiding Syariah Paper.
- Jacobs, R. (2003). "How to put a brand on a merger", *US Banker*, p. 64.
- Jarvis, S. (2001), "What changing a name involves today", *Marketing News*, Vol. 35 No. 7, p. 1.
- Jex, Steve M (2002). *Organizational Psychology A Scientist-Practitioner Approach*. New York: John Wiley & Sons.
- Juliana, et.al (2021). *Brand Image, Perceived Quality, Ease Of Use, Trust, Price, Service Quality On Customer Satisfaction And Purchase Intention Of Blibli Website With Digital Technology As Dummy Variable*.
- Kaikati, J.G. (2003). "Lessons from Accenture's 3Rs: rebranding, restructuring and repositioning", *Journal of Product and Brand Management*, Vol. 12 No. 7, pp. 477-90.
- Kapferer, J.-N. (1995). *Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity*, Kogan Page, London.
- Kapferer, J.-N. (1998). *Les Marques, Capital de l'Entreprise*, Editions d'Organisation, Paris.
- Kotler dan Keller, K.L. (2000). "Building and managing corporate brand equity", in Schultz, M., Hatch, M.J. and Larsen, M.H. (Eds), *The Expressive Organisation: Linking Identity, Reputation and the Corporate Brand*, Oxford University Press, Oxford.
- Kotler dan Keller, K.L. (2002), *Branding and Brand Equity*, Marketing Science Institute, Cambridge, MA.
- King, S. (1991), "Brand-building in the 1990s", *The Journal of Consumer Marketing*, Vol. 8 No. 4, p. 43.
- Knox, S. and Bickerton, D. (2003), "The six conventions of corporate branding", *European Journal of Marketing*, Vol. 37 Nos 7/8, pp. 998-10016.
- Karim, R.A dan Chowdhury, T (2019). Customer Satisfaction on Service Quality in Private Commercial Banking Sector in Bangladesh. *British Journal of Marketing Studies*, 2 (2), 1-11.

- Kumar, Vijay dan Werner Reinartz (2018). *Customer Relationship Management: Concept, Strategy, and Tools.*, New York: Springer.
- Kumbhar, Vijay M. (2021). Financial Inclusion Through M-Banking Services: Scope and Problems in India. *Cyber Literature: The International Online Journal*, 4 (2), 21-29.
- Lamont, J. (2003), "Name game threatens Thales", *Financial Times*.
- Langton, (2003). Nancy, dan Stephen P. Robbins, *Fundamental of Organizational Behavior*. New Jersey: Pearson Prentice-Hall.
- Luthans, Fred (2011). *Organizational Behavior: An Evidence-Based Approach*. New York: McGraw-Hill.
- McShane, Steven L dan Von Glinow (2008). *Organizational Behavior: Emerging Realities for the Workplace Revolution* New York: McGraw-Hill.
- Mallat, Niina., Matti Rossi, dan Virpi Kristiina (2014). Mobile Banking Service. *Communication of the ACM*.
- Meliana, M., dan Hartono, T. R. (2020). *Fraud Perbankan Indonesia: Studi Eksplorasi. Prosiding Seminar Nasional Pakar*.
- Muzellec, Laurent dan Marry Lambkin (2016)., Rebranding: Destroying, Transferring or Creating Brand Equity. *European Journal of Marketing* 40 (7/8).
- Nessim (2020). Hanna dan Richard Wozniak, *Consumer Behavior: an Applied Approach*. Westmark Drive: Kendall Hunt.
- Priansa, D, J (2018). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*, Bandung: Alfabeta.
- Ridho Ilviendri dan Dessy (2021). Pengaruh Rebranding dan Persepsi Kualitas terhadap Loyalitas Konsumen dengan Citra Merk sebagai Variabel Mediasi, *Jurnal Menara Ekonomi*.
- Robbins, Stephen P. dan Mary Coulter (2012). *Management* New Jersey: Pearson.
- Robbins, Stephen P. dan Timothy A. Judge (2013). *Organizational Behavior*. New Jersey: Pearson Education.

- Sabirin (2020). Pengaruh *Rebranding*, Kualitas Layanan, Dan Produk Terhadap Keputusan Menjadi Nasabah Bank J Trust Di Surabaya. Universitas Hayam Wuruk Perbanas.
- Schermerhorn, JohnR, Jr (2011). *Introduction to Management*. New Jersey: Wiley and Sons.
- Schermerhorn, JohnR, Jr, James G.Hunt, dan Richard N.Osborn (2010). *Organizational Behavior*. New Jersey: John Wiley and Sons, Inc.
- Shore, Lyn McFarlane dan Ted H. Shore (2010) "Perceived Organizational Support and Organizational Justice", *Organizational Politics, Justice and Support: Managing the Social Climate of Workplace*. Connecticut: Quorum Books.
- Tenai S.C., dan Josphat Kwasira (2020). *Influence of Online Services Rebranding On Customer Service Delivery in the Banking Sector in Eldoret Town*. IOSR Journal of Business and Management (12).
- Williams, Chuck (2009). *Management Fifth Edition*. Canada: South-Western.