

DAFTAR PUSTAKA

Azize Sahin et al (2011). The effect of Brand Experiences, Trust and Satisfaction on building Brand Loyalty; An Empirical Research On Global Brands

Wardana, Dwiyadi Surya, 2011, Pengaruh kepribadian konsumen pada pilihan merek sebagai konsep diri pada kategori produk, Aset ISSN 1693-928X. Vol. 13 No.1 ,

Gobe, Marc. 2005. Emotional Branding. Jakarta: Erlangga

Bian, Xuemei and Luiz Moutinho. 2011. The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfits. European Journal of Marketing. 45(1/2): pp: 191-216

<https://www.purwotani-jatiagung.desa.id/Profil-Desa>