

## DAFTAR LAMPIRAN

1. Transkrip Wawancara
2. Daftar Riwayat Hidup (*curriculum vitae*)
3. Kriangsak Chanthinok, Phaprukbaramee Ussahawanitichakit, Prathanporn Jhundra-Indra, Social Media marketing Strategy and marketing outcomes: a Conceptual Framework.
4. Isabel Buil and Eva Martinez, Leslie de Chernatony, The influence of brand equity on consumer responses.
5. Muhammad Kashif, Siti Zakiah Melatu Samsi, And Syamsulang Sarifuddin, Brand Equity Of Lahore Fort As A Tourism Destination Brand.
6. Sharifah Faridah Syed Alwi, Bang Nguyen, T.C. Melewar, Yeat Hui Loh, and Martin Liu, Explicating industrial brand equity Integrating brand trust, brand performance and industrial brand image.
7. Camelia MIHART (KAILAN), A Conceptual Model Of Intergrated Marketing Communication's Influence On Brand Equity: Highlighting The Role Of Corporate Social Responsibility.
8. Magdalena Bekk, Matthias Sporrle, Rebekka Hedjasie, and Rudolf Kerschreiter, Greening the competitive advantage: antecedents and consequences of green brand equity.
9. Wei-Tsong Wang, Hui-Min Li, Factors influencing mobile services adoption: a brand-equity perspective.
10. Sladjana Norskov, Polymeros Chrysochou, Marina Milenkova, The impact of product innovation attributes on brand equity (2015).
11. Jing Zhang, Yanxin Jiang, Rizwan Shabbir And Miao Zhu, How Brand Orientation Impacts B2B Service Brand Equity? An Empirical Study Among Chinese firms.
12. MS. Eric Santosa, CAN PRODUCT LEADERSHIP BE A PREDICTOR OF A CUSTOMER'S LOYALTY?.
13. Chun-Chen Huang, Szu-Wei Yen, Cheng-Yi Liu, And Te-Pei Chang, The Relationship Among Brand Equity, Customer Satisfaction, And Brand Resonance To Repurchase Intention Of Cultural And Creative Industries In Taiwan.
14. Abdullah Alhaddad, A Structural Model Of The Relationships Between Brand Image, Brand Trust And Brand Loyalty.
15. Aikaterini Manthiou, Juhee Kang and Thomas Schrier, A visitor-based brand equity perspective: the case of a public festival.