

DAFTAR PUSTAKA

- Ammari, Bahri. 2017. "The Effects of *Brand* Attach-Ment on Behavioral Loyalty in the Luxury Restau-Rant Sector." *International Journal of Contem Porary Hospitality Management*.
- Azizah. 2019. "Faktor Penentu Pemilihan Jasa Transportasi Online Pada Masyarakat Banyumas." *Sustainable Competitive Advantage* 9(339).
- Beaid, S. & Behi. 2017. "The Role of Attach-Ment in Building Consumer-*Brand* Relationships: An Empirical Investigation in the Utilitarian Con-Sumption Context." *Journal of Product and Brand Management*.
- Chan. 2019. "Political Ideology and *Brand* Attachment. International Journal of Rese-Arch in Marketing." *Journal of Rese-Arch in Marketing*.
- Chernev. 2017. "Com-Peting for Consumer Identity: Limits to Sef-Expression and the Perils of Lifestyle *Branding*. Journal of Marketing." *Journal of Marketing*.
- Cornelia, Verina, Yusepaldo Pasharibu, and Icha Caesarni Dewita. 2019. "Pengaruh Emotional *Brand* Attachment Terhadap Consumer-Based *Brand* Equity Dengan Consumer Satisfaction Sebagai Mediator (Studi Pada Konsumen Produk *Brand* Apple)." *Ekonomi, Jurnal* 21(1):60–73. doi: 10.23917/benefit.v5i2.11278.
- Dennis. 2016. "The Role of *Brand* Attachment Strength in Higher Education." *Journal of Business Research*.
- Dewi, I. G. A. Pt. Riana Pramesti, and Ni Wayan Ekawati. 2019. "Peran Kepuasan Konsumen Memediasi Pengaruh *Brand* Image Terhadap Repurchase Intention." *E-Jurnal Manajemen Universitas Udayana* 8(5):2722. doi: 10.24843/ejmunud.2019.v08.i05.p05.
- Ferinia, Rolyana et al. 2021. *Perilaku Konsumen Kepariwisataaan*. eds. Ronal Watrianthos and Janner Simarmata. Yayasan Kita Menulis.
- Fonny, Agnes, and Trixie Nova Bella Tandijaya. 2022. "Pengaruh *Brand* Attachment Terhadap Repurchase Intention Dengan *Brand* Commitment Sebagai Variabel Intervening Pada Customer Crunchaus Salads." *Jurnal Manajemen Pemasaran* 16(1):37–48. doi: 10.9744/pemasaran.16.1.37-48.

- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer Behavior: Building Marketing Strategy*. New York: McGraw - Hill.
- Hengki, Anisa Nora. Tamando. 2021. *Perilaku Konsumen Strategi Dan Teori*. IOCS Publisher.
- Insight.id. 2022. "Melihat Tren Transportasi Online Untuk Menjawab Kebutuhan Mobilitas Masa Depan." Retrieved (<https://digiads.id/insight/melihat-tren-transportasi-online-untuk-menjawab-kebutuhan-mobilitas-masa-depan>).
- Karunia, Vanya. 2022. "7 Pengertian Perilaku Konsumen Menurut Para Ahli." Kotler, P., Kartajaya, H., & Setiawan, I. 2019. *Marketing 3.0: From products to customers to the human spirit*. In *Marketing Wisdom*. Springer.
- Lim. 2020. "Compulsive Buying of *Branded* Appare, Its Antecedents, and the Media-Ting Role of *Brand* Attachment." *Asia Pacific Journal of Marketing and Logistics*.
- Lindawati, Sri. Hendri, Muhammaf. Hutahaeen Jeperson. 2020. *Pemasaran Digital*.
- Louis, D., & Lombart, C. 2018. "Impact of *Brand* Personality on Three Major Reational Conse-Quences (Trust, Attachment, and Commitment to the *Brand*)." *Journal of Product and Brand Management*.
- Loureiro, Sandra Maria Correia, Eduardo Moraes Sarmento, and Goulwen Le Bellego. 2017. "The Effect of Corporate *Brand* Reputation on *Brand* Attachment and *Brand* Loyalty: Automobile Sector." *Cogent Business and Management* 4(1). doi: 10.1080/23311975.2017.1360031.
- Megantara, I Made Toni,. dan Alit Suryani. 2016. Penentu Niat Pembelian Kembali Tiket Pesawat Secara Online Pada Situs Traveloka.Com. *EJurnal Manajemen Unud*, Vol. 5 No.9. hal: 5783-
- Miro, Fidel. 2017. *Pengantar Sistem Transportasi*. edited by L. Simarmata. Jakarta.

- Napitupulu, Daniel. 2022. *Manajemen Pemasaran Digital (Perpaduan Teori Dan Aplikasi)*. Yayasan Kita Menulis.
- Natalia, Agita. 2019. “Manfaat Transportasi Online Untuk Hidup Yang Lebih Mudah.”
- Park Whan C. MacInnis. 2018. “*Brand Attachment and Brand Attitude Strength: Concep-Tual and Empirical Differentiation of Two Critical Brand Equity Drivers.*” *Journal of Marketing*.
- Prasetya, Dony Eka, and Naili Farida. 2021. “Pengaruh *Brand Image* Dan Service Quality Terhadap Repurchase Intention Melalui Cutomer Value Sebagai Variabel Intervening (Studi Pada Pengguna Jasa Bus PT Pahala Kencana Cabang Kudus Jurusan Kudus-Jakarta Keas Eksekutif).” *Jurnal Administrasi Bisnis X(1):697–706*.
- Purba, Hasim. 2017. “Hukum Pengangkutan Di Laut.”
- Rahma, Fatmawati. 2021. “Intervening, Pengaruh Digital Marketing Dan E-Wom Promotion Terhadap Repurchase Intention Dengan Trust in Store Sebagai Variabel.”
- Rossanty, Yossie. 2018. *Customer Behaviour In Era Millennial*. Medan: Lembaga Penelitian dan Penulis Ilmiah Aqli.
- Setiawan. 2020. “Pengaruh *Brand Personality*, Trust In The *Brand*, Attachment To The *Brand* Terhadap Commitment To The *Brand*.” *Jurnal Manajemen Bisnis Dan Kewirausahaan*.
- Sugiyono. 2019. “Metodeogi Penelitian Kuantitatif dan Kualitatif Dan R&D.” Bandung: ALFABETA. Jurnal: Adnan, P., N.Y., & Trisakti, H. (2017).
- Swarjana, I. Ketut. (2022). “Konsep pengetahuan lengkap dengan konsep teori, cara mengukur variabel, dan contoh kuesioner. Yogyakarta: Andi
- Thomson. 2019. “Beyond Fit and Attitude: The Effect of Emotional Attachment on Consumer Responses to *Brand Extensions*.” *Journal of Consumer Psychology*.
- Todor. 2022. “Pemasaran Digital: Konsep Dan Penjelasan Para Ahli.”
- Ubud, Sahnaz, and Suzan Ubud. 2017. “Strategi Kualitas Hubungan Merek, Komitmen, Kecintaan Terhadap Loyalitas Merek Pada Restoran