

ANALYZING THE EFFECT OF BRAND PERSONALITY AND BRAND EXPERIENCE ON CUSTOMER LOYALTY (A STUDY OF SAMSUNG GALAXY SMARTPHONE)

ANALISIS PENGARUH KEPERIBADIAN MEREK DAN PENGALAMAN MEREK TERHADAP TINGKAT KESETIAAN PELANGGAN (PENELITIAN TENTANG HANDPHONE PINTAR SAMSUNG GALAXY)

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Abstract : Marketing in its course of development is in a phase in which the organizations are no more only thinking of finding new customers, and nowadays one of the most important goals of marketing is demand management through pushing customers up the loyalty ladder. Customer loyalty is considered to be among the most important and key factors for business success. The goal of the company is to create sustainability and profitability relations with their customers through offered their superior brand to achieve the competitive advantage. This research aims to analyze the brand personality and brand experience of Samsung Galaxy Smartphone on customer loyalty which is concern on 80 respondents who are the consumers. The type of analysis is using Multiple Regression Analysis. The result shows that brand personality and brand experience influence customer loyalty simultaneously. The most significant effects on customer loyalty are brand experience.

Keywords: Brand Personality, Brand Experience, Customer Loyalty

Abstrak : Pemasaran dalam pengembangannya adalah fase dimana organisasi tidak hanya berpikir untuk menemukan pelanggan baru, namun tujuan utama pemasaran saat ini adalah mengatur tingkat permintaan dengan mendorong tingkat kesetiaan pelanggan. Kesetiaan pelanggan dianggap menjadi salah satu factor yang paling penting dalam kesuksesan suatu bisnis. Tujuan dari perusahaan saat ini adalah menciptakan keberlanjutan dan hubungan yang menguntungkan dengan pelanggan mereka lewat keunggulan merek untuk memenangkan dunia persaingan. Penelitian ini bertujuan menganalisa pengaruh kepribadian merek dan pengalaman merek dari handphone pintar Samsung Galaxy terhadap tingkat kesetiaan dengan fokus pada penelitian terhadap 80 penggunaanya. Tipe analisis menggunakan Analisis Regresi Berganda. Hasilnya menunjukkan bahwa kepribadian merek dan pengalaman merek secara bersamaan mempengaruhi kesetiaan pelanggan. Pengaruh yang besar ditunjukkan oleh pengalaman merek terhadap tingkat kesetiaan pelanggan.

Kata Kunci: Kepribadian Merek, Pengalaman Merek. Kesetiaan Pelanggan

INTRODUCTION

Research Background

Consumers view a brand as an important part of a product and branding can add value to the product. Brand names help consumer to identify products that might benefit them. Brands tell the buyer something about product quality. Buyers who always buy the same brand know that they will get same features, benefits and quality each time buy. Branding also gives the seller several advantages. The brand name becomes the basis on which a whole story can be built about a product's special qualities. The seller's brand name and trademark provide legal protection for unique product features that otherwise might be copied by competitors.

Samsung Electronics is one of the companies who produced the smartphone. Their smartphone product named as Samsung Galaxy Smartphone that they offer with various types, specifications and prices. Start from the specification for a low price to the specification with high price, so all the consumer can reach the Samsung Galaxy product. Samsung also realize the competition between other brands because they can take the customer attention and influence the customer buying decisions. To satisfying their customers Samsung continues to create innovations for their products. And Samsung worked hard to satisfying their customers with quality and service to keep customer loyalty.

Samsung announced their financial result. In 2014 Samsung Electronics has released its financial results for the second quarter. The company announced it had made a net profit of \$6.1 billion, down from \$7.58 billion last year. In 2015, IDC (International Data Corporation) reported Samsung's sale in 2015 was decreased. Based on the data from IDC, Samsung sales figure also decreased because Samsung defeated by ASUS smartphone companies from Taiwan. They reported, ASUS provide cheaper price for customer than Samsung when they comparing the price with the same specification (Hidayat, 2015).

In April 2016, BGR reported the issue of Samsung that announced their financial results for the first quarter in 2016. Samsung reported first-quarter net profit of 5.3 trillion won, or \$4.6 billion, up 14 percent compared to the same quarter last year after launched of Samsung Galaxy Note 7. But in the middle of September 2016, reported by Hong Kong Online News Media, Samsung shares fell 11 percent since last Friday after regulators United States (US) follow the company; the product provides warnings about Galaxy Note 7 that has a risk of fire. Based on Business Insider News (September 11, 2016), US aviation recommends the passengers not to activate or to charge their Galaxy Note 7 on the plane. Shortly after the appeal appears, from Indonesia airline Garuda Indonesia was formally issued a ban on the use of the latest smartphone manufacturer South Korean companies during the flight. Beside Garuda Indonesia, other airlines such as Qantas, Jet Star, Virgin Australia, and Singapore Airlines was today urged passengers not to turn on or charge the device over the air (Wardani, 2016).

Paying attention on how the development of Samsung Financial Result every year and issues that facing the companies today, researcher interesting to conducted a research about the customer loyalty. Consider the effect of the issues is far greater than the short-term financial losses, researcher interested to do the research to know whether the brand personality and the brand experience influence customer loyalty or not?

Research Objectives

The purpose of this research is to analyze the brand personality and band experience on customer loyalty using Multiple Regression Analysis.

THEORETICAL FRAMEWORK

Marketing

Kotler and Armstrong (2006:5) defined "marketing as the process by which companies create value for customer and build strong customer relationship in order to capture value from customer return". Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others. In marketing, there are five important core marketing concepts: (1) needs, wants, and demands; (2) marketing offers (products, services, and experiences); (3) value and satisfaction; (4)

exchanges transaction, and relationships; and (5) markets. These concepts are linked and aim to create value for the customer. In the end, capture value from customers in return.

Customer Loyalty

Cited from Kuusik (2007) many definitions describe loyalty as a desire to retain a valuable or important relationship. (Morgan et al 1995: 22;) That way the establishment of loyalty is predetermined by the importance of relevant relationship or selection. Weiss (2001) tell there are three aspects that may increase the importance of the relationship:

1. Strategic importance of a product,
2. High risks involved in the transaction or
3. Costs incurred by cancellation of contracts.

Brand Personality

According to Aaker (1997) brand personality can be describe as human characteristic that consumers associate with a specific brand. Extending existing studies on human personalities, she further proposed four dimensions to explicate brand personality. The four dimensions include sincerity, competence, excitement, and sophistication. The four dimensions of brand personality have been applied in a few following studies (e.g., Brakus et al., 2009; Sung & Kim, 2010). By Kumar et Al., (2006) a brand personality should be shaped to be long lasting and consistent. Besides, it should also be different from other brands and meet consumers demand.

Brand Experience

Brakus et al. (2009) define brand experience as “subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand related stimuli that are part of a brand’s design and identity, packaging, communications, and environments”. In other words, each interaction between a consumer and a tangible or intangible brand artifact, which awakes subjective consumer responses, is characterized as a brand experience.

Previous Research

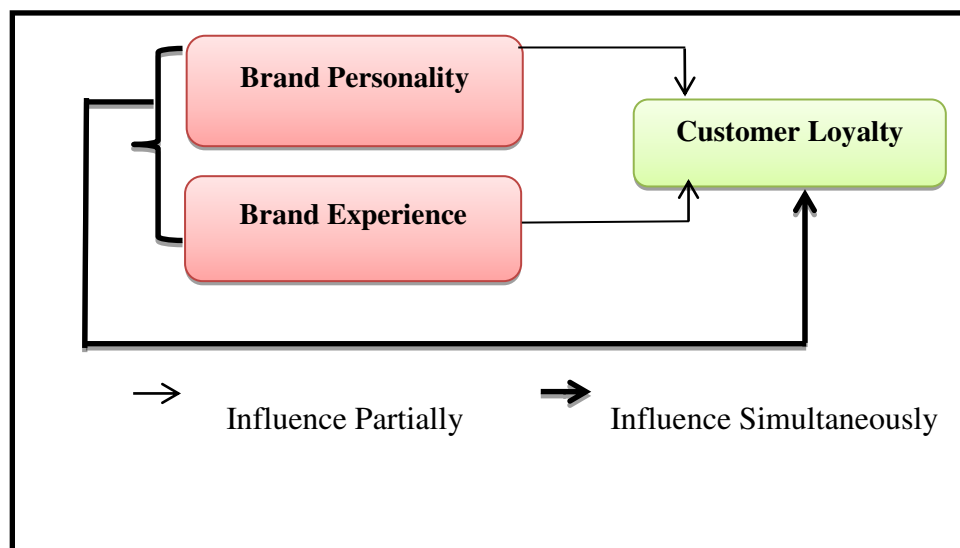
Jafanerjadet el., (2012) conducted research about the effect of brand personality on customer loyalty to the Mellat Bank Brand in the Tehran Province. The population was all Mellat Bank branches in the Tehran Province, and using sampling formula the sample size was calculated as being 388, which were selected using cluster sampling method.. And for data analysis, SPSS was used in both descriptive and inferential statistics: in descriptive statistics data were analyzed using mean and standard deviation, and in inferential statistics they were analyzed using Pearson correlation coefficient and multivariate regression test (using enter method).

Nadine Walter et al., (2013) conducted research about brand experience influence on customer satisfaction and customer loyalty. The authors conducted an empirical research during July 2011 with 57 University students at Pforzheim University in Pforzheim, Germany, and Simon Fraser University in Vancouver, Canada, through an online questionnaire. The authors could only verify the model of Brakus et al. (2009) partially: Severe deviations were discovered in the factor analysis especially for the behavioral dimension of the brand experience scale, and a lack of correlation of the items brand experience and brand personality with customer satisfaction has been found.

Jafari et al., (2016) conducted research about the impact of online brand experience on customer satisfaction and loyalty through “My” cosmetics brand. A random statistical sample consisting of 200 customers of online website for selling “my” cosmetics was selected and the data was collected using questionnaires. SPSS 18 and AMOS 20 were used for analyzing the data and testing the hypothesis.

Conceptual Framework

Figure 1 Conceptual Framework



RESEARCH METHODOLOGY

Type of Research

This research uses causal method because the researcher intent to find the effect of brand personality and brand experience on customer loyalty. Sekaran and Bougie (2010) said that causal study is a study that the researcher wants to define the cause of one or more problems.

Place and Time

The study is located in Manado, North Sulawesi since the researcher lives and studies in Manado so researcher thinks that it will be easier to collect data from informants. The time to do the research is started from the middle of August 2016.

Research Procedure

The steps of the research that will be conducted are:

1. Collecting data of informants candidates
2. Contacting the informant candidate
3. Make an appointment for introduce the research objectives
4. Introduce the research objectives
5. Make an appointment for interview
6. Researcher making questionnaire based on the indicators of every variable
7. Give the questionnaire to the candidates
8. The questionnaires that already filled by all candidates are collected.
9. The researchers do some data tabulation from the result of questionnaire.
10. Process the data that already been tabulated using SPSS.
11. The researcher analyzing the data that already done processed.

Population and Sample

Population is generalized to the object/subject, which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sugiono 55:2005). From Sekaran and Bougie (2005)

“The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, of things of interest for which the researcher wants to make inferences (based on sample statistics)” population is a group of people, events or things that researcher curious about and will try to prove the researcher hypotheses. The population in this research is the consumer of Samsung Galaxy Smartphone in Manado.

Based on Sekaran and Bougie (2005) “A sample is a subset of the population”. So, the sample of this population is the users of Samsung Galaxy Smartphone. The sampling method in this research is multiple regression analysis. The sampling technique in this research is convenience sampling, which is the number of sample is determined according to the purpose of the research.

Data Collection Method

The primary data is collected through questionnaires that are distributed to the consumer of Samsung Galaxy Smartphone. The secondary data will be taken from books, literature, articles, journals and all relevant literature from the library and Internet.

Operational Definition and Measurement Research Variable

Variable X1 : Brand Personality

The set of human (consumer) characteristics associated with the Samsung Galaxy Smartphone. This variable is measured with the following indicators:

1. Sincerity = Quality, comfortable, durability, benefits, originals, friendly
2. Sophistication = User feeling, upper class, smooth, charming
3. Excitement = Style, feel different, up to date, unique
4. Competence = Fashionable, leader, successful, reliability

Variable X2 : Brand Experience

Conceptualized as customer sensations, feelings, cognition and behavioral responses evoke by Samsung Galaxy Smartphone. This variable is measured with the following indicators:

1. Sensory = Impression, Interest, Sense
2. Affective = Feelings, emotions
3. Behavioral = Physical Actions, bodily experience, action oriented
4. Intellectual = Stimulate Curiosity, Stimulate Problem Solving

Variable Y : Customer Loyalty

Customer loyalty can be defined as an internal commitment of the consumers to rebuying or repurchase the Samsung Galaxy Smartphone brand, even though the situations and new brand can influenced the consumers decisions to change to the other brand. Customer Loyalty demonstrated by:

1. Customer commit to make a deal with a certain product to purchase frequently
2. Repurchase
3. Continue to use the same brand
4. Introducing the company or the brand to the others people

RESULT**Validity test****Tabel 1.Brand Personality (X₁)**

Correlations		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	.469**	.464**	.591**	.732**
	Sig. (2-tailed)		.009	.010	.001	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.469**	1	.625**	.578**	.818**
	Sig. (2-tailed)	.009		.000	.001	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.464**	.625**	1	.613**	.853**
	Sig. (2-tailed)	.010	.000		.000	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.591**	.578**	.613**	1	.858**
	Sig. (2-tailed)	.001	.001	.000		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.732**	.818**	.853**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 2016

The table below shows the validity test of Variable X1 indicators. The table shows the total number for X1.1 is 0.732; X1.2 is 0.837; X1.3 is 0.85; and X1.4 is 0.858. All the indicators are above 0.05, means all the indicators are valid.

Tabel 2.Brand Experience (X2)

Correlations						
		X2.1	X2.2	X2.3	X2.4	Total
X2.1	Pearson Correlation	1	.171	.278	.321	.619**
	Sig. (2-tailed)		.367	.137	.083	.000
	N	30	30	30	30	30
X2.2		.171	1	.508**	.620**	.736**
	Pearson Correlation					
	Sig. (2-tailed)	.367		.004	.000	.000
	N	30	30	30	30	30
X2.3		.278	.508**	1	.716**	.812**
	Pearson Correlation					
	Sig. (2-tailed)	.137	.004		.000	.000
	N	30	30	30	30	30
X2.4		.321	.620**	.716**	1	.868**
	Pearson Correlation					
	Sig. (2-tailed)	.083	.000	.000		.000
	N	30	30	30	30	30
Total		.619**	.736**	.812**	.868**	1
	Pearson Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

**.

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 2016

The table above shows the validity test of Variable X2 indicators. The table shows the total number for X2.1 is 0.619; X2.2 is 0.736; X2.3 is 0.812; X2.4 is 0.868. All the indicators are above 0.05, means all the indicators are valid.

Table 3. Customer Loyalty (Y)

Correlations						
		Y1.1	Y1.2	Y1.3	Y1.4	Total
Y1.1	Pearson Correlation	1	.779**	.713**	.717**	.907**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
Y1.2	Pearson Correlation	.779**	1	.698**	.702**	.891**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
Y1.3	Pearson Correlation	.713**	.698**	1	.718**	.885**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
Y1.4	Pearson Correlation	.717**	.702**	.718**	1	.874**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.907**	.891**	.885**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 2016

The table above shows the validity test of Variable Y indicators. The table shows the total number for Y1.1 is 0.907; Y1.2 is 0.891; Y1.3 is 0.885; Y1.4 is 0.874. All the indicators are above 0.05, means that the indicators are valid.

Tabel 4. Reliability Result

Reliability Statistics	
ReliabilityCronbach's Alpha	N of Items
.924	3

Source: SPSS 2016

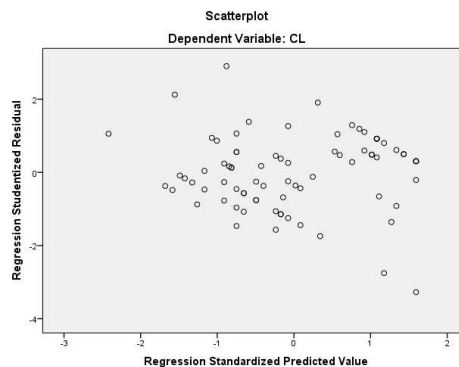
In this research, researcher used Reliability Alpha Cronbach's test to test whether the research is reliable or not. The following table shows that the value of Cronbach's Alpha is 0.924, it means that Cronbach's Alpha is greater than 0.8 and it close to 1, therefore the research instrument is very good.

The Result of Classical Assumption Test

Heteroscedasticity Result

Figure shows that the pattern of the dots is spreading and do not create a clear pattern, and the dots is spreading above and below 0 (zero) in the Y and this is proved that the model is free from heteroscedasticity.

Figure 2.Heteroscedacity Result

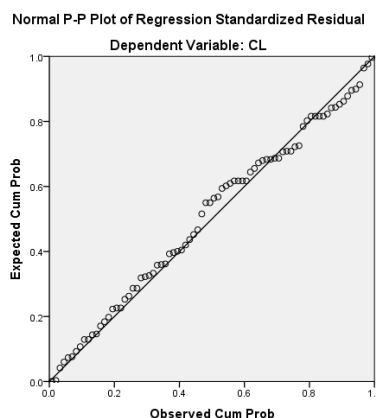


Source: SPSS 2016

Normality

Figure shows the data represented by the dots are spreading near and follow the direction of diagonal line. This proves that regression model of the effect of brand personality (X1) and brand experience (X2) on customer loyalty (Y) fulfills the condition and passed the normality test.

Figure 3.Normality Result



Source: SPSS 2016

Tabel 4.Multicollinearity
Multicollinearity

P		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.195	1.539		-.127	.899		
	BP	.378	.133	.319	2.835	.006	.424	2.357
	BE	.602	.137	.494	4.388	.000	.424	2.357

a. Dependent Variable: Y

Source: SPSS 2016

Based on the result in the table above can be seen by SPSS output does not occur because the symptoms of multicollienarity VIF value of brand personality and brand experience were below numbers <10 or has a value 2.357 and 2.357, it means that there is no connection between the dependent variables. Thus, multicollinearity assumptions are met (free of multicollinearity).

Tabel 5. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.195	1.539		-.127	.899		
1 BP	.378	.133	.319	2.835	.006	.424	2.357
BE	.602	.137	.494	4.388	.000	.424	2.357

a. Dependent Variable: CL

Source: SPSS 2016

From the result of the table above, the model is defined as:

$$Y = \alpha + b_1X_1 + b_2X_2$$

$$Y = -0.195 + 0.378 X_1 - 0.602 X_2$$

From the multiple linear regression equation above, it can inform the interpretation as follows:

1. Constant (α) -0.195 means that if all the independent variable are equal to zero then the customer loyalty will be -0.195
2. Coefficient Value of 0.378 means that if the variables of brand personality increased by one scale or one unit it will improve and increase customer loyalty of Samsung Galaxy Smartphone by 0.378
3. Coefficient Value of 0.602 means that if the variables of brand experience increased by one scale or one unit it will improve and increase customer loyalty of Samsung Galaxy Smartphone by 0.602

Coefficient Correlation (R) and Coefficient Determination (R²)

The correlation coefficient values can be seen in the table below:

Table 6. R and R² result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.586	.575	2.001
a. Predictors: (Constant), BE, BP				
b. Dependent Variable: CL				

Source: SPSS 2016

According to the table, the value of R is 0.765. It means that the brand personality and brand experience as the independent variable has positive relationship with customer Loyalty as dependent variable. The coefficient determination of R² is the contribution percentage of independent variable to the dependent variable. The value of R² is 0.586 or 58.6% means the customer loyalty influenced by brand personality and brand

experience as much as 58.6% and the remaining percentage of 41.4% is affected by other variables that not examined in this study.

Ftest Result

Tabel 7 Ftest

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	435.674	2	217.837	54.422	.000 ^b
	Residual	308.213	77	4.003		
	Total	743.888	79			
a. Dependent Variable: CL						
b. Predictors: (Constant), BE, BP						

Source: SPSS 2016

Table shows that F_{count} is 54.422 with level of significance 0.000. By using the level of significant of 0.05 ($\alpha = 0.05$), the table shows that the significant value is $0.000 < 0.05$. The value of $F_{\text{table}} = 3.120$, so it can be concluded that $F_{\text{count}} = 54.422 > F_{\text{table}} = 3.120$.

The overall influence of brand personality and brand experience toward customer loyalty is very significant. Thus in this test H_0 is rejected and H_1 is accepted meaning the independent variable simultaneously has significant influences on the dependent variable.

T-Test

Using the criteria of hypothesis testing by T-test as follows:

$t_{\text{count}} < t_{\text{table}} (0.05)$ then H_0 is accepted and H_2 or H_3 is rejected.

$t_{\text{count}} > t_{\text{table}} (0.05)$ then H_0 is rejected and H_2 or H_3 is accepted.

Table 8 Ttest

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.195	1.539		-.127	.899
	BP	.378	.133	.319	2.835	.006
	BE	.602	.137	.494	4.388	.000
a. Dependent Variable: CL						

Source: SPSS 2016

Brand Personality (X_1) on Customer Loyalty (Y)

Table 8 shows that the t_{count} of brand personality is 2.835 and since the level significant is 5% (0.05) then the t_{table} is 1.664. The result of $t_{\text{count}} = 2.835 > t_{\text{table}} = 1.644$. Thus H_0 is rejected and H_2 is accepted which means brand personality (X_1) has significant partial influence on customer loyalty (Y).

Brand Experience (X_2) on Customer Loyalty (Y)

Table 8 shows that the t_{count} of brand experience is 4.388 and since the level significant is 5% (0.05) then the t_{table} is 1.644. The result is $t_{\text{count}} = 4.388 > t_{\text{table}} = 1.644$. Thus H_0 is rejected and H_3 is accepted which means brand experience (X_2) has significant partial influence on customer loyalty (Y).

Discussions

Based on this research, brand experience is the highest indicator of customer loyalty than brand personality. According to the result, brand experience play an important role in reinforcing the customer loyalty. It is because people concern more on the reputation, impression, feelings when they using the product. People prefer on how their experience or others people experience when using the product than to knowing what kind of the product itself.

Conclusion

1. Brand Personality and Brand Experience influence Customer Loyalty of Samsung Galaxy Smartphone in Manado, simultaneously.
2. The result of R and R^p shows that, brand experience as the independent variable has strong relationship on dependent variable, customer loyalty.
3. The result of F-test shows that, $F_{\text{count}} > F_{\text{table}}$ means brand personality as X_1 and brand experience as X_2 influence on customer loyalty as Y. This test also shows that H_0 is rejected and H_1 is accepted, which means the dependent variable influence simultaneously dependent variable.
4. The result of Ttest shows that $T_{\text{count}} > T_{\text{table}}$, means H_0 is rejected than H_2 and H_3 is accepted which means the dependent variable influence partially the dependent variable.

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