

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of the research presented in the previous chapter, this study can be concluded as follows:

1. Based on customer assessment in this research showed that aesthetic benefit, functional benefit and symbolic benefit which are the dimensions of brand concept overall exist in the agree category.

Total average score of aesthetic benefits is 4.04 (agree), customer assess that screen display of iPhone is more attractive than other brands and has distinctive feature other than that they're interested with the design, it seems futuristic. Moreover, based on customer assessment result, Total average score of Functional benefits is 3.68 (agree), customers has advantages in certain features from the iPhone such as SIRI, iTunes and iCloud that distinguishes it from android, the iPhone is user friendly and also provides applications that can be downloaded through the apple store although this aspect is considered neutral by customers, because Android has more and free purchase applications. The last dimension is the Symbolic benefits which obtained a total average score of 3.79 (agree). The points for this dimension are that the iPhone matches with the customer's life style, not only giving the impression of a more exclusivity than other brands but also better in the eyes of other individuals.

2. Result on Customer commitment is in the Agree category. Based on the Affective aspect, customer assesses that they get a lot of benefits when using the iPhone; they do have a strong attachment and sense of belonging with the iPhone. On the Calculative aspect, they found it difficult to replace the iPhone by moving to another brand of cellphone, because it takes a lot of time and energy.
3. F-test shows result that F_{count} (36.935) is greater than the F_{table} (2.31) which means that H_01 is rejected and H_{a1} is accepted, so it can be concluded that there is simultaneous impact of brand concept dimensions (Aesthetic, Functional and Symbolic benefits) on Customer commitment. As a result of the Coefficient of Determination, it shows that there is a 52.1% impact of Aesthetic, Functional and Symbolic benefits on Customer commitment, the remaining 47.9% is influenced by other variables outside the research regression model.
4. The t test on the research was conducted to analyze partial impact of independent variables on the dependent variable, with the results obtained as follows:

Independent Variables	Value t-count	Value t-table	Research hypothesis	Description
Aesthetic Benefits	2.723	1.984	H_02 rejected, H_{a2} accepted	The Aesthetic benefits(X1) have an impact on the Customer commitment (Y).
Functional Benefits	2.568	1.984	H_03 rejected, H_{a3} accepted	The Functional benefits(X2) have an impact on the Customer commitment (Y).
Symbolic Benefits	3.493	1.984	H_04 rejected, H_{a4} accepted	The Symbolic benefits(X3) have an impact on the Customer commitment (Y).

Based on table t-test above was obtained the regression equation model for this research as follows:

$$Y = 4.229 + 0.577X1 + 0.706X2 + 0.955X3 +$$

Based on the equations, coefficient regression for Symbolic benefits is the biggest with a value of 0.955 or 95.5%; this shows that Symbolic benefits have a dominant impact on Customer commitment.

5.2 Suggestions

The suggestions suggested by the writer include:

1. Apple Company should maintain the **Aesthetic** (all the experiences that connects customers with the brand in a personal way such as; the catchy feeling customers derive from the attractive display screen), **Functional** (all the utilitarian features that differentiates iPhone from other smartphone brands such as; improving the features of the applications such as the SIRI) and **Symbolic** (all the features that positively enhances the self-esteem and ego of the customers such as; maintaining the exclusive impression among other brands) dimensions that are valued quite well by customers today, but should continue to conduct technological research to get a product that is better than other competitors, as the research shows that Brand Concept dimensions has an impact on Customer commitment both simultaneously and partially.

2. Essentially, **Economic** (such as; maintaining a quality that constantly matches the exclusive price of the iPhone to give an edge over other brands, and add some other advantages in terms of features such as making the screen display more attractive with higher resolutions and distinctive, so that the price offered will be appropriate and matches the quality of features the customers are paying for), **Psychology** (such as; maintaining that sense of belonging and the feeling of being up to date with modern technology among iPhone Users, and by holding several special iPhone user events or shows like musical festival, that can make iPhone users feel more appreciated, recognized and bound by the Apple iPhone brand) and **Norms aspects** (such as; improving the number of free purchase applications and also reducing a bit the price of buying the non-free applications on the App store that could be downloaded from the App Store, so that customers will not be persuaded to use more android smartphones for the purpose of downloading free and cheaper applications from the Google play store); must be considered in every research conducted by Apple iPhone Company in realizing brand concepts, so that customer commitment is formed.
3. Symbolic benefits are the most impacting dimension in shaping Customer Commitment, so Apple iPhone Company should try to continue to maintain that exclusivity both in terms of design and features; so that Apple iPhone users will have their own pride and continue to feel that

superiority among their peers and also have that sense of belonging that they will not get from using other smartphone brands.

4. For other researchers of the same or similar topic, I suggest they could use this research as a guide and reference in determining the impact of brand concept dimensions on customer commitment, also try as much as possible in getting more insight to the impact of other brand concept dimensions variables that aren't discussed in this study and how they can impact customer commitment. Also, they should expand their researches to other cities beyond Bandung, in other to determine how brand concept dimensions impacts customer commitment using the data collected from respondents in a different geographical and demographical region.

REFERENCES

- Aaker, D.A. (1991), *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, Free Press, New York, NY.
- Aaker, David A. (1996), "Measuring Brand Equity Across Products and Markets," *California Management Review*, 38(3), 102-20.
- Aaker, D. Joachimsthaler, E. (2000). *Brand leadership*. London: Simon & Schuster Ltd.
- Aaker, D. Marcum, A. Marketing News, (2017, January 1); The Drivers of Brand Loyalty May Surprise You; Retrieved from: <https://www.ama.org/marketing-news/the-drivers-of-brand-loyalty-may-surprise-you/>
- Ailawadi, Kusum L., Donald R. Lehmann, and Scott A. Neslin (2003), "Revenue Premium as an Outcome Measure of Brand Equity," *Journal of Marketing*, 67(4), 1-17.
- Alba, J. W. and Chattopadhyay, A. (1986), "Salience Effects in Brand Recall", *Journal of Marketing Research*, 23, pp. 363-369
- Albert, N., and Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266.
- Anderson, E. and Weitz, B. (1992), "The use of pledges to build and sustain commitment in distribution channels", *Journal of Marketing Research*, Vol. 29 No. 1, pp. 18-34.
- Andu, R.A. 2013, 'Analysis of brand personality on customer loyalty (Case study tablet computer: Apple iPad and Samsung Galaxy tab)', *Journal of Economic Research, Management, Business and Accounting*, vol. 1, no. 4, pp. 2174–85,

- Annisa Bella (April 12, 2018); Apple Inc Pilih Indonesia Jadi Pusat Riset Pertama di Asia – Marketeers. Retrieved from: <http://marketeers.com/apple-pilih-indonesia-jadi-pusat-riset-pertama-di-asia/>
- Apple iPhone Ownership Is Driven By Female And High-Income Users; By Verto Analytics Posted September 19, 2014 In Verto Infographics. Retrieved from <https://www.vertoanalytics.com/apple-iphone-ownership-driven-female-high-income-users/>
- Apple: It's All About The Brand | T2 2016 MPK732 MARKETING (CLUSTER B). Retrieved from <https://mpk732t22016clusterb.wordpress.com/2016/08/.../apple-its-all-about-the-brand>
- Apple's Branding Strategy - Marketing Minds; Retrieved from www.marketingminds.com.au/apple_branding_strategy.html
- "Apple Retail Store- Store List". "Apple Now Has 1.3 Billion Active Devices Worldwide" ; Apple.com, retrieved 2018-08-23.
- Bansal, H.S., Irving, P.G., & Taylor, S.F. (2004). A three-component model of customer commitment to service providers. *Journal of the Academy of Marketing Science*, 32(3), 234–250.
- Belaid, S., and Behi, A. T. (2011). The role of attachment in building consumer-brand relationships: an empirical investigation in the utilitarian consumption context. *Journal of Product & Brand Management*, 20(1), 37–47.
- Bosch, J., Venter, E., Han, Y., & Boshoff, C. (2006). The impact of brand identity on the perceived brand image of a merged higher education institution: part one. *Management Dynamics*, 15(2), 10-30.
- Brakus, J.J., Schmitt, B.H. and Zarantonello, L. (2009), “Brand experience: what is it? How is it measured? Does it affect loyalty?”, *Journal of Marketing*, Vol. 73 No. 3, pp. 52-68.

- Brown, J.R., Lusch, R.F., & Nicholson, C.Y. (1995). Power and relationship commitment: Their impact on marketing channel member performance. *Journal of Retailing*, 71(4), 363–392.
- Bryman, A and Bell, E (2014). *Research Methodology: Business and Management Context*. 5th ed. South Africa, Oxford University Press. P 250-300
- Bryman, A and Bell, E (2014). *Research Methodology: Business and Management Context*, 5th ed. south Arica, Oxford University Press, p313
- Chaplin, L.N. and John, D.J. (2005), “The development of self-brand connections in children and adolescents”, *Journal of Consumer Research*, Vol. 32 No. 1, pp. 119-29.
- Chaudhuri, A. and Holbrook, M.B. (2001), “The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty”, *Journal of Marketing*, Vol. 65 No. 2, pp. 81-93.
- Cohen, J.B. and Basu, K. (1987), Alternative models of categorization: toward a contingent processing framework, *Journal of Consumer Research*, Vol. 13, March, pp. 455-72.
- Cooper, D. R., & Schindler, P. S. (2014). (2014). *Busines Research Methods (12 ed.)*. . New York: McGraw Hill.
- Cooper, H., Schembri, S. and Miller, D. (2010), “Brand selfidentity narratives in the James Bond movies”, *Psychology & Marketing*, Vol. 27 No. 6, pp. 557-67.
- Czepiel, John A. and Robert Gilmore (1987). *Exploring the Concept of Loyalty in Services, in The Services Challenge: Integrating for Competitive Advantage*, John A. Czepiel, Carole A. Congram, and James Shanahan, eds. Chicago, IL: 91-4. American Marketing Association.

- Dimmick, J.W., Sikand, J., & Patterson, S.J. (1994). The gratifications of the household telephone: Sociability, instrumentality and reassurance. *Communication Research*, 21(5), 643–663.
- Dodds, W.B., Monroe, K.B. and Grewal, D. (1991), “Effects of price, brand and store information on buyers’ product evaluations”, *Journal of Marketing Research*, Vol. 28 No. 3, pp. 307-19.
- Dolich, I. (1969), “Congruence relationships between self images and product brands”, *Journal of Marketing Research*, Vol. 6 No. 1, pp. 80-4.
- Dooley R. (2012). Build Loyalty like Apple: Define Your Enemy. Retrieved: <http://www.forbes.com/sites/rogerdooley/2012/07/17/apple-enemy>. Last accessed 11 June 2015
- Doney, P.M. and Cannon, J.P. (1997), “An examination of the nature of trust in buyer-seller relationships”, *Journal of Marketing*, Vol. 61 No. 2, pp. 35-51.
- Drew, S. (2007). Ethical Issues in conducting research. Retrieved: http://www.sagepub.com/upm-data 26094_3pdf.
- Elizabeth V. M. A¹, Martha Tri Lestari, S.Sos., MM², Indra N. A Pamungkas SS., Msi³; August 2016; The influence of variable brand equity product of apple against purchasing decision of iphone 5s among the students of ict bandung (Quantitative Study to ITB Students) *e-Proceeding of Management : Vol.3, No.2*
- Ernest E. I. (2017), " Customer loyalty in telecom service sector: the role of service quality and customer commitment ", *The TQM Journal*, Vol. 29 Iss 1 pp. 19 - 36
- Escalas, J.E. (2004a), “Imagine yourself in the product: mental simulation, narrative transportation, and persuasion”, *Journal of Advertising*, Vol. 33 No. 2, pp. 37-48.

- Escalas, J.E. (2004b), "Narrative processing: building consumer connections to brands", *Journal of Consumer Psychology*, Vol. 14 No. 1, pp. 168-179.
- Escalas, J.E. (2004), "Narrative processing: building consumer connections to brands", *Journal of Consumer Psychology*, Vol. 14 No. 1 and 2, pp. 168-80.
- Escalas, J.E. and Bettman, J. (2003), "You are what they eat: the influence of reference groups on consumers' connections to brands", *Journal of Consumer Psychology*, Vol. 13 No. 3, pp. 339-48.
- Evanschitzky, H., Iyer, G. R., Plassmann, H., Niessing, J., and Meffert, H. (2006). The relative strength of affective commitment in securing loyalty in service relationships. *Journal of Business Research*, 59(12), 1207–1213.
- Felly, S. L. (2015). The Impact of Brand Equity on Brand Preference and Purchase Intention in Indonesia's Bicycle Industry: A Case Study of Polygon. *iBuss Management*, 99-108.
- Fikri A. R., Eka Y. (2016); Top 4 Brand Of Chinese's Smartphone Positioning Analysis Based On Consumer Perception In Bandung City 2015, *e-Proceeding of Management: Vol.3, No.2 Agustus 2016 | Page 1096*
- Fiske, S.T. and Taylor, S.E. (1991), *Social Cognition*, McGraw-Hill, New York, NY.
- Fournier, S.M. (1998). Consumers and their brands: developing relationship theory. *Journal of Consumer Research*, 24, 343-373.
- Frank, B. G., & Krake, J. M. (2005). Successful brand management in SEM: a new theory and practical hints. *Journal of Product & Brand Management*, 14(4), 228-238.
- Fullerton, G. (2003). When does commitment lead to loyalty? *Journal of Service Research*, 5(4), 333–344.

- Fullerton, G. (2005). The Impact of Brand Commitment on Loyalty to Retail Service Brands. *Canadian Journal of Administrative Sciences*, 22(2), 97–110.
- Geyskens, I., Steenkamp, J-B.E.M., Scheer, L.K., & Kumar, N. (1996). The effect of trust and interdependence on relationship commitment: A trans-Atlantic study. *International Journal of Research in Marketing*, 13(4), 303–317.
- Ghozali, I. (2009). *Ekonometrika-Teori, Konsep dan Aplikasi dengan SPSS17*. Semarang: Penerbit Diponegoro.
- Gilliland, D.I., & Bello, D.C. (2002). Two sides to attitudinal commitment: The effect of calculative and loyalty commitment on enforcement mechanisms in distribution channels. *Journal of the Academy of Marketing Science*, 30(1), 24–43.
- Global Smartphone Shipments Down 6.0% in Q3 2018 as the Leading Vendor and the Largest Market Face Challenges, According to IDC, November 01, 2018, Retrieved from: <https://www.idc.com/getdoc.jsp?containerId=prUS44425818>
- Goldman, A. (2001), “*The aesthetic*”, in *Gaut, B.N. and Lopes, D. (Eds)*, *The Routledge Companion to Aesthetics*, Routledge, London.
- Gruen, T.W., Summers, J.O., & Actio, F. (2000). Relationship marketing activities, commitment, and membership behaviours in professional associations. *Journal of Marketing*, 64(3), 34–39.
- Gundlach, G.T., Achrol, R.S. and Mentzer, J.T. (1995), “The structure of commitment in exchange”, *Journal of Marketing*, Vol. 59 No. 1, pp. 78-92.
- Gustafsson, A., Johnson, M.D., & Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of Marketing*, 69(4), 210–218.

- Habitat, U.. (2008). *The state of African cities:A framework of addressing urban challenges in Africa*. Nairobi, Kenya: UN HABITAT.
- Hankinson, G. (2004), "The brand image of tourism destinations: a study of the saliency of organic images", *Journal of Product & Brand Management*, Vol. 13 No. 1, pp. 6-14.
- Helge T. (2005),"Brand extensions: brand concept congruency and feedback effects revisited", *Journal of Product & Brand Management*, Vol. 14 Iss 4 pp. 250 - 257
- Hirschman, E.C. and Holbrook, M.B. (1982), "Hedonic consumption: emerging concepts, methods and propositions", *Journal of Marketing*, Vol. 46 No. 3, pp. 92.101.
- Hitesh Bhasin; Brand Concept; (July 17, 2018). Retrieved from; <https://www.marketing91.com/brand-concept/>
- Hoeffler, S. & Keller, K. L. (2003). The marketing advantages of strong brands. *Journal of Brand management*, 10(1), 421-445.
- Hogg, M. A., & Abrams, D. (1988). The social identity approach: Context and content. *Social Identifications: A social psychology of intergroup relations and group processes* (pp. 6-30). New York, NY: Routledge.
- Hsiao, C., Shen, G. C., and Chao, P. (2015). How does brand misconduct affect the brand–customer relationship? *Journal of Business Research*, 68(4), 862–866.
- "Huawei beats Apple to become second-largest smartphone maker". 2018-08-03. Retrieved 2018-08-03. Salinas, Sara (2018-08-02). "Apple just hit a \$1 trillion market cap". CNBC. Retrieved 2018-08-02.
- Hur, W. M., Park, J., & Kim, M. (2010). The role of commitment on the customer benefits–loyalty relationship in mobile service industry. *The Service Industries Journal*, 30(14), 2293-2309

- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty.
- Ike-Elechi Ogba, Zhenzhen Tan, (2009). Exploring the impact of brand image on customer loyalty and commitment in China. *Journal of Technology Management in China*, Volume: 4 Issue: 2
- Iriani, N. I. 2011. The effect of Brand Equity Dimensions (Brand Equity) *Purchasing Decision Against Cellular Phone Card Telkomsel in Malang Journal*
- Jeon, J.E. and Lee, J. (2016), “Brand schematicity moderates the effect of aesthetic brands on brand accessories purchase intentions”, *Social Behavior and Personality*, Vol. 44 No. 10, pp. 1733-1746.
- Jim L., star Thought Leader, CIO (December 9, 2018), Eye on Apple Retrieved from <https://www.cio.com/article/3013559/apple-phone/why-are-customers-loyal-to-apple-and-the-iphone.html>
- Joo-Eon Jeon, (2017) "The impact of brand concept on brand equity", *Asia Pacific Journal of Innovation and Entrepreneurship*, Vol. 11 Issue: 2, pp.233-245, <https://doi.org/10.1108/APJIE-08-2017-030>
- Jones, T., Fox, G. L., Taylor, S. F., and Fabrigar, L. R. (2010). Service customer commitment and response. *Journal of Services Marketing*, 24(1), 16–28.
- Keller, Kevin L. and Donald R. Lehmann (2003), “How do Brands Create Value”, *Marketing Management*, 12, May-June, 26-31.
- Keller, K. L. (2003). *Strategic Brand Management*. Upper Saddle River, NJ: Prentice Hall.
- Keller, Kevin L. (2008), *Strategic Brand Management*. 3rd. Ed. Englewood Cliffs, NJ: Prentice Hall.

- Kemp, E., Jillapalli, R., and Becerra, E. (2014). Healthcare branding: developing emotionally based consumer brand relationships. *Journal of Services Marketing*, 28(2), 126–137.
- Keller, K. L. Conceptualizing, Measuring and Managing customer-Based Brand Equity. *Journal of Marketing* 57 (January 1993)
- Kim, K., & Frazier, G.L. (1997). Measurement of distributor commitment in industrial channels of distribution. *Journal of Business Research*, 40(2), 139–154.
- Koran SINDO, Jurnalis; Selasa 17 April 2018 12:50, Apple Bangun Pabrik, RI Target Jadi Pusat Teknologi Digital; Retrieved from <https://economy.okezone.com/read/2018/04/17/320/1887657/apple-bangun-pabrik-ri-target-jadi-pusat-teknologi-digital>
- Kotler, P., & Armstrong, G. (2004). Principles of marketing. (10 th ed), Upper Saddle River, Pearson Prentice Hall.
- Krishna, A., Elder, R. and Caldara, C. (2010), “Feminine to smell but masculine to touch? Multisensory congruence and its effect on the aesthetic experience”, *Journal of Consumer Psychology*, Vol. 21 No. 3, pp. 410-418.
- Kumar, N., Hibbard, J.D., & Stern, L.W. (1994). The nature and consequences of marketing channel intermediary commitment (Working Paper Series, Report 94-115). Cambridge, MA: Marketing Science Institute.
- Kumar, M. and Garg, N. (2010), “Aesthetic principles and cognitive emotion appraisals: how much of the beauty lies in the eye of the beholder?”, *Journal of Consumer Psychology*, Vol. 20 No. 4, pp. 485-494.
- Lacey, R. (2007), “Relationship drivers of customer commitment”, *Journal of Marketing Theory and Practice*, Vol. 15 No. 4, pp. 315-33.

- Lamb, C. W., Hair, J. F., & McDaniel, C. (2014). *Essentials of marketing Research*. Cengage Learning.
- Lanseng, E. J., & Olsen, L. E. (2012). Brand alliances: the role of brand concept consistency. *European Journal of Marketing*, 46(9), 1108-1126.
- Lariviere, B., Keiningham, T. L., Cooil, B., Aksoy, L., and Malthouse, E. C. (2014). A longitudinal examination of customer commitment and loyalty. *Journal of Service Management*, 25(1), 75–100.
- Lina, B. (2011). Interpretation of Brand Concepts and Functions: Theoretical Approach . *Socialiniai tyrimai / Social Research*, 5-13.
- Low, G.S. and Lamb, C.W. (2000), “The measurement and dimensionality of brand associations”, *Journal of Product & Brand Management*, Vol. 9 No. 6, pp. 350-68.
- Macintosh, G. and Lockshin, L.S. (1997), “Retail relationships and store loyalty: a multi-level perspective”, *International Journal of Research in Marketing*, Vol. 14 No. 5, pp. 487-97.
- Mahajan, Vijay, Vithala R. Rao and Rajendra K. Srivastava (1994), “An Approach to Assess the Importance of Brand Equity in Acquisition Decisions,” *Journal of Product Innovation Management*, 11(3), 221-235
- Malär, L., Krohmer, H., Hoyer, W.D. and Nyffenegger, B. (2011), “Emotional brand attachment and brand personality: the relative importance of the actual and the ideal self”, *Journal of Marketing*, Vol. 75 No. 4, pp. 35-52.
- Mason, C., and Simmons, J. (2012). Are they being served? Linking consumer expectation, evaluation and commitment. *Journal of Services Marketing*, 26(4), 227– 237.
- Mathieu, J.E., & Zajac, D.M. (1990). A review and meta-analysis of the antecedents, correlates, and consequences of organizational commitment. *Psychological Bulletin*, 108(2), 171–193.

- McCracken, G.D. (1990), *Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities*, Indiana University Press, Bloomington.
- Meyer, J.P., & Allen, N.J. (1997). *Commitment in the workplace: Theory, research, and application*. Thousand Oaks, CA: Sage.
- Meyer, J. P., Stanley, D. J., Herscovitch, L., and Topolnytsky, L. (2002). Affective, Continuance, and Normative Commitment to the Organization: A Meta-analysis of Antecedents, Correlates, and Consequences. *Journal of Vocational Behavior*, 61(1), 20–52.
- Mittal, B., Ratchford, B.T. and Prabhakar, P. (1990), “Functional and expressive attributes as determinants of brand attitude”, in Sheth, J.N. (Ed.), *Research in Marketing*, JAI Press, Greenwich, CT.
- Moorman, C., Zaltman, G. and Deshpande, R. (1992), “Relationships between providers and users of market research: the dynamics of trust within and between organizations”, *Journal of Marketing Research*, Vol. 29 No. 3, pp. 314-328.
- Morgan, R.M. and Hunt, S.D. (1994), “The commitment-trust theory of relationship marketing”, *Journal of Marketing*, Vol. 58 No. 3, pp. 20-38.
- Ms. MicheleLaura NGUETSOP , Grafoute Amoro, Zhiliang Wang & Igor MathieuGondje-Dacka: Department of Business and Management – Shangai University China.
- Nandan, S. (2005). An exploration of the brand identity-brand image linkage: a communications perspective. *Brand Management*, 12(4), 264-278.
- Narimawati, Umi. (2010) *Metodologi Penelitian: Dasar Penyusun Penelitian Ekonomi*. Jakarta: Genesis.
- Netemeyer, R., Krishnan, B. Pullig, C. Wang, G, Yagci, M. Dean, D. Ricks, J.M. and Wirth, F. (2004), “Developing and validating measures of facets of

customer-based brand equity”, *Journal of Business Research*, Vol. 57 No. 2, pp. 209-44.

Oktri M. F.. (2013), Efektivitas penggunaan smart phone dalam mendukung kegiatan bisnis pengusaha muda di kota bandung menggunakan technology acceptance model (TAM); Program Studi Teknik Industri Universitas Widyatama Bandung

Oliver, R.L. (1999), “Whence consumer loyalty?”, *Journal of Marketing*, Vol. 63 No. 4, pp. 33-44.

Osuna R., S. A., Veloutsou, C. and Morgan-Thomas, A. (2017) A systematic literature review of brand commitment: definitions, perspectives and dimensions. *Athens Journal of Business and Economics*, 3(3), pp. 305-332. (doi:10.30958/ajbe.3.3.5)

Owino.O.J.,(2011). "Factors Determining Customer Commitment To Service Providers in Kenyan Mobile Telephone Industry."; *School of Business, University of Nairobi, Nairobi, Kenya*;

Park, C. S. and V. Srinivasan (1994), “A Survey-Based Method for Measuring and Understanding Brand Equity and its Extendability,” *Journal of Marketing Research*, 31(2), 271-88.

Park, C.W., Jaworski, B. and MacInnis, D.J. (1986), “Strategic brand concept-image management”, *Journal of Marketing*, Vol. 50 No. 4, pp. 621-35

Park, C.W., Milberg, S. and Lawson, R. (1991), “Evaluation of brand extensions: the role of product feature similarity and brand concept consistency”, *Journal of Consumer Research*, Vol. 18, September, pp. 185-93.

Park, C.W., Eisingerich, A.B., Pol, G. and Park, J.W. (2013), “The role of brand logos in firm performance”, *Journal of Business Research*, Vol. 66 No. 2, pp. 180-187.

- Patrick, V.M. and Hagtvedt, H. (2011), "Aesthetic incongruity resolution", *Journal of Marketing Research*, Vol. 48 No. 2, pp. 393-402.
- Patwardhan, H. and Balasubramanian, S.K. (2013), "Reflections on emotional attachment to brands: brand romance and brand love", *Journal of Customer Behaviour*, Vol. 12 No. 1, pp. 73-79.
- Peng, K.-F., Chen, Y., & Wen, K.-W. (2014). Brand relationship, consumption values and branded app adoption. *Industrial Management & Data Systems*, 114(8), 1131–1143.
- Peter, J.P., & Olson, J.C. (1987). *Consumer behaviour, marketing strategy perspectives*. Homewood, IL: Irwin
- Peter, J. P., & Donnelly. (2007). *Marketing Management- Knowledge and Skills, 8th Edition*. Irwin, Boston,; McGraw-Hill.
- Reichheld, F.F. (1996), "Learning from customer defections", *Harvard Business Review*, Vol. 74 No. 2, pp. 56-70.
- Riezebos, R. (2003), *Brand Management: A Theoretical and Practical Approach*, Financial Times Prentice Hall, London.
- Shah, S, Z.A., & Akbar S. (2008) Value Relevance of Advertising Expenditure: A review of the Literature, *International Journal of Management Review*, 10(4), 301-325.
- Shukla Paurav, Banerjee M, & Singh, J. (2016); Customer commitment to luxury brands: Antecedents and consequences.
- Smith, E.E. and Medin, D.L. (1981), *Categories and Concepts*, Harvard University Press, Cambridge, MA.

- Sugiyono. 2012. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta
- Sutherland, M. (1993), *Advertising and the Mind of the Consumer*, pp. *What Works... What Doesn't and Why*, S1. Leonards, Australia, Allen and Unwin
- Sweeney, J.C., & Soutar, G.N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.
- Tajfel, H. (1981). *Human groups and social categories: Studies in social psychology*. Cambridge, MA: Cambridge University Press.
- Thomson, M., MacInnis, D.J. and Park, C.W. (2005), “The ties that bind: measuring the strength of consumers’ emotional attachments to brands”, *Journal of Consumer Psychology*, Vol. 15 No. 1, pp. 77-91.
- The marketing strategy of Apple: A concise analysis | Version Daily (2019, March 13). Retrieved from : www.versiondaily.com/the-marketing-strategy-of-apple-a-concise-analysis
- Tuškej, U., Golob, U., and Podnar, K. (2013). The role of consumer–brand identification in building brand relationships. *Journal of Business Research*, 66(1), 53–59.
- Umi Narimawati. 2010. *Penulisan Karya Ilmiah*. Jakarta: Penerbit Genesis.
- Wallendorf, M. and Arnould, E.J. (1988), “My favorite things: a cross-cultural inquiry into object attachment, possessiveness and social linkage”, *Journal of Consumer Research*, Vol. 14 No. 4, pp. 531-47.
- Won-Moo Hur , Jungkun Park & Minsung Kim (2010) The role of commitment on the customer benefits–loyalty relationship in mobile service industry, *The Service Industries Journal*, 30:14, 2293-2309.

- Yoo, B., Donthu, N. and Lee, S. (2000), "An examination of selected marketing mix elements and brand equity", *Journal of the Academy of Marketing Science*, Vol. 28 No. 2, pp. 195-211.
- Young, L., & Denize, S. (1995). A concept of commitment: Alternative views of relational continuity in business service. *Journal of Business & Industrial Marketing*, 10(5/6), 22–37.
- Zeithaml, Valarie A., Lenoard L. Berry, and A. Parasuraman (1996). The Behavioral Consequences of Service Quality, *Journal of Marketing*, 60: 31-46
- Zeithaml, V. (1988), "Consumer perceptions of price quality and value: a means end model and synthesis of evidence", *Journal of Marketing*, Vol. 55 No. 3, pp. 2-22.