

## REFERENCES

- Aaker, D. A. (2009). *Managing Brand Equity*.  
[https://books.google.co.uk/books?hl=en&lr=&id=r\\_TSY5sxnO8C&oi=fnd&pg=PT10&dq=aaker+2009+brand&ots=Ax-KkhAWW6&sig=x7jc2kx9rhaZ779RavPavzPuBTE#v=onepage&q=aaker 2009 brand&f=false](https://books.google.co.uk/books?hl=en&lr=&id=r_TSY5sxnO8C&oi=fnd&pg=PT10&dq=aaker+2009+brand&ots=Ax-KkhAWW6&sig=x7jc2kx9rhaZ779RavPavzPuBTE#v=onepage&q=aaker 2009 brand&f=false)
- Achrol, R. S., & Kotler, P. (1999). Marketing in the network economy. *Journal of Marketing*, 63(SUPPL.), 146–163. <https://doi.org/10.2307/1252108>
- Adam, M. R. R. (2018). *Practical guide of the integrated structural equation modeling (SEM) with LISREL and AMOS for marketing & social sciences thesis*.
- Ansary, A., & Nik Hashim, N. M. H. (2018). Brand image and equity: the mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Review of Managerial Science*, 12(4), 969–1002.  
<https://doi.org/10.1007/s11846-017-0235-2>
- Assaf, A., & Scuderi, R. (2020). COVID-19 and the recovery of the tourism industry. *Tourism Economics*, 26(5), 731–733. <https://doi.org/10.1177/1354816620933712>
- Baek, T. H., & Kim, J. (2010). The Differential Roles of Brand Credibility and Brand Prestige in Consumer Brand Choice. *Psychology & Marketing*, 30(6), 461–469.  
<https://doi.org/10.1002/mar>
- Bakar, N. A., & Rosbi, S. (2020). Effect of Coronavirus disease (COVID-19) to tourism industry. *International Journal of Advanced Engineering Research and Science*, 7(4), 189–193. <https://doi.org/10.22161/ijfers.74.23>
- Ballantyne, R., Warren, A., & Nobbs, K. (2006). The evolution of brand choice. *Journal of Brand Management*, 13(4–5), 339–352.  
<https://doi.org/10.1057/palgrave.bm.2540276>
- Becker, E. (2020). *How hard will the coronavirus hit the travel industry?*  
<https://www.nationalgeographic.com/travel/article/how-coronavirus-is-impacting-the-travel-industry>
- Bruner, G. C., & Pomazal, R. J. (1988). Problem recognition: The crucial first stage of the consumer decision process. *Journal of Services Marketing*, 2(3), 43–53.  
<https://doi.org/10.1108/eb024733>

Burmann, C., Hegner, S., & Riley, N. (2009). Towards an identity-based branding. *Marketing Theory, 9*(1), 113–118. <https://doi.org/10.1177/1470593108100065>

Camero, K. (2020). *How long you are exposed to coronavirus can determine if you get sick, experts say.* <https://www.miamiherald.com/news/coronavirus/article242846836.html>

Chang, H. H., & Liu, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the service industries. *Service Industries Journal, 29*(12), 1687–1706. <https://doi.org/10.1080/02642060902793557>

Chen, C. F., & Chang, Y. Y. (2008). Airline brand equity, brand preference, and purchase intentions-The moderating effects of switching costs. *Journal of Air Transport Management, 14*(1), 40–42. <https://doi.org/10.1016/j.jairtraman.2007.11.003>

Chiu, S. C., Liu, C. H., & Tu, J. H. (2016). The influence of tourists' expectations on purchase intention: Linking marketing strategy for low-cost airlines. *Journal of Air Transport Management, 53*, 226–234. <https://doi.org/10.1016/j.jairtraman.2016.03.010>

Dannibale, A. K. (2020). *3 charts show how coronavirus is affecting the travel industry.* <https://www.nationalgeographic.com/travel/article/charts-show-coronavirus-impact-on-travel-industries>

Driesener, C., & Romaniuk, J. (2006). Comparing methods of brand image measurement. *International Journal of Market Research, 48*(6), 681–698. <https://doi.org/10.1177/147078530604800605>

Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions. *Procedia - Social and Behavioral Sciences, 58*, 1395–1404. <https://doi.org/10.1016/j.sbspro.2012.09.1124>

Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research, 31*(1), 191–198. <https://doi.org/10.1086/383434>

Ghozali. (2016). Daftar pustaka. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS23. Edisi 9.* Semarang: Badan Penerbit Universitas Diponegoro., 3(April), 2010–2014.

GUSTAFSON, T ;CHABOT, B. (2007). Brand Awareness in: Cornell Maple Bulletin 105. 2007, 105.

<http://faculty.mu.edu.sa/public/uploads/1358439894.9656brand40.pdf>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2018). The Results of PLS-SEM Article information. *European Business Review*, 31(1), 2–24.

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121.  
<https://doi.org/10.1108/EBR-10-2013-0128>

Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. In *European Journal of Marketing* (Vol. 37, Issue 11/12).  
<https://doi.org/10.1108/03090560310495456>

Hess, S., Adler, T., & Polak, J. W. (2007). Modelling airport and airline choice behaviour with the use of stated preference survey data. *Transportation Research Part E: Logistics and Transportation Review*, 43(3), 221–233.  
<https://doi.org/10.1016/j.tre.2006.10.002>

Hoeffler, S., & Keller, K. L. (2003). The marketing advantages of strong brands. *Journal of Brand Management*, 10(6), 421–445.  
<https://doi.org/10.1057/palgrave.bm.2540139>

Hsieh, M., Pan, S., & Setiono, R. (2004). Dimensions and Purchase Behavior : A multicountry analysis. *Journal of the Academy of Marketing Science.*, 32(3), 251–270.

Išoraitė, M. (2016). Raising Brand Awareness Through Internet Marketing Tools. *Independent Journal of Management & Production*, 7(2), 320–339.  
<https://doi.org/10.14807/ijmp.v7i2.391>

Jeng, S. P. (2016). The influences of airline brand credibility on consumer purchase intentions. *Journal of Air Transport Management*, 55, 1–8.  
<https://doi.org/10.1016/j.jairtraman.2016.04.005>

Keller, K. L. (2003). Understanding brands, branding and brand equity. *Interactive Marketing*, 5(1), 7–20. <https://doi.org/10.1057/palgrave.im.4340213>

Keller, K. L., & Brexendorf, T. O. (2019). *Measuring Brand Equity*.

[https://doi.org/10.1007/978-3-658-13342-9\\_72](https://doi.org/10.1007/978-3-658-13342-9_72)

Morgan, R. M., Crutchfield, T. N., & Lacey, R. (2000). Patronage and Loyalty Strategies: Understanding the Behavioral and Attitudinal Outcomes of Customer Retention Programs. *Relationship Marketing*, 71–87.  
[https://doi.org/10.1007/978-3-662-09745-8\\_5](https://doi.org/10.1007/978-3-662-09745-8_5)

Morrison, S., & Crane, F. G. (2007). Building the service brand by creating and managing an emotional brand experience. *Journal of Brand Management*, 14(5), 410–421. <https://doi.org/10.1057/palgrave.bm.2550080>

Myers, C. A. (2003). Managing brand equity: A look at the impact of attributes. *Journal of Product & Brand Management*, 12(1), 39–51.  
<https://doi.org/10.1108/10610420310463126>

N., R. (2016). Factors affecting consumer buying behavior September 2016. *International Journal of Applied Research*, 2(10), 76–80.

Park, J. W., Robertson, R., & Wu, C. L. (2004). The effect of airline service quality on passengers' behavioural intentions: A Korean case study. *Journal of Air Transport Management*, 10(6), 435–439.  
<https://doi.org/10.1016/j.jairtraman.2004.06.001>

Ranasinghe, R., Damunupola, A., Wijesundara, S., Karunarathna, C., Nawarathna, D., Gamage, S., Ranaweera, A., & Idroos, A. A. (2020). Tourism after Corona: Impacts of Covid 19 Pandemic and Way Forward for Tourism, Hotel and Mice Industry in Sri Lanka. *SSRN Electronic Journal*, 1–19.  
<https://doi.org/10.2139/ssrn.3587170>

Salim Khraim, H. (2011). The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female Consumers. *International Journal of Marketing Studies*, 3(2), 5389–5398. <https://doi.org/10.5539/ijms.v3n2p123>

Sammut-Bonnici, T. (2015). Competitive Brand Positioning. *Competitive Brand Positioning*, 1–3.

Shafiee, M. M., Sanaye, A., Shahin, A., & Dolatabadi, H. R. (2014). The role of brand image in forming airlines passengers' purchase intention: Study of Iran aviation industry. *International Journal of Services and Operations Management*, 19(3), 360–376. <https://doi.org/10.1504/IJSOM.2014.065370>

- Shocker, A. D., & Aaker, D. A. (1993). Managing Brand Equity. *Journal of Marketing Research*, 30(2), 256. <https://doi.org/10.2307/3172832>
- Siddiqui, I., & Mishra, U. M. (2017). Effect of Branding On Consumer Buying Behaviour: A Study in Relation to Fashion Industry. *IJARS International Journal of Humanities and Social Studies*, 3(3). <https://doi.org/10.20908/ijarsihss.v3i3.8162>
- Suhartanto, D., & Noor, A. A. (2012). *CUSTOMER SATISFACTION IN THE AIRLINE INDUSTRY: THE ROLE OF SERVICE QUALITY AND PRICE*. June, 4–14. <http://www.diva-portal.org/smash/get/diva2:1232279/FULLTEXT01.pdf>
- Suzuki, Y. (2007). Modeling and testing the “two-step” decision process of travelers in airport and airline choices. *Transportation Research Part E: Logistics and Transportation Review*, 43(1), 1–20. <https://doi.org/10.1016/j.tre.2005.05.005>
- Swarbrooke, J., & Hawkins, R. (1998). *Sustainable Tourism Management.Pdf.*
- Tarkang, M. M. E. M., Alola, U. V., Nange, R. Y., & Ozturen, A. (2020). Investigating the factors that trigger airline industry purchase intention. *Current Psychology*. <https://doi.org/10.1007/s12144-020-00815-z>
- Thaichon, P., Poddar, D., Balaraj, A., & Jaiswal, A. (2016). To Fly or not to Fly- Factors Influencing Customer Purchase Intention and Switching Intention in the Airline Industry. *Journal of Hospitality Application & Research*, 11(1), 44–60.
- Tran, K. T., Nguyen, P. V., Do, H. T. S., & Nguyen, L. T. (2020). University students’ insight on brand equity. *Management Science Letters*, 10(9), 2053–2062. <https://doi.org/10.5267/j.msl.2020.2.006>
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence and Planning*, 32(3), 328–344. <https://doi.org/10.1108/MIP-04-2013-0056>
- Uğur, N. G., & Akbıyık, A. (2020). Impacts of COVID-19 on global tourism industry: A cross-regional comparison. *Tourism Management Perspectives*, 36(April), 100744. <https://doi.org/10.1016/j.tmp.2020.100744>
- Willmott, M. (2003). Citizen brands: Corporate citizenship, trust and branding. *Journal of Brand Management*, 10(4), 362–369. <https://doi.org/10.1057/palgrave.bm.2540131>

Yeoh, E., Kim, J., & Chan, L. (2011). Malaysian Low Cost Airlines: Key Influencing Factors on Customers' Repeat Purchase Intention. *World Applied Sciences JournalSpecial Issue of Tourism & Hospitality*, 12(May 2014), 35–43.

