

## REFERENSI

- Miniwatts Marketing Group. (2016). *Internet Usage Statistics: The Internet Big Picture*.  
Available at: <http://www.internetworldstats.com/stats.htm>, accessed on June 30, 2017.
- Bruhn, M., Schoenmueller, V., & Schafer, D. B. (2012). "Are Social Media Replacing Traditional Media in Terms of Brand Equity Creation?" *Management Research Review*, Vol. 35, No. 9, 770-790.
- Harmer, J. (2015). *State of the Camera Industry: How Much Trouble are Canon and Nikon In?*  
Available at: <http://improvephotography.com/35440/state-of-the-camera-industry-report-how-much-trouble-are-canon-and-nikon-in/>, accessed on October 28, 2016.
- Schivinski, B., & Dabrowski, D. (2015). "The Impact of Brand Communication on Brand Equity through Facebook. *Journal of Research in Interactive Marketing*", Vol. 9, No. 1, 31-53.
- Internet Live Stats. (2016). *Indonesia Internet Users*.  
Available at: <http://www.internetlivestats.com/internet-users/indonesia/>, accessed on July 1, 2017.
- Simmons, G., Thomas, B., & Truong, Y. (2010). "Managing i-branding to Create Brand Equity". *European Journal of Marketing*, Vol. 44, No. 9/10, 1260-1285.
- Salzer-Morling, M., & Strannegard, L. (2004). "Silence of the Brands". *European Journal of Marketing*, Vol. 38, No. 1/2, 224-238.
- Keller, K. L. (2003). *Strategic Brand Management, 2nd edition*. New Jersey: Prentice-Hall.
- Park, C., & Srinivasan, S. (1994). "A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendability". *Journal of Marketing Research*, Vol. 31, No. 2, 271-288.
- Konecnik, M., & Gartner, W. (2007). "Customer-Based Brand Equity for a Destination. *Annals of Tourism Research*", 400-421.
- Wood, L. (2000). "Brands and Brand Equity: Definition and Management". *Management Decision*, 662-669.
- Feldwick, P. (1996). "Do We Really Need Brand Equity?" *The Journal of Brand Management*, 9-28.
- Leuthesser, L. (1988). Defining, Measuring and Managing Brand Equity. *A Conference Summary* (pp. 15-40). Massachusetts: Marketing Science Institute.
- Leone, R., Rao, V., Keller, K., Luo, A., McAlister, L., & Srivastava, R. (2006). "Linking Brand Equity to Customer Equity". *Journal of Service Research*, 125-138.

- Keller, K. (1993). "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity". *Journal of Marketing*, 49.
- Verhoef, P. C., Langerak, F., & Donkers, B. (2004). "Understanding Brand and Dealer Retention in the New Car Market: The Moderating Role of Brand" Type. *Journal of Retailing*, 97-113.
- Kaplan, A., & Haenlein, M. (2012). "The Britney Spears Universe: Social Media and Viral Marketing at Its Best". *Business Horizons*, 27-31.
- Berthon, P., Pitt, L., Plangger, K., & Shapiro, D. (2012). "Marketing Meets Web 2.0, Social Media, and Creative Consumers: Implications for International Marketing Strategy". *Business Horizons*, 261-271.
- Godes, D., & Mayzlin, D. (2009). "Firm-Created Word-of-Mouth Communication: Evidence from a Field Test". *Marketing Science*, 721-739.
- Simon, C., & Sullivan, M. (1993). "The Measurement and Determinants of Brand Equity: A Financial Approach". *Marketing Science*, 28-52.
- Stephen, A., & Galak, J. (2009). "The Complementary Roles of Traditional and Social Media in Driving Marketing Performance". *Working Paper*, 10-20.
- Karakaya, F., & Barnes, N. (2010). "Impact of Online Reviews of Customer Care Experience on Brand or Company Selection". *Journal of Consumer Marketing*, 447-457.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research*. Reading: Addison-Wesley.
- Miniard, P., Obermiller, C., & Page, T. (1983). "A Further Assessment of Measurement Influences on the Intention-Behavior Relationship". *Journal of Marketing Research*, 206-13.
- Eagly, A., & Chaiken, S. (1993). *The Psychology of Attitudes*. Texas: Fort Worth. Explorable.com. (2009). *Non-Probability Sampling*. Available at: <https://explorable.com/non-probability-sampling>, accessed on May 17, 2017.
- Digital Photography Review. (2000). Available at: [https://www.dpreview.com/products/sony/compacts/sony\\_dscs50](https://www.dpreview.com/products/sony/compacts/sony_dscs50), accessed on February 20, 2017.
- Tsiros, M., Mittal, V., & Ross, W. (2004). "The role of attributions in customer satisfaction: a reexamination". *Journal of Consumer Research*, 476-483.
- Rossiter, J., & Percy, L. (1987). *Advertising and Promotion Management*. New York: McGraw-Hill.
- Yoo, B., Donthu, N., & Lee, S. (2000). "An examination of selected marketing mix elements and brand equity". *Journal of the Academy of Marketing Science*, 195-211.
- Verhoef, P., Langerak, F., & Donkers, B. (2004). "Understanding brand and dealer retention in the new car market: the moderating role of brand type". *Journal of Retailing*, 97-113.
- Villarejo-Ramos, A., & Sanchez-Franco, M. (2005). "The impact of marketing communication and price promotion on brand equity". *Brand Management*, 431-444.

- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). *Journal of Retailing*. *The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions*, 331-352.
- Wang, A. (2009). "Cross-channel integration of advertising: does personal involvement matter?" *Management Research News*, 32(9), 858-873.
- Keller, K. (2009). "Building strong brands in a modern marketing communication environment". *Journal of Marketing Communication*, 15(2/3), 139-155.
- Hair, J., Black, J. F., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Upper Saddle River: Prentice Hall.
- Sony Indonesia. (2017). *Interchangeable Lens Camera*. Available at: <http://www.sony.co.id/series/dslr-camera>, accessed on March 13, 2017.
- Fujifilm Corporation. (2017). *X Fujifilm*. Available at: [http://www.fujifilm.com/products/digital\\_cameras/x/](http://www.fujifilm.com/products/digital_cameras/x/), accessed on March 13, 2017.
- Dellarocas, C. (2003). "The digitization of word-of-mouth, promise and challenges of online feedback mechanisms". *Management Science*, 49(10), 1407-1424.
- Jati, A. S. (2016). *fotoStop News Detik.com*. Available at: <http://m.detik.com/inet/fotostop-news/d-3282262/setelah-5-tahun-fujifilm-kuasai-pasar-mirrorless-indonesia>, accessed on March 21, 2017.
- Mangold, W., & Faulds, D. (2009). "Social media: the new hybrid element of the promotion mix". *Business Horizons*, 52(4), 357-365.
- Aaker, D. (1996). "Measuring brand equity across products and markets". *CA Management Review*, 38(3), 102-120.
- Vanden Bergh, B., Lee, M., Quilliam, E., & Hove, T. (2011). "The multidimensional nature and brand impact of user-generated ad parodies in social media". *International Journal of Advertising*, 30(1), 103-131.
- MBaskool. (2017). *Marketing and Strategy Concepts*. Available at: <http://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/12173-hierarchy-of-effects-theory.html>, accessed on March 31, 2017.
- Chen, C.-F., & Tseng, W.-S. (2010). "Exploring Customer-based Airline Brand Equity: Evidence from Taiwan". *Transportation Journal*, 1(12), 24-34.
- Lavidge, R., & Steiner, G. (1961). "A model for predictive measurements of advertising effectiveness". *Journal of Marketing*, 25(3), 59-62.
- Canon. (2017). *Canon Mirrorless Camera*. Available at: <http://www.canon.co.uk/cameras/mirrorless-cameras/>, accessed on June 21, 2017.
- Leica. (2017). *About the M System*. Available at: <https://us.leica-camera.com/Photography/Leica-M/About-the-M-System>, accessed on June 21, 2017.
- Panasonic. (2017). *Lumix DSLM*. Available at: <http://www.panasonic.com/nz/consumer/cameras-camcorders/lumix-g-mirrorless-dslm-cameras.html>, accessed on June 21, 2017.
- Nikon. (2017). *"Nikon 1 Camera"*.

Available at: <https://www.nikonusa.com/en/nikon-products/nikon-1-cameras/index.page>, accessed on June 21, 2017.

Olympus. (2017). *Olympus OM-D Series*.

Available at: <http://www.getolympus.com/us/en/e-m1.html>, accessed on June 21, 2017.

Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods, Twelfth Edition*. New York: McGraw-Hill.

Ghozali, I. H. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23* (8th Edition ed.). Semarang : Badan Penerbit Universitas Diponegoro.

Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (5th Edition ed.). New York: McGraw-Hill.

Field, A. P. (2005). *Discovering Statistics using SPSS* (2nd Edition ed.). London: Sage.

Hennig-Thurau, T., Gwinner, K., & Walsh, G. (2004).

"Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?". *Journal of Interactive Marketing, Vol. 18, No. 1*, 38-52.