

Vonny Susanti

List of Publications by Year in descending order

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Version: 2024-02-01

9
papers

28
citations

2258059

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2053705

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docs citations

9
times ranked

8
citing authors

#	ARTICLE	IF	CITATIONS
1	RATIONAL ANTECEDENT FRAMEWORK OF BRAND SATISFACTION IN THE INDUSTRIAL MARKET: ASSESSING RATIONAL PERCEIVED QUALITY AND RATIONAL PERCEIVED VALUE ROLES. <i>International Review of Management and Marketing</i> , 2020, 10, 19-26.	0.3	6
2	PENGARUH PERCEIVED BRAND QUALITY, PERCEIVED VALUE DAN SWITCHING COST TERHADAP CUSTOMER SATISFACTION DAN BRAND LOYALTY: STUDI PASAR INDUSTRI KIMIA DI INDONESIA. <i>Mix Jurnal Ilmiah Manajemen</i> , 2019, 9, 282.	0.1	4
3	How to Manage Customer Satisfaction through Brand Association and Perceived Value Strategy. <i>GATR Journal of Management and Marketing Review</i> , 2019, 4, 184-193.	0.2	4
4	How to anticipate and manage customer satisfaction and brand loyalty by investigating emotional aspects in the B2B setting. <i>Management Science Letters</i> , 2020, , 3271-3278.	1.5	3
5	The model development of industrial brand loyalty: Assessing the rational and emotional aspects as antecedents of loyalty. <i>Cogent Business and Management</i> , 2021, 8, .	2.9	3
6	Assessing the direct influencers of brand loyalty: An investigation of chemical industry in the developing country of Indonesia. <i>Management Science Letters</i> , 2021, , 1939-1948.	1.5	3
7	Assessing Antecedents of Loyalty in the Industrial Relationship Model: An Examination of Base Model Constituents and Moderators. <i>Journal of Relationship Marketing</i> , 0, , 1-30.	4.4	3
8	Assessing the Role of Corporate Reputation on Brand Satisfaction: A Study of Chemical Industry. <i>Corporate Reputation Review</i> , 2022, 25, 122-138.	1.7	2
9	The Rational Factors of Perceived Quality and Perceived Value as the Drivers of Customer Satisfaction and Brand Loyalty. <i>Bisnis & Birokrasi</i> , 2020, 26, .	0.2	0