

DAFTAR PUSTAKA

- Agatha, C., & Widiartanto. (2020). Pengaruh Brand Image dan Brand Love terhadap Brand Loyalty O. *Jurnal Ilmu Administrasi Bisnis*, 9(2).
- Agnes, O., Uli, M., & Radnan, Y. (2022). *Pengaruh Brand Love , Peran Self-Esteem , Dan Social Influences*. 1–16.
- Albert, N. and Merunka, D. (2018). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266.
- Alnawas, I. and Altarifi, S. (2016). Exploring the role of brand identification and brand love in generating higher levels of brand loyalty. *Journal of Vacation Marketing*, 22(2), 111–128.
- Andriani, M., & Dwbunga, F. (2018). Faktor pembentuk brand loyalty : peran self concept connection, brand love, brand trust dan brand image (telaah pada merek h&m di kota dki jakarta). *Benefit: Jurnal Manajemen Dan Bisnis*, 2(2), 157. <https://doi.org/10.23917/benefit.v2i2.4285>
- Ashforth, B.E. and Mael, F. (1989). Social identity theory and the organization. *Academy of Management Review*, 14(1), 20–39.
- Bandyopadhyay, N. (2019). The role of SE, negative affect and normative influence in impulse buying. *Marketing Intelligence and Planning*, 34(4), 523–539.
- Batra, R., Ahuvia, A. and Bagozzi, R. . (2017). Brand love. *Journal Of Marketing*, 76(2), 1–16.
- Bergkvist, L. and Bech-Larsen, T. (2020). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 17(7), 504–518.
- Campbell, J. . (2020). SE and clarity of the self-concept. *Journal of Personality and Social Psychology*, 59(3).
- Carroll, B. and Ahuvia, A. (2006). Some antecedents and outcomes of brand love Vol. 17 No. 2, pp. . *Marketing Letters*, 17(2), 79–89.
- Cast, A.D. and Burke, P. J. (2022). A theory of SE. *Social Forces*, 80(3), 1041–1068.
- Chaudhuri, A. and Holbrook, M. . (2021). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
- Cici, C., & Mardikaningsih, R. (2022). Pengaruh Kepribadian Merek, Pengalaman Merek, dan Cinta Merek The Body Shop terhadap Loyalitas Merek. *Journal of Trends Economics and Accounting Research*, 2(4), 93–99. <https://doi.org/10.47065/jtear.v2i4.267>
- Dick, A.S. and Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- Farah, D., & Willy, M. (2023). *SEIKO : Journal of Management & Business Pengaruh Brand Love Pada Brand Loyalty Melalui Self - Esteem dan Brand Trust*. 6(1), 327–344. <https://doi.org/10.37531/sejaman.v6i1.3645>
- Fitrianto, E. M., Nailis, W., & Karim, S. (2021). Ketika cinta hadir: Pengaruh Brand Love terhadap EWOM dan Loyalitas Merek. *Jurnal Manajemen Dan Bisnis Sriwijaya*, 19(2), 117–128. <https://doi.org/10.29259/jmbs.v19i2.15963>
- Gomez-Suarez, M. and Veloso, M. (2020). Brand experience and brand attachment as drivers of WOM in hospitality. *Spanish Journal of Marketing – ESIC*, 24(2), 231–246.
- Ghorbanzadeh, D., & Rahegh, A. (2021). Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 15(1), 16–38. <https://doi.org/10.1108/ramj-05-2020-0024>
- Ghozali, I. (2016). *Dasar Dasar Statistik dan Implikasi SMART PLS*. Penerbit Universitas Diponegoro.
- Giovanis, A., & Athanasopoulou, P. (2020). Understanding lovemark brands dimensions and effect on brand loyalty in high-technology products. *Spanish Journal of Marketing - ESIC*, 22(3), 273–295. <https://doi.org/10.1108/SJME-07-2018-0035>
- Husein Umar. (2013). *Metode Penelitian untuk Skripsi dan Tesis*. Rajawali Pers.
- Indriyani, J., Kusniawati, A., Kader, M. A., Ekonomi, F., Galuh, U., Sederhana, K., Koefisien, A., Berganda, K., Sederhana, A. R., Berganda, R., Determinasi, A. K., & Kerja, D. K.

- (2020). *Self esteem*. 2, 53–62.
- Islam, J.U., Rahman, Z. and Hollebeek, L. . (2017). Personality factors as predictors of online consumer engagement: an empirical investigation. *Marketing Intelligence and Planning*, 35(4), 510–528.
- Lailatul Qomariyah, D. H. (2022). *Meningkatkan Loyalitas Merek Dengan Pengalaman Merek Melalui Cinta Merek dan Kepercayaan Pada Merek*. 23(1), 23–42.
- Le, M. T. H. (2020). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences. *Spanish Journal of Marketing - ESIC*, 25(1), 156–180. <https://doi.org/10.1108/SJME-05-2020-0086>
- Leventhal, R.C.,Wallace, E., Buil, I. and de Chernatony, L. (2019). Consumer engagement with self-expressive brands: brand love and WOM outcomes. *Journal of Product and Brand Management*, 33(1), 33–42.
- Lin, Y. . (2016). Innovative brand experience's influence on brand equity and brand satisfaction. *Business Research*, 68(11), 2254–2259.
- Liu, F., Li, J., Mizerski, D. and Soh, H. (2019). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal OfMarketing*, 46(7/8), 922–937.
- Lumba, M. G. (2019). Peran Brand Love Terhadap Brand Loyalty Dan Willingness To Pay Premium Price Pada Pembeli Iphone Di Surabaya. *Agora*, 7(1), 287271.
- MacInnis, D.J. and Folkes, V. . (2017). Humanizing brands: when brands seem to be like me, part of me, and in a relationshipwithme. *Journal of Consumer Psychology*, 27(3), 355–374.
- Mangleburg, T.F., Doney, P.M. and Bristol, T. (2004). Shopping with friends and teens' susceptibility to peer influence. *Journal of Retailing*, 80(2), 101–116.
- Miharni Tjokrosaputro, I. A. D. (2020). Pengaruh Brand Satisfaction, Brand Trust, dan Brand Experience Terhadap Brand Loyalty Kompas Digital. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(1), 60. <https://doi.org/10.24912/jmbk.v4i1.6801>
- Mrad, M. and Cui, C. (2017). Brand addiction: conceptualization and scale development. *European Journal of Marketing*, 51(11/12), 1938–1960.
- Nikhashemi, S.R., Jebarajakirthy, C. and Nusair, K. (2019). Uncovering the roles of retail brand experience and brand love in the apparel industry: non-linear structural equation modelling approach. *Journal of Retailing and Consumer Services*, 48, 122–135.
- Oliver, R. (1999). Whence consumer loyalty. *Journal of Marketing*, 63(4), 33–44.
- Oliver, R. L. (1997). *Satisfaction, A Behavioral Perspective on the Comsumer*. McGraw-Hill.
- Prahastisalsabila Salsabila, & Nurhadi. (2022). Pengaruh Pengalaman Merek, Kepercayaan Merek dan Citra Merek terhadap Loyalitas Merek pada produk Hand & Body Lotion Lotion Nivea. *Jurnal E-Bis (Ekonomi-Bisnis)*, 6(1), 184–198. <https://doi.org/10.37339/e-bis.v6i1.869>
- Roy, S.K., Eshghi, A. and Sarkar, A. (2018). Antecedents and consequences of brand love. *Journal of Brand Management*, 20(4), 325–332.
- Ruane, L. and Wallace, E. (2015). Brand tribalism and self-expressive brands: social influences and brand outcomes. *Journal of Product and Brand Management*, 24(4), 333–348.
- Santos, M., & Schlesinger, W. (2021). When love matters. Experience and brand love as antecedents of loyalty and willingness to pay a premium price in streaming services. *Spanish Journal of Marketing - ESIC*, 25(3), 374–391. <https://doi.org/10.1108/SJME-11-2020-0201>
- Santosa, P. I. (2018). *Metode Penelitian Kuantitatif Pengembangan Hipotesis dan Pengujiannya Menggunakan Smart PLS*. Andi.
- Savani, K., Wadhwa, M., Uchida, Y., Ding, Y. and Naidu, N. V. R. (2015). When norms loom larger than the self: susceptibility of preference–choice consistency to normative influence across cultures. *Organizational Behavior and Human Decision Processes*, 129, 70–79.
- Schreane, T. (2020). *Creating a culture of brand love available at: [www.ama.org/marketing-news/creating-a-culture-of-brand-](http://www.ama.org/marketing-news/creating-a-culture-of-brand-news/)*

love/#:_.:text=Brand%20love%20is%20a%20marketing,customer
%20value%20and%20relationship%20marketing.

- Sekaran, U. (2014). *Metodologi Penelitian Untuk Bisnis (Research Methods for. Business)* (Buku 1 Edisi). Salemba Empat.
- Sharma, V. M., & Klein, A. (2020). Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying. *Journal of Retailing and Consumer Services*, 52(March 2019), 101946. <https://doi.org/10.1016/j.jretconser.2019.101946>
- Sihombing, odyta agnes, & Kristiyono, yokie radnan. (2018). Jurnal Ekonomi Bisnis Dan Akuntansi (Jeba). *Jurnal Ekonomi Bisnis Dan Akuntansi (JEBA)*, 20(1).
- Sime, C. (2019). The truth about SE. *Forbes*. www.forbes.com/sites/carleysime/2019/04/%0A28/the-truth-about-SE/#6817d4663f44
- Sirgy, M.J., Lee, D.J., Johar, J. and Tidwell, J. (2018). Effect of self-congruity with sponsorship on brand loyalty. *Journal of Business Research*, 61(10), 1091–1097.
- Skues, J.L., Williams, B. and Wise, L. (2018). The effects of personality traits, SE, loneliness, and narcissism on Facebook use among university students. *Computers in Human Behavior*, 28(6), 2414–2419.
- Sugiyono, D. (2018). Metode penelitian kuantitatif , kualitatif dan R & D / Sugiyono. In *Bandung: Alfabeta* (Vol. 15, Issue 2010).
- Suki, N.M., Suki, N.M., Mokhtar, A. H. A. and A. (2016). Assessing normative and informational influences on students' opinion in engaging electronic word of mouth via social networking sites. *Procedia Economics and Finance*, 37, 190–195.
- Tajfel, H., & Turner, J. C. (1979). *An integrative theory of intergroup conflict*.
- Tessa Safitri, Ratni Prima Lita, A. S. P. (2020). Hubungan outcome quality, interaction quality, peer to peer quality, hospital brand image, kepuasan dan loyalitas pasien. *Jurnal Human Care*, 5(1), 258–272.
- Thomson, M., MacInnis, D.J. and Park, C. . (2020). The ties that bind: measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77–91.
- Tussyadiah, S.P., Kausar, D.R. and Soesilo, P. K. (2018). The effect of engagement in online social network on susceptibility to influence. *Journal of Hospitality and Tourism Research*, 42(2), 201–223.
- Vogel, E.A., Rose, J.P., Roberts, L. R. and E. (2017). Social comparison, social media, and SE. *Psychology of Popular Media Culture*, 3(4), 206–222.
- Wooten, D.B. and Reed, A. (2021). Playing it safe: susceptibility to normative influence and protective self-presentation. *Journal of Consumer Research*, 31(3), 551–556.