

DAFTAR PUSTAKA

- Ab Hamid, M. R., Sami, W., & Mohmad Sidek, M. H. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conference Series*, 890(1). <https://doi.org/10.1088/1742-6596/890/1/012163>
- Abdillah, W., & Jogiyanto, H. (2015). *Partial least square (PLS) : Alternatif structural equation modeling (SEM) dalam penelitian bisnis* (D. Prabantini, Ed.). Andi.
- Allsop, D., Bassett, bryce r, & Hoskins, james a. (2007). Word-of-Mouth Research: Principles and Applications. *Journal of Adversiting Research*, 47.
- Bachruddin, A., & Tobing, H. (2003). *Analisis Data Untuk Penelitian Survai*. FMIPA_UNPAD.
- Bambauer-sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45. <https://doi.org/https://doi.org/10.1016/j.jretconser.2010.09.003>
- Baumeister, R. F., Bratslavsky, E., Finkenauer, C., & Vohs, K. D. (2001). Bad Is Stronger Than Good. *Review of General Psychology*, 5(4), 323–370. <https://doi.org/10.1037/1089-2680.5.4.323>
- Bell, simon j, & Luddington, james a. (2006). Coping With Customer Complaints. *Journal of Service Research*, 8(3), 221–233. <https://doi.org/https://doi.org/10.1177/1094670505283785>
- Bijmolt, T. H. A., Huizingh, E. K. R. E., & Krawczyk, A. (2014). Effects of complaint behaviour and service recovery satisfaction on consumer intentions to repurchase on the internet. *Internet Research*, 24(5), 608–628. <https://doi.org/10.1108/IntR-03-2012-0056>

- Bonnachi, M., Kolev, K., & Lev, B. (2015). Customer franchise —A hidden, yet crucial, asset. *Contemporary Accounting Research*.
- Bryson, D., & Atwal, G. (2019). Brand hate: the case of Starbucks in France. *British Food Journal*, *121*(1), 172–182. <https://doi.org/10.1108/BFJ-03-2018-0194>
- Bryson, D., Atwal, G., & Hulten, P. (2013). Towards the conceptualisation of the antecedents of extreme negative affect towards luxury brands. *Qual. Mark. Res. Int*, *16*, 393–405.
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital Marketing: Strategy, Implementation and Practice (6th Edition)*. Pearson.
- Chang, H., K, L., & H, H. (2012). Recovery of Online Service; Perceived Justice and Transaction Frequency. *Computers in Human Behavior*, *28*, 2199–2208.
- Christodoulides, G., Jevons, C., & Bonhomme, J. (2012). Memo to Marketers: Quantitative Evidence for Change How User-Generated Content Really Affects Brands. *Journal of Advertising Research*, *52*(1). <https://doi.org/http://dx.doi.org/10.2501/JAR-52-1-053-064>
- Cooper, T., Stavros, C., & Dobeles, A. R. (2019). Domains of influence: exploring negative sentiment in social media. *Journal of Product & Brand Management*, *Vol 28, No*, 684–699.
- Curina, I., Francioni, B., Hegner, S. M., & Cioppi, M. (2020). Brand hate and non-repurchase intention: A service context perspective in a cross-channel setting. *Journal of Retailing and Consumer Services*, *54*(January 2019), 102031. <https://doi.org/10.1016/j.jretconser.2019.102031>
- Davvetas, V., & Diamantopoulos, A. (2017). “Regretting your brand-self?” The moderating role of consumer-brand identification on consumer responses to purchase regret. *Journal of Business Research*, *80*, 218–227. <https://doi.org/https://doi.org/10.1016/j.jbusres.2017.04.008>

- Fahmi, & Zaki. (2018). drivers and outcomes of brand hate in the tourism sector. *Journal of the Faculty of Tourism-Hotels- University of Sadat City*2, 2, 130–150.
- Fornell, C., & Wernelfelt, B. (1987). Defensive Marketing Strategy by Customer Complaint Management; A Theoretical Analysis. *Journal of Marketing Research*.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM Edisi 7*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris Edisi 3*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0*. Universitas Diponegoro.
- Goetzinger, L., Park, jung kun, & Widdows, R. (2006). E-customers' third party complaining and complimenting behavior. *International of Service Industry Management*, 17(2), 193–206.
<https://doi.org/https://doi.org/10.1108/09564230610656999>
- Gregoire, Y., Tripp, thomas m, & Legoux, R. (2009). When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance. *Journal of Marketing*, 73(6), 18–32.
<https://doi.org/https://doi.org/10.1509/jmkg.73.6.18>
- Grégoire, Y., Tripp, T., & Legoux, R. (2009). When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance. *Journal of Marketing*, 73(6), 18–32.
<https://doi.org/10.1509/jmkg.73.6.18>

- Hair, J., Anderson, R., Babin, B., & Black, W. (2010). *Multivariate data analysis: A global perspective (Vol. 7)*. Pearson.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- 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. In *European Business Review* (Vol. 26, Issue 2, pp. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hasan, A. (2010). *Marketing*. Media Presindo.
- Hashim, S., & Kasana, S. (2019). Antecedents of brand hate in the fast food industry. *Spanish Journal of Marketing - ESIC*, 23(2), 227–248. <https://doi.org/10.1108/SJME-10-2018-0047>
- Hegner, S., Fetscherin, M., & Delzen, M. Van. (2017). Determinants and Outcomes of Brand Hate. *J. Prod. Brand Manag*, 26, 13–25.
- Indrawan, R., & Yaniawati, P. (2017). *Metodologi Penelitian*. PT. Refika Aditama.
- Indrawan, R., & Yaniawati, R. (2014). *Metodologi Penelitian Kuantitatif, Kualitatif dan Campuran untuk Manajemen, Pembangunan dan Pendidikan*. PT Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi dan Informatika*. PT Refika Aditama.
- Istanbulluoglu, D., Leek, S., & Szmigin, I. T. (2017a). Beyond exit and voice: developing an integrated taxonomy of consumer complaining behaviour. *European Journal of Marketing*, 51(5–6), 1109–1128. <https://doi.org/10.1108/EJM-04-2016-0204>

- Istanbulluoglu, D., Leek, S., & Szmigin, I. T. (2017b). Beyond exit and voice: developing an integrated taxonomy of consumer complaining behaviour. *European Journal of Marketing*, 51(5–6), 1109–1128. <https://doi.org/10.1108/EJM-04-2016-0204>
- Jain, K., & Sharma, I. (2019). Negative outcomes of positive brand relationships. *Journal of Consumer Marketing*, 36(7), 986–1002. <https://doi.org/10.1108/JCM-07-2018-2764>
- Japutra, A., Ekinici, Y., & Simkin, L. (2018). Positive and negative behaviours resulting from brand attachment: The moderating effects of attachment styles. *European Journal of Marketing*, 52(5–6), 1185–1202. <https://doi.org/10.1108/EJM-10-2016-0566>
- Jayasimha, K. R., Chaudhary, H., & Chauhan, A. (2017). Investigating consumer advocacy, community usefulness, and brand avoidance. *Marketing Intelligence and Planning*, 35(4), 488–509. <https://doi.org/10.1108/MIP-09-2016-0175>
- Johnson, A. R., Matear, M., & Thomson, M. (2011). A coal in the heart: self relevance as a post-exit predictor of consumer anti-brand actions. *J. Consum*, 38, 108–125.
- Kim, S. J., Wang, R. J. H., Maslowska, E., & Malthouse, E. C. (2016). “understanding a fury in your words”: The effects of posting and viewing electronic negative word-of-mouth on purchase behaviors. *Computers in Human Behavior*, 54, 511–521. <https://doi.org/10.1016/j.chb.2015.08.015>
- Kim, W. H., Cho, J. L., & Kim, K. S. (2019). The relationships of wine promotion, customer satisfaction, and behavioral intention: The moderating roles of customers’ gender and age. *Journal of Hospitality and Tourism Management*, 39(March), 212–218. <https://doi.org/10.1016/j.jhtm.2019.03.001>
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing: Fifteenth Edition*. Pearson.

- Kotler, P., & Keller, K. L. (2016). Marketing Management MARKETING MANAGEMENT Marketing Management. In *Marketing Management*.
- Krishnamurthy, S., & Kucuk, S. U. (2009). Anti-branding on the internet. *Journal of Business Reseach*, 62(11), 1119–1126. <https://doi.org/https://doi.org/10.1016/j.jbusres.2008.09.003>.
- Kucuk, S. U. (2008). Negative Double Jeopardy: The role of anti-brand sites on the internet. *Journal of Brand Management*, 15(3), 209–222. <https://doi.org/10.1057/palgrave.bm.2550100>
- Kucuk, S. U. (2010). Negative double jeopardy revisited: a longitudinal analysis. *Journal of Brand Management*, 18 (2), 150–158.
- Kucuk, S. U. (2018). Macro-level antecedents of consumer brand hate. *Journal of Consumer Marketing*, 35(5), 555–564. <https://doi.org/https://doi.org/10.1108/JCM-10-2017-2389>
- Kucuk, S. U. (2019). Consumer brand hate: Steam rolling whatever i see. *Psychology of Marketing*, 36(5), 431–443. <https://doi.org/https://doi.org/10.1002/mar.21175>
- Liao, T., & Keng, C. (2013). Online shopping delivery delay: Finding a psychological recovery strategy by online consumer experiences. *Computers in Human Behavior*, 29(4), 1849–1861. <https://doi.org/https://doi.org/10.1016/j.chb.2013.03.004>
- Ma'ruf, J. J., Honeyta, P. L., & Chan, S. (2019). The Effect of Perceived Risk on Repurchase Intention of Online Shopping Mediated By Customer Satisfaction in Indonesia. *KnF Social Sciences*.
- McAlister, L., & Pessemier, E. (1982). Variety seeking behavior: an interdisciplinary review. *J. Consum*, 311–322. <https://doi.org/10.1086/208926>
- Megan Faustine. (2015). The Impact of Variety Seeking, Social Status, Quality and Advertisement Towards Brand Switching in Smartphone Product (A Case

- Study of BlackBerry User Thas Has Ever Changed Into Another Smartphone Product in Surabaya). *International Business Management*, 3(2), 142–153.
- Narimawati, U., & Sarwono, J. (2017). *Structural Equation Modeling SEM*. Salemba Empat.
- Nyer, P. U., & Gopinath, M. (2005). Effects of complaining versus negative word of mouth on subsequent changes in satisfaction: The role of public commitment. *Journal of Psychology and Marketing*, 22(12), 937–953. <https://doi.org/https://doi.org/10.1002/mar.20092>
- Obeidat, Z. M., Xiao, S. H., Qasem, Z. al, Dweeri, R. al, & Obeidat, A. (2018). Social media revenge: A typology of online consumer revenge. *Journal of Retailing and Consumer Services*, Volume 45, 239–255.
- Piyush, S., Bharadhwajh, S., & Roger, M. (2009). Impulse buying and variety seeking: A trait-correlates perspective. *Elsevier, Inc*.
- Pongjit, C., & Beise-zee, R. (2015). the effect of word-of-mouth incentiivization on consumer brand attitude. *Journal of Product & Brand Management*, 24(7), 720–735.
- Presi, C., Saridakis, C., & Hartmans, S. (2014). User-generated content behaviour of the dissatisfied service customer. *European Journal of Marketing*, 48(9/10), 1600–1625. <https://doi.org/https://doi.org/10.1108/EJM-07-2012-0400>
- Rangkuti, F. (2017). *Analisis SWOT Teknik Membedah Kasus Bisnis*. Gramedia Pustaka Umum.
- Richins, M. (1983). Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study. *Journal of Marketing*1. <https://doi.org/https://doi.org/10.1177%2F002224298304700107>
- Rusadi, R. (2004). *Manajemen Public Relation dan Media Komunikasi*. PT Rajagrafindo.

- Sekaran, U., & Bougie. (2016). *Research Methods for Business: a skill building approach Seventh Edition*. Wiley.
- Sheorey, P., Joshi, G., & Kulkarni, R. (2014). Variety seeking behaviour as a measure of enduring loyalty. *Procedia - Social and Behavioral Science*, 133, 255–264. <https://doi.org/1877-0428>
- Singh, J. (1988). Consumer complaint intentions and behavior: definitional and taxonomical issues. *Consumer Complaint Intentions and Behavior: Definitional and Taxonomical Issues*, 52, 93–107.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sulistyaningrum, D. (2012). Pengaruh Brand Loyalty Terhadap Variety Seeking. *Journal of Social and Industrial Psychology*, 1.
- Sundaram, Mitra, K., & Webster, C. (1998). Word-Of-Mouth Communications: a Motivational Analysis. *Advances in Consumer Research*.
- Westbrook, robert a. (1987). Product.consumption-based affective responses and post- purchase processes. *Journal of Marketing Research*.
- Widodo, T. (2015). The Effect of Transformative IT Capability on Sustainable Competitive Advantage in Information and Communication Technology. *3rd International Conference* .
- Zarantonello, L., Romani, S., Grappi, S., & Fetscherin, M. (2016). Brand Hate. *Journal of Brand Management*, 25(1), 549–560. <https://doi.org/https://doi.org/10.1057/s41262-018-0105-5>