

DAFTAR PUSTAKA

- A Shimp, Terence. (2007). *Periklanan Promosi (Aspek Tambahan Komunikasi Pemasaran Terpadu)*. Jilid I, edisi Terjemahan, Jakarta: Erlangga.
- Aggarwal, C.C. (2011). *Social Network Data Analytics*. Springer Science + Business Media
- Alamsyah, A., Sofyan, E., Aprilliyanti, B.E., Aini, V.N. (2017). Top Brand Alternative Measurement Based on Consumer Network Activity. *Journal of Computational and Theoretical Nanoscience* 23(4):3813–3816 DOI:10.1166/asl.2017.9281
- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30, 258–266.
- Albert, N., Merunka, D., & Valette-Florence, P. (2013). Brand passion: Antecedents and consequences. *Journal of Business Research*, 66(7), 904–909
- Amalia, Mila Nur. (2018). Pengaruh Relatif, Komitmen, Jangka Panjang dan Persepsi Harga Terhadap Loyalitas Konsumen. *Jurnal Ilmu Manajemen*, Vol. 15 No. 1
- Amir, Muhammad Taufiq (2009) *Passion, Engagement dan Thriving Saat Bekerja; Memaksimalkan potensi individu*. *Journal of Human Capital*, Vol.01 (02). Pp. 187- 200. ISSN 4979-8180
- Ardista, Rini. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan PT. Langit Membiru Wisata Bogor. *JURNAL PARAMETER*, Vol.6 No.1
- Ayuningsih, Fitria & Ida Maftukhah. (2020). *The Influence of Product Knowledge, Brand Image, and Brand Love on Purchase Decision through Word of Mouth*. *Management Analysis Journal* 9 (4)
- Bairrada, C. M., Coelho, A., & Lizanets, V. (2019). *The impact of brand personality on consumer behavior: The role of brand love*. *Journal of Fashion Marketing and Management*, 23(1), 30–47.
- Clara, Catharina. (2019). *Customer Brand Relationship: Peran Brand Love*

- Terhadap *Brand Comitment* dan Positif *Word Of Mouth*. *Buletin Ekonomi*, (1), 14010-2293
- Clow, Kenneth E. & Donald Baack. (2018). *Integrated Advertising, Promotion, and Marketing Communication (18th Edition)*. United Kingdom: Pearson Education Limited.
- Dam, T.C. (2020). The Effect of Brand Image, Brand Love on Brand Commitment and Positive Word-of-Mouth. *The Journal of Asian Finance, Economics and Business*, 7(11), pp. 449-457 Doi: 10.13106/JAFEB.2020.VOL7.NO11.449s
- Farida, & Anna Musyarofah. (2021). Validitas dan Reliabilitas dalam Analisis Butir Soal. *Al- Mu'arrib Jurnal Pendidikan Bahasa Arab*
- Ferreira, P., Rodrigues, P., & Rodrigues, P. (2019). *Brand Love as Mediator of the Brand Experience Satisfaction: Loyalty Relationship in a Retail Fashion Brand. Management and Marketing* 14(3), 278–291
- Firmansyah, Muhammad Anang. (2019) *Buku Pemasaran Produk dan Merek (Planning & Strategy)*. Surabaya: CV. Penerbit Qiara Media . ISBN : 978-623-7365-09-09
- Fitrah, M.Rezky & Iskandarsyah Madjid. (2018). Pengaruh Persepsi Cinta Merek terhadap Citra Merek, Keterlibatan Merek dan Sikap terhadap Merek pada Produk Iphone di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen* Vol.3 No.4
- Ftirul, Achmad Noor & Joko Adi Waludjo. (2021). *Metode Penelitian Pengembangan Bidang Pembelajaran*.Cipayung: Pascal Book.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833-5841 <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Giantari, I Gusti Ayu Ketut Giantari et. Al. (2020). Peran *Brand Love* Mediasi Pengaruh *Brand Image* Terhadap *Word Of Mouth*. *Juima* Vol.10 No. 1
- Gusniar, Angela Selmi. (2020). Pengaruh Attractiveness, Trustworthiness, dan Expertise Beauty Vlogger terhadap Minat Beli Produk Kecantikan di

- Youtube. *EXERO Journal of Research in Business and Economics*, Vol.3 No.2
- Hafidz, Gilang Pratama & Maulida, Zahwa Arsyi. (2023). *The Impact of Brand Love, Customer Satisfaction, and Word of Mouth on Cosmetic Purchase Intention. Indikator Jurnal Ilmiah Manajemen & Bisnis*
- Hair, J. F. et. al. 2019. Partial Least Squares Structural Equation Modeling Based Discrete Choice Modeling: An Illustration In Modeling Retailer Choice. *Business Research*. 12(1) : 115-142
- Hakim, Fredie Rachman, Achmad Fauzi DH, Muhammad Kholid Mawardi. (2017). Pengaruh Citra Merek terhadap *Word of Mouth* serta Dampaknya pada Keputusan Pembelian (Survei pada Kosumen Waroeng Pring Pethuk di Jalan Cemara Kipas Dalam, Kota Batu) *Jurnal Administrasi Bisnis* Vol. 43 No. 1
- Hendrasto, Ferdian. (2017). Peran Identifikasi Merek dan Citra Merek dalam Mempengaruhi Cinta kepada Merek; *Jurnal Ekonomi Modernisasi JEM* 13(2) 94-104
- Hsieh, S. W., Lu, C. C., & Lu, Y. A. (2018). *Study on the Relationship Among Brand Image, Service Quality, Customer Satisfaction, and Customer Loyalty: Taking 'the Bao Wei Zhen Catering Team' As an Empirical Study. KnE Social Sciences* 3(10), 1768–1781
- Hsu, C. L., & Chen, M. C. (2018). *How gamification marketing activities motivate desirable consumer behaviors: Focusing on the role of brand love. Computers in Human Behavior*, 88(March), 121–133.
- Indrawati, Yones, Prily Calista P, & Saravanan, Muthaiyah. 2023. *eWOM via TikTok application and its influence on the purchase intention of Somethinc products. Asia Pacific Management Review* 28, 174-184
- Islam, J. U., & Rahman, Z. (2016). *Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands. Journal of Global Fashion Marketing*, 7(1), 45–59
- Jusmiati. (2017). Konsep Kebahagiaan Marteen Seligman: Sebuah

Penelitian Awal.

Rausyan Fikr, Vol. 13 No. 2 :359-374

- Karjaluoto, H., Munnukka, J., & Kiuru, K. (2016). *Brand love and positive word of mouth: The moderating effects of experience and price. Journal of Product and Brand Management*, 25(6), 527–537
- K.L. Keller. (2009). *Manajemen Pemasaran. Edisi kedua belas*. Jilid 1. PT Index. Jakarta: kelompok Gramedia.
- Larasati, Diana et. Al.. (2018). Laporan Akhir Survei Pengukuran Tingkat Kebahagiaan Penduduk Kota Magelang Tahun 2018. Magelang: Badan Penelitian dan Pengembangan Kota Magelang.
- Laelian, D. S., & Widodo, T. (2021). Pengaruh Aktivitas Pemasaran Melalui Media Sosial Instagram Terhadap Brand Awareness, Brand Image, dan Respon Konsumen. *E-Proceeding of Management*, 8(2), 865
- Maisam, S., & Mahsa, R. D. (2016). *Positive Word of Mouth Marketing: Explaining the Roles of Value Congruity and Brand Love. Journal of Competitiveness*, 8(1), 19–37
- Miller, G. R. (1980). *On being persuaded: Some basic distinctions*. In M. Roloff, & G. R. Miller (Eds.), *Persuasion: New directions in theory and research*. 11-28. Beverly Hills. CA: Sage
- Maiyuniarti, Devi Afriani & Renny Oktafia. (2022). Strategi Pemasaran Dalam Meningkatkan Daya Saing Pada Usaha Kecil Dan Menengah (UKM) Olahan Kripik Di Desa Kebonwaris, Kecamatan Pandaan, Kabupaten Pasuruan. *Management Studies and Entrepreneurship Journal*, Vol 3(2) 2022: 506-516
- Nabilaturahmah, Ananda & Salim Siregar. (2022). Pengaruh Viral Marketing, Brand Image, dan e-WOM terhadap Minat Beli Produk Somethinc pada Followers Instagram @somethincofficial. *Jurnal Ilmiah Wahana Pendidikan* Vol.8 No.7
- Monica & Wibawa Prasetya. (2015). Analisa Pengaruh *Passion* dan *Worker Engagement* Terhadap Motivasi Kerja dan Potensi Individu (Studi Kasus: Pada PT. Asjaya Indosurya Securities).

Seminar Nasional Sains dan Teknologi 2015, ISSN: 2407-1846, e- ISSN : 2460-8416

- Nado, Angela & I Ketut Sudana. (2021). Pengaruh Reputasi Perusahaan Dan Citra Merek Perusahaan Terhadap Kepuasan Pembeli Pada Terapi Nuga Best Tahun 2020. *Arthaniti Studies*, Vol.2 No.1
- Naufal, Muhammad Hisyam & Ida Maftukhah. (2017). Pengaruh *Brand Image* dan *Brand Love* terhadap *Purchase Decision* melalui *Word of Mouth*; *Management Analysis Journal* 6 (4) ISSN 2252-6552
- Özdemir, A., Tozlu, E., Şen, E., & Ateşoğlu, H. (2016). *Analyses of Word-of-mouth Communication and its Effect on Students' University Preferences. Procedia – Social and Behavioral Sciences*, 235(October), 22–35
- Park, H., & Park, S. (2019). *The effect of emotional image on customer attitude. Journal of Asian Finance, Economics and Business*, 6(3), 259–268. <https://doi.org/10.13106/jafeb.2019.vol6.no3.259>
- Permana, R., & Ilham, F. (2018). *Antecedents and Consequences of Brand Image: A Case of a Packaged Drinking Water Product. KnE Social Sciences*, 3(10), 209–219
- Permadi, Prima Conny et. Al. (2014). Pengaruh Citra Merek Terhadap *Word of Mouth* dan Keputusan Pembelian (Survei pada Konsumen Dapoer Mie Galau Jalan Selorejo 83 Malang). *Jurnal Administrasi Bisnis*, Vol. 10 No. 1
- Pramono, Octavia. (2019). *The Mgc of Positive Thinking*. Indonesia: Araska Publisher. ISBN: 9786237537298
- Prabandini, Rizky Tiara & Rachmawati, Indira. (2021). Pengaruh Citra Merek dan Kualitas Informasi terhadap Minat Beli Sociolla. *Jurnal Manajemen dan Bisnis: Performa* Vol. 18, No.1
- Prasetio, A., Rahman, D., Sary, F., Pasaribu, R & Sutjipto, M. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network*

Science, 6(4), 1195-1200.

- Ramadhan, M. Afif Fathi et. Al. (2019). Kepercayaan, dan Komitmen Terhadap Loyalitas Pelanggan Aplikasi Transportasi Online GOJEK di Kota Malang. *Jurnal Ilmu Manajemen*, Vol.IV No.2
- Srivastava, D., & Sharma, R.W. (2017). Developing Model for Studying the Antecedents and Effect of Word of Mouth (WoM) and e-WoM Marketing Based on Literature Review. *Jindal Journal of Business Research*, 6(1), 25-43. <https://doi.org/10.1177/2278682117700307>
- Sari, Meita Sekar & Muhammad Zefri. (2019). Pengaruh Akuntabilitas, Pengetahuan, dan Pengalaman Pegawai Negeri Sipil Beserta Kelompok Masyarakat (Pokmas) terhadap Kualitas Pengelola Dana Kelurahan di Lingkungan Kecamatan Langkapura. *Jurnal Ekonomi* Vol.21 No.3
- Sari, Suci Laria. (2018). Hubungan antara Kontrol Diri dengan Intensi *Cyberloafing* pada Pegawai Dinas X Provinsi Jawa Tengah. *Jurnal Empati* Vol. 7 No.4
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66(August 2017), 36–41.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta
- Thiessen, A. (2013). *Reputation/Reputation Management*. In: Idowu, S.O., Capaldi, N., Zu, L., Gupta, A.D. (eds) *Encyclopedia of Corporate*
- Tu, Y. T., Lin, S. Y., & Hsu, T. K. (2013). The Impact of Brand Image and Customer Commitment on Loyalty: An Empirical Study of Automobile Sector. *Information Management and Business Review*, 5(4), 181–193.
- Tuškej, U., Golob, U., & Podnar, K. (2013). The role of consumer brand identification in building brand relationships. *Journal of Business Research*, 66(1), 53–59
- Wirawan, I Dewa Gede & Putu Gede Sukaatmadja. (2018). Peran Kecintaan Merek Dalam Membangun Hubungan Dengan Pelanggan. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, (7.6), 1723-1748.

- Wortman, Camille B. (1992). *Psychology*. New York: McGraw-Hill. ISBN: 0070719187
- Bridson, Kerrie et. Al. (2008). *Assessing The Relationship Between Loyalty Program Attributes, Store Satisfaction and Store Loyalty*. *Journal of Retailing and Consumer Services*, Vol. 15 No. 5. <https://doi.org/10.1016/j.jretconser.2007.08.004>
- Yunaida, Erni. (2017). Pengaruh *Brand Image* (Citra Merek) terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube di Kota Langsa. *Jurnal Manajemen dan Keuangan*, VoL.6 No. 2