

REFERENCES

- 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>
- Abboud, L. (2020). *LVMH profits fall worse than expected as virus hits sales / Financial Times*. <https://www.ft.com/content/561145f6-c5f9-45f9-91d0-449d6c03006a>
- Akaka, M. A., Vargo, S. L., & Schau, H. J. (2015). The context of experience. *Journal of Service Management*. <https://doi.org/10.1108/JOSM-10-2014-0270>
- Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2019). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.01.016>
- Alnawas, I., & Aburub, F. (2016). The effect of benefits generated from interacting with branded mobile apps on consumer satisfaction and purchase intentions. *Journal of Retailing and Consumer Services*, 31, 313–322. <https://doi.org/10.1016/j.jretconser.2016.04.004>
- Antwi, S. K., & Kasim, H. (2015). Qualitative and Quantitative Research Paradigms in Business Research: A Philosophical Reflection Performance Management Practices in the Ghanaian local government system View project. *European Journal of Business and Management*, 7(3), 217–226.
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in Online Social Networks. *Computers in Human Behavior*, 50, 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What is It? How is it Measured? Does it Affect Loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.052>
- Cenfetelli, R. T., & Bassellier, G. (2009). Interpretation of Formative Measurement in Information Systems Research. *MIS Quarterly: Management Information Systems*, 33(4), 689–707. <https://doi.org/10.2307/20650323>
- Chae, H., & Ko, E. (2016). Customer social participation in the social networking services and its impact upon the customer equity of global fashion brands. *Journal of Business Research*, 69(9), 3804–3812. <https://doi.org/10.1016/j.jbusres.2015.12.072>
- Chan, T. K. H., Cheung, C. M. K., Shi, N., & Lee, M. K. O. (2015). Gender differences in satisfaction with Facebook users. *Industrial Management and Data Systems*, 115(1), 182–206. <https://doi.org/10.1108/IMDS-08-2014-0234>

- Chatzipanagiotou, K., Veloutsou, C., & Christodoulides, G. (2016). Decoding the complexity of the consumer-based brand equity process. *Journal of Business Research*, 69(11), 5479–5486. <https://doi.org/10.1016/j.jbusres.2016.04.159>
- Check, J., & Schutt, R. K. (2012). Research Methods in Education. In *Research Methods in Education*. <https://doi.org/10.4135/9781544307725>
- Claudia D'Arpizio, Levato, F., Kamel, M.-A., & Montgolfier, J. de. (2017). Luxury goods worldwide market study 2017. In *Bain & Company*. http://www.bain.de/Images/BAIN_REPORT_Global_Luxury_Report_2017.pdf
- Cleff, T., & Walter, N. (2014). Can You Feel It? - the Effect of Brand Experience on Brand Equity. *IUP Journal of Brand Management*, 11(2), 7.
- D'Arpizio, C., Levato, F., Prete, F., Del Fabbro, E., & de Montgolfier, J. (2019). Luxury goods worldwide market study, fall-winter 2018. In *Bain & Company Inc.* https://www.bain.com/contentassets/8df501b9f8d6442eba00040246c6b4f9/bain_digest__luxury_goods_worldwide_market_study_fall_winter_2018.pdf
- Daoud, J. I. (2018). Multicollinearity and Regression Analysis. *Journal of Physics: Conference Series*, 949(1). <https://doi.org/10.1088/1742-6596/949/1/012009>
- Datta, H., Ailawadi, K. L., & Van Heerde, H. J. (2017). How well does consumer-based brand equity align with sales-based brand equity and marketing-mix response? *Journal of Marketing*, 81(3), 1–20. <https://doi.org/10.1509/jm.15.0340>
- Davis, R., Piven, I., & Breazeale, M. (2014). Conceptualizing the brand in social media community: The five sources model. *Journal of Retailing and Consumer Services*, 21(4), 468–481. <https://doi.org/10.1016/j.jretconser.2014.03.006>
- de Vries, L., Peluso, A. M., Romani, S., Leeflang, P. S. H., & Marcati, A. (2017). Explaining consumer brand-related activities on social media: An investigation of the different roles of self-expression and socializing motivations. *Computers in Human Behavior*, 75, 272–282. <https://doi.org/10.1016/j.chb.2017.05.016>
- Eastman, J. K., Shin, H., & Ruhland, K. (2019). The picture of luxury: A comprehensive examination of college student consumers' relationship with luxury brands. *Psychology & Marketing*, 37(1), 56–73. <https://doi.org/10.1002/mar.21280>
- Elliott, W. R., & Rosenberg, W. L. (1987). The 1985 Philadelphia Newspaper Strike: A Uses and Gratifications Study. *Journalism Quarterly*, 64(4), 679–687. <https://doi.org/10.1177/107769908706400401>
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and*

- Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Feiz, D., & Moradi, H. (2019). Creating consumer-based brand equity for customers by brand experience. *Journal of Islamic Marketing*, 11(6), 1443–1464. <https://doi.org/10.1108/JIMA-03-2019-0055>
- Gan, C. (2017). Understanding WeChat users' liking behavior: An empirical study in China. *Computers in Human Behavior*, 68, 30–39. <https://doi.org/10.1016/j.chb.2016.11.002>
- Gao, Q., & Feng, C. (2016). Branding with social media: User gratifications, usage patterns, and brand message content strategies. *Computers in Human Behavior*, 63, 868–890. <https://doi.org/10.1016/j.chb.2016.06.022>
- García-Fernández, J., Gálvez-Ruíz, P., Fernández-Gavira, J., Vélez-Colón, L., Pitts, B., & Bernal-García, A. (2018). The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review*, 21(3), 250–262. <https://doi.org/10.1016/j.smr.2017.07.003>
- Ghozali, I., & Latan, H. (2015). Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 untuk Penelitian Empiris. In *Universitas Diponegoro. Semarang*.
- Girard, T., Trapp, P., Pinar, M., Gulsoy, T., & Boyt, T. E. (2017). Consumer-Based Brand Equity of a Private-Label Brand: Measuring and Examining Determinants. *Journal of Marketing Theory and Practice*, 25(1), 39–56. <https://doi.org/10.1080/10696679.2016.1236662>
- Gómez, J. M., & Mouselli, S. (2018). *Modernizing the Academic Teaching and Research Environment: Methodologies ...* - Google Books (J. Marx Gómez & S. Mouselli (eds.)). Springer International Publishing. <https://doi.org/10.1007/978-3-319-74173-4>
- Guercini, S., & Milanesi, M. (2020). Heuristics in international business: A systematic literature review and directions for future research. *Journal of International Management*, 26(4), 100782. <https://doi.org/10.1016/j.intman.2020.100782>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis. In *Vectors*. <https://doi.org/10.1016/j.ijpharm.2011.02.019>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The Use of Partial Least Squares Path Modeling in International Marketing. *Advances in International Marketing*, 20, 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)

- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Iglesias, O., Markovic, S., & Rialp, J. (2018). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, 96, 343–354. <https://doi.org/10.1016/j.jbusres.2018.05.043>
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144. <https://doi.org/10.1108/APJML-10-2015-0154>
- Ismail, A. R., Nguyen, B., & Melewar, T. C. (2018). Impact of perceived social media marketing activities on brand and value consciousness: Roles of usage, materialism and conspicuous consumption. *International Journal of Internet Marketing and Advertising*, 12(3), 233–254. <https://doi.org/10.1504/IJIMA.2018.093387>
- Jameel, B., & Majid, U. (2018). Research Fundamentals: Data Collection, Data Analysis, and Ethics. *Undergraduate Research in Natural and Clinical Science and Technology (URNCSST) Journal*, 2(4), 1–8. <https://doi.org/10.26685/urncst.39>
- Jeon, J. O., & Baeck, S. (2016). What drives consumer's responses to brand crisis? The moderating roles of brand associations and brand-customer relationship strength. *Journal of Product and Brand Management*, 25(6), 550–567. <https://doi.org/10.1108/JPBM-10-2014-0725>
- Johnson, B., & Christensen, L. (2010). *Educational Research: Quantitative, Qualitative, and Mixed Approaches* (4th ed.). SAGE Publications. [https://books.google.co.id/books?id=b2ujHWrRpVQC&printsec=frontcover&dq=Educational+Research:+Quantitative,+Qualitative,+and+Mixed+Approach&hl=en&sa=X&ved=2ahUKEwjC5aaPrZjtAhWG6XMBHUSpBdEQ6AEwBH0ECAyQAg#v=onepage&q=research paradigm&f=false](https://books.google.co.id/books?id=b2ujHWrRpVQC&printsec=frontcover&dq=Educational+Research:+Quantitative,+Qualitative,+and+Mixed+Approach&hl=en&sa=X&ved=2ahUKEwjC5aaPrZjtAhWG6XMBHUSpBdEQ6AEwBH0ECAyQAg#v=onepage&q=research%20paradigm&f=false)
- Jones, K. (2020). *Charting the Rise and Fall of the Global Luxury Goods Market*. <https://www.visualcapitalist.com/charting-the-rise-and-fall-of-the-global-luxury-goods-market/>
- Jozani, M., Ayaburi, E., Ko, M., & Choo, K. K. R. (2020). Privacy concerns and benefits of engagement with social media-enabled apps: A privacy calculus perspective. *Computers in Human Behavior*, 107, 106260. <https://doi.org/10.1016/j.chb.2020.106260>
- Jung, S. H., & Jeong, Y. J. (2020). Twitter data analytical methodology development for prediction of start-up firms' social media marketing level. *Technology in Society*, 63, 101409.

<https://doi.org/10.1016/j.techsoc.2020.101409>

- Kapferer, J.-N., & Bastien, V. (2017). The Specificity of Luxury Management: Turning Marketing Upside Down. In *Advances in Luxury Brand Management*. https://doi.org/10.1007/978-3-319-51127-6_5
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*. <https://doi.org/10.1086/268109>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Kemp, S. (2020). *Digital 2020: Indonesia — DataReportal – Global Digital Insights*. <https://datareportal.com/reports/digital-2020-indonesia>
- Khan, I., Rahman, Z., & Fatma, M. (2016). The role of customer brand engagement and brand experience in online banking. *International Journal of Bank Marketing*, 34(7), 1025–1041. <https://doi.org/10.1108/IJBM-07-2015-0110>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, M. Y., Moon, S., & Iacobucci, D. (2019). The Influence of Global Brand Distribution on Brand Popularity on Social Media. *Journal of International Marketing*, 27(4), 22–38. <https://doi.org/10.1177/1069031X19863307>
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6(5), 26. <https://doi.org/10.5430/ijhe.v6n5p26>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>
- Koivisto, E., & Mattila, P. (2020). Extending the luxury experience to social media – User-Generated Content co-creation in a branded event. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.10.030>
- Ku, Y. C., Chen, R., & Zhang, H. (2013). Why do users continue using social networking sites? An exploratory study of members in the United States and Taiwan. *Information and Management*, 50(7), 571–581. <https://doi.org/10.1016/j.im.2013.07.011>
- Kusumasondjaja, S. (2019). Exploring the role of visual aesthetics and presentation modality in luxury fashion brand communication on Instagram. *Journal of Fashion Marketing and Management: An International Journal*, 24(1), 15–31. <https://doi.org/10.1108/JFMM-02-2019-0019>
- Lee, S., & Jeong, M. (2014). Enhancing online brand experiences: An application of congruity theory. *International Journal of Hospitality Management*, 40, 49–

58. <https://doi.org/10.1016/j.ijhm.2014.03.008>

- Leung, L., & Wei, R. (2000). More than just talk on the move: Uses and gratifications of the cellular phone. *Journalism and Mass Communication Quarterly*, 77(2), 308–320. <https://doi.org/10.1177/107769900007700206>
- Li, G., Li, G., & Kambele, Z. (2012). Luxury fashion brand consumers in China: Perceived value, fashion lifestyle, and willingness to pay. *Journal of Business Research*, 65(10), 1516–1522. <https://doi.org/10.1016/j.jbusres.2011.10.019>
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184–192. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Liu, M. T., Wong, I. K. A., Tseng, T. H., Chang, A. W. Y., & Phau, I. (2017). Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research*, 81, 192–202. <https://doi.org/10.1016/j.jbusres.2017.06.014>
- Liu, Y., & Bakici, T. (2019). Enterprise social media usage: The motives and the moderating role of public social media experience. *Computers in Human Behavior*, 101(July), 163–172. <https://doi.org/10.1016/j.chb.2019.07.029>
- Matthias Beer. (2013). Coach Inc. - Is Its Adventure in Luxury Handbags Sustainable? In *GRIN Verlag*.
- Memon, M. A., Ting, H., Ramayah, T., Chuah, F., & Cheah, J.-H. (2017). A REVIEW OF THE METHODOLOGICAL MISCONCEPTIONS AND GUIDELINES RELATED TO THE APPLICATION OF STRUCTURAL EQUATION MODELING: A MALAYSIAN SCENARIO. In *Journal of Applied Structural Equation Modeling: 1*.
- Michaelidou, N., & Micevski, M. (2019). Consumers' ethical perceptions of social media analytics practices: Risks, benefits and potential outcomes. *Journal of Business Research*, 104, 576–586. <https://doi.org/10.1016/j.jbusres.2018.12.008>
- Mooij, M. de. (2019). *Global Marketing and Advertising: Understanding Cultural Paradoxes* (5th ed.). https://books.google.co.id/books?hl=en&lr=&id=SEBvDwAAQBAJ&oi=fnd&pg=PP1&dq=global+marketing+theory&ots=47dm9ecNES&sig=fVof0J3qQQv7nW_yKc0A7ccI7AM&redir_esc=y#v=snippet&q=the+ubiquity&f=false
- Morgan-Thomas, A., & Veloutsou, C. (2013). Beyond technology acceptance: Brand relationships and online brand experience. *Journal of Business Research*, 66(1), 21–27. <https://doi.org/10.1016/j.jbusres.2011.07.019>
- Nambisan, S., & Baron, R. A. (2009). Virtual customer environments: Testing a model of voluntary participation in value co-creation activities. *Journal of*

Product Innovation Management, 26(4), 388–406.
<https://doi.org/10.1111/j.1540-5885.2009.00667.x>

- Nicole Fich. (2011). Brand Management of Luxury Goods. In *GRIN Verlag*.
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing and Management*, 27(7), 755–774.
<https://doi.org/10.1080/19368623.2018.1445055>
- Papacharissi, Z., & Rubin, A. M. (2000). Predictors of internet use. *Journal of Broadcasting and Electronic Media*, 44(2), 175–196.
https://doi.org/10.1207/s15506878jobem4402_2
- Park, N., & Lee, S. (2014). College Students' Motivations for Facebook Use and Psychological Outcomes. *Journal of Broadcasting and Electronic Media*, 58(4), 601–620. <https://doi.org/10.1080/08838151.2014.966355>
- Parrott, G., Danbury, A., & Kanthavanich, P. (2015). Online behaviour of luxury fashion brand advocates. *Journal of Fashion Marketing and Management*, 19(4), 360–383. <https://doi.org/10.1108/JFMM-09-2014-0069>
- Peterson, R. A., & Kim, Y. (2013). On the Relationship between Coefficient Alpha and Composite Reliability. *Journal of Applied Psychology*, 98(1), 194–198.
<https://doi.org/10.1037/a0030767>
- Rahimnia, F., & Sarvari, T. (2019). Investigating the Effect of Global Brand on Willingness to Pay More by Mediation of Brand Perceived Quality, Brand Image, and Brand Prestige. *Proceedings of 2019 15th Iran International Industrial Engineering Conference, IIIEC 2019*, 70–75.
<https://doi.org/10.1109/IIIIEC.2019.8720626>
- Salem, S. F., & Chaichi, K. (2018). Investigating causes and consequences of purchase intention of luxury fashion. *Management Science Letters*, 8(12), 1259–1272. <https://doi.org/10.5267/j.msl.2018.10.001>
- Sánchez-Casado, N., Confente, I., Tomaseti-Solano, E., & Brunetti, F. (2018). THE ROLE OF ONLINE BRAND COMMUNITIES ON BUILDING BRAND EQUITY AND LOYALTY THROUGH RELATIONAL BENEFITS. *Journal of Marketing Theory and Practice*, 26(3), 289–308.
<https://doi.org/10.1080/10696679.2018.1451256>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Practical Assessment, Research and Evaluation* (Vol. 21, Issue 1).
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Schmitt, B., Joško Brakus, J., & Zarantonello, L. (2015). From experiential psychology to consumer experience. *Journal of Consumer Psychology*.

<https://doi.org/10.1016/j.jcps.2014.09.001>

- Schmitt, B., & Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. In *Review of Marketing Research*. [https://doi.org/10.1108/S1548-6435\(2013\)0000010006](https://doi.org/10.1108/S1548-6435(2013)0000010006)
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business Textbook: A Skill Building Approach*. In *John Wiley & Sons Ltd*.
- Sharma, G. (2017). *Pros and cons of different sampling techniques*. 3(7), 749–752. www.allresearchjournal.com
- Sharma, P., Leung, T. Y., Kingshott, R. P. J., Davcik, N. S., & Cardinali, S. (2020). Managing uncertainty during a global pandemic: An international business perspective. *Journal of Business Research*, 116(May), 188–192. <https://doi.org/10.1016/j.jbusres.2020.05.026>
- Shen, C., & Vogelstein, J. T. (2020). The exact equivalence of distance and kernel methods in hypothesis testing. *AStA Advances in Statistical Analysis*, 0123456789. <https://doi.org/10.1007/s10182-020-00378-1>
- Sheng, M. L., & Teo, T. S. H. (2012). Product attributes and brand equity in the mobile domain: The mediating role of customer experience. *International Journal of Information Management*, 32(2), 139–146. <https://doi.org/10.1016/j.ijinfomgt.2011.11.017>
- Sheth, J. N., & Parvatiyar, A. (2001). The antecedents and consequences of integrated global marketing. *International Marketing Review*, 18(1), 16–29. <https://doi.org/10.1108/02651330110381952>
- Shocker, A. D., & Aaker, D. A. (1993). Managing Brand Equity. *Journal of Marketing Research*, 30(2), 256. <https://doi.org/10.2307/3172832>
- Siddiqui, K. (2013). Heuristics for sample size determination in multivariate statistical techniques. *World Applied Sciences Journal*, 27(2), 285–287. <https://doi.org/10.5829/idosi.wasj.2013.27.02.889>
- Soh, C. Q. Y., Rezaei, S., & Gu, M. L. (2017). A structural model of the antecedents and consequences of Generation Y luxury fashion goods purchase decisions. *Young Consumers*, 18(2), 180–204. <https://doi.org/10.1108/YC-12-2016-00654>
- Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2014). Business Research Methods. In *Business Research Methods*. <https://doi.org/10.22573/spg.020.bk/s/026>
- Srivastava, S., Singh, S., & Dhir, S. (2020). Culture and International business research: A review and research agenda. In *International Business Review* (Vol. 29, Issue 4). Elsevier Ltd. <https://doi.org/10.1016/j.ibusrev.2020.101709>
- Statista. (2019). *Chart: Demand For Luxury Brands Is Increasing | Statista*. <https://www.statista.com/chart/19888/luxury-brand-demand-increasing/>

- Statista. (2020a). *Luxury Fashion - Indonesia | Statista Market Forecast*.
<https://www.statista.com/outlook/21030000/120/luxury-fashion/indonesia>
- Statista. (2020b). *Luxury Fashion - worldwide | Statista Market Forecast*.
<https://www.statista.com/outlook/21030000/100/luxury-fashion/worldwide#market-globalRevenue>
- Statista. (2020c). *Luxury Fashion Report 2020 | Statista*.
<https://www.statista.com/study/56842/luxury-fashion-report/>
- Streukens, S., & Leroi-Werelds, S. (2016). Bootstrapping and PLS-SEM: A step-by-step guide to get more out of your bootstrap results. *European Management Journal*, 34(6), 618–632. <https://doi.org/10.1016/j.emj.2016.06.003>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Swant, M. (2020). *The 2020 World's Most Valuable Brands*.
<https://www.forbes.com/the-worlds-most-valuable-brands/#62430578119c>
- Taherdoost, H. (2017). *Determining Sample Size; How to Calculate Survey Sample Size*.
<https://ssrn.com/abstract=3224205>
<http://www.ahooraltd.com>
<http://www.hamta.org>
- Tong, X., Su, J., & Xu, Y. (2018). Brand personality and its impact on brand trust and brand commitment: an empirical study of luxury fashion brands. *International Journal of Fashion Design, Technology and Education*, 11(2), 196–209. <https://doi.org/10.1080/17543266.2017.1378732>
- Tuten, T. L. (2008). *Advertising 2.0: Social Media Marketing in a Web 2.0 World*. Greenwood Publishing Group. <https://books.google.co.id/books?id=ScdF1-vHvHwC&printsec=frontcover&dq=tuten+2008&hl=en&sa=X&ved=2ahUK EwjXh-T2vqLtAhXn8HMBHR91DIEQ6AEwAHoECAIQAg#v=onepage&q=tuten2008&f=false>
- Usakli, A., & Kucukergin, K. G. (2018). Using partial least squares structural equation modeling in hospitality and tourism: Do researchers follow practical guidelines? In *International Journal of Contemporary Hospitality Management* (Vol. 30, Issue 11). <https://doi.org/10.1108/IJCHM-11-2017-0753>
- van der Westhuizen, L. M. (2018). Brand loyalty: exploring self-brand connection and brand experience. *Journal of Product and Brand Management*, 27(2), 172–184. <https://doi.org/10.1108/JPBM-07-2016-1281>
- Verhagen, T., Swen, E., Feldberg, F., & Merikivi, J. (2015). Benefitting from virtual customer environments: An empirical study of customer engagement. *Computers in Human Behavior*, 48, 340–357. <https://doi.org/10.1016/j.chb.2015.01.061>

- Wang, J., Tao, J., & Chu, M. (2020). Behind the label: Chinese consumers' trust in food certification and the effect of perceived quality on purchase intention. *Food Control*, *108*, 106825. <https://doi.org/10.1016/j.foodcont.2019.106825>
- Wang, X., Lin, X., & Spencer, M. K. (2019). Exploring the effects of extrinsic motivation on consumer behaviors in social commerce: Revealing consumers' perceptions of social commerce benefits. *International Journal of Information Management*, *45*, 163–175. <https://doi.org/10.1016/j.ijinfomgt.2018.11.010>
- Wilson, S. (2001). What Is an Indigenous Research Methodology? *Canadian Journal of Native Education*, *25*(2), 175–179. <https://www.researchgate.net/publication/234754037>
- Wu, H., & Leung, S.-O. (2017). Can Likert Scales be Treated as Interval Scales?—A Simulation Study. *Journal of Social Service Research*, *43*(4), 527–532. <https://doi.org/10.1080/01488376.2017.1329775>
- Wu, J., Fan, S., & Zhao, J. L. (2018). Community engagement and online word of mouth: An empirical investigation. *Information and Management*, *55*(2), 258–270. <https://doi.org/10.1016/j.im.2017.07.002>
- Yilmaz, K. (2013). Comparison of quantitative and qualitative research traditions: Epistemological, theoretical, and methodological differences. *European Journal of Education*, *48*(2), 311–325. <https://doi.org/10.1111/ejed.12014>
- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, *52*(1), 1–14. [https://doi.org/10.1016/S0148-2963\(99\)00098-3](https://doi.org/10.1016/S0148-2963(99)00098-3)
- Zoghaib, A. (2017). The contribution of a brand spokesperson's voice to consumer-based brand equity. *Journal of Product and Brand Management*, *26*(5), 492–502. <https://doi.org/10.1108/JPBM-06-2016-1230>
- Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, *117*, 256–267. <https://doi.org/10.1016/j.jbusres.2020.05.001>