

## REFERENCES

- A. Shimp, Terence. and J. Craig, Andrews (2013). "Advertising, Promotion, and other aspects of Integrated Marketing Communications. Cengage Learning. All Rights Reserved".
- Abdillah, W., & Jogiyanto. (2015). "*Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis. Ed.1*". Yogyakarta:ANDI.
- Assiouras, I., Liapati, G., Kouletsis. G., Koniordos, M. (2015), "The impact of brand authenticity on brand attachment in the food industry", *British Food Journal*, Vol. 117 No. 2, pp. 538-552.
- Brakus, J.J., Schmitt, B.H. and Zarantonello, L (2009). "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?", *Journal of Marketing*.
- Chaudhuri, A.; Holbrook, M. B. 2001. "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. DOI: 10.1509/jmkg.65.2.81.18255
- Choi, G. Y., Ok, C., and Hyun, S. S. (2017). "Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands", *International Journal of Contemporary Hospitality Management*, Vol. 29 No. 4, pp.

1185-1202.

Frasquet, M., Mollá Descals, A. and Ruiz-Molina, M. (2017), “Understanding loyalty in multichannel retailing: the role of brand trust and brand attachment”, *International Journal of Retail and Distribution Management*, Vol. 45 No. 6, pp. 608-625.

Giuseppe Pedeliento, Daniela Andreini, Mara Bergamaschi, Jari Salo (2016). “Brand and product attachment in an industrial context: The effects on brand loyalty”, *Industrial Marketing Management*, pages 194-206

Hair, J. F., Ringle, C., Sarstedt, M. and Gudergan, S. P. (2018), “Advanced issues in partial least squares structural equation modelling”, Sage Publications Ltd, London.

Hans Christian Harjanto, Lena Ellitan, Ninuk Muljani (2021). “THE INFLUENCE OF BRAND EXPERIENCE AND EMOTIONAL ATTACHMENT ON BRAND TRUST AND BRAND LOYALTY CHURCH MAWAR SHARON, WEST SURABAYA”.

Henseler, Jörg & Hubona, Geoffrey & Ray, Pauline. (2016). Using PLS Path Modeling in New Technology Research: Updated Guidelines. *Industrial Management & Data Systems*. 116. 2-20. 10.1108/IMDS-09-2015-0382.

Horppu, M., Kulvalainen, O., Tarkiainen, A. & Ellonen, H. K. 2008. Online satisfaction, trust and loyalty, and the impact of parent brand. *Journal of Product and Brand Management*, 17(6): 403-413.\*

Kaufmann, H. R., Petrovici, D. A., Filho, C. G., and Ayres, A. (2016),  
“Identifying moderators of brand attachment for driving customer  
purchase intention of original vs counterfeits of luxury brands”,  
*Journal of Business Research*, Vol. 69 No. 12, pp. 5735-5747.

Kurniawan, Edi. (2011). “Perbandingan Keefektifan Metode Observasi”.

Latan, Hengky & Ghozali, Imam. (2015). *Partial Least Squares: Concepts,  
Techniques and Applications using SmartPLS 3.*

LoBiondo-Wood, G., & Haber, J. (2014). *Nursing research: methods and critical  
appraisal for evidence-based practice.* 8th edition. St. Louis, Missouri:  
Elsevier. \*

Malhotra, Naresh K. (2015). “Marketing Research : An Applied Orientation”

Muhammad Ali Khan, Muhammad Ali Khan, Dave Bamber (2020). “Online Store  
Brand Experience Impacting On Online Brand Trust And Online  
Repurchase Intention: The Moderating Role Of Online Brand  
Attachment”, *European Journal of Management and Marketing  
Studies.*

Mitra Shabani Nashtae, Kambiz Heidarzadeh Hanzaei, Yazdan Mansourian  
(2017). “How to develop brand attachment in various product  
catagories?”. *Asia Pacific Journal of Marketing and Logistic*, pages  
1198-1220.

Pedeliento, G., Andreini, D., Bergamaschi, M., and Salo, J. (2016), “Brand and  
product attachment in an industrial context: the effects on brand

loyalty”, *International Marketing Management*, Vol. 53, pp. 194 -206.

Whan Park, C., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing*, 74(6),1-17.

Park, C. W. and D. J. MacInnis (2008), ‘What’s in and what’s out: Questions on the boundaries of the attitude construct’. *Journal of Consumer Research* 33(June), 16–8.

Park, C. & Macinnis, Deborah & Priester, Joseph. (2006). Brand Attachment: Constructs, Consequences, and Causes. *Foundations and Trends in Marketing*. 1. 10.1561/17000000006.

Quelch, J. A.; Klein, L. R. 1996. “The internet and international marketing”, *SloanManagement Review* 37(3): 60-75.

Riduwan, Akdon. (2010). “Rumus dan Data dalam Analisis Data Statistika.”

Rizan, M. (2012). Pengaruh brand image dan brand trust terhadap brand loyalty Teh Botol Sosro (Jurnal). Jakarta Timur: Universitas Negeri Jakarta.

Sarstedt, Marko & Ringle, Christian & Hair, Joe. (2017). Partial Least Squares Structural Equation Modeling. 10.1007/978-3-319-05542-8\_15-1.

Sugiono (2016). “Metode penelitian kuantitatif, kualitatif, dan r & d”. Sugiono (2016). “Cara Mudah Menyusun: Skripsi, Tesis dan Disertasi”.

Sue-Ming Yang, Laura Wyckoff (2010). “Perceptions of safety and victimization:

Does survey construction affect perceptions?”. *Journal of Experimental Criminology*. 6(3):293-323 DOI:10.1007/s11292-010-9100-x

Uma Sekaran; Roger Bougie (2016). “Research methods for business a skill-building approach”. Chichester, West Sussex, United Kingdom John Wiley & Sons(2016)

Vredeveld, A. (2018), “Emotional intelligence, external emotional connections and brand attachment”, *Journal of Product and Brand Management*, Vol. 27 No. 5, pp.545-556.

Zikmund, W & Carr, B & Griffin, Mitch & Babin, Barry & Carr, Jon. (2013). Business Research Method.

[databoks.katadata.co.id/datapublish/2019/09/03/shopee-jadi-e-commerce-paling-top-dari-masa-ke-masa](https://databoks.katadata.co.id/datapublish/2019/09/03/shopee-jadi-e-commerce-paling-top-dari-masa-ke-masa)

[databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia](https://databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia)

[ekonomi.bisnis.com/read/20210412/98/1380056/shopee-klarifikasi-soal-kiriman-paket-terlambat-dan-kurir-demo](https://ekonomi.bisnis.com/read/20210412/98/1380056/shopee-klarifikasi-soal-kiriman-paket-terlambat-dan-kurir-demo)

[hukumline.com/produk-terlaris-shopee-2020-apa-saja/](https://hukumline.com/produk-terlaris-shopee-2020-apa-saja/)

[journal.unpar.ac.id/index.php/BinaEkonomi/article/view/2305](https://journal.unpar.ac.id/index.php/BinaEkonomi/article/view/2305)

[money.kompas.com/read/2021/04/12/172737626/ramai-berita-keterlambatan-pengiriman-paket-karena-buruh-demo-ini-respons?page=all](https://money.kompas.com/read/2021/04/12/172737626/ramai-berita-keterlambatan-pengiriman-paket-karena-buruh-demo-ini-respons?page=all)

[journal.wima.ac.id/index.php/RIMA/article/view/3062](http://journal.wima.ac.id/index.php/RIMA/article/view/3062)

[media.neliti.com/media/publications/287089-brand-authenticity-brand-attachment-bran-9165733a.pdf](http://media.neliti.com/media/publications/287089-brand-authenticity-brand-attachment-bran-9165733a.pdf)

[oapub.org/soc/index.php/EJMMS/article/download/740/1321](http://oapub.org/soc/index.php/EJMMS/article/download/740/1321)

[researchgate.net/publication/339297580](https://www.researchgate.net/publication/339297580) Online Store Brand Experience Impacting On Online Brand Trust And Online Repurchase Intention The Moderating Role Of Online Brand Attachment

