

REFERENCE

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Andi Offset.
- Achyar, A., & Hermaren, V. (2019). customer-based brand equity The effect of firm created content and user generated content evaluation in social media on customer-based brand equity. <https://doi.org/10.31842/jurnal-inobis.v2i1.63>
- Adiputra, I. ., Trisnadewi, N. ., N.P, O., Munthe, S. A., Hulu, V. ., Budiastutik, I., & Lusiana. (2021). *Metodologi Penelitian Kesehatan*. Jakarta: Yayasan Kita Menulis.
- Alalwan, A. . (2018). Investigating the Impact of Social Media Advertising Features on Customer Purchase Intention. *Journal of Information Management*, 42, 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>.
- Alamsyah, D. ., Othman, N. ., Udjaja, Y., & Aryanto, R. (2021). Green Awareness through Environmental Knowledge and Perceived Quality. *Management Science Letters*, 271–280.
- Albert, N., Dwight, M., & Pierre, V.-F. (2013). Brand Passion: Antecedents and Consequences. *Journal of Business Research*, 7(66), 904–909.
- Alexandra Twin. (2021). Market Research.
- Alsa, A., Hadjam, N. R., Muarifah, A., Prabawanti, C., Yuliasesti, E., Tentama, F., ... Yuzarion. (2021). *Pedoman Penulisan Proposal dan Tesis*. Yogyakarta: UAD Press.

- Anggadwita, G., & Martini, E. (2019). *Digital Economy for Customer Benefit and Business Fairness*. London: Routledge.
- Association, I. R. M. (2021). *Research Anthology on Strategies for Using Social Media as Service and Tool in Business*. London: IGI Global.
- Avkiran, N. ., & Ringle, C. (2018). *Partial Least Squares Structural Equation Modeling*. Queensland: Springer.
- Badan Pusat Statistik. (2021a). Hasil Sensus Penduduk 2020. Retrieved from <https://demakkab.bps.go.id/news/2021/01/21/67/hasil-sensus-penduduk-2020.html>
- Badan Pusat Statistik. (2021b). Statistik Telekomunikasi Indonesia 2020.
- Benhardy, K., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand Image and Price Perceptions Impact on Purchase Intentions: Mediating Brand Trust. *Management Science Letters*, 3425–3432.
- Biggs, J. (2021). Top 10 Branding Materials You Need to Start a Business.
- Cahyono, T. (2018). *Statistika Terapan*. Yogyakarta: Deepublish.
- Ceballos, M., Crespo, A. ., & Couste, N. . (2016). Impact of Firm-Created Content on User-Generated Content: Using New Social Media Monitoring Tool to Explore Twitter. *Journal of Marketing and Science*, 303–306.
- Colicev, A., Kumar, A., & O'Connor, P. (2018). Modeling the Relationship Between firm and User Generated Content and the Stages of the Marketing Funnel. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2018.09>.
- Cooper, D. R., & Schindler, P. S. (2006). *Business Research Methods* (9th

- edition).USA: McGraw-Hill.
- Darwin, M., Mamandol, M. ., Sormin, S. ., Nurhayati, Y., Tambunan, H., Sylvia, D., & Gebang, A. . (2021). *Metode Penelitian Pendekatan Kuantitatif*. Bandung: Media Sains Indonesia.
- Das, G., Agarwal, J., Malhotra, N. K., & Varshneya, G. (2019). Does brand experience translate into brand commitment?: A mediated- moderation model of brand passion and perceived brand ethicality. *Journal of Business Research*, 95(December 2017), 479–490. <https://doi.org/10.1016/j.jbusres.2018.05.026>
- Djaali. (2022). *Metode Penelitian Kuantitatif*. Jakarta: Bumi Aksara.
- Dollarhide, M. (2021). Social Media.
- Dubbelink, S. I., Herrando, C., & Constantinides, E. (2021). Social Media Marketing as a Branding Strategy in Extraordinary Times: Lessons from the COVID-19 Pandemic. *Sustainability*. <https://doi.org/10.3390/su131810310>
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif*. Yogyakarta: Deepublish.
- Febrian, A. (2021). Pengguna Internet Meningkat, Phising melesat, Domain .id Tumbuh Pesat.
- Garcia-fernandez, J., Ruiz, P. G., Gavira, J. F., Colon, L. V., Pitts, B., & Garcia, A. B. (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), 1–13. <https://doi.org/10.1016/j.smr.2017.07.003>
- Ghorbanzadeh, D., Saeednia, H., & Rahehagh, A. (2020). Antecedents and Consequences of Brand Passion Among Young Smartphone Consumers: Evidence of Iran. *Congent Business & Management*, 7(1), 1–16.

<https://doi.org/10.1080/23311975.2020.1712766>

Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23* (8th ed.). Semarang: Badan Penerbit Universitas Diponegoro.

Gifford, R. (2016). *Research Methods for Environmental Psychology*. Chichester: John Wiley & Sons, Ltd.

Gilal, Faheem Gul, Gilal, N. G., Gilal, R. G., Gong, Z., Gilal, W. G., & Tunio, M. N. (2021). The Ties That Bind: Do Brand Attachment and Brand Passion Translate Into Consumer Purchase Intention? *Central European Management Journal*, 29(1), 14–38. <https://doi.org/10.7206/cemj.2658-0845.39>

Gilal, Faheem Gul, Zhang, J., Gilal, N. G., & Gilal, R. G. (2018). Association between a parent's brand passion and a child's brand passion: A moderated moderatedmediation model. *Psychology Research and Behavior Management*. <https://doi.org/10.2147/PRBM.S161755>

Gilal, Fahem Gul, Channa, N. A., Gilal, N. G., Gilal, R. G., Gong, Z., & Zhang, N. (2020). Corporate Social Responsibility and Brand Passion Among Consumers: Theory and Evidence. *Corporate Social Responsibility and Environmental Management*, 27(5), 1–11. <https://doi.org/https://doi.org/10.1002/csr.1963>

Gulo, W. (2022). *Strategi Belajar Mengajar*. Jakarta: Grasindo.

Hair Jr, J., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM). *European Business Review*, 2(26), 106–121. <https://doi.org/10.1108/eb-10-2013-0128>

Hamzah, A., & Susanti, L. (2020). *Metode Penelitian Kuantitatif*. Malang: Literasi Nusantara.

- Haryono, C. G. (2020). *Ragam Metode Penelitian Kualitatif Komunikasi*. Sukabumi: Jejak.
- Hemsley-Brown, J., & Alnawas, I. (2016). Service Quality and Brand Loyalty: The Mediation Effect of Brand Passion, Brand Affection and Self-Brand Connection Submitted: 08 September 2015 1. *International Journal of Contemporary Hospitality Management*, 28(12).
- Hermawan, I. (2019). *Metodologi Penelitian Pendidikan Kuantitatif, Kualitatif dan Mixed Method*. Jakarta: HQ Kuningan.
- Hermawan, S., & Amirullah. (2021). *Metode Penelitian Bisnis*. Malang: MNC Publishing.
- Herrando, C., Martinez, J., & Hoyos, M. J. (2020). *Boosting Purchase Intention Online Participation Through Passion*. Spain: University of Zaragoza.
- Herrando, Carolina, & Jime, J. (2016). Passion at first sight how to engage users in social commerce contexts. *Electron Commer Res*. <https://doi.org/10.1007/s10660-016-9251-6>
- Hidayat, A. A. (2019). *Menyusun Instrumen Penelitian dan Uji Validitas Reliabilitas*. Surabaya: Health Books Publishing.
- Hussein, A. S. (2015). *Penelitian Bisnis dan Manajemen Menggunakan Partial Least Square (PLS) dengan smartPLS 3.0*. Malang: Universitas Brawijaya.
- Ichsan, R. N. (2019). *Studi Kelayakan Bisnis*. Medan: CV. Manhaji.
- Internet World Stats. (2021). Asia Marketing Research, Internet Usage, Population Statistics and Facebook Subscriber.
- Jaya, I. G. N. M., & Made, S. (2008). *Pemodelan Persamaan Struktural dengan*

- Partial Least Square. *Prosiding Seminar Nasional Matematika Dan Pendidikan Matematika*. <https://doi.org/ISSN 978-979-16353-1-8>
- Jaya, I. M. L. M. (2020). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Quadrant.
- Jonsson, E. (2019). Why do we purchase from e-retailers? Retrieved from <http://nu.diva-portal.org/smash/record.jsf?pid=diva2%3A1324871&dswid=4202>.
- Kamayanti, A. (2020). *Metodologi Penelitian Kualitatif Akuntansi*. Malang: IPB Press.
- Kementerian Perindustrian Republik Indonesia. (2021). Perjalanan Kemenperin Antarkan Transformasi Industri 4.0 di Indonesia.
- Kemp, S. (2021). Digital 2021: the Latest Insights into the “States of Digital.”
- Khadim, R. A., Hanan, M. A., Arshad, A., Saleem, N., & Khadim, N. . (2018). Revisiting Antecedents of Brand Loyalty: Impact of Perceived Social media Communication with Brand Trust and Brand Equity as Mediators. *Academy of Strategic Management Journal*, 17(1).
- Khairunnisa, S., Hafidhuddin, D., & Tanjung, H. (2018). Online Purchase Intention: Study Case Moslem (Islamic) Fashion (Hijub.com). *Journal of Accounting, Finance and Business*, 3(16), 35–47.
- Kim, H., Lee, K., & Baek, W. (2020). Effect of celebrity athlete endorsement on sporting goods consumers’ brand passion and loyalty Effect of celebrity athlete endorsement on sporting goods consumers’ brand passion and loyalty. *Social Behavior and Personality an International Journal*, (May).

<https://doi.org/10.2224/sbp.9117>

Kim, M., Kim, J., & Kim, M. (2018). Linking marketing mix elements to passion-driven behavior toward a brand Evidence from the foodservice industry.

International Journal of Contemporary Hospitality Management.

<https://doi.org/10.1108/IJCHM-10-2017-0630>

Kock, F., Berbekova, A., & Assaf, A... (2021). Understanding and managing threat of common method bias: Detection, prevention, and control. *Journal of Tourism Management*, 28. <https://doi.org/10.1016/j.tourman.2021.104330>

Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta. *Jurnal Ilmu Administrasi Dan Organisasi*, 28(1). <https://doi.org/10.20476/jbb.v28i1.1290>

KOMINFO. (20221). Angkatan Kerja Produktif Melimpah.

Komisi Penyiaran Indonesia. (2020). Komunikasi Dua Arah yang Sedang Naik Daun.

Konuk, F. A. (2018). Journal of Retailing and Consumer Services The role of store image , perceived quality , trust and perceived value in predicting consumers ' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43(April), 304–310. <https://doi.org/10.1016/j.jretconser.2018.04.011>

Kurniullah, A. Z., Revida, E., Hasan, M., Tjiptadi, D. D., Saragih, H., Rahayu, P.

- P., & Hilday. (2021). *Metode Penelitian Sosial*. Jakarta: Yayasan Kita Menulis.
- Lichy, J. (2019). *The Driving Trends of International Business in the 21st Century*. Newcastle: Cambridge Scholar Publishing.
- Lita, R. P., Meuthia, M., Alfian, H., & Dewi, D. S. (2021). Perceived Packaging, Perceived Value, Perceived Quality dan Purchase Intention pada Tenun Kubang di Kabupaten Lima Puluh Kota Perceived Packaging, Perceived Value, Perceived Quality and Purchase Intention on Kubang Weaving in Lima Puluh Kota Regency. *Jurnal Samudra Ekonomi Dan Bisnis*, 12(1), 46– 61. <https://doi.org/10.33059/jseb.v12i1.2418>
- Mansell, R., & Ang, P. H. (2015). *The International Encyclopedia of Digital Communication and Society*. Hong Kong: Wiley.
- Manzilati, A. (2017). *Metodologi Penelitian Kualitatif: Paradigma, Metode dan Aplikasi*. Malang: Universitas Brawijaya.
- Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2019). User generated content presenting brands on social media increases young adults' purchase intention. *International Journal of Advertising*, 1–21. <https://doi.org/10.1080/02650487.2019.1596447>
- Meire, M., Hewett, K., Ballings, M., & Kumar, V. (2019). The Role of Marketer-Generated Content in Customer Engagement Marketing. *Journal of Marketing*, 1–22. <https://doi.org/10.1177/0022242919873903>
- Milano, S. (2021). Ways to Increase Perceived Quality.
- Morissan. (2019). *Riset Kualitatif*. Jakarta: Kencana.
- Muhidin, A. (2020). *Skripsi Sarjana Kependidikan: Pendekatan Kuantitatif dan*

- Kualitatif*. Jakarta: Mardika Press.
- Mukherjee, K. (2020). Social media marketing and customers' passion for brands. *Marketing Intelligence & Planning*, 38(4), 509–522. <https://doi.org/10.1108/MIP-10-2018-0440>
- Nabila, D. (2021). *Peradaban Media Sosial di Era Industri 4.0*. Malang: Universitas Muhammadiyah Malang.
- Naeem, M., & Okafor, S. (2020). *Leveraging Computer-Mediated Marketing Environments*. Hersey: IGI Global. <https://doi.org/10.4018/978-1-5225-7344-9.ch009>
- Naeem, M., & Ozuem, W. (2020). Developing UGC social brand engagement model Insights from diverse consumers. *Journal of Consumer Behaviour*, 1–14. <https://doi.org/10.1002/cb.1873>
- Noor, J. (2017). *Skripsi, Tesis, Disertasi & Karya Ilmiah*. Jakarta: Kencana.
- Nurlan, F. (2019). *Metodologi Penelitian Kuantitatif*. Sulawesi Selatan: Institut Agama Islam Negeri Parepare.
- Omoya, O. A., Papadopoulou, K. A., Lou, E., & Papadopoulou, K. A. (2019). Reliability engineering application to pipeline design Reliability engineering application to pipeline design application. *International Journal of Quality & Reliability Management*, 36(9). <https://doi.org/10.1108/IJQRM-09-2017-0197>
- Pakpahan, An. F., Prasetio, A., Negara, E. S., Gurning, K., Ropita, R. F., & Sipayung, P. D. (2021). *Metodologi Penelitian Ilmiah*. Jakarta: Yayasan Kita Menulis.
- Pena-Garcia, N., Gil-Saura, I., Rodriguez-Orejuela, A., & Siquera-Junir, J. (2020).

Purchase Intention and Purchase Behavior Online: A Cross-Cultural Approach.

Heliyon.

Permana, M. (2021). *Degradasi Lingkungan Pendekatan Kajian Pembangunan yang Berkelanjutan*. Makassar: Nas Media Pustaka.

Popma, W., & Francis, S. (2019). Proceedings of the European Conference on Social Media. In *Proceedings of the European Conference on Social Media*. London: University of Brighton.

Poulis, A., Ryzomyliotis, I., & Konstantoulaki, K. (2018). Do firms still need to be social? Firm generated content in social media. *Information Technology and People*, 32(2). <https://doi.org/10.1108/ITP-03-2018-0134>

Pourazad, N., & Pare, V. (2015). Conceptualising the Behavioural Effects of Brand Passion among Fast Fashion Young Customers. In *Proceedings of Sydney International Business Research Conference 2015* (pp. 338–362).

Purwianti, L., & Ricarto, T. (2018). ANALISA FAKTOR-FAKTOR YANG MEMPENGARUHI DI BATAM. *Jurnal Manajemen Maranatha*, 18(1), 41–56.

Rachbini, W. (2018). THE IMPACT OF CONSUMER TRUST , PERCEIVED RISK , PERCEIVED BENEFIT ON PURCHASE INTENTION ANDPURCHASE DECISION. *International Journal of Advance Research*. <https://doi.org/10.21474/IJAR01/6317>

Radio Indonesia. (2021). Jumlah Pendengar Radio Mengalami Peningkatan.

Rahayu, S. ., Ramadhanti, W., & Widodo, D. M. (2018). *Analisis Pengaruh Gender Direksi dan Komisaris, Manajemen laba, Serta Kinerja Perusahaan Terhadap Kompensasi Manajemen Puncak di ASEAN*. Yogyakarta: Deepublish.

- Raji, R. A., Rashid, S. M., Ishak, S. M., Raji, R. A., Rashid, S. M., & Ishak, S. M. (2019). Do Firm-Created Contents on Social Media Enhance Brand Equity and Consumer Response Among Consumers of Automotive Brands? Do Firm-Created Contents on Social Media Enhance Brand Equity and Consumer Response Among. *Journal of Promotion Management*, 1–31. <https://doi.org/10.1080/10496491.2019.1612490>
- Ramdani, F. (2019). *Metode Ilmiah Penelitian Teknologi Informasi*. Malang: UB Press.
- Rangkuti, A. . (2017). *Statistika Inferensial untuk Psikologi dan Pendidikan*. Yogyakarta: Universitas Gajah Mada Press.
- Reyes, M. (2020). *Consumer Behavior and Marketing*. London: Intech Open.
- Rocha, P. I., Oliveira, J. H. C. de, & Giraldo, J. de M. E. (2019). Marketing communications via celebrity endorsement: an integrative review. *Benchmarking: An International Journal*. <https://doi.org/10.1108/BIJ-05-2018-0133>
- Roma, P., & Aloini, D. (2019). How does brand-related user-generated content differ across social media? Evidence reloaded. *Journal of Business Research*, 96(November 2018), 322–339. <https://doi.org/10.1016/j.jbusres.2018.11.055>
- Rutberg, S., & Bouikidis, C. D. (2018). Focusing on the fundamentals: A Simplistic Differentiation Between Qualitative and Quantitative Research. *Nephrology Nursing Journal*.
- Sadek, H., Elwy, S., & Eldallal, M. (2018). The impact of social media brand communication on consumer-based brand equity dimensions through Facebook

- in fast moving consumer goods: The case of Egypt. *Journal of Business and Retail Management Research*, 12(2), 107–120.
- Sammut-Bonnici. (2015). Brand and Branding. In *Wiley Encyclopedia of Management*. Wiley. <https://doi.org/10.1002/9781118785317.weom120161>.
- Santos, Z. R., Coelho, P. S., & Rita, P. (2021). Fostering Consumer – Brand Relationships through social media brand communities Fostering Consumer – Brand Relationships through social. *Journal of Marketing Communications*, 1–31. <https://doi.org/10.1080/13527266.2021.1950199>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Square Structural Equation Modeling. *Journal of Market Research*.
- Sarwono, J., & Narimawati, U. (2015). *Membuat Skripsi, Tesis dan Disertasi dengan Partial Least Square SEM (PLS-SEM)*. Yogyakarta: Penerbit Andi.
- Saunders, M. N. ., Lewis, P., & Thornhill, A. (2020). *Research Methods for Business Students*. London: Pearson.
- Schivinski, B., & Dabrowski, D. (2014). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, (July), 37–41. <https://doi.org/10.1080/13527266.2013.871323>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. Chichester: John Wiley & Sons, Ltd.
- Selular. (2021). Perang Smartphone 5G: Kebangkitan Samsung dan Honor Menekan Pertumbuhan Xiaomi.
- Setyosari, P. (2016). *Metode Penelitian Pendidikan dan Pengembangan*. Jakarta:

- Prenadamedia.
- Sinha, S., Saxena, K., & Joshi, N. (2018). Sentiment Analysis to Recognize Emotional Distress Through Facebook Status Updates. In *Social Networking and Computational Intelligence*. Pradesh: Springer.
- Spillane, J. (2021). *Metodologi Penelitian Bisnis*. Yogyakarta: Sanara Dharma University Press.
- Statcounter. (2021). Mobile Vendor Market Share Indonesia. Statista. (2021). Market Share of Mobile Vendors in Indonesia 2021.
- Subagyo, A. (2020). *Aplikasi Metode Riset: Praktik Penelitian Kualitatif, Kuantitatif, & Mix Methods*. Malang: Inteligencia Media.
- Sudiantini, D. (2020). *Leaders and Culture*. Jakarta: PT. Elex Media Komputindo.
- Sudrajat, A. R. (2021). *Perilaku Organisasi Sebagai Suatu Konsep & Analisis*. Bali: Nilacakra.
- Sugiartio, & Setio, H. (2021). *Statistika Terapan untuk Bisnis dan Ekonomi*. Yogyakarta: Andi Offset.
- Sugiarto, & Setio, H. (2021). *Statistika Deskriptif dan Konsep Peluang*. Yogyakarta: Andi Offset.
- Sugiharti, L., Farihah, E., Hardinata, O. ., & Ajija, S. . (2021). *Statistik Multivariat untuk Ekonomi dan Bisnis Menggunakan Software SPSS*. Surabaya: Airlangga University Press.
- Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Suharjito, D. (2019). *Pengantar Metodologi Penelitian*. Bogor: IPB Press.

- Sumarwan, U., Daryanto, A., Fahmi, I., & Hartoyo. (2018). *Metode Riset Bisnis dan Konsumen Edisi Revisi*. Bogor: IPB.
- Suryani, & Andrilarsyah, S. (2021). *Komunikasi Pembangunan*. Bandung: Media Sains Indonesia.
- Sutrisna, A., Januraga, P. P., Kaunang, J. A., & Wardhana, A. (2021). *Studi Positioning Layanan Komunitas pada Program Pengendalian HIV dalam Sistem Kesehatan Nasional (SKN)*. Bali: Baswara Press.
- Swimberghe, K. R., Astakhova, M., & Wooldridge, R. (2014). A New Dualistic Approach to Brand Passion: Harmonious and Obsessive. *Journal of Business Research*, 67(12), 2657–2665. <https://doi.org/10.1016/j.jbusres.2014.04.003>
- Syahrir, D., Yulinda, E., & Yusuf, M. (2020). *Aplikasi Metode SEM-PLS dalam Pengelolaan Sumberdaya Pesisir dan Lautan*. Bogor: IPB Press.
- Tamarasari, L., Kurniawati, M., Kurnia, E., & Banirohim, G. (2021). Peran Komunikasi Media Sosial yang Dibuat Perusahaan, Komunikasi Media Sosial yang Dibuat Pengguna Terhadap Niat Beli Dimediasi Brand Passion. *Jurnal Ilmiah Manajemen Dan Bisnis*.
- Thaib, E. J. (2021). *Problematika Dakwah di Media Sosial*. Solok: ICM Publisher.
- Unaradjan, D. D. (2019). *Metode Penelitian Kuantitatif*. Jakarta: Universitas Katolik Atma Jaya.
- Untari. (2018). *Buku Ajar Metodologi Penelitian*. Banyumas: CV. Pena Persada.
- 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. *Journal of Food Control*.

<https://doi.org/10.1016/j.foodcont.2019.106825>

Wang, T., Thai, T. ., Chi, T. ., & Ly, P. T. . (2021). Turning Social Endorsement into Brand Passion. *Journal of Business Research*, 126, 429–439.

<https://doi.org/10.1016/j.jbusres.2021.01.011>

Wardhana, A., & Terah, S. (2020). PENGARUH BRAND PASSION , BRAND COMMITMENT DAN BRAND INTIMACY TERHADAP REPURCHASE INTENTION , POSITIVE WOM. *Business Management Journal*, 16(1), 29– 35.

Wijaya, A. (2018). *Partial Least Square: SMARTPLS03* (Vol. Vi). Yalcintekin, T.,

& Saygili, M. (2020). Brand Loyalty at Smartphones Market:

Linking Between Brand Passion , Hedonic and Utilitarian Values. *Marketing and*

Management of Innovation, (December). [https://doi.org/10.21272/mmi.2020.1-](https://doi.org/10.21272/mmi.2020.1-23)

23

Yamin, S. (2021). *Olah Data Statistik: Smartpls 3, Amos & Stata*. Depok: Dewanffa Energi International.

Yusuf, M. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan Penelitian Gabungan*. Jakarta: Kencana.

Zakaret, S. (2021). *Consumer Behaviour and Social Network Sites*. New York: Routledge.

Zamzam, F., & Marnisah, L. (2021). *Model Penulisan Tesis Manajemen Kuantitatif*. Yogyakarta: Deepublish.

Zikmund, W. G., Barbibn, B. ., Carr, J. C., & Griffin, M. (2010). *Business Research Method* (8th editio). USA: Cengage Learning.