

Daftar Pustaka

- Angell, R., Gorton, M., Sauer, J., Bottomley, P., & White, J. (2016). Don't Distract Me When I'm Media Multitasking: Toward a Theory for Raising Advertising Recall and Recognition. *Journal of Advertising*, 45(2).
<https://doi.org/10.1080/00913367.2015.1130665>
- Apuke, O. D. (2017). Quantitative Research Methods: A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11). <https://doi.org/10.12816/0040336>
- Baek, T. H., Kim, J., & Yu, J. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology and Marketing*, 27(7). <https://doi.org/10.1002/mar.20350>
- Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68(5). <https://doi.org/10.1016/j.jbusres.2014.09.035>
- Bei, L.-T., & Chiao, Y.-C. (2001). An Integrated Model for the Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty. In *Journal of Consumer Satisfaction* (Vol. 14).
- Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15(2). <https://doi.org/10.1086/209154>
- Berendt, J., Uhrich, S., & Thompson, S. A. (2018). Marketing, get ready to rumble—How rivalry promotes distinctiveness for brands and consumers. *Journal of Business Research*, 88.
<https://doi.org/10.1016/j.jbusres.2018.03.015>

- Berger, J., & Heath, C. (2007). Where consumers diverge from others: Identity signaling and product domains. *Journal of Consumer Research*, 34(2).
<https://doi.org/10.1086/519142>
- Berriós-Torres, S. I., Umscheid, C. A., Bratzler, D. W., Leas, B., Stone, E. C., Kelz, R. R., Reinke, C. E., Morgan, S., Solomkin, J. S., Mazuski, J. E., Dellinger, E. P., Itani, K. M. F., Berbari, E. F., Segreti, J., Parvizi, J., Blanchard, J., Allen, G., Kluytmans, J. A. J. W., Donlan, R., & Schechter, W. P. (2017). Centers for disease control and prevention guideline for the prevention of surgical site infection, 2017. In *JAMA Surgery* (Vol. 152, Issue 8).
<https://doi.org/10.1001/jamasurg.2017.0904>
- Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. In *Journal of Marketing* (Vol. 67, Issue 2).
- <https://doi.org/10.1509/jmkg.67.2.76.18609>
- Bruhn, M., Schnebelen, S., & Schäfer, D. (2014). Antecedents and consequences of the quality of e-customer-to-customer interactions in B2B brand communities. *Industrial Marketing Management*, 43(1).
<https://doi.org/10.1016/j.indmarman.2013.08.008>
- Cheng, E., Vaisica, J. A., Ou, J., Baryshnikova, A., Lu, Y., Roth, F. P., & Brown, G. W. (2012). Genome rearrangements caused by depletion of essential DNA replication proteins in *Saccharomyces cerevisiae*. *Genetics*, 192(1).
<https://doi.org/10.1534/genetics.112.141051>

- Cheng, G., & Yu, W. (2022). Positive and Negative Behaviors of Oppositional Loyalty in Online Communities. *IEEE Access*, 10, 20948–20963. <https://doi.org/10.1109/ACCESS.2021.3113578>
- Compeau, D. R., & Higgins, C. A. (1995). Computer self-efficacy: Development of a measure and initial test. *MIS Quarterly: Management Information Systems*, 19(2). <https://doi.org/10.2307/249688>
- Creswell, J. W., & Guetterman, T. C. (2019). Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research, 6th Edition. In *Pearson*.
- Dakhi, A., & Lubis, I. (2014). ANALISIS MINAT MENABUNG DI KALANGAN SISWA SMA NEGERI DI KOTA MEDAN. *Jurnal Ekonomi Dan Keuangan*, 2(9).
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2020). Brand negativity: a relational perspective on anti-brand community participation. *European Journal of Marketing*, 54(7). <https://doi.org/10.1108/EJM-06-2018-0423>
- Ewing, L., Caulfield, F., Read, A., & Rhodes, G. (2015). Perceived trustworthiness of faces drives trust behaviour in children. *Developmental Science*, 18(2). <https://doi.org/10.1111/desc.12218>
- Ewing, L., Leach, K., Pellicano, E., Jeffery, L., & Rhodes, G. (2013). Reduced face aftereffects in autism are not due to poor attention. *PLoS ONE*, 8(11). <https://doi.org/10.1371/journal.pone.0081353>
- Fiore, A. M., Lee, S. E., Kunz, G., & Campbell, J. R. (2001). Relationships between optimum stimulation level and willingness to use mass customisation options.

- Journal of Fashion Marketing and Management: An International Journal*, 5(2). <https://doi.org/10.1108/EUM0000000007281>
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4). <https://doi.org/10.1086/209515>
- Garson, D. (2016). Partial Least Squares : regression & Structural Equation Models. In *Statistical Publishing Associates*.
- Ghozali, I., & Latan, H. (2015). Partial Least Square konsep, teknik dan aplikasi menggunakan program smartpls. In *Universitas diponegoro* (Vol. 72, Issue 13).
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1). <https://doi.org/10.1108/IMDS-09-2015-0382>
- Herlius Theodore Pangestu ; Ferry Jaolis. (2019). *Pengaruh Kebutuhan Uniqueness, Status, Dan Hedonic Value Terhadap Consumer-Brand Identification Dan Brand Loyalty Konsumen Merek-merek Fashion Mewah Di Surabaya*. file:///C:/Users/Hp/Downloads/8006-15089-1-SM.pdf
- Hickman, T., & Ward, J. (2007). The dark side of brand community: Inter-group stereotyping, trash talk, and schadenfreude. *Advances in Consumer Research*, 34.
- Hops.id. (n.d.). Gara-gara pakai HP Android, gadis ini diejek temannya yang pakai iPhone. *Hops.Id*, 2020. <https://www.hops.id/unik/pr-2942096068/garagara-pakai-hp-android-gadis-ini-diejek-temannya-yang-pakai-iphone>

Hyman, H. H. (1942). The psychology of status. In *Archives of Psychology* (Vol. 269).

Ilhan, B. E., Kübler, R. v., & Pauwels, K. H. (2018). Battle of the Brand Fans: Impact of Brand Attack and Defense on Social Media. *Journal of Interactive Marketing*, 43. <https://doi.org/10.1016/j.intmar.2018.01.003>

JP, K. J. K., & Sari, H. K. T. (2019). Peran Brand Attractiveness Sebagai Variabel Intervening Pada Brand Distinctiveness, Brand Prestige, Brand Sosial Benefit, Dan Memorable Brand Experience Terhadap Customer Brand Identification. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 3(5), 35–40.

Kaur, H., Paruthi, M., Islam, J. U., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46. <https://doi.org/10.1016/j.tele.2019.101321>

Kim, N. L., Shin, D. C., & Kim, G. (2021). Determinants of consumer attitudes and re-purchase intentions toward direct-to-consumer (DTC) brands. *Fashion and Textiles*, 8(1). <https://doi.org/10.1186/s40691-020-00224-7>

Knight, D. K., & Kim, E. Y. (2007). Japanese consumers' need for uniqueness: Effects on brand perceptions and purchase intention. *Journal of Fashion Marketing and Management*, 11(2). <https://doi.org/10.1108/13612020710751428>

Kucharska, W. (2017). Consumer social network brand identification and personal branding. How do social network users choose among brand sites? *Cogent*

Business and Management, 4(1).

<https://doi.org/10.1080/23311975.2017.1315879>

Kuenzel, S., & Halliday, S. V. (2010). The chain of effects from reputation and brand personality congruence to brand loyalty: The role of brand identification. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3–4). <https://doi.org/10.1057/jt.2010.15>

Kuo, Y. F., & Hou, J. R. (2017). Oppositional brand loyalty in online brand communities: Perspectives on social identity theory and consumer-brand relationship. *Journal of Electronic Commerce Research*, 18(3).

Lam, D. H., Jones, S. H., & Hayward, P. (2010). Cognitive Therapy for Bipolar Disorder: A Therapist's Guide to Concepts, Methods and Practice: Second Edition. In *Cognitive Therapy for Bipolar Disorder: A Therapist's Guide to Concepts, Methods and Practice: Second Edition*.
<https://doi.org/10.1002/9780470970256>

Lee, J., Ko, E., & Megehee, C. M. (2015). Social benefits of brand logos in presentation of self in cross and same gender influence contexts. *Journal of Business Research*, 68(6). <https://doi.org/10.1016/j.jbusres.2014.12.004>

Liao, J., Dong, X., Luo, Z., & Guo, R. (2021). Oppositional loyalty as a brand identity-driven outcome: a conceptual framework and empirical evidence. *Journal of Product and Brand Management*, 30(8).
<https://doi.org/10.1108/JPBM-08-2019-2511>

- Liputan6.com. (2018, April 28). 7 Alasan Orang Lebih Memilih iPhone Ketimbang Android. *Liputan6.Com.* <https://www.liputan6.com/tekno/read/3488219/7-alasan-orang-lebih-memilih-iphone-ketimbang-android>
- Liputan6.com. (2020). 8 Alasan Orang Lebih Suka Pilih iPhone Ketimbang Android. *Liputan6.Com.* <https://www.liputan6.com/tekno/read/4211180/8-alasan-orang-lebih-suka-pilih-iphone-ketimbang-android>
- Lisjak, M., Lee, A. Y., & Gardner, W. L. (2012). When a Threat to the Brand Is a Threat to the Self: The Importance of Brand Identification and Implicit Self-Esteem in Predicting Defensiveness. *Personality and Social Psychology Bulletin, 38*(9). <https://doi.org/10.1177/0146167212445300>
- Martenson, R. (2007). Corporate brand image, satisfaction and store loyalty: A study of the store as a brand, store brands and manufacturer brands. *International Journal of Retail and Distribution Management, 35*(7). <https://doi.org/10.1108/09590550710755921>
- Marticotte, F., Arcand, M., & Baudry, D. (2016). The impact of brand evangelism on oppositional referrals towards a rival brand. *Journal of Product and Brand Management, 25*(6). <https://doi.org/10.1108/JPBM-06-2015-0920>
- Mary Jo Hatch; Ann L. Cunliffe. (2013). Third Edition Organization Theory Modern, Symbolic, and Postmodern Perspectives. In *Oxford University Press*.
- Mohajan, H. K. (2017). TWO CRITERIA FOR GOOD MEASUREMENTS IN RESEARCH: VALIDITY AND RELIABILITY. *Annals of Spiru Haret University. Economic Series, 17*(4). <https://doi.org/10.26458/1746>

- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3).
<https://doi.org/10.1177/002224299405800302>
- Myers, D. G. (1978). Polarizing effects of social comparison. *Journal of Experimental Social Psychology*, 14(6). [https://doi.org/10.1016/0022-1031\(78\)90049-5](https://doi.org/10.1016/0022-1031(78)90049-5)
- Naegele, K. D., & Goffman, E. (1956). The Presentation of Self in Everyday Life. *American Sociological Review*, 21(5). <https://doi.org/10.2307/2089106>
- Naumann, K., Bowden, J., & Gabbott, M. (2020). Expanding customer engagement: the role of negative engagement, dual valences and contexts. *European Journal of Marketing*, 54(7). <https://doi.org/10.1108/EJM-07-2017-0464>
- Navis, C., & Glynn, M. A. (2010). How new market categories emerge: Temporal dynamics of legitimacy, identity, and entrepreneurship in satellite radio, 1990-2005. *Administrative Science Quarterly*, 55(3).
<https://doi.org/10.2189/asqu.2010.55.3.439>
- Nelissen, R. M. A., & Meijers, M. H. C. (2011). Social benefits of luxury brands as costly signals of wealth and status. *Evolution and Human Behavior*, 32(5).
<https://doi.org/10.1016/j.evolhumbehav.2010.12.002>
- Norman, D. (2007). Emotional design: Why we love (or hate) everyday things. In *The Journal of American Culture* (Vol. 2006, Issue 2).
- Petzer, D. J., & van Tonder, E. (2019). Loyalty intentions and selected relationship quality constructs: The mediating effect of customer engagement.

- International Journal of Quality and Reliability Management*, 36(4).
<https://doi.org/10.1108/IJQRM-06-2018-0146>
- Phillips-Melancon, J., & Dalakas, V. (2014). Brand Rivalry and Consumers' Schadenfreude: The Case of Apple. *Services Marketing Quarterly*, 35(2).
<https://doi.org/10.1080/15332969.2014.885370>
- Popp, B., & Woratschek, H. (2017). Consumer-brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. *Journal of Brand Management*, 24(3), 250–270. <https://doi.org/10.1057/s41262-017-0033-9>
- Powell, A. E., Camilleri, A. R., Dobele, A. R., & Stavros, C. (2017). Developing a scale for the perceived social benefits of sharing. *Journal of Consumer Marketing*, 34(6). <https://doi.org/10.1108/JCM-03-2017-2124>
- Rao, V. R., & Steckel, J. H. (1991). A Polarization Model for Describing Group Preferences. *Journal of Consumer Research*, 18(1).
<https://doi.org/10.1086/209245>
- Rather, R. A., Tehseen, S., & Parrey, S. H. (2018). Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity. *Spanish Journal of Marketing - ESIC*, 22(3).
<https://doi.org/10.1108/SJME-06-2018-0030>
- Ringle, C. M., Wende, S., & Becker, J. M. (2015). Smart PLS 3. In *SmartPLS GmbH*, <http://www.smartpls.com>.

Rodhain, A. (2006). Brands and the identification process of children. *Advances in Consumer Research*, 33.

Rubio, N., Villaseñor, N., & Oubiña, J. (2015). Consumer identification with store brands: Differences between consumers according to their brand loyalty. *BRQ Business Research Quarterly*, 18(2).

<https://doi.org/10.1016/j.brq.2014.03.004>

Schmitt, D. P., Alcalay, L., Allik, J., Angleitner, A., Ault, L., Austers, I., Bennett, K. L., Bianchi, G., Boholst, F., Borg Cunen, M. A., Braeckman, J., Brainerd, E. G., Caral, L. G. A., Caron, G., Martina Casullo, M., Cunningham, M., Daibo, I., de Backer, C., de Souza, E., ... Zupanèìè, A. (2004). Patterns and Universals of Mate Poaching Across 53 Nations: The Effects of Sex, Culture, and Personality on Romantically Attracting Another Person's Partner. In *Journal of Personality and Social Psychology* (Vol. 86, Issue 4).

<https://doi.org/10.1037/0022-3514.86.4.560>

Sekaran U., and Bougie, R. (2016). "Research Methods for Business: A Skill Building Approach," in Research methods for business. In *Encyclopedia of Quality of Life and Well-Being Research*.

So, K. K. F., King, C., Hudson, S., & Meng, F. (2017). The missing link in building customer brand identification: The role of brand attractiveness. *Tourism Management*, 59. <https://doi.org/10.1016/j.tourman.2016.09.013>

Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer-brand identification. *International Journal of Research in Marketing*, 29(4).

<https://doi.org/10.1016/j.ijresmar.2012.06.001>

- metode penelitian kuantitatif, kualitatif,dan R&D, Alfabeto, cv. ____ (2016).
- Susanty, A., & Tresnaningrum, A. (2018). Effect of Value Congruence, Brand Distinctiveness, Brand Social, Brand Warmth, and Memorable Brand Experience on Customer-Brand Identification and Brand Loyalty (Case Study: Brand of ACER Laptop). *E3S Web of Conferences*, 31. <https://doi.org/10.1051/e3sconf/20183111001>
- Taherdoost, H. (2018). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3205035>
- Thompson, S. A., & Sinha, R. K. (2008). Brand communities and new product adoption: The influence and limits of oppositional loyalty. *Journal of Marketing*, 72(6). <https://doi.org/10.1509/jmkg.72.6.65>
- Tian, K. T., Bearden, W. O., & Hunter, G. L. (2001). Consumers' need for uniqueness: Scale development and validation. *Journal of Consumer Research*, 28(1). <https://doi.org/10.1086/321947>
- Trump, R. K. (2015). *SELF-BRAND OVERLAP AND DISSOCIATION*. <https://www.researchgate.net/publication/265574682>
- Tuškej, U., Golob, U., & Podnar, K. (2013). The role of consumer-brand identification in building brand relationships. *Journal of Business Research*, 66(1). <https://doi.org/10.1016/j.jbusres.2011.07.022>
- Tuškej, U., & Podnar, K. (2018). Consumers' identification with corporate brands: Brand prestige, anthropomorphism and engagement in social media. *Journal*

- of Product and Brand Management*, 27(1), 3–17.
<https://doi.org/10.1108/JPBM-05-2016-1199>
- Vaughn, L. M. (2019). Psychology and culture: Thinking, feeling, and behaving in a global context. In *Psychology and Culture: Thinking, Feeling and Behaving in a Global Context*. <https://doi.org/10.4324/9781351268882>
- Veloutsou, C., Chatzipanagiotou, K., & Christodoulides, G. (2020). The consumer-based brand equity deconstruction and restoration process: Lessons from unliked brands. *Journal of Business Research*, 111.
<https://doi.org/10.1016/j.jbusres.2019.12.029>
- Verganti, R. (2008). Design, meanings, and radical innovation: A metamodel and a research agenda. *Journal of Product Innovation Management*, 25(5).
<https://doi.org/10.1111/j.1540-5885.2008.00313.x>
- Verhoef, P. C. (2003). Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development. *Journal of Marketing*, 67(4).
<https://doi.org/10.1509/jmkg.67.4.30.18685>
- Wolter, J. S., Brach, S., Cronin, J. J., & Bonn, M. (2016). Symbolic drivers of consumer-brand identification and disidentification. *Journal of Business Research*, 69(2). <https://doi.org/10.1016/j.jbusres.2015.07.011>
- Zayerkabeh, S., Albabayi, A., & Abdoli, M. (2012). Studying the effect of brand credibility and brand prestige on brand loyalty. *Australian Journal of Basic and Applied Sciences*, 6(8).

Zenker, S., Braun, E., & Petersen, S. (2017). Branding the destination versus the place: The effects of brand complexity and identification for residents and visitors.

Tourism

Management,

58.

<https://doi.org/10.1016/j.tourman.2016.10.008>

