DAFTAR PUSTAKA

- Bergami, M. and Bagozzi, R.P. (2000), "Selfcategorization, affective commitment and group selfesteem as distinct aspects of social identity in the organization", British Journal of Social Psychology, Vol. 39 No. 4, pp. 555-577.
- Bergel, M., Frank, P. and Brock, C. (2019), "The role of customer engagement facets on the formation of attitude, loyalty and price perception", Journal of Services Marketing, Vol. 33No. 7, pp. 890-903
- Berger, J. (2008), "Identity signaling, social influence, and social contagion", Understanding Peer Influence in Children and Adolescents, pp. 181-199.
- Brewer, M.B. (1991), "The social self: on being the same and different at the same time", Personality and Social Psychology Bulletin, Vol. 17No. 5, pp. 475-482.
- Carlson, J., Rahman, M.M., Taylor, A. and Voola, R. (2019), "Feel the VIBE: examining value-in-the-Brand-pageexperience and its impact on satisfaction and customer engagement behaviours in mobile social media", Journal of Retailing and Consumer Services, Vol. 46, pp. 149-162.
- Celuch, K., Walz, A. and Hartman, L. (2018), "The roles of trust and confidence in customer citizenship behavior", Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 31, pp. 90-111.
- Choi. 2020. Brand Reputation And Customer Voluntary Sharing Behavior: The Intervening Roles Of Self-Expressive Brand Perceptions And Status Seeking. Journal of Product & Brand Management. DOI 10.1108/JPBM-12-2019-2670
- Eastman, J.K., Goldsmith, R.E. and Flynn, L.R. (1999), "Status consumption in consumer behavior: scale development and validation", Journal of Marketing Theory and Practice, Vol. 7 No. 3, pp. 41-52.
- Fombrun, C.J. and Rindova, V.P. (2000), "The road to transparency: reputation management at Royal Dutch/ shell", in Schultz, M. and Hatch, M.J. (Eds), The Expressive Organization,Oxford University Press, Oxford
- Holt, D.B. (1998), "Does cultural capital structure American consumption?", Journal of Consumer Research, Vol. 25 No. 1, pp. 1-26
- Keh, H.T. and Xie, Y. (2009), "Corporate reputation and customer behavioral intentions: the roles of trust, identification and commitment", Industrial Marketing Management, Vol. 38No. 7, pp. 732-742

- Keller, K.L. (1993), "Conceptualizing, measuring, and managing customer-based Brand equity", The Journal of Marketing, Vol. 57 No. 1, pp. 1-22.
- Kemp, E., Jillapalli, R. and Becerra, E. (2014), "Healthcare branding: developing emotionally based consumer Brand relationships. Journal of Services Marketing, Vol. 28 No. 2, pp. 126-137
- Kilsheimer, J. (1993), "Status consumption: the development and implications of a scale measuring the motivation to consume for status", A dissertation submitted to the Marketing Faculty at Florida State University, FL.
- Kumar, V. (2013), Profitable Customer Engagement: Concept, Metrics and Strategies, SAGE Publications India
- Kumar, V. and Pansari, A. (2016), "Competitive advantage through engagement", Journal of Marketing Research, Vol. 53 No. 4, pp. 497-514.
- Kumar, V., Rajan, B., Gupta, S. and Pozza, I.D. (2019), "Customer engagement in service", Journal of the Academy of Marketing Science, Vol. 47No. 1, pp. 138-160.
- Lampel, J. and Bhalla, A. (2007), "The role of status seeking in online communities: giving the gift of experience", Journal of Computer-Mediated Communication, Vol. 12 No. 2, pp. 434-455.
- Moliner, M.Á., Monferrer-Tirado, D. and Estrada-Guillén, M. (2018), "Consequences of customer engagement and customer self-brand connection", Journal of Services Marketing, Vol. 32 No. 4, pp. 387-399.
- Moliner, M.Á., Monferrer-Tirado, D. and Estrada-Guillén, M. (2018), "Consequences of customer engagement and customer self-brand connection", Journal of Services Marketing, Vol. 32 No. 4, pp. 387-399.
- Ostrom, A.L., Parasuraman, A., Bowen, D.E., Patrício, L. and Voss, C.A. (2015), "Service research priorities in a rapidly changing context", Journal of Service Research, Vol. 18 No. 2, pp. 127-159.
- Park, C.W., Priester, J.R., MacInnis, D.J. and Wan, Z. (2009), "The connection-prominence attachment model (CPAM)", in MacInnis, D. (Ed.), Handbook of Brand Relationships, M. E. Sharpe, New York, NY
- Prentice, C., Wang, X. and Loureiro, S.M.C. (2019), "The influence of brand experience and service quality on customer engagement", Journal of Retailing and Consumer Services, Vol. 50, pp. 50-59.
- Prentice, C., Wang, X. and Loureiro, S.M.C. (2019), "The influence of brand experience and service quality on customer engagement", Journal of Retailing and Consumer Services, Vol. 50, pp. 50-59.

- Roy, S.K., Shekhar, V., Lassar, W.M. and Chen, T. (2018), "Customer engagement behaviors: the role of service convenience, fairness and quality", Journal of Retailing and Consumer Services, Vol. 44, pp. 293-304.
- Ruane, L. and Wallace, E. (2015), "Brand tribalism and selfexpressive brands: social influences and Brand outcomes", Journal of Product & Brand Management, Vol. 24 No. 4.
- Sue, V.M. and Ritter, L.A. (2007), Conducting Online Surveys, Sage Publications, Thousand Oaks, CA
- Ting-Toomey, S. and Kurogi, A. (1998), "Facework competence in intercultural conflict: an updated facenegotiation theory", International Journal of Intercultural Relations, Vol. 22 No. 2, pp. 187-225.
- Van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P. and Verhoef, P.C. (2010), "Customer engagement behavior: theoretical foundations and research directions", Journal of Service Research, Vol. 13No. 3, pp. 253-266.
- Van Tonder, E., Saunders, S.G., Lisita, I.T. and de Beer, L.T. (2018), "The importance of customer citizenship behaviour in the modern retail environment: introducing and testing a social exchange model", Journal of Retailing and Consumer Services, Vol. 45, pp. 92-102.
- Van Tonder, E., Saunders, S.G., Lisita, I.T. and de Beer, L.T. (2018), "The importance of customer citizenship behaviour in the modern retail environment: introducing and testing a social exchange model", Journal of Retailing and Consumer Services, Vol. 45, pp. 92-102
- Williams, M., Buttle, F. and Biggemann, S. (2012), "Relating word-of-mouth to corporate reputation", Public Communication Review, Vol. 2 No. 2, pp. 3-16
- Wirtz, J., Orsingher, C., Chew, P. and Tambyah, S.K. (2013), "The role of metaperception on the effectiveness of referral reward programs", Journal of Service Research, Vol. 16 No. 1, pp. 82-98.
- Wirtz, J., Tang, C. and Georgi, D. (2019), "Successful referral behavior in referral reward programs", Journal of Service Management, Vol. 30No. 1, pp. 38-74.