

DAFTAR ISI

- Ahuvia, A. C., & Carroll, B. A. (2006). Some antecedents and outcomes of brand love. *Market Lett*, 17.
- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30, 258-266.
- Albert, N., Merunka, D., & Florence, P. V. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business Research*, 1062 - 1075.
- Algesheimer, R. (2005). The Social Influence of Brand Community: Evidence from European Car Clubs. *Journal of Marketing*.
- Arndt, J., & Greenberg, J. (1999). The effects of a SE boost and mortality salience on responses to boost relevant and irrelevant worldview threats. *Personality and Social Psychology Bulletin*.
- Badrinarayanan, V., & Sierra, J. (2018). Inferred social approval and brand tribalism: a tale of two communities. *Journal of Product and Brand Management*.
- Bagozzi, R., Batra, R., & Ahuvia, A. (2017). Brand love: development and validation of a practical scale. *Marketing Letters*.
- Batra, R., Ahuvia, A., & Bagozzi, R. (2012). Brand love. *Journal of Marketing*.
- Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Economic Psychology*, 16, 311-329.
- Burnkrant, R. E., & Cousineau, A. (1975). Informational and Normative Social Influence in Buyer Behavior. *Journal of Consumer Research*.
- Campbell, J. P. (1990). MODELING JOB PERFORMANCE IN A POPULATION OF JOBS. *Personnel Psychology*.
- Carroll, B. A., & Ahuvia, A. C. (2006). Some Antecedents and Outcomes of Brand Love. *Marketing Letters*.
- Casaló, L. V., Flavián, C., & Guinaliu, M. (2008). The role of satisfaction and website usability in developing customer loyalty and positive word-of-mouth in the e-banking services. *International Journal of Bank Marketing*.
- Cast, A., & Burke, P. (2002). A theory of SE. *Social Forces*.
- Delgado-Ballester, E. (2018). New challenges in brand management. *Spanish Journal of Marketing - ESIC*.
- Escalas, J. E., & Bettman, J. R. (2005). Self-Construal, Reference Groups, and Brand Meaning. *Journal of Consumer Research*.
- Firdha, F. (2020). Retrieved from Uss Feed: <https://www.ussfeed.com/brand-lokal/>
- Garson, G. D. (2016). Partial Least Squares: Regression and Structural Equation Models. Statistical Associates Publishers.
- Ghozali, I., & Latan, H. (2015). *Konsep Teknik Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*.

- Gounaris, S., & Stathakopoulos, V. (2004). Antecedents and consequences of brand loyalty: An empirical study. *Journal of Brand Management*.
- Guindo, M. H. (2010). Self-Esteem Across the Lifespan: Issues and Interventions. *Journal of Women & Aging*.
- Hair, J., Black, W., & Babin, A. R. (2014). Multivariate Data Analysis Seventh Edition. *Pearson Education Limited*.
- Hardeman, G. (2017). The power of persuasive communication to influence sustainable holiday choices: Appealing to self-benefits and norms. *Tourism Management*.
- Henseler, Jörg, Rigel, 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*.
- Huang, Y., Wang, L., & Shi, J. (2012). How attachment affects the strength of peer influence on adolescent consumer behavior. *Psychology and Marketing*.
- Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. *Journal of Business Research*, 99, 456-463.
- Kata Data. (2020). Retrieved from Kata Data: <https://katadata.co.id/merek-lokal>
- Kemenparekraf. (2022). Retrieved from Kemenparekraf/Baparekraf Republik Indonesia: <https://www.kemenparekraf.go.id/layanan/Subsektor-Ekonomi-Kreatif/Fesyen>
- Khare, A. (2011). Antecedents of Online Shopping Behavior in India: An Examination. *Journal of Internet Commerce*.
- Kock, N. (2015). Common Method Bias in PLS-SEM: A Full Collinear Assessment Approach. *International Journal of e-Collaboration*.
- Le, M. T. (2020). The Impact of Brand Love on Brand Loyalty: The Moderating Role of Self-. *Spanish Journal of Marketing*.
- 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. *Pers Soc Psychol Bull*.
- Luhtanen, R., & Crocker, J. (1992). A Collective Self-Esteem Scale: Self-Evaluation of One's Social Identity.
- Lumba, M. G. (2019). PERAN BRAND LOVE TERHADAP BRAND LOYALTY DAN WILLINGNESS TO PAY PREMIUM PRICE PADA PEMBELI IPHONE DI SURABAYA. *Agora*.
- Mabkhout, H. A., Salleh, S. M., & Shaari, H. (2016). The Antecedents of Automobile Brand Loyalty: Evidence from Malaysian. *International Review of Management and Marketing*, 6, 596-602.
- Madeline, S., & Sihombing, S. O. (2019). The Impacts of Brand Experiences on Brand Love, Brand Trust, and Brand Loyalty: an Empirical Study. *Jurnal Bisnis dan Manajemen*, 20, 91-107.
- Malär, L. (2011). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing*.

- Martin, B., Wentzel, D., & Tomzcak, T. (2008). Effects of Susceptibility to Normative Influence and Type of Testimonial on Attitudes Toward Print Advertising. *Journal of Advertising*, 37.
- Mercy Andrea. (2019, July 14). Retrieved from CNBC Indonesia: <https://www.cnbcindonesia.com/lifestyle/20190712155341-35-84555/gairah-industri-fashion-indonesia>
- Milla, I. (2018). Pengaruh Pendidikan Inklusif Terhadap Keterampilan Sosial dan Self Esteem Siswa Berkebutuhan Khusus di Sekolah Dasar Se-Kecamatan.
- Mohammed, R., & Bungin, B. (2015). *Audit komunikasi : pendekatan dan metode asesmen sistem informasi komunikasi dalam organisasi / Rosli Mohammed, Burhan Bungin*. Jakarta.
- Mourali, M. (2005). Antecedents of Consumer Relative Preference for Interpersonal Information Sources in Pre-Purchase Search. *Journal of Consumer Behaviour*.
- Oliver, R. (1999). Whence consumer loyalty? *Journal of Marketing*, 33-44.
- Orth, U. R., & Kahle, L. R. (2010). Intrapersonal Variation in Consumer Susceptibility to Normative Influence: Toward a Better Understanding of Brand Choice Decisions. *The Journal of Social Psychology* .
- Park, C. W., & Lessig, V. P. (1977). Students and Housewives: Differences in Susceptibility to Reference Group Influence. *Journal of Consumer Research*.
- Pusparisa, Y. (2020, 11 17). Retrieved from Databoks: <https://databoks.katadata.co.id/datapublish/2020/11/17/apa-alasan-konsumen-pilih-produk-lokal>
- Redden, J., & Steiner, C. J. (2000). Fanatical consumers: towards a framework for research. *Journal of Consumer Marketing*.
- Ruane, L., & Wallace, E. (2015). Brand tribalism and self-expressive brands: social influences and brand outcomes. *Journal of Product & Brand Management*.
- Rubin, M., & Hewstone, M. (1998). Social identity theory's self-esteem hypothesis: A review and some suggestions for clarification. *Personality and Social Psychology Review*.
- Sahin, A., Zehir, C., & Kitapci, H. (2011). The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands. *Procedia Social and Behavioral Sciences*, 1288-1301.
- Schreane, T. (2020, 2 13). *Creating a Culture of Brand Love*. Retrieved from Retrieved from American Marketing: <https://www.ama.org/marketing-news/creating-a-culture-of-brandlove/#:~:>
- Sekaran, U., & Bougie, R. (2013). A Skill-Building Approach. *Research Methods for Business*.
- Sekaran, Uma, Bougie, & Roger. (2020). *Research Methods For Business : A Skill Building Approach*.
- Sierra, J., Badrinarayanan, V., & Taute, H. (2016). Explaining behavior in brand communities: a sequential model of attachment, tribalism, and SE. *Computers in Human Behavior*.

- Sugiyono. (2014). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. *Bandung: Alfabeta.*
- Susanti, R. (2020). *Kompas*. Retrieved from <https://lifestyle.kompas.com/read/2022/08/14/104647620/pandemi-covid-19-penjualan-produk-fesyen-malah-melonjak?page=all>
- Syachfira, N., & Nawangsih, E. (2020). Hubungan Social Comparison dan Self-Esteem pada Mahasiswa Pengguna Instagram. *Prosiding Psikologi.*
- Tajfel, & Henri. (1982). Social psychology of intergroup relations. *Annual Review of Psychology*.
- Unal, S., & Aydin, H. (2013). An investigation on the evaluation of the factors affecting brand love. *Social and Behavioral Sciences*, 92, 76-85.
- Utami, F. N., & Silalahi, B. Y. (2013). HUBUNGAN ANTARA IDENTITAS SOSIAL DAN KONFORMITAS PADA ANGGOTA KOMUNITAS VIRTUAL KASKUS REGIONAL DEPOK. *Proceeding PESAT*.
- Vogel, E. A. (2014). Social comparison, social media, and self-esteem. *Psychology of Popular Media Culture*.
- Wel, C., A., C., S, A. S., & Nor, S. M. (2011). Factors affecting brand loyalty: An empirica study in Malaysia. *Australian Journal of Basic and Applied Sciences*, 777-783.
- Wooten, D. B., & Reed, A. (2004). Susceptibility to Normative Influence and Protective Self-Presentation. *Journal of Consumer Research*.