

## DAFTAR PUSTAKA

- Aaker, D. (2014). *Aaker on branding: 20 principles that drive success*. Morgan James Publishing.
- Alessi, E. J., & Martin, J. I. (2010). *Conducting an Internet-based Survey: Benefits, Pitfalls, and Lessons Learned*. 34(June).
- <https://doi.org/10.1093/swr/34.2.122>
- Alsaihati, A., Elkataatny, S., & Gamal, H. (2022). Rate of penetration prediction while drilling vertical complex lithology using an ensemble learning model. *Journal of Petroleum Science and Engineering*, 208.
- <https://doi.org/10.1016/j.petrol.2021.109335>
- Andreani, F., Jap, L., & Hosea, I. K. (2019). Can Relationship Benefits Make Customers Committed and Loyal? *Jurnal Manajemen Dan Kewirausahaan*, 21(2), 145–153. <https://doi.org/10.9744/jmk.21.2.145-153>
- Backman, C. W., & Secord, P. F. (1959). The Effect of Perceived Liking on Interpersonal Attraction. *Human Relations*.
- <https://doi.org/10.1177/001872675901200407>
- Bagozzi, R. P., & Dholakia, U. M. (2006). Open source software user communities: A study of participation in Linux user groups. *Management Science*, 52(7), 1099–1115. <https://doi.org/10.1287/mnsc.1060.0545>
- Bansal, S., & Bansal, D. I. (2018). *Consumer Engagement in Electronic Word-of-Mouth on Social Networking Sites*. 9(1). <https://doi.org/10.16962/EAPJMRM>
- Beyari, H., & Abareshi, A. (2019). An empirical study of how social influence impacts customer satisfaction with social commerce sites. In *Advances in Intelligent Systems and Computing* (Vol. 843, Issue September 2018). Springer International Publishing. [https://doi.org/10.1007/978-3-319-99007-1\\_90](https://doi.org/10.1007/978-3-319-99007-1_90)

- Brogi, S. (2014). Online Brand Communities: A Literature Review. *Procedia - Social and Behavioral Sciences*, 109, 385–389.  
<https://doi.org/10.1016/j.sbspro.2013.12.477>
- Carlson, J. R., & Zmud, R. W. (1999). Channel expansion theory and the experiential nature of media richness perceptions. *Academy of Management Journal*, 42(2), 153–170. <https://doi.org/10.2307/257090>
- Cascante, D. M. (2010). Changing Communities, Community Satisfaction, and Quality of Life: A View of Multiple Perceived Indicators. *Social Indicators Research*, 105–127. <https://doi.org/10.1007/s11205-009-9520-z>
- Chan, K. W., & Li, S. Y. (2010). Understanding consumer-to-consumer interactions in virtual communities: The salience of reciprocity. *Journal of Business Research*, 63(9–10), 1033–1040.  
<https://doi.org/10.1016/j.jbusres.2008.08.009>
- Chou, S., & Chen, C.-W. (2018). The influences of relational benefits on repurchase intention in service contexts: the roles of gratitude, trust and commitment. *Journal of Business & Industrial Marketing*, 33(5), 680–692.  
<https://doi.org/10.1108/JBIM-08-2017-0187>
- Chu, W., & Kang, M. (2014). The Effects of Customers' Perceived Relational Benefits on The Customer Perception of Service Innovation at Service Centers for IT Products: The Mediating Role of Customer Participation. *Journal of Administrative Sciences and Technology*, 2014, 1–14.  
<https://doi.org/10.5171/2014.130915>
- Chung, H., & Zhao, X. (2004). Effects of Perceived Interactivity on Web Site Preference and Memory: Role of Personal Motivation. *Journal of Computer-Mediated Communication*, 10(1). <https://doi.org/10.1111/j.1083-6101.2004.tb00232.x>
- Clark, M., Black, H. G., & Judson, K. (2017). Brand community integration and satisfaction with social media sites: a comparative study. *Journal of*

- Research in Interactive Marketing*, 11(1), 39–55.  
<https://doi.org/10.1108/JRIM-07-2015-0047>
- Coelho, A., Bairrada, C., & Peres, F. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product and Brand Management*, 28(2), 154–165. <https://doi.org/10.1108/JPBM-09-2017-1593>
- Confente, I., & Kucharska, W. (2021). Company versus consumer performance: does brand community identification foster brand loyalty and the consumer's personal brand? *Journal of Brand Management*, 28(1), 8–31.  
<https://doi.org/10.1057/s41262-020-00208-4>
- Cuong, P. H., Nguyen, O. D. Y., Ngo, L. V., & Nguyen, N. P. (2020). Not all experiential consumers are created equals: the interplay of customer equity drivers on brand loyalty. *European Journal of Marketing*, 54(9), 2257–2286.  
<https://doi.org/10.1108/EJM-04-2018-0228>
- Dagger, T. S., & O'Brien, T. K. (2010). Does experience matter?: Differences in relationship benefits, satisfaction, trust, commitment and loyalty for novice and experienced service users. *European Journal of Marketing*, 44(9), 1528–1552. <https://doi.org/10.1108/03090561011062952>
- Devasagayam, P. R., Buff, C. L., Aurand, T. W., & Judson, K. M. (2010). Building brand community membership within organizations: a viable internal branding alternative? *Journal of Product & Brand Management*, 19(3), 210–217. <https://doi.org/10.1108/10610421011046184>
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113. <https://doi.org/10.1177/0092070394222001>
- Fan, Y., Chen, J., Shirkey, G., John, R., Wu, S. R., Park, H., & Shao, C. (2016). Applications of structural equation modeling (SEM) in ecological studies: an updated review. *Ecological Processes*, 5. <https://doi.org/10.1186/s13717-016-0063-3>

- Fatihudin, D., & Firmansyah, A. (2019). *Pemasaran Jasa:(Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*. Deepublish.
- Fatima, J. K., & Mascio, R. Di. (2019). Synchronizing relational benefits with customer commitment profiles. *Journal of Strategic Marketing*, 28(4), 366–378. <https://doi.org/10.1080/0965254X.2019.1619089>
- Fernandes, T., & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships. *Journal of Product and Brand Management*, 28(2), 274–286. <https://doi.org/10.1108/JPBM-08-2017-1545>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Marketing Research*, 18(1), 39–50.
- Garson, G. D. (2016). *Partial Least Squares. Regression and Structural Equation Models*.
- Ghozali, I. (2021a). *Applikasi Analisis Multivariate dengan program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021b). *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (3rd ed.). Universitas Diponegoro.
- Gligor, D., & Bozkurt, S. (2022). The impact of perceived brand interactivity on customer purchases. The mediating role of perceived brand fairness and the moderating role of brand involvement. *Journal of Product & Brand Management*, 31, 96–109. <https://doi.org/10.1108/JPBM-12-2019-2692>
- Guetterman, T. C. (2019). Basics of statistics for primary care research. *Family Medicine and Community Health*, 7(2), 11–17. <https://doi.org/10.1136/fmch-2018-000067>
- Gwinner, K. P., Gremler, D. D., & Bitner, M. J. (1998). Relational benefits in

- services industries: The customer's perspective. *Journal of the Academy of Marketing Science*, 26(2), 101–114.  
<https://doi.org/10.1177/0092070398262002>
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate Data Analysis: A Global Perspective (7th Edition)*. Pearson Education.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning EMEA.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In *Structural Equation Modeling: A Multidisciplinary Journal*. Springer Nature Switzerland AG.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46(1–2), 1–12.  
<https://doi.org/10.1016/j.lrp.2013.01.001>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hardani. (2020). *Penelitian Kualitatif: Metode Penelitian Kualitatif* (H. Abadi (ed.); I). Pustaka Ilmu.
- Henseler, J., Ringle, 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*, 43(1), 115–135.  
<https://doi.org/10.1007/s11747-014-0403-8>
- Huang, T. K., Wang, Y., & Lin, K. (2021). *Enhancing brand loyalty through online brand communities : the role of community benefits*. 5(November 2021), 823–838. <https://doi.org/10.1108/JPBM-08-2020-3027>

- Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47, 68–76. <https://doi.org/10.1016/j.tourman.2014.09.001>
- Hui, E. G. M. (2019). *Learn R for applied statistics: With data visualizations, regressions, and statistics*. Apress Berkeley, CA.  
<https://doi.org/10.1007/978-1-4842-4200-1>
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Brand Management*, 18(8), 570–582. <https://doi.org/10.1057/bm.2010.58>
- Javed, S., Rashidin, M. S., Zhu, M., Xu, Z., Jian, W., & Zuo, S. (2021). Combined Effects of Drivers and Impact of Customer Satisfaction on Brand Loyalty: The Contingent Effect of Social Trust. *SAGE Open*, 11(1).  
<https://doi.org/10.1177/21582440211003566>
- Jones, C. M., & Vogl, C. (2020). *Building Brand Communities : How Organizations Succeed by Creating Belonging*. Berrett-Koehler Publishers.
- JR Muñiz, A. M., & O'guinn, T. C. (2001). Brand Community. *Journal of Consumer Research*, 27(4), 412–432.
- Jung, N. Y., Kim, S., & Kim, S. (2014). Influence of consumer attitude toward online brand community on revisit intention and brand trust. *Journal of Retailing and Consumer Services*, 21(4), 581–589.  
<https://doi.org/10.1016/j.jretconser.2014.04.002>
- Kamboj, S. (2020). Applying uses and gratifications theory to understand customer participation in social media brand communities: Perspective of media technology. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 205–231. <https://doi.org/10.1108/APJML-11-2017-0289>
- Karlsson, C. (2016). *Research Methods for Operations Management* (2nd ed.). Routledge, Taylor and Francis Group.

<https://doi.org/10.4324/9781315671420>

Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. *South Asian Journal of Business Studies*, 9(1), 62–87.  
<https://doi.org/10.1108/SAJBS-03-2019-0046>

Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6(5), 26. <https://doi.org/10.5430/ijhe.v6n5p26>

Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, 11(4), 1–10.  
<https://doi.org/10.4018/ijec.2015100101>

Kotler, P., & Keller, K. L. (2012). Marketing Management. In *Essentials of Management for Healthcare Professionals* (13th ed.). Prentice-Hall.  
<https://doi.org/10.4324/9781315099200-17>

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education Limited.

Kuhn, T. (1962). The structure of scientific revolutions. In *Knowledge and Postmodernism in Historical Perspective: Vol. II* (Issue 2). The University of Chicago. <https://doi.org/10.5840/philstudies196413082>

Le, M. T. H. (2021). The impact of brand love on brand loyalty : the moderating role of self-esteem , and social influences El impacto del amor a la marca en la lealtad a la marca : El papel moderador de la autoestima y las influencias sociales 品牌 喜 爱 对 品 牌 忠 诚 度 的 影 响 : . *Spanish Journal Of Marketing - ESIC*, 25(1), 152–175. <https://doi.org/10.1108/SJME-05-2020-0086>

Leavy, P. (2017). Research design : quantitative qualitative mixed methods arts-based and community-based participatory research approaches. In *Guilford*

*Press.*

- Lee, D., Kim, H. S., & Kim, J. K. (2011). The impact of online brand community type on consumer's community engagement behaviors: Consumer-created vs. marketer-created online brand community in online social-networking web sites. *Cyberpsychology, Behavior, and Social Networking*, 14(1–2), 59–63. <https://doi.org/10.1089/cyber.2009.0397>
- Lee, Y. K., Choi, B. H., Kim, D. J., & Hyun, S. S. (2014). Relational benefits, their consequences, and customer membership types. *Service Industries Journal*, 34(3), 230–250. <https://doi.org/10.1080/02642069.2013.763927>
- Li, M., Hua, Y., & Zhu, J. (2021). *From Interactivity to Brand Preference : The Role of Social Comparison and Perceived Value in a Virtual Brand Community*. 1–17. <https://doi.org/10.3390/su13020625>
- Limpasiriswan, N., & Donkwa, K. (2017). A Structural Equation Model for Enhancing Online Brand Community Loyalty. *International Journal of Behavioral Science*, 12(1), 95–110.
- Looy, V. (2016). Social Customer Relationship Management. In *Social Media Management; Technologies and Strategies for Creating Business Value* (pp. 87–111). Springer International Publishing Switzerland. <https://doi.org/10.1007/978-3-319-21990-5>
- Mackay, N., Mostert, P. G., & Petzer, D. J. (2015). The interrelationship between service quality, relational benefits, customer satisfaction and behavioural intentions in the South African short-term insurance industry. *The Retail and Marketing Review*, 11(1), 44–60.
- Malhotra, N. (2010). *Marketing Research: An Applied Orientation* (6th ed.). Pearson Prentice Hall.
- McAlexander, J. H., Schouten, J. W., McAlexander, J. H., Schouten, J. W., Koenig, H. F., & Community, B. B. (2002). Building Brand Community. *Journal Of Marketing*, 66, 38–54.

- Mcmillan, D. W., & Chavis, D. M. (1986). Sense of Community : A Definition and Theory. *Journal of Community Psychology*, 14(January), 6–23.  
[https://doi.org/10.1002/1520-6629\(198601\)14:1<6::AID-JCOP2290140103>3.0.CO;2-I](https://doi.org/10.1002/1520-6629(198601)14:1<6::AID-JCOP2290140103>3.0.CO;2-I).
- McMillan, S. J., & Hwang, J. S. (2002). Measures of perceived interactivity: An exploration of the role of direction of communication, user control, and time in shaping perceptions of interactivity. *Advertising, Promotion, and New Media*, 31(3), 29–42.  
<https://doi.org/https://doi.org/10.1080/00913367.2002.10673674>
- Mohammad, A. A. S. (2020). The effect of customer empowerment and customer engagement on marketing performance : The mediating effect of brand community membership. *Business: Theory and Practice*, 21(1), 30–38.  
<https://doi.org/10.3846/btp.2020.11617>
- Morissan. (2019). *Riset Kualitatif*. Prenada Media.
- Öberg, C. (2011). The core-customer concept. *The Service Industries Journal*, 31(16). <https://doi.org/10.1080/02642069.2010.511186>
- Oh, H. J., Ozkaya, E., & Larose, R. (2014). Computers in Human Behavior How does online social networking enhance life satisfaction ? The relationships among online supportive interaction , affect , perceived social support , sense of community , and life satisfaction. *Computers in Human Behavior*, 30, 69–78. <https://doi.org/10.1016/j.chb.2013.07.053>
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63, 33–44. <https://doi.org/10.2307/1252099>
- Oliver, R. L. (2015). *Satisfaction: A Behavioral Perspective on the Consumer* (2nd ed.). Taylor & Francis.
- Papaioannou, A., Kriemadis, T., Kapetaniou, P., Yfantidou, G., & Kourtesopoulou, A. (2018). *Customer Oriented Strategy and Business Performance in Tourism and Hospitality Industry*. 417–432.

[https://doi.org/10.1007/978-3-319-67603-6\\_32](https://doi.org/10.1007/978-3-319-67603-6_32)

Patterson, P. G., & Smith, T. (2001). Relationship benefits in service industries : a replication in a Southeast Asian context. *Journal of Services Marketing*, 15(6), 425–443. <https://doi.org/10.1108/EUM0000000006098>

Payne, A., & Frow, P. (2005). A Strategic Framework for Customer Relationship Management. *Marketing*, 69, 167–176.  
<https://doi.org/10.4135/9781473921535.n5>

Plank, R. E., & Newell, S. J. (2007). The effect of social conflict on relationship loyalty in business markets. *Industrial Marketing Management*, 36(1), 59–67. <https://doi.org/10.1016/j.indmarman.2005.03.012>

Ratnawati, A., Mislan Widiyanto bin Cokrohadisumarto, & Kholis, N. (2020). Improving the satisfaction and loyalty of BPJS healthcare in Indonesia: a Sharia perspective. *Journal of Islamic Marketing*, 12(7), 1316–1338.  
<https://doi.org/10.1108/JIMA-01-2020-0005>

Raykov, T., & Marcoulides, G. A. (2006). A First Course in Structural Equation Modeling. In *Lawrence Erlbaum Associates, Inc* (2nd ed.). Lawrence Erlbaum Associates, Inc.

Raza, S. A., Qazi, W., Umer, B., & Khan, K. A. (2020). Influence of social networking sites on life satisfaction among university students : a mediating role of social benefit and social overload. *Health and Education*, 120(2), 141–164. <https://doi.org/10.1108/HE-07-2019-0034>

Rizaty, M. A. (2021). *Masyarakat RI Paling Banyak Gunakan Internet untuk Berkomunikasi*. 29 Agustus.  
<https://databoks.katadata.co.id/datapublish/2021/07/29/masyarakat-ri-paling-banyak-gunakan-internet-untuk-berkomunikasi>.

Sadan, V. (2017). Data collection methods in quantitative research. *Indian Journal of Continuing Nursing Education*, 18(2), 58–63.

- Sánchez-Casado, N., Artal-Tur, A., & Tomaseti-Solano, E. (2019). Social media, customers' experience, and hotel loyalty programs. *Tourism Analysis*, 24(1), 27–41. <https://doi.org/10.3727/108354219X15458295631918>
- Sauer, N. S. (2010). Brand community: Drivers and outcomes. *Psychology & Marketing*, 27(4), 347–368. <https://doi.org/10.1002/mar.20335>
- Schmitz, J., & Fulk, J. (1991). Organizational Colleagues, Media Richness, and Electronic Mail: A Test of the Social Influence Model of Technology Use. *Communication Research*, 18(4).  
<https://doi.org/10.1177/009365091018004003>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). John Wiley & Sons, Inc.
- Sekaran, U., & Bougie, R. (2019). *Research Methods For Business: A Skill Building Approach* (8th ed.). John Wiley & Sons, Inc.
- Sileyew, K. J. (2019). Research Design and Methodology. In *Cyberspace* (pp. 1–12). <https://doi.org/10.5772/intechopen.85731>
- Song, J. H., & Zinkhan, G. M. (2008). Determinants of Perceived Web Site Interactivity. *Journal of Marketing*, 72(2), 99–113.  
<https://doi.org/10.1509/jmkg.72.2.99>
- Soni, P. (2020). Revisiting the role of relationship benefits in online retail. *Marketing Intelligence and Planning*, 38(6), 745–759.  
<https://doi.org/10.1108/MIP-03-2019-0186>
- Stockemer, D. (2019). Quantitative Methods for the Social Sciences. In *Quantitative Methods for the Social Sciences*. <https://doi.org/10.1007/978-3-319-99118-4>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kuantitatif, dan R&D* (19th ed.). Alfabeta, CV.
- Sugiyono. (2015). *Metode penelitian pendidikan : Pendekatan kuantitatif*,

- kualitatif, dan R&D* (21st ed.). Alfabeta, CV.
- Teng, C. (2019). How avatars create identification and loyalty among online gamers. *Internet Research*, 29(6), 1443–1468. <https://doi.org/10.1108/INTR-05-2018-0222>
- Thompson, S. C., & Spacapan, S. (1991). Perceptions of Control in Vulnerable Populations. *Journal of Social Issues*, 47(4), 1–21. <https://doi.org/10.1111/j.1540-4560.1991.tb01831.x>
- Tourchian, A., Aali, S., Sanoubar, N., & Zendeh, A. B. (2022). Exploring customer engagement value from relationship benefits. *International Journal of Islamic and Middle Eastern Finance and Management*, 15(5), 986–1005. <https://doi.org/10.1108/IMEFM-12-2020-0603>
- Visser, M., Sikkenga, B., & Berry, M. (2021). Digital marketing fundamentals: From strategy to ROI. In *Digital Marketing Fundamentals: From Strategy to ROI* (2nd ed.). Noordhoff Uitgevers. <https://doi.org/10.4324/9781003021674>
- Wei, H., Peng, H., & Chou, C. (2015). Computers & Education Can more interactivity improve learning achievement in an online course ? Effects of college students ' perception and actual use of a course-management system on their learning achievement. *Computers & Education*, 83, 10–21. <https://doi.org/10.1016/j.compedu.2014.12.013>
- Witte, R. S., & Witte, J. S. (2017). *Statistics* (11th ed.). John Wiley & Sons, Inc.
- Wu, G. (2006). Conceptualizing and Measuring the Perceived Interactivity of Websites. *Journal of Current Issues and Research in Advertising*, 28(1), 87–104. <https://doi.org/10.1080/10641734.2006.10505193>
- Yegin, T. (2021). Brand Loyalty in Creating Relationship Marketing Practices : A Study on GSM Operators. *Electronic Journal of Social Sciences*, 20(77), 201–216. <https://doi.org/10.17755/emosder.661291>
- Yin, R. K. (2002). Case Study Research: Design and Methods, 3rd Edition

- (Applied Social Research Methods, Vol. 5). In *Studi kasus desain dan metode* (3rd ed.). SAGE Publications, Inc;
- Yoshida, M., Gordon, B. S., Nakazawa, M., Shibuya, S., & Fujiwara, N. (2018). Bridging the gap between social media and behavioral brand loyalty. *Electronic Commerce Research and Applications*, 28, 208–218. <https://doi.org/10.1016/j.elerap.2018.02.005>
- Zeithaml, V. A., Bitner, M. J., & Grem. (2018). *Services Marketing : Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.
- Zhang, M., & Luo, N. (2016). Understanding relationship benefits from harmonious brand community on social media. *Internet Research*, 26(4), 809–826. <https://doi.org/10.1108/IntR-05-2015-0000>
- Zhang, S., Ping Peng, M. Y., Peng, Y., Zhang, Y., Ren, G., & Chen, C. (2020). *Expressive Brand Relationship, Brand Love , and Brand Loyalty for Tablet PCs : Building a Sustainable*. <https://doi.org/10.3389/fpsyg.2020.00231>
- Zhao, L., & Lu, Y. (2012). Enhancing perceived interactivity through network externalities: An empirical study on micro-blogging service satisfaction and continuance intention. *Decision Support Systems*, 53(4), 825–834. <https://doi.org/10.1016/j.dss.2012.05.019>
- Zhu, J., Zhu, Y., & Hua, Y. (2019). How to Manage the Virtual Brand Community to Improve Brand Preference : Views from the Perceived Interactivity. *Proceedings of the 52nd Hawaii International Conference on System Sciences*, 2719–2728.