

DAFTAR PUSTAKA

- Abdelwahab, D., Jiménez, N. H., San-Martín, S., & Prodanova, J. (2020). Between love and boycott: a story of dual origin brands. *Spanish Journal of Marketing - ESIC*, 24(3), 377–402. <https://doi.org/10.1108/SJME-12-2019-0105>
- Abdillah, Willy dan Jogiyanto. 2015. Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis. Ed.1. Yogyakarta: ANDI
- Akroush, N. S., & El-Adaway, I. H. (2017). Utilizing construction leading safety indicators: Case study of Tennessee. *Journal of Management in Engineering*, 33(5), 06017002.
- Ballester, E., Ruiz, C., & Rubio, N. (2021). Engaging consumers through firm-generated content on Instagram. *Spanish Journal of Marketing - ESIC*, 25(3), 355–373. <https://doi.org/10.1108/SJME-11-2020-0189>
- Creswell. J.W. and Creswell, J.D. (2017) *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. 4th Edition, Sage, Newbury Park.
- Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. (2014). Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of Sociological Research*, 5(1), 306–326. <https://doi.org/10.5296/jsr.v5i1.6568>
- Baisyir, F. (2021). Pengaruh Kesadaran Merek terhadap Kepercayaan Merek dan Dampaknya terhadap Loyalitas Konsumen Hand Body Lotion. *Jurnal Apresiasi Ekonomi*, 9(2), 191–201. <https://doi.org/10.31846/jae.v9i2.381>
- Putra, T. W., & Keni, K. (2020). Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty: Brand Love Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 184. <https://doi.org/10.24912/jmieb.v4i1.7759>
- Agatha, C., Tumbel, A., & Soepeno, D. (2019). Pengaruh Brand Image Dan Electronic Word of Mouth Terhadap Minat Beli Konsumen Oriflame Di Manado the Effect of Brand Image and Electronic Word of Mouth on Interest To Buy Oriflame Consumers in Manado. *Riset Ekonomi*, 7(1), 131–140.

- Cherstiawan, A. (2019). Pengaruh Kepercayaan, Persepsi Harga, dan Promosi Dalam Keputusan Pembelian di Tokopedia pada Mahasiswa Universitas Kristen Krida Wacana. *Ilmiah Manajemen Bisnis*, 19(2), 1–18.
- Dewi, C. S. A., & Hidayat, A. (2022). Pengaruh Perceived Value terhadap E-WOM Engagement dengan Sikap dan Kepuasan Konsumen sebagai Mediator. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 01(02), 250–260.
- Yasri, Rahmiati, & Sylvia, D. (2014). Pengaruh Komunitas Merek (Brand Community) Dan Personalitas Merek (Brand Personality) Terhadap Loyalitas Merek Oriflame Di Kota Padang. *Jurnal Kajian Manajemen Bisnis*, 3(1), 105–120.
- Halim, N. R., & Iskandar, D. A. (2019). Pengaruh Kualitas Produk, Harga dan Strategi Promosi Terhadap Minat Beli. *Jurnal Ilmu Dan Riset ...*, 4(3), 415–424. <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/2605>
- Apriliani, R. A. E. (2019). Pengaruh Brand Trust, Brand Equity dan Brand Image Terhadap Loyalitas Pelanggan (Studi Pada Pelanggan Teh Botol Sosro di Wonosobo). *Jurnal Penelitian Dan Pengabdian Kepada Masyarakat UNSIQ*, 6(2), 112–121. <https://doi.org/10.32699/ppkm.v6i2.687>
- H, R. A. S., & Ab, S. (2019). Dewan redaksi jurnal bisnis indonesia. *Jurnal Bisnis Indonesia*, 10. No.1, 92–104.
- Miranda, R., & Nurdasila. (2020). Pengaruh Kualitas Pelayanan, Kepercayaan, Dan Citra Merek Terhadap Niat Beli Ulang Jasa Transportasi P.O Simpati Star Di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 5(2), 310–321. <http://www.jim.unsyiah.ac.id/EKM/article/view/13275>
- Guna, R. A. (2014). Pengaruh Brand Image Dan Brand Love Pada Word of Mouth Smartphone Samsung Di Kota Padang. *Management Analysis Journal*, 6(4), 377–387.
- Fransisca, A., & Wijoyo, H. (2020). Implementasi Metta Sutta terhadap Metode Pembelajaran di Kelas Virya Sekolah Minggu Sariputta Buddies. *Jurnal Ilmu Agama dan Pendidikan Agama Buddha*, 2(1), 1-12.
- Ardyan, E., Retnawati, B. B., & Farida, N. (2018). E-WOM attractiveness, e-brand community trust, e-brand community experience and brand loyalty: A study on XIAOMI electronic brand community in Indonesia. *Journal of Business and*

Retail Management Research, 12(3), 231–240.
<https://doi.org/10.24052/jbrmr/v12is03/art-21>

- Love, C. B., Ade, L., & Roostika, R. (2022). *Coolness Perception on Samsung Smartphone and How It*. 01(06), 135–150.
- Juli, E. K. (2022). Pengaruh Harga, Kepercayaan, Brand Love Dan E-Promosi Terhadap Keputusan Pembelian Produk Wardah Pada Pengguna Aplikasi Tiktok Pada Era Pandemi Covid 19. *Jurnal Ekonomi Manajemen Dan Bisnis*, 3(1), 1–13. <https://doi.org/10.32815/jubis.v3i1.1083>
- Chi, M., Harrigan, P., & Xu, Y. (2022). Customer engagement in online service brand communities. *Journal of Services Marketing*, 36(2), 201–216.
<https://doi.org/10.1108/JSM-09-2020-0392>
- Lestari, B., & Novitaningtyas, I. (2021). Pengaruh Variasi Produk dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen pada Coffeerville-Oishi Pan Magelang. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2(3), 150–159.
<https://doi.org/10.47747/jnmpsdm.v2i3.374>
- Suntoro, W., & Silintowe, Y. B. R. (2020). Analisis Pengaruh Pengalaman Merek, Kepercayaan Merek, dan Kepuasan Merek terhadap Loyalitas Merek. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 32(1), 25–41.
<http://ojs.uajy.ac.id/index.php/modus/article/view/3194>
- Ruhamak, M. D., & Rahmadi, A. N. (2019). Pengaruh E-WOM, Brand Image dan Brand Trust Terhadap Keputusan Konsumen (Studi Kasus Pada Lembaga Kursus Fajar English Course Pare-Kediri). *BISNIS: Jurnal Bisnis Dan Manajemen Islam*, 7(2), 233. <https://doi.org/10.21043/bisnis.v7i2.6160>
- Pada, S., Di, S., Kartono, R. A., & Halilah, I. (2018). *PENGARUH E-TRUST TERHADAP E-LOYALTY*. 1204–1213.
- Aswir, & Misbah, H. (2018). No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title. *Photosynthetica*, 2(1), 1–13.
- Matthews, D., Cryer-Coupet, Q., & Degirmencioglu, N. (2021). I wear, therefore I am: investigating sneakerhead culture, social identity, and brand preference among men. *Fashion and Textiles*, 8(1), 1–13. <https://doi.org/10.1186/s40691-020-00228-3>

- Ardhanari, M. (2008). Customer Satisfaction Pengaruhnya Terhadap Brand Preference Dan Repurchase Intention Private Brand. *Customer Satisfaction Pengaruhnya Terhadap Brand (Margaretha Ardhani) Jurnal Riset Ekonomi Dan Bisnis*, 588(2), 58–69.
- Patel. (2019). *Perkembangan Sepatu Sneakers di Indonesia*. 9–25.
- Ofori, D. A., Anjarwalla, P., Mwaura, L., Jamnadass, R., Stevenson, P. C., Smith, P., Koch, W., Kukula-Koch, W., Marzec, Z., Kasperek, E., Wyszogrodzka-Koma, L., Szwerc, W., Asakawa, Y., Moradi, S., Barati, A., Khayyat, S. A., Roselin, L. S., Jaafar, F. M., Osman, C. P., ... Slaton, N. (2020). *Molecules*, 2(1), 1–12. <http://clik.dva.gov.au/rehabilitationlibrary/1introductionrehabilitation%0Ahttp://www.scirp.org/journal/doi.aspx?DOI=10.4236/as.2017.81005%0Ahttp://www.scirp.org/journal/PaperDownload.aspx?DOI=10.4236/as.2012.34066%0Ahttp://dx.doi.org/10.1016/j.pbi.201>
- Rageh Ismail, A., & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth: The case of fashion brands among young consumers. *Journal of Fashion Marketing and Management: An International Journal*, 16(4), 386–398. <https://doi.org/10.1108/13612021211265791>
- Arbaini, P. (2020). Pengaruh Consumer Online Rating Dan Review Terhadap Keputusan Pembelian Pada Pengguna Marketplace Tokopedia. *Jurnal Bisnis Dan Manajemen*, 7(1), 25–33. <https://doi.org/10.26905/jbm.v7i1.3897>
- Amoah, J., Jibril, A. B., Bankuoru Egala, S., & Keelson, S. A. (2022). Online brand community and consumer brand trust: Analysis from Czech millennials. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2149152>
- Saputra, S., & Barus, F. M. (2020). Pengaruh Electronic Word Of Mouth (e-WOM) Dan Citra Merek Terhadap Minat Belanja Konsumen Di Batam. *Jurnal Ilmiah Manajemen Dan Bisnis*, 5(1), 1–11. <http://journal.undiknas.ac.id/index.php/manajemen/article/view/2422>
- Riawan, R., & Setyaningrum, A. (2018). Studi Mengenai Pengaruh Self Expressive, Hedonic Product, Brand Trust, dan Brand Engagement Terhadap Brand Love Pada Produk Smartphone Samsung. *Jurnal Ilmiah Manajemen*, 4(2), 147–162.
- Fasha, A. F., Robi, M. R., & Windasari, S. (2022). Determinasi Keputusan Pembelian Melalui Minat Beli: Brand Ambassador Dan Brand Image (Literature Review

- Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 30–42. <https://dinastirev.org/JMPIS/article/view/840>
- Hapsari, N. R., Lubis, N., & Widiartanto, W. (2014). PENGARUH ATRIBUT PRODUK WISATA DAN ELECTRONIC WORD OF MOUTH (eWOM) TERHADAP KEPUTUSAN BERKUNJUNG PADA OBYEK WISATA UMBUL SIDOMUKTI KABUPATEN SEMARANG. *Jurnal Ilmu Administrasi Bisnis*, 3(4), 249–259. <https://ejournal3.undip.ac.id/index.php/jiab/article/view/6556>
- Purwanto, E., & Syam AR, M. M. (2022). Pengaruh Satisfaction, Brand Love terhadap Brand Loyalty dan Word of Mouth. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 5(1), 17–32. <https://doi.org/10.36407/jmsab.v5i1.434>
- Futuwwah, A. I., & Mardhiyah, D. (2019). Pengaruh Praktik Social Networking, Kepercayaan Merek Dan Loyalitas Merek Pada Komunitas Merek Online. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(3), 401–416. <https://doi.org/10.36226/jrmb.v4i3.269>
- Ardhianto, P., Hsieh, W.-H., Mahanaim, S. A., & Chen, C.-H. (2021). *Cross-Cultural Concepts in Cultural Product Design*. 519(Icade 2020), 146–149. <https://doi.org/10.2991/assehr.k.210203.031>
- Maisam, S., & Mahsa, R. D. (2016). Positive word of mouth marketing: Explaining the roles of value congruity and brand love. *Journal of Competitiveness*, 8(1), 19–37. <https://doi.org/10.7441/joc.2016.01.02>
- Prayoga, I., & Rachman, M. (2020). *Setiap manusia memiliki kebutuhan hidupnya masing-masing . Salah satu kebutuhan hidup manusia yaitu makan dan minum . Makan dan minum merupakan kebutuhan dasar yang harus dipenuhi setiap harinya oleh manusia , oleh karna itu bisnis dibidang makanan dan mi*. 1(5).
- Awulle, I. D., Murni, S., & Rondonuwu, C. N. (2018). Pengaruh Return On Asset, Current Ratio, Debt to Equity Ratio Dan Kepemilikan Institusional (INST) Terhadap Price to Book Value pada perusahaan Food And Beverage Yang Terdaftar Di Bursa Efek Indonesia Periode 2012-2016. *Jurnal EMBA*, 6(4), 1908–1917.
- Winarto, M. R. A., & Widyastuti. (2021). Pengaruh Brand Image dan Brand Love Terhadap Repurchase Intention (Studi Kasus pada Konsumen Produk Gucci di Surabaya). *Nomicpedia : Journal of Economics and Business Innovation*, 1(2), 102–110. <https://journal.inspirasi.or.id/nomicpedia/article/view/65>

- Cay, S., & Irnawati, J. (2020). The Influence Of Marketing Strategy and Brand Community On MSME Sales In South Tangerang City. *Jurnal Pemasaran Kompetitif*, 4(1), 102. <https://doi.org/10.32493/jpkpk.v4i1.7382>
- Wang, S., Cunningham, N. R., & Eastin, M. S. (2015). The Impact of eWOM Message Characteristics on the Perceived Effectiveness of Online Consumer Reviews. *Journal of Interactive Advertising*, 15(2), 151–159. <https://doi.org/10.1080/15252019.2015.1091755>
- Riama, C. O. (2021). Peran influencer dalam proses electronic word of mouth untuk meningkatkan persepsi merek. *Jurnal Manajemen Komunikasi*, 5(2), 156. <https://doi.org/10.24198/jmk.v5i2.27628>
- Anuraga, W., & Sitohang, S. (2015). Pengaruh produk, harga, promosi, dan merk terhadap keputusan pembelian ulang. *Jurnal Ilmu Dan Riset Manajemen*, 4(10), 1–18.
- Pertiwi, R. (2020). *Pengaruh Kecintaan Merek (Brand Love) terhadap Keputusan Pembelian Ulang*.
- Qurniawati, R. S., & Nurohman, Y. A. (2018). eWOM Pada Generasi Z di Sosial Media. *Jurnal Ekonomi Manajemen Sumber Daya*, 20(2), 70–80. <https://journals.ums.ac.id/index.php/dayasaing/article/view/6790>
- Madeline, S., & O. Sihombing, S. (2019). the Impacts of Brand Experiences on Brand Love, Brand Trust, and Brand Loyalty: an Empirical Study. *Jurnal Bisnis Dan Manajemen*, 20(2), 91–107. <https://doi.org/10.24198/jbm.v20i2.241>
- Muslim, M., Mubarak, R. R., & Wijaya, N. H. S. (2020). The effect of brand image, brand trust and reference group on the buying decision of sneakers. *International Journal of Financial, Accounting, and Management*, 1(2), 105–118. <https://doi.org/10.35912/ijfam.v1i2.170>
- Fetscherin, M. (2014). What Type of Relationship Do We Have With Loved Brands? Part of the Advertising and Promotion Management Commons What Type of Relationship Do We Have With Loved Brands? *Journal of Consumer Marketing*, 31(7), 430–440.
- Sari, A. P., & Rahmidani, R. (2019). Pengaruh E-Word Of Mouth Dan E-Trust Terhadap E-Purchase Decision Mahasiswa Universitas Negeri Padang Pada Marketplace Lazada. *Jurnal Ecogen*, 2(4), 666. <https://doi.org/10.24036/jmpe.v2i4.7844>

- Anggoro, W. B., Suliyanto, S., & Rahab, R. (2019). Pengaruh Pengalaman Merek Terhadap Kesetiaan Merek Dimediasikan Oleh Kecintaan Merek, Kepercayaan Merek, Dan Keterkaitan Merek. *Jurnal Ekonomi, Bisnis, Dan Akuntansi*, 21(3). <https://doi.org/10.32424/jeba.v21i3.1369>
- Mahardika, P., & Warmika, I. G. (2021). The Role of Brand Love in Mediating the Effect of Brand Satisfaction and Brand Trust on Brand Loyalty (Study on Local Fashion Brand “HANAKA” in Denpasar, Bali, Indonesia). *American Journal of Humanities and Social Sciences Research*, 5, 260–265. www.ajhssr.com
- Berraies, S., Chtioui, R., & Yahia, K. Ben. (2015). Functional characteristics of banking websites and customer loyalty: The mediating role of online trust. *Journal of Applied Business Research*, 31(3), 911–923. <https://doi.org/10.19030/jabr.v31i3.9246>
- Ayu Maulidya; Siti Saroh; Daris Zunaida. (2021). Pengaruh Experiential Marketing Dan Marketing Mix Terhadap Minat Beli Ulang Konsumen (Studi Kasus Pada Konsumen Semusim Cafe Kota Malang). *Jiagabi*, 10(2), 205–212. <http://riset.unisma.ac.id/index.php/jiagabi/article/view/12919>
- Syafitri, A., Ratna Sari, E., & Sanjaya, V. F. (2021). Pengaruh Citra Merek, Promosi Dan Kepercayaan Merek Terhadap Keputusan Pembelian Pada Produk Scarlett Whitening (Studi Kasus Mahasiswi UIN Raden Intan Lampung). *Manajemen Bisnis Syariah*, 1(1), 25–38.
- Toni, M., Renzi, M. F., Pasca, M. G., Guglielmetti Mugion, R., di Pietro, L., & Ungaro, V. (2021). Industry 4.0 an empirical analysis of users’ intention in the automotive sector. *International Journal of Quality and Service Sciences*, 13(4), 563–584. <https://doi.org/10.1108/IJQSS-04-2020-0062>
- Ardana, Y. A., & Rastini, N. M. (2018). Peran Citra Merek Memediasi Pengaruh E-Wom Terhadap Minat Beli Smartphone Samsung Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 7(11), 5901. <https://doi.org/10.24843/ejmunud.2018.v07.i11.p04>
- Arjunita, I., Lopian, S. L. H. V. J., & Lumantow, R. Y. (2021). Pengaruh Viral Marketing, Store Atmosphere, dan Brand Trust Terhadap Keputusan Pembelian Produk Kopi Tuya Manado. *Jurnal Ekonomika Dan Bisnis Islam*, 9(3), 437–446. <https://ejournal.unsrat.ac.id/index.php/emba/article/viewFile/34756/32603>
- Efendi, M. I., & Farida, S. N. (2021). PENGARUH BRAND LOVE TERHADAP BRAND LOYALTY DAN WILLINGNESS TO PAY PREMIUM PRICE (Studi

- Pada Konsumen Starbucks di Kota Surabaya). *Jurnal Ekonomi Dan Bisnis (EK&BI)*, 4(1), 384–392. <https://doi.org/10.37600/ekbi.v4i1.228>
- Nurdin, S., & Wildiansyah, V. (2021). Peran Mediasi Citra Merek Pada Hubungan Antara Electronic Word of Mouth (E-Wom) Oleh Beauty Vlogger Dan Minat Beli Produk Kosmetik. *Jurnal Sain Manajemen*, 3(1), 11. <http://ejurnal.ars.ac.id/index.php/jsm/index>
- Japarianto, E., & Adelia, S. (2020). Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee. *Jurnal Manajemen Pemasaran*, 14(1), 35–43. <https://doi.org/10.9744/pemasaran.14.1.35-43>
- Pournaris, M. (2018). An empirical investigation into the behavioural aspects of OBC participation for the brand using the commitment-trust theory of relationship marketing. *Brunel University London*, 227.
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1–5.
- WIJOWARASTRO, H. (2014). PENGARUH ELEMEN KOMUNITAS MEREK TERHADAP LOYALITAS MEREK (Studi Eksplanatif Kuantitatif tentang Pengaruh Elemen Komunitas Merek 3 Foil Indonesia terhadap Loyalitas Merek Sepatu Adidas Originals pada Anggota Komunitas 3 Foil Indonesia). *Jurnal Ilmu Komunikasi*, 1–15.
- Agustina, L., Fayardi, A. O., & Irwansyah, I. (2018). *Online Review: Indikator Penilaian Kredibilitas Online dalam Platform E-commerce*. *Jurnal ILMU KOMUNIKASI*, 15(2), 141–154. <https://doi.org/10.24002/jik.v15i2.1320>
- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products. *Procedia Economics and Finance*, 37(16), 391–396. [https://doi.org/10.1016/s2212-5671\(16\)30142-3](https://doi.org/10.1016/s2212-5671(16)30142-3)
- Fauzi, D. H. F., & Ali, H. (2021). Determination of Purchase and Repurchase Decisions: Product Quality and Price Analysis (Case Study on Samsung Smartphone Consumers in the City of Jakarta). *Dinasti International Journal of Digital Business Management*, 2(5), 794–810. <https://doi.org/10.31933/dijdbm.v2i5.965>

- Oktavia, F. (2019). Studi Komparatif Mengenai Word of Mouth Dan Minat Beli Pada Pusat Oleh-Oleh Pempek Candy Dan Pempek Vico Palembang. *Expose: Jurnal Ilmu Komunikasi*, 2(1), 49. <https://doi.org/10.33021/exp.v2i1.547>
- Suhardi, D., & Irmayanti, R. (2019). Pengaruh Celebrity Endorser, Citra Merek, dan Kepercayaan Merek Terhadap Minat Beli Konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, 3(1), 53. <https://doi.org/10.33603/jibm.v3i1.2086>
- Aulianda, M. (2020). PENGARUH BRAND EXPERIENCE DAN BRAND IMAGE TERHADAP WILLINGNESS TO PAY A PRICE PREMIUM DENGAN BRAND LOVE SEBAGAI VARIABEL INTERVENING (Studi Pada Pemilik Mobil Merek Honda HRV di Samarinda). *Jurnal Riset Entrepreneurship*, 3(2), 71. <https://doi.org/10.30587/jre.v3i2.1475>
- Kurniawan, A., Wibowo, L. A., Rahayu, A., Yulianti, C. I., Annisa, T., & Riswanto, A. (2021). Online brand community strategy in achieving e-loyalty in the indonesian e-commerce industry. *International Journal of Data and Network Science*, 5(4), 785–790. <https://doi.org/10.5267/j.ijdns.2021.7.002>
- Ramadhan, A. G., & Santosa, S. B. (2017). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Citra Merek terhadap Minat Beli Ulang pada Sepatu Nike Running di Semarang melalui Kepuasan Pelanggan sebagai Variabel Intervening. *Diponegoro Journal Of Management*, 6(1), 1–12.
- StudyCha, L. (2013). *No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title*. 1–46.
- Purwaningdyah, S. W. S. (2019). Pengaruh electronic word of mouth dan food quality terhadap keputusan pembelian. *Jurnal Manajemen Maranatha*, 19(1), 73–80. <https://doi.org/10.28932/jmm.v19i1.1849>
- Hook, M., Baxter, S., & Kulczynski, A. (2018). Antecedents and consequences of participation in brand communities: A literature review. *Journal of Brand Management*, 25(4), 277–292. <https://doi.org/10.1057/s41262-017-0079-8>
- Azaria, Daning, P. ala, & , Srikandi Kumadji, & F. Y. (2014). Analisis pengaruh marketing terhadap pembentukan word of mouth dan efektifitas iklan dalam meningkatkan Brand Awareness (Studi pada Follower Akun Twitter di Jejaring Pocari Sweat di jejaring sosial twitter). *Administrasi Bisnis*, 13(1), 1–7.

- Nilowardono, S. (2022). Pengaruh Product innovation terhadap Brand Loyalty melalui Brand Love pada konsumen Smartphone Android. *Jurnal Ilmiah Edunomika*, 6(1), 369. <https://doi.org/10.29040/jie.v6i1.4471>
- Masturi, H., & Hardini, R. (2019). Pengaruh Kualitas Produk, Harga Dan Word of Mouth Terhadap Keputusan Pembelian Karate-Gi Merek Hokido Di Lima Dojo Wilayah Dki Jakarta. *Oikonomia: Jurnal Manajemen*, 13(2), 87–98. <https://doi.org/10.47313/oikonomia.v13i2.508>
- Serra-Cantalops, A., Ramon-Cardona, J., & Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing - ESIC*, 22(2), 142–162. <https://doi.org/10.1108/SJME-03-2018-0009>
- Purba, D. A. K. (2015). *Peran Brand Community dalam Pembentukan Minat Beli Ulang Konsumen*. 13(1), 17–24.
- Susanti, N. F., & Wulandari, R. (2021). How Does the Electronic Word of Mouth (Ewom) Build Brand Trust in Increasing Buying Interest During the Covid-19 Pandemic? *International Journal of Economics, BusinHOW DOES THE ELECTRONIC WORD OF MOUTH (EWOM) BUILD BRAND TRUST IN INCREASING BUYING INTEREST DURING THE COVID-19 PANDEMIC?Ess and Management Research*, 5(03), 1–14.
- Gama, A. W. S., & Gama, G. (2015). Komunitas Merek Sebagai Sarana Efektif Word of Mouth. *Jurnal Bakti Saraswati Vol.04*, 04(01), 1–7.
- Atmariansi Artanti, H. H. A. (2020). Strategi Pemasaran Word of Mouth pada Masa Pandemi Covid-19 (Studi pada Produk Home Industry Mie Eblek DEsa Kasepuhan). *Jurnal Manajemen Dan Ekonomi*, 3(2), 2620–7680. <http://repository.usu.ac.id>
- Kusuma, R. C. S. D., Abdurohim, A., Augustinah, F., & Hendrayani, E. (2022). Ulos Product Purchase Decision Judging From Aspects of Price, Brand Love and Customer Brand Engagement. *SULTANIST: Jurnal Manajemen Dan Keuangan*, 10(1), 108–119. <https://doi.org/10.37403/sultanist.v10i1.435>
- Tri, A., Rofianto, W., Surjaatmadja, S., & Andriani, M. (2021). *IMPERIUM Jurnal Manajemen Strategi dan Aplikasi Bisnis FAKTOR PEMBENTUK BRAND LOVE , WORD OF MOUTH , DAN REPURCHASE INTENTION ATAS PRODUK HEDONIS : TELAAH PADA Letter of Acceptance*.

- Sanjaya, V. F., & Hernita, S. J. (2020). Online Consumer Review, Brand Community, Trust and Consumer Purchase Decisions in Indonesia. *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam*, 4(02), 276. <https://doi.org/10.30868/ad.v4i02.945>
- Muhammad Eru Cakra, K., & Setiawan, S. (1970). Jurnal Desain Indonesia-Aliansi Desainer Produk Industri Indonesia ANALISIS PERKEMBANGAN SUBKULTUR URBAN STREETWEAR. *Jurnal Desain Indonesia*.
- Martiyanti, D., Dharmmesta, B. S., Nugroho, S. S., & Aritejo, B. A. (2021). Brand Attachment Vs. Brand Love: To What Extent Are They Identical? *Jurnal Dinamika Manajemen*, 12(2), 225–244. <http://jdm.unnes.ac.id>
- Wijayanto, G., & Komita, S. E. (2021). 7404-Article Text-25102-1-10-20210726. 32(1), 18–29.
- Nia, I. A., & Mudiantono. (2016). Analisis Pengaruh Kepuasan Dan Brand Trust Terhadap Minat Beli Ulang Pantene (Studi Pada “Young Female” Semarang). *Diponegoro Journal of Management*, 5(3), 1–10. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Fauzi, S., & Lina, L. F. (2021). Peran Foto Produk, Online Customer Review Dan Online Customer Rating Pada Minat Beli Konsumen Di E-Commerce. *Jurnal Muhammadiyah Manajemen Bisnis*, 2(1), 21. <https://doi.org/10.24853/jmmb.2.1.151-156>
- Pournaris, M., & Lee, H. (2016). How online brand community participation strengthens brand trust and commitment: A relationship marketing perspective. *ACM International Conference Proceeding Series, 17-19-Aug(2000)*. <https://doi.org/10.1145/2971603.2971630>
- Prayustika, P. A. (2017). Kajian Literatur: Manakah yang Lebih Efektif? Traditional Word of Mouth atau Electronic Word of Mouth. *Matrix : Jurnal Manajemen Teknologi Dan Informatika*, 6(3), 168–173.
- Arifi, M. W. (2016). Pengaruh Citra Merek, Kepercayaan Merek Dan Kepuasan Pelanggan Terhadap Minat Beli Ulang Pakaian Wanita the Executive Di Surabaya. *Sekolah Tinggi Ilmu Ekonomi Perbanas*, 1–17. <http://eprints.perbanas.ac.id/id/eprint/2395>
- Oktarini, M. A. S., & Wardana, I. M. (2018). Pengaruh Perceived Ease Of Use Dan Perceived Enjoyment Terhadap Customer Satisfaction Dan Repurchase

- Intention. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1(2), 227–237. <https://doi.org/10.31842/jurnal-inobis.v1i2.32>
- Ngabiso, F., Radji, D. L., & Kango, U. (2021). Pengaruh Citra Merek (Brand Image) Dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) Pada Produk Air Minum Dalam Kemasan Merek Aqua (Studi Pada Konsumen Amdk Merek Aqua Di Kota Gorontalo). *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 4(1), 1–12. <https://doi.org/10.37479/jimb.v4i1.10453>
- Hanifah, S., Rahayu, A., & Dirgantari, P. D. (2018). Gambaran Brand Experience Dan Brand Love Iphone Pada Komunitas Fanspage Facebook Iphone Indonesia. *Journal of Business Management Education (JBME)*, 3(1), 1–10. <https://doi.org/10.17509/jbme.v3i1.14242>
- Ella Anastasya, S. A. (2021). *Universitas ibnu sina (uis)*. 0778, 7058741.
- Cristina, O. G. M., & Giraldo, W. (2018). EFFECTS OF BRAND LOVE AND BRAND EQUITY ON REPURCHASE INTENTIONS OF YOUNG CONSUMERS International Review of Management and Marketing Effects of Brand Love and Brand Equity on Repurchase Intentions of Young Consumers. *International Review of Management and Marketing*, 8(4), 7–13. <http://www.econjournals.com>
- Of, A., Affecting, V., Purchase, C., At, D., Jakarta, T., Day, S., & Exhibition, S. (2023). *Analisis Variabel-Variabel Yang Memengaruhi Keputusan Pembelian Konsumen Di Pameran Sepatu Jakarta Sneakers Day*. 1(5), 1249–1270.
- Andriani, M., & Dwbunga, F. (2018). Faktor pembentuk brand loyalty : peran self concept connection, brand love, brand trust dan brand image (telaah pada merek h&m di kota dki jakarta). *Benefit: Jurnal Manajemen Dan Bisnis*, 2(2), 157. <https://doi.org/10.23917/benefit.v2i2.4285>
- Belopa, E. M. (2015). Hubungan Kepercayaan Merek dan Persepsi Kualitas Dengan Minat Beli Ulang Produk Kecantikan Silver International Clinic Balikpapan. *Psikoborneo: Jurnal Ilmiah Psikologi*, 3(1), 64–76. <https://doi.org/10.30872/psikoborneo.v3i1.3755>
- Ratnawati, A., & Lestari, A. A. (2018). Peran Brand Trust Dalam Memediasi Brand Experience, Brand Personality Dan Brand Community Terhadap Brand Loyalty. *Jurnal Ekonomi Dan Bisnis*, 19(2), 185. <https://doi.org/10.30659/ekobis.19.2.185-202>

- Putri, N. E., & Meliana, V. (2020). Pengaruh Product Quality dan Online Brand Community Terhadap Brand Attitude Sepatu Compass. *KALBISIANA Jurnal Sains, Bisnis Dan ...*, 8(2), 1317–1325.
<http://ojs.kalbis.ac.id/index.php/kalbisiana/article/view/381>
- Tua Pandiangan, S. M. (2022). Effect of Packaging Design on Repurchase Intention to the Politeknik IT&B Medan Using E-Commerce Applications. *Journal of Production, Operations Management and Economics*, 21, 15–21.
<https://doi.org/10.55529/jpome21.15.21>
- Irwinsyah, H., & Nurlatifah, H. (2020). Analisis Pengaruh Brand Trust, Product Factor, dan Sales Promotion Terhadap Customer Loyalty Melalui Purchase Decision di Matahari Departement Store. *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, 1(1), 19. <https://doi.org/10.36722/jaiss.v1i1.457>
- Fitrianto, E. M., Nailis, W., & Karim, S. (2021). Ketika cinta hadir: Pengaruh Brand Love terhadap EWOM dan Loyalitas Merek. *Jurnal Manajemen Dan Bisnis Sriwijaya*, 19(2), 117–128. <https://doi.org/10.29259/jmbs.v19i2.15963>
- Pithaloka, R. A. (2018). Mediasi Identitas Sosial Konsumen di Komunitas Online Brand dalam Membangun Brand Love. *Jurnal Komunikasi Indonesia*, 6(1), 68–74. <https://doi.org/10.7454/jki.v6i1.8655>
- Setiawan, I. B. P. A., & Aksari, N. M. A. (2020). Peran Brand Awareness Dalam Memediasi Pengaruh Celebrity Endorser Terhadap Purchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 9(6), 2352.
<https://doi.org/10.24843/ejmunud.2020.v09.i06.p15>
- Tabish, M., Adnan BASHIR, M., Mansoor ALAM, M., Awang LONG, Z., & Khairil RAHMAT, M. (2022). The Role of Virtual Community Participation and Engagement in Building Brand Trust: Evidence from Pakistan Business Schools. *Khairil RAHMAT / Journal of Asian Finance*, 9(3), 399–0409.
<https://doi.org/10.13106/jafeb.2022.vol9.no3.0399>
- Fandiyanto, R., & Endriyasari, R. (2019). Pengaruh Kepercayaan Merek dan Citra Merek Terhadap Minat Beli Ulang “Kopi Toraja” di Coffee Josh Situbondo. *Jurnal Ilmiah Ilmu Ekonomi Dan Bisnis*, 7(1), 21–42.
- Cochran, william G. (1997). *Cochran_1977_Sampling_Techniques_Third_E.pdf* (pp. 76–78).
- Luthfiana, N. A. (2019). 23683-48236-1-Sm. 1–7.

- Ernawati, N. (2021). Stimulus Iklan, Positive Electronic Word of Mouth (eWOM) dan Belanja Impulsif: Dampak Mediasi Motif Hedonis Pembelanja Online. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(3), 346–360. <https://doi.org/10.31842/jurnalinobis.v4i3.188>
- Yowana, R. A. (2022). *TRUST TERHADAP BRAND LOYALTY MELALUI BRAND Tesis Untuk memenuhi sebagian persyaratan mencapai derajat S2 Program Magister Manajemen.*
- Yohanna, Y., & Ruslim, T. S. (2021). Pengaruh Brand Love, Brand Satisfaction, Brand Trust Terhadap Purchase Intention Produk Gucci. *Jurnal Manajerial Dan Kewirausahaan*, 3(2), 569. <https://doi.org/10.24912/jmk.v3i2.11903>
- School of Business and Economics THE RELATIONSHIP BETWEEN BRAND LOVE.* (2014). May.
- Dewi Sanjaya, I., & Martono, S. (2012). *Management Analysis Journal*. 1(2), 120–128.
- Journal, I., Management, H., Journal, I., & Management, H. (2019). *Repositório ISCTE-IUL*. 351.
- Mandala, K. (2022). 86096-85-307141-1-10-20220929. 11(9), 1594–1613.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing*, 76(2), 1–16. <https://doi.org/10.1509/jm.09.0339>
- Jibril, A. B., Kwarteng, M. A., Chovancova, M., & Pilik, M. (2019). The impact of social media on consumer-brand loyalty: A mediating role of online based-brand community. *Cogent Business and Management*, 6(1). <https://doi.org/10.1080/23311975.2019.1673640>
- Yusran, F. A., & Kurniawati, K. (2021). The Determinant of Positive eWOM Intention: Perspective Social Media Users. *GATR Journal of Management and Marketing Review*, 6(3), 146–157. [https://doi.org/10.35609/jmmr.2021.6.3\(1\)](https://doi.org/10.35609/jmmr.2021.6.3(1))
- Bimrew Sendekie Belay. (2022). הכי קשה לראות את מה שבאמת לנגד העיניים. הארץ, 8.5.2017, 2003–2005.
- Hair, J.F., Sarstedt, M. and Ringle, C.M. (2019), “Rethinking some of the rethinking of partial least squares”, *European Journal of Marketing*, Forthcoming.

- Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81–91. <https://doi.org/10.52403/ijrr.20210912>
- Meybiani, O., Faustine, G., & Siaputra, H. (2019). Pengaruh Ewom Dan Online Trust Terhadap Purchase Intention Di Agoda. *Jurnal Hospitality Dan ...*, 7(2),486499. <http://publication.petra.ac.id/index.php/manajemen-perhotelan/article/view/10235>
- Tong, T. K. P. B., & Subagio, H. (2020). Analisa Pengaruh Social Media Marketing Terhadap Repurchase Intention Melalui Brand Trust Sebagai Variabel Mediasi Pada Instagram Adidas Indonesia Di Surabaya. *Jurnal Strategi Pemasaran*, 7(1), 10.
- Sugiyono (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Leavy, P. (2017). *Research Design, Quantitative, Qualitative, Mixed Methods, Arts-Based and Community-Based Particularly Research Approved*. The Guilford Press.
- Ghozali, Imam, Hengky Latan. 2015. *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. BP Undip. SemarangHarnanto. 2017. *Akuntansi Biaya: Sistem Biaya Historis*. Yogyakarta: BPFE.
- Zikmund, W., dan Babin,(2016). *Business Research Methods*. Canada. Cengage Learning.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Widoyoko, E. P. (2017). *Teknik Penyusunan Instrumen Penelitian*. Yogyakarta: Pustaka Pelajar
- Malhotra, N. K., & Dash, S. (2011). *Marketing Research an Applied Orientation*. London: Pearson Publishing.
- Trochim, W. M. K. (2020). *Descriptive Statistics*. <https://conjointly.com/kb/descriptive-statistics/#:~:text=Descriptive statistics are used to,every quantitative analysis of data.>

- Sugiyono. 2005. Memahami Penelitian Kualitatif. Bandung: CV. Alfabeta.
- Sekaran, U. and Bougie, R. (2016) Research Methods for Business: A Skill-Building Approach. 7th Edition, Wiley & Sons, West Sussex.
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2015). Research Methods for Business Students (7th ed.). Essex, England: Pearson Education Limited.
- Prawira, N., dan Sihombing, S. (2021). Predicting The Relationship Between Scarcity And Serendipity Information Toward Impulse Buying Behavior: Hedonic Shopping Values As Moderator Variables. ASEAN Marketing Journal. Vol. XIII. No. 1, 59-74.
- Morissan M. dkk. 2017. Metode Penelitian Survei. Jakarta: Kencana.
- Moleong, Lexy. J. 2016. Metodologi Penelitian Kualitatif Edisi Revisi. Bandung: PT. Remaja Rosdakarya.
- Maryuliana. (2016). Sistem Informasi Angket Pengukuran Skala Kebutuhan Materi Pembelajaran Tambahan Sebagai Pendukung Pengambilan Keputusan Di Sekolah Menengah Atas Menggunakan Skala Likert. Transistor EI. Volume 1(1).
- Malhotra, N.K., & Dash, S. (2016). Marketing Research an Applied Orientation (7th ed.). Chennai: Pearson India Education Services.
- Ihsan, M. N., dan Wahjuningsih, S. 2015. Hubungan body condition score terhadap service per conception dan calving interval sapi potong Peranakan Ongole di Kecamatan Babat Kabupaten Lamongan. TERNAK TROPIKA Journal of Tropical Animal Production, 16(1), 34-40.
- Handayani. (2020). Metode Penelitian Kualitatif dan Kuantitatif. Yogyakarta: CV. Pustaka Ilmu.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2017) A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 2nd Edition, Sage Publications Inc., Thousand Oaks, CA.
- Hair, J., Ringle, C. and Sarstedt, M. (2011) PLS-SEM: Indeed a Silver Bullet. Journal of Marketing Theory and Practice, 19, 139-151.

- Anaya-Sánchez, R., Aguilar-Illescas, R., Molinillo, S., & Martínez-López, F. J. (2020). Trust and loyalty in online brand communities. *Spanish Journal of Marketing - ESIC*, 24(2), 177–191. <https://doi.org/10.1108/SJME-01-2020-0004>
- Amoah, J., Jibril, A. B., Bankuoru Egala, S., & Keelson, S. A. (2022). Online brand community and consumer brand trust: Analysis from Czech millennials. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2149152>
- Wulansari, A. (2013). PENGARUH BRAND TRUST DAN PERCEIVED QUALITY TERHADAP KEPUTUSAN PEMBELIAN ULANG PRODUK SARI ROTI (Studi Pada Konsumen di Perumahan Gresik Kota Baru, Manyar Gresik). *Jurnal Ilmu Manajemen*, 1(2), 388–401.

