

REFERENCES

- Badan Pusat Statistik Indonesia. (2018). Statistik Indonesia 2018. 719.
- Biau, D. J., Jolles, B. M., & Porcher, R. (2010). P Value and the Theory of Hypothesis Testing. *Clinical Orthopaedics and Related Research*, 885-892.
- Blocker, C. P., Flint, D. J., Myers, M. B., & Slater, S. F. (2011). Proactive customer orientation and its role for creating customer value in global markets. *Journal of the Academic Marketing Science*, 216-233.
- Bonett, D. G., & Wright, T. A. (2014). Cronbach's alpha reliability: Interval estimation, hypothesis testing, and sample size planning. *Journal of Organizational Behavior*, 3-15.
- Buttenberg, K. (2017). Development of Customer-Orientation, Brand-Orientation and Business Performance within the First Ten Years of the Firm. *Transnational Marketing Journal*, 3-24.
- Cazurra, A. C. (2011). Global Strategy and Global Business Environment. *Global Strategy Journal*, 382-386.
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2015). International Business and Globalization. In J. D. Daniels, L. H. Radebaugh, & D. P. Sullivan, *International Business Envrionments and Operations* (p. 47). Harlow: Pearson Education Limited.
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2015). Types of Strategy. In J. D. Daniels, L. H. Radebaugh, & D. P. Sullivan, *International Business Envrionments and Operations* (pp. 508-514). Harlow: Pearson Education Limited.
- Doorn, J.V., Onrust, M., Verhoef, P. C., & Bügel, M. S. (2017). The impact of corporate social responsibility on customer attitudes and retention—the moderating role of brand success indicators. *Mark Lett*, 607-619.
- Eisingerich, A. B., & Rubera, G. (2010). Drivers of Brand Commitment: A Cross-National Investigation. *Journal of International Marketing*, 64-79.
- Fatma, M., Khan, I., Rahman, Z., & Pérez, A. (2020). The sharing economy: the influence of perceived corporate social responsibility on brand commitment. *Journal of Product & Brand Management*.
- Gehani, R. R. (2016). Corporate Brand Value Shifting from Identity to Innovation Capability. *Journal of Technology Management & Innovation*, 11-20.

- Hair JR, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2016). Assessing PLS-SEM Results. In J. F. Hair JR, G. T. Hult, C. Ringle, & M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (p. 113). United States of America: SAGE Publications.
- Hair JR, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2016). Assessing PLS-SEM Results. In J. F. Hair JR, G. T. Hult, C. Ringle, & M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (pp. 217-220). United States of America: SAGE Publications.
- Hair JR, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2016). Discriminant Validity. In J. F. Hair JR, G. T. Hult, C. Ringle, & M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (pp. 118-119). United States of America: SAGE Publications.
- Hair JR, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2016). Formative Measurement Models Assessment. In J. F. Hair JR, G. T. Hult, C. Ringle, & M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (pp. 139-144). United States of America: SAGE Publications.
- Hair JR, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2016). Rules of Thumb for Structural Model Evaluation. In J. F. Hair JR, G. T. Hult, C. Ringle, & M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (pp. 208-209). United States of America: SAGE Publications.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review Vol. 26 No. 2*, 106-121.
- Hair JR., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Confirmatory Factor Analysis. In J. F. Hair JR., W. C. Black, B. J. Babin, & R. E. Anderson, *Multivariate Data Analysis* (pp. 601-602). Harlow: Pearson New International Edition.
- Hair JR., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multiple Regression Analysis. In J. F. Hair JR., W. C. Black, B. J. Babin, & R. E. Anderson, *Multivariate Data Analysis* (pp. 171-172). Harlow: Pearson New International Edition.
- Hair JR., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Pretesting. In J. F. Hair JR., W. C. Black, B. J. Babin, & R. E. Anderson, *Multivariate Data Analysis* (p. 567). Harlow: Pearson New International Edition.

- Hamid, M. R., Sami, W., & Sidek, M. H. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *IOP Conf. Series: Journal of Physics: Conf. Series* 890, 1-5.
- Hanaysha, J., & Hilman, H. (2015). The Impact of Product Innovation on Relationship Quality in Automotive Industry: Strategic Focus on Brand Satisfaction, Brand Trust, and Brand Commitment. *Asian Social Science*.
- He, Y., & Lai, K. K. (2014). The effect of corporate social responsibility on brand loyalty: the mediating role of brand image. *Total Quality Management*, 249–263.
- Hidayanti, I., Nuryakin, & Farida, N. (2018). A study on brand commitment and brand trust towards brand loyalty of branded laptop in Indonesia. *Journal of Business and Retail Management Research (JBRMR)*, Vol. 12 Issue 3, 270-278.
- Hong, Y. H., & John, J. (2010). Role of customer orientation in an integrative model of brand loyalty in services. *The Service Industries Journal*, 1025-1046.
- Hur, W.-M., Ahn, K.-H., & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, 1194-1213.
- Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 396-403.
- Kotler, P., & Armstrong, G. (2016). Brand Equity and Brand Value. In P. Kotler, & G. Armstrong, *Principles of Marketing* (p. 275). Harlow: Pearson.
- Larasati, Y., & Hananto, A. (2013). The Role of Value congruity and Consumer Brand Identification toward Development of Brand Commitment and Positive Word of Mouth. *SSRN Elsevier*.
- Latan, H., & Ramli, N. A. (2013). The Results of Partial Least Squares-Structural Equation Modelling Analyses (PLS-SEM). *Elsevier SSRN*, 1-35.
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2018). Six-Step Procedure for Hypothesis Testing. In D. A. Lind, W. G. Marchal, & S. A. Wathen, *Statistical Techniques in Business & Economics* (p. 322). New York: McGraw Hill.
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2018). Test Statistics. In D. A. Lind, W. G. Marchal, & S. A. Wathen, *Statistical Techniques in Business & Economics* (p. 323). New York: McGraw Hill.

- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2018). Testing the Significance of the Correlation Coefficient. In D. A. Lind, W. G. Marchal, & S. A. Wathen, *Statistical Techniques in Business & Economics* (p. 448). New York: McGraw Hill.
- Mishra, P., Pandey, C. M., & Singh, U. (2019). Descriptive Statistics and Normality Tests for Statistical Data. *Annals of Cardiac Anaesthesia*, 67-72.
- Özsomer, A., Batra, R., Chattopadhyay, A., & Hofstede, F. t. (2012). A global brand management roadmap. *Intern. J. of Research in Marketing*, 1-4.
- Pappu, R., & Quester, P. G. (2016). How does brand innovativeness affect brand loyalty? *European Journal of Marketing*, 2-28.
- Phua, J., & Kim, J. (. (2015). Starring in your own Snapchat advertisement: Influence of self brand congruity, self-referencing and perceived humor on brand attitude and purchase intention of advertised brands. *Telematics and Informatics* 35, 1524–1533.
- Pusat Pengembangan Kawasan Perkotaan - Badan Pengembangan Infrastruktur Wilayah. (2020, September 9). *Metropolitan Jakarta, Bogor, Depok, Tangerang, Puncak, Cianjur*. Retrieved from Basis Data Pusat Pengembangan Kawasan Perkotaan : <http://perkotaan.bpiw.pu.go.id/n/metropolitan/3>
- Rahman, N. A., & Noor, S. M. (2014). The Role of Brand Self-Relevance in Developing Brand Loyalty. *Malaysian Journal of Communication*, 91-116.
- Ratriyana, I. N. (2018). Global Brand Perception in Indonesian Young Consumer. *International Conference on Social and Political Issues* (pp. 357-359). Yogyakarta: KnE Social Services.
- Rehman, A. A., & Alharthi, K. (2016). An Introduction to Research Paradigms. *International Journal of Educational Investigations*, 51-59.
- Roberts, J., & Cayla, J. (2016). Global Branding. In M. Kotabe, & K. Helsen, *Global Marketing Management* (pp. 344-345). Wiley.
- Rosnerova, Z., & Hraskova, D. (2019). The impact of globalization on the business. *SHS Web of Conferences* 74, 1-7.
- Sekaran, U., & Bougie, R. (2016). Administering questionnaires. In U. Sekaran, & R. Bougie, *Research Method in Business* (p. 142). Chichester: John Wiley & Son.

- Sekaran, U., & Bougie, R. (2016). Basic type of question. In U. Sekaran, & R. Bougie, *Research Method for Business* (pp. 43-44). Chichester: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2016). Determining the sampling design. In U. Sekaran, & R. Bougie, *Research Method in Business* (p. 240). Chichester: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2016). Extent of researcher interference with the study. In U. Sekaran, & R. Bougie, *Research Methods for Business* (p. 99). Chichester: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2016). Four Types of Scales. In U. Sekaran, & R. Bougie, *Research Method for Business* (pp. 206-209). Chichester: John Wiley & Son.
- Sekaran, U., & Bougie, R. (2016). Introduction to Research. In U. Sekaran, & R. Bougie, *Research Method for Business* (pp. 1-3). Chichester: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2016). Preliminary Research. In U. Sekaran, & R. Bougie, *Research Method in Business* (p. 37). Chichester: John Wiley & Son.
- Sekaran, U., & Bougie, R. (2016). Primary Data Collection Methods. In U. Sekaran, & R. Bougie, *Research Methods in Business* (p. 111). Chichester: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2016). Reliability. In U. Sekaran, & R. Bougie, *Research Method for Business* (p. 223). Chichester: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2016). Statistical Power. In U. Sekaran, & R. Bougie, *Research Method for Business* (p. 301). Chichester: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2016). The use of coding schemes in structured obsercation. In U. Sekaran, & R. Bougie, *Research Method for Business* (pp. 136-137). Chichester: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2016). Time horizon. In U. Sekaran, & R. Bougie, *Research Method for Business* (pp. 104-105). Chichester: John Wiley & Son.
- Sekaran, U., & Bougie, R. (2016). Unit of analysis. In U. Sekaran, & R. Bougie, *Research Method for Business* (pp. 102-103). Chichester: John Wiley & Sons.

- Sekaran, U., & Bougie, R. (2016). Validity. In U. Sekaran, & R. Bougie, *Research Method for Business* (pp. 221-222). Chichester: John Wiley & Sons.
- Shams, R., Alpert, F., & Brown, M. (2015). Consumer Perceived Brand Innovativeness: Conceptualization and Operationalization. *European Journal of Marketing*, 1-34.
- Suryahadi, A., & Marlina, C. (2019). Understanding Metropolitan Poverty: The Profile of Poverty in Jabodetabek. *SMERU Working Paper*.
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 53-55.
- Wang, D. H.-M., Chen, P.-H., Yu, T. H.-K., & Hsiao, C.-Y. (2015). The effects of corporate social responsibility on brand equity and firm performance. *Journal of Business Research*, 1-5.
- Wong, H. Y., & Bill, M. (2007). Multiple roles for branding in international marketing. *International Marketing Review*, 384-408.
- Yilmaz, K. (2013). Comparison of Quantitative and Qualitative Research Traditions: epistemological, theoretical, and methodological differences. *European Journal of Education Vol. 48, No. 2,* 311-325.
- Yunianto, T. K. (2019, November 22). *Didominasi Asing, Bisnis Waralaba Lokal Ditaksir Stagnan Tahun Ini*. Retrieved from Katadata.co.id: <https://katadata.co.id/ekarina/berita/5e9a4c54e30e9/disaingi-asing-bisnis-waralaba-lokal-ditaksir-stagnan-tahun-ini>