

## DAFTAR PUSTAKA

- Andriani, M., & Bunga, F. D. (2017). Faktor Pembentuk Brand Loyalty: Peran Self Concept Connection, Brand Love, Brand Trust dan Brand Image Telaah Pada Merek H&M Di Kota Dki Jakarta.
- Aaker, D. A. (2012). Manajemen Ekuitas Merek: Memanfaatkan Nilai dari Suatu Merek (Ed. ke-3). Mitra Utama.
- Aaker D. A., (1991), Manajemen Ekuitas Merek, memanfaatkan nilai dari suatu merek. Jakarta: Mitra Utama
- Aaker, David A. (1997). Ekuitas Merek. Edisi Indonesia. Jakarta: Mitra Utama.
- Aaker, David. (2009). Manajemen Ekuitas Merek. Jakarta: Spektrum.
- Aaker, David. (2014). Aaker On Branding. 20 Prinsip Esensial Mengelola dan Mengembangkan Brand. Jakarta: PT Gramedia Pustaka Utama
- Agusthera, D. D., Militina, T., & Za, S. Z. (2021). The Effect Of Brand Identification And Self-Concept Connection On Brand Love And Its Implications For Brand Loyalty (Vol. 19, Issue 1). <https://jurnal.ubd.ac.id/index.php/ds>
- Alves, H., Fernandes, C., & Raposo, M. (2016). Social Media Marketing: A Literature Review and Implications. *Psychology and Marketing*, 33(12), 1029–1038. <https://doi.org/10.1002/mar.20936>
- Atmadjaja, M. S. C., & Sihombing, S. O. (2021). Atmadjaja dan Sihombing 241-257 MIX. *Jurnal Ilmiah Manajemen*, 11(2). <https://doi.org/10.22441/mix.2021.v11i2.007>
- Barker, R., Peacock, J., & Fetscherin, M. (2015). The Power of Brand Love. In *International Journal of Market Research* (Vol. 57). [http://scholarship.rollins.edu/as\\_facpub](http://scholarship.rollins.edu/as_facpub)
- Bhardwaj, V., & Fairhurst, A. (2010). Fast fashion: Response to changes in the fashion industry. *International Review of Retail, Distribution and Consumer Research*, 20(1), 165–173. <https://doi.org/10.1080/09593960903498300>
- Clara, C. (2019). Customer Brand Relationship: Peran Brand Loveterhadap Brand

Commitment dan Positive Word Of Mouth.

- Chiu, C.-M., Wang, E. T., Fang, Y. H., & Huang, H. Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: The roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24(1), 85–114.
- Chang, C.W., Ko, C.H., Huang, H.C., & Wang S.J. (2020). Brand Community Identification Matters: A Dual Value-Creation Routes Framework. *Journal of Product & Brand Management*.
- Daft, R. L., Murphy, J., & Willmot, H. (2015). *Organization Theory and Design*. United States: Cengage Learning. Business & economics.
- Danziger, Pamela N. (2021). Uniqlo Intends To Become The World's Top Fashion Retailer By Distancing From H&M And Zara
- Deniz, R. B., & Yozgat, U. (2013). The Effects of Self-concept Connection, Partner Quality and Trust on Commitment in the Elderly Segment. *Procedia - Social and Behavioral Sciences*, 99, 403–412. <http://doi.org/10.1016/j.sbspro.2013.10.508>.
- Ferdinand, Augusty. (2015). *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen, Edisi 3*, AGF Books, Fakultas Ekonomika dan Bisnis Universitas Diponegoro, Semarang.
- Ghozali, Imam. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro.
- Loureiro, S. M. C., Ruediger, K. H., & Demetris, V. (2012). Brand emotional connection and loyalty. *Journal of Brand Management*, 20(January), 13–27. <http://doi.org/10.1057/bm.2012.3>.
- Levitt, T. (2017). *Marketing myopia*. Taylor & Francis.

- Leavy, P. (2017). *Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches*. The Guilford Press.
- Griffin, M. *et al.* (2012). *Business Research Methods*. Cengage Learning.“
- Hariri, M., & Vazifehdust, H. (2011). How does Brand Extension Affect Brand Image? A study of Iran Market. *2010 International Conference on Business and Economic*, 1, 104–109.“
- Mira, A., Chupani, S., & Panahandeh, A. H. (2013). Effect Brand Love and Self-Concept Connection on Brand Loyalty, *102(12)*, 1671–1680.“
- Pithaloka, R. A., Manajemen, P., & Ui, K. (2017). *JURNAL KomUNIKASI INdoNeSIA*.
- Rahmadhano, Ravie. (2015). *Pengaruh Brand Equity Terhadap Keputusan Pembelian Konsumen Pada Peter Says Denim Di Kota Bandung*. Skripsi. Fakultas Komunikasi dan Bisnis Universitas Telkom Bandung.
- Rodrigues, P., & Reis, R. (2013). The Influence of “ Brand Love ” In Consumer Behavior – The Case of Zara and Modalfa Brands *Proceedings of 22nd International Business Research Conference*, (September), 9–10.“
- Santoso, S. (2016). *Analisis SEM menggunakan AMOS*.“
- Severi, E., & Ling, K. C. (2013). The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity. *Asian Social Science*, 9(3), 125– 137”
- Kaushik, V., & Walsh, C. A. (2019). Pragmatism as a research paradigm and its implications for social work research. *Social Sciences*, 8(9), 255.
- Kim, Y., & Lee, J. L. (2019). Common mistakes in statistical and methodological practices of sport management research. *Measurement in Physical Education and Exercise Science*, 23(4), 314-324.

- Kim, S. S., Han, J. S., & Yang, D. H. (2018). Effects of emotional consumption value on satisfaction, subjective well-being and loyalty for dessert cafe. *Culinary science and hospitality research*, 24(1), 1-12.
- Kotler, Philip, & Amstrong. (2017). *Pemasaran* (Ed. ke-1). Salemba Empat.
- Kotler, Philip, & Gary, A. (2012). *Prinsip-prinsip pemasaran* (Ed. ke-13). Erlangga.
- Kotler, P. (2012). *Principles of marketing*. Simon and Schuster.
- Khare, K. L., Handa, R. (2009), Role of Individual Self-concept and Brand Personality Congruence in Determining Brand Choice, *Journal of Innovative Marketing*, 5 (4), pp. 63-71.
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6(5), 26.
- Saunders, M. N., Lewis, P., & Thornhill, A. (2015). *Research Methods for Business Students E Book*. Pearson Australia Pty Limited
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill-building approach* (5th ed.).
- Sekaran, U., & Bougie, R. (2016a). *Research Methods For Business: A Skill Building Approach* (7th ed.). John Wiley & Sons, 2016.
- Sekaran, Uma, & Roger, B. (2016). *Research Methods for Business: A Skill Building Approach* (Ed. ke-7). Wiley.
- Sekaran, U., & Bougie, R. (2016b). *Research Methods For Business: A Skill Building Approach* (7th ed.). John Wiley & Sons, 2016.
- Sugiyono. (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. ALFABETA.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*.

- Sugiyono. (2016). *Metode Penelitian Kuantitatif, kualitatif, dan R&D*.
- Supangat, A. (2007). *Statistika Dalam Kajian Deskriptif, Inferensi, dan Nonparametrik*.
- Shimp, A. T. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi*. Salemba Empat.
- Stanton, W. J. (2012). *Prinsip Pemasaran (Ed. ke-7)*. Erlangga.
- Swaminathan, V., Karen, L.P. and Gu rhan-Canli, Z. (2007), “‘My’ brand or ‘our’ brand: the effects of brand relationship dimensions and self-construal on brand evaluations”, *Journal of Consumer Research*, Vol. 34 No. 2, pp. 248-59.
- Runfola, A., & Guercini, S. (2013). Fast fashion companies coping with internationalization: Driving the change or changing the model? *Journal of Fashion Marketing and Management*, 17(2), 190–205. <https://doi.org/10.1108/JFMM-10-2011-0075>
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Upamannyu, N. K., Mathur, G., & Bhakar, S. S. (2014). The Connection between Self concept (Actual Self Congruence & Ideal Self congruence) on Brand Preferences. In *International Journal of Management Excellence* (Vol. 3, Issue 1).
- Tjiptono, F. (2016). *Service, Quality & Satisfaction (Ed. ke-4)*. Andi.
- Daft, R. L., Murphy, J., & Willmot, H. (2015). *Organization Theory and Design*. United States: Cengage Learning. Business & economics.
- Danziger, Pamela N. (2021). Uniqlo Intends To Become The World’s Top Fashion Retailer By Distancing From H&M And Zara

- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi menggunakan Program SmartPLS 3.0 untuk Penelitian Empiris* (2nd ed.). Semarang: Badan Penerbit Universitas Diponegoro .
- 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).
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., ... Calantone, R. J. (2014). Common Beliefs and Reality About PLS. *Organizational Research Methods*, 17(2), 182–209.
- Hair, J. F. Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis A Global Perspective*, 7th ed. New Jersey: Pearson Education, Inc.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–151.
- Hair, Jr., J., Hult, G., Ringle, C., & Sarstedt, M. (2014). *A PRIMER ON PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM)*. New York: SAGE Publications.
- Hair, J. F., Hollingsworth, C. L., Randolph, A. B., and Chong, A. Y. L (2017). An Updated and Expanded Assesment of PLS-SEM in Information System
- Hair, J. F., Hollingsworth, C. L., Randolph, A. B., and Chong, A. Y. L (2017). An Updated and Expanded Assesment of PLS-SEM in Information System Research. *Industrial Management & Data Systems*, 117(3): 442-458.
- Hair, J., Celsi, M., Ortinau, D., & Bush, R. (2017). *Essentials of Marketing Research*. New York: McGraw-Hill Education.
- Mira, A., Chupani, S., & Panahandeh, A. H. (2013). Effect Brand Love and Self-Concept Connection on Brand Loyalty, 102(12), 1671–1680.

- Karjaluoto, H., Munnukka, J. and Kiuru, K. (2016). Brand love and positive word of mouth: the moderating effects of experience and price. *Journal of Product & Brand Management*, 25 (6), pp. 527–537
- A. P. Sajidah, S. W. Herieningsih, T. Pradekso, and M. B. Widagdo, "Hubungan antara Terpaan Iklan, Promosi Penjualan, dan Citra Merek terhadap Loyalitas Konsumen Sabun Mandi Antiseptik Lifebuoy," *Interaksi Online*, vol. 4, no. 1, Dec. 2015.
- Zhang, K. Z., Zhao, S. J., Cheung, C. M., & Lee, M. K. (2014). Examining the influence of online reviews on consumers' decision-making: A heuristic–systematic model. *Decision Support Systems*, 67, 78–89.
- Zhu, Z., Wang, J., Wang, X., & Wan, X. (2016). Exploring factors of user's peer-influence behavior in social media on purchase intention: Evidence from QQ. *Computers in Human Behavior*, 63, 980–987.
- Zikmund, W. G., Babin, B.J., Carr, J.C., & Griffin, M. (2011). *Business Research Methods 8th (Eight) Edition*. New Castle: South-Western College Pub
- Malhotra, N., Nunan, D., & Birks, D. (2017). *Marketing Research: An Applied Orientation*. New York: Pearson Education.
- Luo, Y., & Ye, Q. (2019). Understanding consumers' loyalty to an online outshopping platform: The role of social capital and perceived value. *Sustainability* (Switzerland), 11(19), 1–19. <https://doi.org/10.3390/su11195371>
- Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community Based Participatory Research Approaches*. The Guilford Press.
- Agusthera, D. D., Militina, T., & Za, S. Z. (2021). The Effect Of Brand Identification And Self-Concept Connection On Brand Love And Its Implications For Brand Loyalty (Vol. 19, Issue 1). <https://jurnal.ubd.ac.id/index.php/ds>

- Alves, H., Fernandes, C., & Raposo, M. (2016). Social Media Marketing: A Literature Review and Implications. *Psychology and Marketing*, 33(12), 1029–1038. <https://doi.org/10.1002/mar.20936>
- Ambarwati, M., Mukhammad, S., & Mawardi, K. (2015). PENGARUH CITRA MEREK TERHADAP MINAT BELI (Survei Pada Mahasiswa Universitas Brawijaya Yang Menggunakan Pasta Gigi Pepsodent). In *Jurnal Administrasi Bisnis (JAB)|Vol (Vol. 25, Issue 1)*. <http://www.topbrand-award.com/top-brand->
- Andriani, M., & Bunga, F. D. (2017). FAKTOR PEMBENTUK BRAND LOYALTY: PERAN SELF CONCEPT CONNECTION, BRAND LOVE, BRAND TRUST DAN BRAND IMAGE TELAAH PADA MEREK H&M DI KOTA DKI JAKARTA.
- Atmadjaja, M. S. C., & Sihombing, S. O. (2021). Atmadjaja dan Sihombing 241-257 MIX. *Jurnal Ilmiah Manajemen*, 11(2). <https://doi.org/10.22441/mix.2021.v11i2.007>
- Barker, R., Peacock, J., & Fetscherin, M. (2015). The Power of Brand Love. In *International Journal of Market Research (Vol. 57)*. [http://scholarship.rollins.edu/as\\_facpub](http://scholarship.rollins.edu/as_facpub)
- Bhardwaj, V., & Fairhurst, A. (2010). Fast fashion: Response to changes in the fashion industry. *International Review of Retail, Distribution and Consumer Research*, 20(1), 165–173. <https://doi.org/10.1080/09593960903498300>
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Clara, C. (2019). CUSTOMER BRAND RELATIONSHIP: PERAN BRAND LOVETERHADAP BRAND COMMITMENT DAN POSITIVE WORD OF MOUTH.



Gracella Maria, L. (2019). PERAN BRAND LOVE TERHADAP BRAND LOYALTY DAN WILLINGNESS TO PAY PREMIUM PRICE PADA PEMBELI IPHONE DI SURABAYA (Vol. 7, Issue 1).

Runfola, A., & Guercini, S. (2013). Fast fashion companies coping with internationalization: Driving the change or changing the model? *Journal of Fashion Marketing and Management*, 17(2), 190–205.  
<https://doi.org/10.1108/JFMM-10-2011-0075>

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339.  
<https://doi.org/10.1016/j.jbusres.2019.07.039>

Thakur, A., & Kaur, R. (2015). Relationship Between Self-Concept And Attitudinal Brand Loyalty In Luxury Fashion Purchase: A Study Of Selected Global Brands On The Indian Market, *Management (top journal of Croati...* RELATIONSHIP BETWEEN SELF-CONCEPT AND ATTITUDINAL BRAND LOYALTY IN LUXURY FASHION PURCHASE: A STUDY OF SELECTED GLOBAL BRANDS ON THE INDIAN MARKET. In *Management* (Vol. 20).  
<https://www.researchgate.net/publication/310674636>

Upamannyu, N. K., Mathur, G., & Bhakar, S. S. (2014). The Connection between Self concept (Actual Self Congruence & Ideal Self congruence) on Brand Preferences. In *International Journal of Management Excellence* (Vol. 3, Issue 1).

Fournier (1998)

Kotler dan Armstrong (2008)

Kotler, Philip, & Armstrong. (2017). *Pemasaran* (Ed. ke-1). Salemba Empat.

Kotler, Philip, & Gary, A. (2012). *Prinsip-prinsip pemasaran* (Ed. ke-13).

Erlangga.

Olivia (2013)

(Kabadyi dan Alan, (2012)

Lien et al., (2015)

Dia et al., (2012)

Park dan Kim (2016)

Chinomona (2016)

Cakmak (2016)

Nguyen et al., (2011)

Lin et al., (2017)

He et al., (2012) dalam Thompson et al., (2014)

Thomposon et al., 2014

Rangkuti (2012)

Lee dan Jee, 2016);

Jabeen et al., 2021).

(Karjaluoto, Munnukka dan Kiuru, 2016).

(Fullerton, 2003; Narayandas, 2004) dalam (Chung & Tan, 2008).

(Fetscherinet et al., 2014).

Bairrada et al. (2018)

oliver, 1999)

Roberts, 2004)

Clara, (2019)

Ferreira et al., (2019)

(Liu et al., 2012)

Roy et al., (2013)

Bauer et al. (2008)

Broadbent et al. (2010)

(Rido & Wibowo, 2016).

(Ekstasi & Mafthukah, 2017).

Pandiangan dan Dwi (2021)

(Alkhaldeh dan Eneizan, 2018).

(Anwar et al., 2011).

(Moorman et al., 1992 dalam Alhaddad, 2015)

Veloutsou (2015)

(Gecti & Zengin, 2013).

Atulkar, (2020)