

DAFTAR PUSTAKA

- Abrams, D., & Hogg, M. A. (1998). *Social Identifications: A Social Psychology of Intergroup Relations and Group Processes*. Routledge.
<https://doi.org/10.1177/1368430298011002>
- Ahyar, H., Maret, U. S., Andriani, H., Sukmana, D. J., Mada, U. G., Hardani, S.Pd., M. S., Nur Hikmatul Auliya, G. C. B., Helmina Andriani, M. S., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif* (Issue March).
- Aksoy, L., van Riel, A., Kandampully, J., Wirtz, J., Den Ambtman, A., Bloemer, J., Horváth, C., Ramaseshan, B., Van de Klundert, J., & Gurhan Canli, Z. (2013). Managing brands and customer engagement in online brand communities. *Journal of Service Management*, 24(3), 223–244.
<https://doi.org/10.1108/09564231311326978>
- Algesheimer, R., Dholakia, U. M., & Hermann, A. (2005). The social influence of brand community: evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Ashforth, B. E., & Mael, F. (1989). Social Identity Theory and the Organization. *The Academy of Management Review*, 14(1), 20.
<https://doi.org/10.2307/258189>

- Badrinarayanan, V. A., Sierra, J. J., & Martin, K. M. (2015). A dual identification framework of online multiplayer video games: The case of massively multiplayer online role playing games (MMORPGs). *Journal of Business Research*, 68(5), 1045–1052. <https://doi.org/10.1016/j.jbusres.2014.10.006>
- Badrinarayanan, V., & Becerra, E. P. (2013). The Influence of Brand Trust and Brand Identification on Brand Evangelism. *Journal of Product and Management*, 22(5), 371–383. <https://doi.org/10.1108/JPBM-09-2013-0394>
- Baldus, B. J., & Voorhees, C. (2015). Online Brand community engagement: scale development and validation. *Journal of Business Research*, 68(5), 978–985. <https://doi.org/10.1016/j.jbusres.2014.09.035>
- Bhattacharya, C. B., Rao, H., & Glynn, M. A. (1995). Understanding the Bond of Identification: An Investigation of Its Correlates among Art Museum Members. *Journal of Marketing*, 59(4), 46. <https://doi.org/10.2307/1252327>
- Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing*, 67(2), 76–88. <https://doi.org/10.1509/jmkg.67.2.76.18609>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Brown, S., Kozinets, R. V., & Sherry, J. F. (2003). Teaching Old Brands New Tricks Retro Branding and the Revival of Teaching Old Brands New Tricks:

Brand Meaning. *Journal of Marketing*, 67(July), 19–33.

<https://doi.org/10.1509/jmkg.67.3.19.18657>

Burnasheva, R., Suh, Y. G., & Villalobos-Moron, K. (2019). Sense of community and social identity effect on brand love: Based on the online communities of a luxury fashion brands. *Journal of Global Fashion Marketing*, 10(1), 50–65.

<https://doi.org/10.1080/20932685.2018.1558087>

Butcher, L., Phau, I., & Teah, M. (2016). Brand prominence in luxury consumption: Will emotional value adjudicate our longing for status?

Journal of Brand Management, 23(6), 701–715.

<https://doi.org/10.1057/s41262-016-0010-8>

Cambra Fierro, J., Melero Polo, I., & Sesé Oliván, F. J. (2014). From dissatisfied customers to evangelists of the firm: A study of the Spanish mobile service sector. *BRQ Business Research Quarterly*, 17(3), 191–204.

<https://doi.org/10.1016/j.cede.2013.10.001>

Cant, M. C., Machado, R., & Seaborne, H. C. (2014). Brand advocates – an apple phenomenon? An exploratory study on brand advocacy amongst apple consumers. *Corporate Ownership and Control*, 11(2), 535–541.

<https://doi.org/10.22495/cocv11i2c6p1>

Cleeren, K., Van Heerde, H. J., & Dekimpe, M. G. (2013). Rising from the Ashes : How Brands. *Journal of Marketing*, October 2015.

<https://doi.org/10.2307/23487413>

- Coelho, A., Bairrada, C., & Peres, F. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product & Brand Management*, 28(2), 154–165. <https://doi.org/10.1108/JPBM-09-2017-1593>
- Colliander, J., & Wien, A. H. (2013). Trash talk rebuffed: Consumers' defense of companies criticized in online communities. *European Journal of Marketing*, 47(10), 1733–1757. <https://doi.org/10.1108/EJM-04-2011-0191>
- Compas. (2022). *10 Brand Skincare Terlaris di E-commerce*. Compas.Co.Id. https://compas.co.id/wp-content/uploads/2021/04/31-10-22_2_Article-beauty-02-1536x798.jpg
- Cooper, T., Stavros, C., & Dobeles, A. R. (2019). The levers of engagement: an exploration of governance in an online brand community. *Journal of Brand Management*, 26(3), 240–254. <https://doi.org/10.1057/s41262-018-0132-2>
- Dalman, M. D., Buche, M. W., & Min, J. (2019). The Differential Influence of Identification on Ethical Judgment: The Role of Brand Love. *Journal of Business Ethics*, 158(3), 875–891. <https://doi.org/10.1007/s10551-017-3774-1>
- Damsa, C., & Jornt, A. (2021). The unit of analysis in learning research: Approaches for imagining a transformative agenda. *Learning, Culture and Social Interaction*, 31(March), 100407. <https://doi.org/10.1016/j.lcsi.2020.100407>
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective. *Journal of Product*

& *Brand Management*, 24(1), 28–42.

<https://doi.org/https://doi.org/10.1108/JPBM-06-2014-0635>

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016). Capturing consumer engagement: duality, dimensionality and measurement. *Journal of Marketing Management*, 32(5–6), 399–426.

<https://doi.org/10.1080/0267257X.2015.1130738>

Doss, S. K. (2015). “Spreading the Good Word”: Toward an Understanding of Brand Evangelism. *The Sustainable Global Marketplace*, 444–444.

https://doi.org/10.1007/978-3-319-10873-5_259

Eisingerich, A. B., Rubera, G., Seifert, M., & Bhardwaj, G. (2011). Doing good and doing better despite negative information?: The role of corporate social responsibility in consumer resistance to negative information. *Journal of Service Research*, 14(1), 60–75. <https://doi.org/10.1177/1094670510389164>

Elsharnouby, M. H., Mohsen, J., Saeed, O. T., & Mahrous, A. A. (2021). Enhancing resilience to negative information in consumer-brand interaction: the mediating role of brand knowledge and involvement. *Journal of Research in Interactive Marketing*, 15(4), 571–591.

<https://doi.org/10.1108/JRIM-05-2020-0107>

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>

- Fetscherin, M., & Heilmann, T. (2015). Consumer Brand Relationships: Meaning, Measuring, Managing. In *Consumer Brand Relationships: Meaning, Measuring, Managing*. <https://doi.org/10.1057/9781137427120>
- Garson, G. D. (2016). Partial Least Squares: Regression & Structural Equation Models. In *Multi-Label Dimensionality Reduction*.
- Ghozali, I. (2021). *SmartPLS 3.2.9 Edisi 3*. Badan Penerbit Undip.
- Habibi, M. R., Laroche, M., & Richard, M.-O. (2014a). Brand communities based in social media: How unique are they? Evidence from two exemplary brand communities. *International Journal of Information Management*, 34(2), 123–132. <https://doi.org/10.1016/j.ijinfomgt.2013.11.010>
- Habibi, M. R., Laroche, M., & Richard, M. O. (2014b). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152–161. <https://doi.org/10.1016/j.chb.2014.04.016>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition*. Hampshire.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>

- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Harrigan, P., Roy, S. K., & Chen, T. (2021). Do value cocreation and engagement drive brand evangelism? *Marketing Intelligence and Planning*, 39(3), 345–360. <https://doi.org/10.1108/MIP-10-2019-0492>
- Hasena, C., & Sakapurnama, E. (2021). Leveraging Electronic Word of Mouth on TikTok: Somethinc Skin Care Product Innovation to Increase Consumer Purchase Intention. *Hasanuddin Economics and Business Review*, 5(1), 19. <https://doi.org/10.26487/hebr.v5i1.2746>
- Hassey, R. V. (2019). How brand personality and failure-type shape consumer forgiveness. *Journal of Product and Brand Management*, 28(2), 300–315. <https://doi.org/10.1108/JPBM-09-2017-1563>
- He, Y., Chen, Q., Lee, R. P., Wang, Y., & Pohlmann, A. (2017). Consumers' Role Performance and Brand Identification: Evidence from a Survey and a Longitudinal Field Experiment. *Journal of Interactive Marketing*, 38, 1–11. <https://doi.org/10.1016/j.intmar.2016.11.001>
- Heine, K. (2009). Using personal and online repertory grid methods for the development of a luxury brand personality. *Electronic Journal of Business Research Methods*, 7(1), 25–38.

- 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>
- Hickman, T. M., & Ward, J. C. (2013). Implications of brand communities for rival brands: Negative brand ratings, negative stereotyping of their consumers and negative word-of-mouth. *Journal of Brand Management*, 20(6), 501–517. <https://doi.org/10.1057/bm.2012.57>
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7–8), 785–807.
<https://doi.org/10.1080/0267257X.2010.500132>
- 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>
- Hsu, L. C. (2019). Investigating the brand evangelism effect of community fans on social networking sites: Perspectives on value congruity. *Online Information Review*, 43(5), 842–866. <https://doi.org/10.1108/OIR-06-2017-0187>
- Hur, W. M., Ahn, K. H., & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, 49(7), 1194–1213. <https://doi.org/10.1108/00251741111151217>

- Ilhan, B. E., Kübler, R. V., & Pauwels, K. H. (2018). Battle of the Brand Fans: Impact of Brand Attack and Defense on Social Media. *Journal of Interactive Marketing, 43*, 33–51. <https://doi.org/10.1016/j.intmar.2018.01.003>
- Indiemarket.news. (2020). *Somethinc, Brand Kosmetik Lokal dengan Kualitas Internasional*. Indiemarket.News. <https://indiemarket.news/somethinc-brand-kosmetik-lokal-dengan-kualitas-internasional/>
- Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics, 34*(4), 96–109. <https://doi.org/10.1016/j.tele.2017.01.004>
- Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2019). Consumer engagement in online brand communities: A solicitation of congruity theory. *Internet Research, 28*(1). <https://doi.org/10.1108/IntR-09-2016-0279>
- Jogiyanto, & Abdillah. (2011). Partial Least Square (PLS), Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis. In *Andi Yogyakarta*.
- Kahle, L. R., & Malhotra, N. K. (2019). Marketing Research: An Applied Orientation. In *Journal of Marketing Research* (Vol. 31, Issue 1). Pearson. <https://doi.org/10.2307/3151953>
- 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>

- Kaur, H., Paruthi, M., Islam, J. U., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46(November). <https://doi.org/10.1016/j.tele.2019.101321>
- Kaushik, V., & Walsh, C. A. (2019). Pragmatism as a research paradigm and its implications for Social Work research. *Social Sciences*, 8(9). <https://doi.org/10.3390/socsci8090255>
- Keller, Kevin, L., & Kotler, P. (2016). Marketing Management. In *Pearson Education*.
- Khalifa, D., & Shukla, P. (2017). Me, my brand and I: Consumer responses to luxury brand rejection. *Journal of Business Research*, 81(September 2017), 156–162. <https://doi.org/10.1016/j.jbusres.2017.05.032>
- Kim, C. K., Han, D., & Park, S. (2001). The effect of brand personality and brand identification on brand loyalty. *Japanese Psychological Research*, 43(4), 195–206. <https://doi.org/10.1111/1468-5884.00177>
- Kim, S. S. (2009). The Integrative Framework of Technology Use: An Extension and Test. *MIS Quarterly*, 33(3), 513–538. <https://doi.org/10.2307/20650307>
- 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>

Koll, O., & von Wallpach, S. (2014). Intended brand associations: Do they really drive consumer response? *Journal of Business Research*, 67(7), 1501–1507.
<https://doi.org/10.1016/j.jbusres.2013.06.010>

Kompasiana. (2021). *Analisis Penggunaan Media Sosial pada Brand Somethinc*. Kompasiana.
https://www.kompasiana.com/verrynlumbert/61a70217259d5c47fa69d702/analisis-penggunaan-media-sosial-pada-brand-somethinc?page=2&page_images=1

Kuem, J., Khansa, L., & Kim, S. S. (2020). Prominence and Engagement: Different Mechanisms Regulating Continuance and Contribution in Online Communities. *Journal of Management Information Systems*, 37(1), 162–190.
<https://doi.org/10.1080/07421222.2019.1705510>

Kumar, J., & Kumar, V. (2019). Drivers of brand community engagement. *Journal of Retailing and Consumer Services*, 54(4), 1–12.
<https://doi.org/10.1016/j.jretconser.2019.101949>

Kumar, J., & Nayak, J. K. (2018). Brand community relationships transitioning into brand relationships: Mediating and moderating mechanisms. *Journal of Retailing and Consumer Services*, 45(January), 64–73.
<https://doi.org/10.1016/j.jretconser.2018.08.007>

- Kumar, J., & Nayak, J. K. (2019a). Consumer psychological motivations to customer brand engagement: a case of brand community. *Journal of Consumer Marketing*, 36(1), 168–177. <https://doi.org/10.1108/JCM-01-2018-2519>
- Kumar, J., & Nayak, J. K. (2019b). Understanding the participation of passive members in online brand communities through the lens of psychological ownership theory. *Electronic Commerce Research and Applications*, 36(1). <https://doi.org/10.1016/j.elerap.2019.100859>
- Leaniz, P. M. G. de, & Rodriguez-del-Bosque, I. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*, 35, 89–99. <https://doi.org/10.1016/j.ijhm.2013.05.009>
- Lee, C. T., & Hsieh, S. H. (2022). Can social media-based brand communities build brand relationships? Examining the effect of community engagement on brand love. *Behaviour and Information Technology*, 41(6), 1270–1285. <https://doi.org/10.1080/0144929X.2021.1872704>
- Lopez, M., Sicilia, M., & Moyeda-Carabaza, A. A. (2017). Creating identification with brand communities on Twitter. In *Internet Research* (Vol. 27, Issue 1). <https://doi.org/10.1108/intr-12-2013-0258>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73.

<https://doi.org/10.1080/15252019.2018.1533501>

Mael, F. A., & Ashforth, B. E. (1992). Alumni and their alma mater: A partial test of the reformulated model of organizational identification. *Journal of Organizational Behavior*, 13(2), 103–123.

<https://doi.org/10.1002/job.4030130202>

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.

<https://doi.org/10.1016/j.bushor.2009.03.002>

Marticotte, F., Arcand, M., & Baudry, D. (2016). The impact of brand evangelism on oppositional referrals towards a rival brand. In *Journal of Product and Brand Management* (Vol. 25, Issue 6). <https://doi.org/10.1108/JPBM-06-2015-0920>

Martinez-Lopez, F. J., Aguilar-Illescas, R., Molinillo, S., Anaya-Sanchez, R., Andres Coca-Stefaniak, J., & Esteban-Millat, I. (2021). The role of online brand community engagement on the consumer-brand relationship. *Sustainability (Switzerland)*, 13(7), 1–17.

<https://doi.org/10.3390/su13073679>

Massa, F. G., Helms, W. S., Voronov, M., & Wang, L. (2017). Emotions uncorked: Inspiring evangelism for the emerging practice of cool-climate winemaking in Ontario. *Academy of Management Journal*, 60(2), 461–499.

<https://doi.org/10.5465/amj.2014.0092>

Matzat, U., & Rooks, G. (2014). Styles of moderation in online health and support communities: An experimental comparison of their acceptance and effectiveness. *Computers in Human Behavior*, 36, 65–75.
<https://doi.org/10.1016/j.chb.2014.03.043>

Matzler, K., Pichler, E. A., & Hemetsberger, A. (2007). Who is Spreading the Word? The Positive Influence of Extraversion on Consumer Passion and Brand Evangelism. *AMA Winter Educators' Conference Proceedings*, 18(January 2015), 25–32.
<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=32571719&site=ehost-live>

McConnel, B., & Huba, J. (2003). Creating Customer Evangelists: How Loyal Customers Become a Volunteer Salesforce. In *Dearborn*. Dearborn.

Meister, S. (2012). *Brand Communities for Fast Moving Consumer Goods: An Empirical Study of Members' Behavior and the Economic Relevance for the Marketer*. Springer Science & Business Media. <https://doi.org/10.1007/978-3-8349-4055-1>

Monga, A. B., & John, D. R. (2008). When does negative brand publicity hurt? The moderating influence of analytic versus holistic thinking. *Journal of Consumer Psychology*, 18(4), 320–332.
<https://doi.org/10.1016/j.jcps.2008.09.009>

Morrison, E. W. (1996). Organizational citizenship behavior as a critical link between HRM practices and service quality. *Human Resource Management*,

35(4), 493–512. [https://doi.org/10.1002/\(SICI\)1099-050X\(199624\)35:4<493::AID-HRM4>3.0.CO;2-R](https://doi.org/10.1002/(SICI)1099-050X(199624)35:4<493::AID-HRM4>3.0.CO;2-R)

Muniz, A. M., & O'Guinn, T. C. (2001). BrandCommunity_Muniz. *Journal of Consumer Research*, 27(4), 412–432. <https://doi.org/10.1086/319618>

Muniz, A. M., & Schau, H. J. (2005). Religiosity in the abandoned apple newton brand community. *Journal of Consumer Research*, 31(4), 737–747. <https://doi.org/10.1086/426607>

Nyadzayo, M. W., Leckie, C., & Johnson, L. W. (2020). The impact of relational drivers on customer brand engagement and brand outcomes. *Journal of Brand Management*, 27(5), 561–578. <https://doi.org/10.1057/s41262-020-00198-3>

Panda, S. (2019). Comparative Analysis of Qualitative And Quantitative Research. *Result Interpretation*, 1–11. <https://doi.org/10.5281/zenodo.2557816>

Park, C. W., Eisingerich, A. B., & Park, J. W. (2013). Attachment-aversion (AA) model of customer-brand relationships. *Journal of Consumer Psychology*, 23(2), 229–248. <https://doi.org/10.1016/j.jcps.2013.01.002>

Park, Y. S., Konge, L., & Artino, A. R. (2020). The Positivism Paradigm of Research. *Academic Medicine*, 690–694. <https://doi.org/10.1097/ACM.0000000000003093>

- Pornsrimate, K., & Khamwon, A. (2021). How to convert Millennial consumers to brand evangelists through social media micro-influencers. *Innovative Marketing*, 17(2 May 2021), 18–32.
[https://doi.org/10.21511/im.17\(2\).2021.03](https://doi.org/10.21511/im.17(2).2021.03)
- Prihandini, T. H., & Sunaryo, S. (2011). Structural Equation Modelling (SEM) dengan Model Struktural Regresi Spasial. *Prosiding Seminar Nasional Statistika*, 978–979.
- Raykov, T., & Marcoulides, G. A. (2006). *A First Course in Structural Equation Modeling*. Psychology Press.
- Riivits-Arkonsuo, I., Kaljund, K., & Leppiman, A. (2014). Consumer Journey from First Experience to Brand Evangelism. *Research in Economics and Business: Central and Eastern Europe*, 6(1), 6–28.
- Romaniuk, J., & Sharp, B. (2003). Brand Salience and Customer Defection in Subscription Markets. *Journal of Marketing Management*, 19(1–2), 25–44.
<https://doi.org/10.1080/0267257x.2003.9728200>
- Saks, A. M. (2006). Antecedents and consequences of employee engagement. *Journal of Managerial Psychology*, 21(7), 600–619.
<https://doi.org/10.1108/02683940610690169>
- Scarpi, D. (2010). Does Size Matter? An Examination of Small and Large Web-Based Brand Communities. *Journal of Interactive Marketing*, 24(1), 14–21.
<https://doi.org/10.1016/j.intmar.2009.10.002>

- Schau, H. J., Jr, A. M. M., & Arnould, E. J. (2009). *How Brand Community Practices Create Value*. 73(September), 30–51.
<https://doi.org/10.1509/jmkg.73.5.30>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*, 7th Edition. In *Wiley*.
- Shaari, H., & Ahmad, I. S. B. (2020). The Effect of Brand Trust and Brand Community Commitment on Online Brand Evangelism Behaviour. *Malaysian Management Journal*, 20(December), 77–86.
<https://doi.org/10.32890/mmj.20.2016.9042>
- Sharma, P., Sadh, A., Billore, A., & Motiani, M. (2022). Investigating brand community engagement and evangelistic tendencies on social media. *Journal of Product and Brand Management*, 31(1), 16–28.
<https://doi.org/10.1108/JPBM-01-2020-2705>
- Sherman, D. K., & Cohen, G. L. (2006). The Psychology of Self-defense: Self-Affirmation Theory. *Advances in Experimental Social Psychology*, 38(06), 183–242. [https://doi.org/10.1016/S0065-2601\(06\)38004-5](https://doi.org/10.1016/S0065-2601(06)38004-5)
- Stoecker, R., & Avila, E. (2021). From mixed methods to strategic research design. *International Journal of Social Research Methodology*, 24(6), 627–640. <https://doi.org/10.1080/13645579.2020.1799639>
- Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer-brand identification. *International Journal of Research in Marketing*, 29(4), 406–418. <https://doi.org/10.1016/j.ijresmar.2012.06.001>

- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Sutopo, Y., & Slamet, A. (2017). *Statistik Inferensial*. Anggota IKAPI.
<https://books.google.co.id/books?id=jVJLDwAAQBAJ&printsec=copyright#v=onepage&q&f=false>
- Swimberghe, K. R., Darrat, M. A., Beal, B. D., & Astakhova, M. (2018). Examining a Psychological Sense of Brand Community in Elderly Consumers. *Journal of Business Research*, 82, 171–178.
<https://doi.org/10.1016/j.jbusres.2017.09.035>
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. In *The Social Psychology of Intergroup Relations*. Wadsworth, Monterey.
- Tajfel, H., & Turner, J. C. (1986). The Social Identity Theory of Intergroup Behavior. *Political Psychology of Intergroup Relation*, 13(3), 7–24.
- TechnoBusiness. (2020). *Spire Insight: Potensi Pasar Kosmetik Indonesia*. TechnoBusiness.Id. <https://technobusiness.id/insight/spire-insights/2020/10/30/spire-insight-potensi-pasar-kosmetik-indonesia/>
- Torres, P., & Augusto, M. (2019). Building resilience to negative information and increasing purchase intentions in a digital environment. *Journal of Business Research*, 101(November), 528–535.
<https://doi.org/10.1016/j.jbusres.2018.11.045>
- Tsai, H. T., Huang, H. C., & Chiu, Y. L. (2012). Brand community participation in Taiwan: Examining the roles of individual-, group-, and relationship-level

antecedents. *Journal of Business Research*, 65(5), 676–684.

<https://doi.org/10.1016/j.jbusres.2011.03.011>

Usman, H., & Akbar, P. S. (2009). *Metodologi penelitian sosial*. Bumi Aksara.

VanMeter, R., Syrdal, H. A., Powell-Mantel, S., Grisaffe, D. B., & Nesson, E. T.

(2018). Don't Just "Like" Me, Promote Me: How Attachment and Attitude Influence Brand Related Behaviors on Social Media. *Journal of Interactive Marketing*, 43, 83–97. <https://doi.org/10.1016/j.intmar.2018.03.003>

Veloutsou, C., Chatzipanagiotou, K., & Christodoulides, G. (2020). The consumer-based brand equity deconstruction and restoration process: Lessons from unliked brands. *Journal of Business Research*, 111(December 2019), 41–51. <https://doi.org/10.1016/j.jbusres.2019.12.029>

Veloutsou, C., & Mafe, C. (2020). Brands as relationship builders in the virtual world: a bibliometric analysis". *Electronic Commerce Research and Applications*, 39, 1–13. <https://doi.org/10.1016/j.elerap.2019.100901>

Wallace, E., Buil, I., & de Chernatony, L. (2014). Consumer engagement with self-expressive brands: Brand love and WOM outcomes. *Journal of Product and Brand Management*, 23(1), 33–42. <https://doi.org/10.1108/JPBM-06-2013-0326>

WeAreSocial. (2022). *Pengguna Media Sosial di Indonesia Capai 191 Juta pada 2022*. DataIndonesia.Id. <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>

- Whan Park, C., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Lacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing*, 74(6), 1–17. <https://doi.org/10.1509/jmkg.74.6.1>
- Wilk, V., Soutar, G. N., & Harrigan, P. (2020). Online brand advocacy (OBA): the development of a multiple item scale. *Journal of Product and Brand Management*, 29(4), 415–429. <https://doi.org/10.1108/JPBM-10-2018-2090>
- Wu, P. C. s., & Wang, Y. C. (2011). The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. *Asia Pacific Journal of Marketing and Logistics*, 23(4), 448–472. <https://doi.org/10.1108/13555851111165020>
- Young, J. H., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of Marketing*, 74(4), 15–30. <https://doi.org/10.1509/jmkg.74.4.15>
- Zaglia, M. E. (2013). Brand communities embedded in social networks. *Journal of Business Research*, 66(2), 216–223. <https://doi.org/10.1016/j.jbusres.2012.07.015>