

DAFTAR PUSTAKA

- Achmad, G. N., Hudayah, S., ZA, S. Z., & Hasanah, S. M. (2020). *The influence of brand image, Brand Personality and Brand Experience on Brand Love and Their Impact on Brand Loyalty of Cellular Card Users*. *AFEBI Economic and Finance Review*, 5(1), 65. <https://doi.org/10.47312/aefr.v5i01.457>
- Akin, M. (2017). *The Impacts of Brand Personality on Brand Loyalty: A Research on Automobile Brands in Turkey*. *International Journal of Marketing Studies*, 9(2), 134. <https://doi.org/10.5539/ijms.v9n2p134>
- Anindita, R. N., Suryaningsih, I. B., & Awwaliyah, I. N. (2022). *The Mediation Role of Brand Love on Brand Personality and Brand Credibility on Brand Loyalty for Cosmetic Products the Body Shop in Jember Regency*. 24(4), 15–18. <https://doi.org/10.9790/487X-2404051518>
- Aro, K., Suomi, K., & Saraniemi, S. (2018). *Antecedents and consequences of destination brand love — A case study from Finnish Lapland*. *Tourism Management*, 67, 71–81. <https://doi.org/10.1016/j.tourman.2018.01.003>
- Attor, C., Jibril, A. B., Amoah, J., & Chovancova, M. (2022). *Examining The Influence Of Brand Personality Dimension On Consumer Buying Decision: Evidence from Ghana*. *Management and Marketing*, 17(2), 156–177. <https://doi.org/10.2478/mmcks-2022-0009>
- 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>
- Auriel, T., & Yosepha, S. Y. (2022). Pengaruh *Brand Image* dan *Electronic Word of Mouth* terhadap Keputusan Pembelian Produk Scarlett Whitening Konsumen Jabodetabek. *Jurnal Inovatif Mahasiswa Manajemen*.
- Bairrada, C. M., Coelho, A., & Lizanets, V. (2018). *The Impact of Brand Personality on Consumer Behavior: The Role of Brand Love*. *Journal of Fashion Marketing and Management*, 23(1), 30–47. <https://doi.org/10.1108/JFMM-07-2018-0091>
- Bambang, Lubis, A. R., & Darsono, N. (2017). Pengaruh *Brand Image, Brand Personality, Brand Experience* terhadap *Brand Love* Dampaknya pada *Brand Loyalty* Gayo Aceh Coffee PT. Oro Kopi Gayo Kabupaten Aceh Tengah. *Jurnal Perspektif Manajemen Dan Perbankan*, 8(3), 158–184.
- Bambang, Lubis, A. R., & Darsono, N. (2017). *Brand Image, Brand Personality, Brand Experience*. *Jurnal Perspektif Manajemen Dan Perbankan*, 8(3), 158–184.
- Bandaranayake, Y. R. K., & Wickramasinghe, A. S. (2020). *Influence of Brand Personality on Brand Love for Personal Care Brands: With Reference to Sri Lankan Context*. *International Journal of Economics, Business and Management Studies*, 7(1), 45–58.

<https://doi.org/10.20448/802.71.45.58>

- Budi, S. C., Hidayat, Z., & Mani, L. (2021). *The Effects of Experience and Brand Relationship to Brand Satisfaction, Trust and Loyalty Shopping Distribution of Consumer Philips Lighting Product in Indonesia*. *Journal of Distribution Science*, 19(1), 115–124. <https://doi.org/10.15722/jds.19.1.202101.115>
- Chen, C. C., Su, P. R., Jiang, J. S., & ... (2022). *Research on the Impact of Cultural and Creative Industry Experiential Marketing on Brand Trust and Customer Loyalty*. *International Journal of Organizational Innovation*, 14(4), 295–310. <https://search.proquest.com/openview/5c7adfcf5c4ede19fc0389296c492f30/1?pq-origsite=gscholar&cbl=55118>
- Cho, E., & Hwang, J. (2020). *Drivers of Consumer-Based Brand Equity: A Two-Country Analysis of Perceived Brand Origin and Identity Expressiveness*. *International Marketing Review*, 37(2), 241–259. <https://doi.org/10.1108/IMR-12-2018-0351>
- 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>
- Ding, Y., Tu, R., Xu, Y., & Park, S. K. (2022). *Repurchase Intentions of New E-Commerce Users in The COVID-19 Context: The Mediation Role of Brand Love*. *Frontiers in Psychology*, 13(August), 1–16. <https://doi.org/10.3389/fpsyg.2022.968722>
- Dirgantari, P. D., Yusary, S., Wibowo, L. A., Hidayat, Y. M., Soegoto, E. S., Mahphoth, M. H. Bin, & Martha, J. A. (2022). *Increase Brand Loyalty Through Brand Benefits on Domestic Products in Indonesia*. *Journal of Eastern European and Central Asian Research*, 9(5), 802–814. <https://doi.org/10.15549/jeecar.v9i5.1059>
- Eklund, A. A. (2022). *The Mediating Impact of Brand Love and Brand Image Between Brand Experience and Brand Loyalty: an Analysis of Car Brands*. *Academy of Marketing Studies Journal*, 26(1), 1–14.
- Firmansyah, M. A. (2018). *Perilaku Konsumen (Perilaku Konsumen)*. In *Grup Penerbitan Cv Budi Utama*. https://Www.Academia.Edu/37610166/Perilaku_Konsumen_Perilaku_Konsumen_Makalah_Perilaku_Konsumen
- Fortes, V. M. M., Milan, G. S., Eberle, L., & Toni, D. D. E. (2019). *Brand Loyalty Determinants in The Context of a Soft Drink Brand*. *Revista de Administracao Mackenzie*, 20(5). <https://doi.org/10.1590/1678-6971/eRAMR190015>
- Ghorbanzadeh, D., & Rahehagh, A. (2021). *Emotional Brand Attachment and Brand Love: The Emotional Bridges in The Process Of Transition from Satisfaction to Loyalty*. *Rajagiri Management Journal*, 15(1), 16–38. <https://doi.org/10.1108/ramj-05-2020-0024>

- Haase, J., Wiedmann, K. P., & Labenz, F. (2018). *Effects Of Consumer Sensory Perception On Brand Performance*. *Journal of Consumer Marketing*, 35(6), 565–576. <https://doi.org/10.1108/JCM-10-2017-2404>
- Hair, J. F., & Brunsveld, N. (2019). *Essentials Of Business Research Methods*. In *Essentials Of Business Research Methods*. Routledge. <https://doi.org/10.4324/9780429203374>
- Hair Jr., J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). *PLS-SEM Or CB-SEM: Updated Guidelines On Which Method To Use*. *International Journal of Multivariate Data Analysis*, 1(2). <https://doi.org/10.1504/ijmda.2017.10008574>
- Harjanto, H. C., Ellitan, L., & Muljani, N. (2021). *The Influence Of Brand Experience And Emotional Attachment On Brand Trust And Brand Loyalty Church Mawar Sharon, West Surabaya*. *Research In Management and Accounting*, 4(1), 24–36. <https://doi.org/10.33508/rima.v4i1.3062>
- Hidayah, N. L. (2020). *Pengaruh Brand Image dan Brand Personality Terhadap Brand Loyalty Melalui Brand Trust Sebagai Variabel Interviewing (Studi pada Konsumen Mie Instan Merek Indomie di Kecamatan Kebumen)*. 1–10. www.topbrand-award.com
- Hussein, A. S. (2018). *Effects of Brand Experience on Brand Loyalty in Indonesian Casual Dining Restaurant: Roles of Customer Satisfaction and Brand of Origin*. *Tourism and Hospitality Management*, 24(1), 119–132. <https://doi.org/10.20867/thm.24.1.4>
- Hsu, C. L., Chen, Y. C., Yang, T. N., Lin, W. K., & Liu, Y. H. (2018). Does product design matter? Exploring its influences in consumers' psychological responses and brand loyalty. *Information Technology and People*, 31(3), 886–907. <https://doi.org/10.1108/ITP-07-2017-0206>
- Jaipong, P., Siripipatthanakul, S., Kaewpuang, P., & Sriboonruang, P. (2022). *An Association Between Brand Trust, Brand Affection and Brand Loyalty : The Case of a Coffee Brand in Bangkok Thailand*. *Social Science Research Network*, July. <https://ssrn.com/abstract=4143568>
- Jiang, K., Luk, S. T. kwong, & Cardinali, S. (2018). *The Role of Pre-Consumption Experience in Perceived Value of Retailer Brands: Consumers' Experience From Emerging Markets*. *Journal of Business Research*, 86(October 2016), 374–385. <https://doi.org/10.1016/j.jbusres.2017.09.026>
- Joshi, R., & Garg, P. (2021). *Role of Brand Experience in Shaping Brand Love*. *International Journal of Consumer Studies*.
- Kazmi, S. H. A., & Khaliq, M. (2019). *Brand Experience and Mediating Roles of Brand Love, Brand Prestige and Brand Trust*. *Market Forces*, 14(2), 78–98. <https://doi.org/http://www.pafkiet.edu.pk/marketforces/index.php/marketforces/article/view/399/345>
- Khan, A., Mohammad, A. S., & Muhammad, S. (2021). *An Integrated Model of Brand*

- Experience and Brand Love for Halal Brands: Survey Of Halal Fast Food Consumers In Malaysia. Journal of Islamic Marketing, 12(8), 1492–1520.*
<https://doi.org/10.1108/JIMA-11-2019-0236>
- Kim, Y. J., Park, J. S., & Jeon, H. M. (2021). *Experiential Value, Satisfaction, Brand Love, And Brand Loyalty Toward Robot Barista Coffee Shop: The Moderating Effect Of Generation. Sustainability (Switzerland), 13(21).*
<https://doi.org/10.3390/su132112029>
- Kohli, H. S., Khandai, S., Yadav, R., & Kataria, S. (2021). *Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty. Journal of International Commerce, Economics and Policy, 12(2).*
<https://doi.org/10.1142/S1793993321500071>
- Liu, K. N., & Hu, C. (2021). *Investigating The Impacts of Hotel Brand Experience on Brand Loyalty: The Mediating Role of Brand Positioning. International Journal of Hospitality and Tourism Administration, 23(6), 1102–1124.*
<https://doi.org/10.1080/15256480.2021.1905585>
- Liu, K. N., Tsai, T. I., Xiao, Q., & Hu, C. (2020). *The Impact of Experience on Brand Loyalty: Mediating Effect of Images of Taiwan Hotels. Journal of China Tourism Research, 17(3), 395–414.* <https://doi.org/10.1080/19388160.2020.1777238>
- Liu, M., & Yan, J. (2022). *The Effect of Brand Personality on Electronic Word-of-Mouth: Mediation of Brand Love and Moderated Mediation of Brand Experience Sharing. Frontiers in Psychology, 13(June), 1–9.* <https://doi.org/10.3389/fpsyg.2022.936033>
- Mardhiyah, K. A., & Astuti, S. R. T. (2021). Pelanggan sebagai Variabel Mediasi (Studi Kasus Pada Pelanggan Gofood Di Kota Semarang). *Diponegoro Journal of Management, 10(3), 1–12.* <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Marković, I., Rabasović, B., & Stojanović, N. (2022). *The Influence of the Brand Personality Concept on Consumer Satisfaction and Loyalty. Management:Journal of Sustainable Business and Management Solutions in Emerging Economies, 1–11.*
<https://doi.org/10.7595/management.fon.2022.0001>
- Mastiansyah, M. A., & Kamener, D. (2022). Pengaruh *Perceived Quality, Brand Awareness, Dan Brand Personality Terhadap Brand Loyalty Pada Ukm “ Bona ” Di Karimun Berpengaruh Positif dan Signifikan terhadap Brand Loyalty . Pengaruh brand awareness memiliki pengaruh tidak langsung terhadap brand l.* *E-Jurnal Bunghatta, 21, 3–4.*
- Mayangsari, A., & Harti, H. (2022). *The Effect of Brand Trust and Brand Experience on Brand Loyalty Through Emotional Brand Attachment To Wardah Cosmetics. Jurnal Mantik, 6(1), 448–458.*
<https://iocscience.org/ejournal/index.php/mantik/article/view/2311>
- Mekhum, W., & Sriupayo, S. (2020). *Determining The Brand Loyalty of Health Tourism Of Ranong Province, Thailand. Research in World Economy, 11(6), 1–11.*
<https://doi.org/10.5430/RWE.V11N6P1>

- Mesfar, S., & Moez, L. (2022). *The Importance of The Central Role of The Brand Experience*. November. <https://doi.org/10.4018/978-1-6684-5897-6.ch007>
- Muhammad, D. R. P., Mandey, S. L., & Soepeno, D. (2022). Pengaruh *Brand Experience* dan *Affective Commitment* terhadap *Brand Loyalty* (Studi Pada Nasabah Bank Btpn Di Manado). *Jurnal EMBA*, 10(4), 1847–1856.
- Mulyawati, S., Handayani, B., & Sudiarta, H. (2020). *The Relationship between Celebrity Endorsement, Brand Experience, Brand Love, and Brand Emotional Value of Nature Republic Cosmetics*. *The International Journal Of Social Sciences World*, 2(01), 85–94. <https://www.growingscholar.org/journal/index.php/TIJOSSW/article/view/32>
- Nisa, C., Firdausi Madjid, I., & Hermawan, A. (2022). *The Influence of Viral Marketing and Brand Image on Purchase Decisions through E-Trust (Study on Avoskin Skincare Customers)*. *Business and Social Science (IJEMBIS)*, 2(2), 315–321. <https://cvodis.com/ijembis/index.php/ijembishttps://cvodis.com/ijembis/index.php/ijembis/article/view/73>
- Nuhadriel, Y., Japiana, M., & Keni, K. (2021). Pentingnya *Brand Communication*, *Brand Experience*, Dan *Brand Image* Dalam Meningkatkan *Brand Loyalty* Pada Ritel Furnitur: *Brand Trust* Sebagai Variabel Mediasi. *Jurnal Ilmiah Ekonomi Bisnis*, 26(3), 264–277.
- Pranadata, I. G. P., Rahayu, M., & Hussein, A. S. (2017). Analisis Pengaruh *Brand Experience* Terhadap *Brand Perceived Value*, *Brand Satisfaction*, dan *Brand Loyalty* (Studi Kasus Pada Industri One Stop Carcare Service di Kota Malang) I Gede Putu Pranadata, Mintarti Rahayu, Ananda Sabil Hussein. *Jurnal Bisnis Dan Manajemen*, 4(2), 217–228.
- Prentice, C., Wang, X., & Loureiro, S. M. C. (2019). *The Influence Of Brand Experience And Service Quality On Customer Engagement*. *Journal of Retailing and Consumer Services*, 50(April), 50–59. <https://doi.org/10.1016/j.jretconser.2019.04.020>
- Purwanto, Y., Sahetapy, L., Management, P. B., Manajemen, P. S., Bisnis, F., & Siwalankerto, J. (2022). Pengaruh *Content Marketing* Pada *Brand Skincare* Somethinc. *Agora*, 10(1).
- Putra, A. P., Armanu, A., & Sudjatno, S. (2019). *The Influence of Corporate Social Responsibility, Brand Personality and Corporate Reputation on Brand Loyalty Of Modern Retailers*. *Jurnal Aplikasi Manajemen*, 17(1), 66–75. <https://doi.org/10.21776/ub.jam.2019.017.01.08>
- Rahman, R., Langner, T., & Temme, D. (2021). *Brand Love: Conceptual and Empirical Investigation of A Holistic Causal Model*. In *Journal of Brand Management* (Vol. 28, Issue 6). Palgrave Macmillan UK. <https://doi.org/10.1057/s41262-021-00237-7>
- 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), 185–202.

- Riyasa, I. A. putri W. (2022). *Membangun Brand Loyalty : Berbasis Brand Experience, Self-Expressive Brand, dan Brand Love* (R. R. Rerung (ed.); p. 25). Media Sains Indonesia.
- Robiah, D. W., & Nopiana, M. (2022). Pengaruh Persepsi Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Avoskin. *YUME : Journal of Management*, 5(1), 433–441. <https://doi.org/10.37531/yume.vxix.235>
- Santos, M., & Schlesinger, W. (2021). *When Love Matters. Experience And Brand Love As Antecedents Of Loyalty And Willingness To Pay A Premium Price In Streaming Services. Spanish Journal of Marketing - ESIC*, 25(3), 374–391. <https://doi.org/10.1108/SJME-11-2020-0201>
- Schmid, D. A., & Huber, F. (2019). *Brand Love: Emotionality And Development Of Its Elements Across The Relationship Lifecycle. Psychology and Marketing*, 36(4), 305–320. <https://doi.org/10.1002/mar.21180>
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business. Angewandte Chemie International Edition*, 6(11), 951–952., 4(1), 1–23.
- Shanti, M., Sunaryo, S., & Rofiq, A. (2019). *Cognitive-Affective Aspects of Forming Brand Loyalty. Jurnal Aplikasi Manajemen*, 17(2), 275–284. <https://doi.org/10.21776/ub.jam.2019.017.02.10>
- Sharahi, E. R., & Heshmat, A. A. E. (2020). *The Effect of Brand Personality on Dimensions of Consumer Behavior Mediated by Brand Love. Archives of Pharmacy Practice*, 11(1), 139–146.
- Singh, D., Bajpai, N., & Kulshreshtha, K. (2021). *Brand Experience-Brand Love Relationship for Indian Hypermarket Brands: The Moderating Role of Customer Personality Traits. Journal of Relationship Marketing*, 20(1), 20–41. <https://doi.org/10.1080/15332667.2020.1715179>
- Sohaib, M., Mlynarski, J., & Wu, R. (2022). *Building Brand Equity : The Impact of Brand Experience , Brand Love , and Brand Engagement — A Case Study of Customers ' Perception of the Apple Brand in China.*
- Song, H. J., Bae, S. Y., & Han, H. (2019). *Emotional Comprehension Of A Name-Brand Coffee Shop: Focus on Lovemarks Theory. International Journal of Contemporary Hospitality Management*, 31(3), 1046–1065. <https://doi.org/10.1108/IJCHM-07-2017-0436>
- Soomro, Y. A., Bhutto, M. Y., Ertz, M., Shaikh, A.-H., Baeshen, Y., & Batati, B. Al. (2022). *Does Brand Love Precede Brand Loyalty? Empirical Evidence from Saudi Airline Customers in Strategic Alliance Setting. Journal of Asian Finance*, 9(6), 81–0093. <https://doi.org/10.13106/jafeb.2022.vol9.no6>
- Sriyanto, A., Armanu, Djazuli, A., & Moko, W. (2022). *The Effect Of Service Quality On Brand Loyalty Through Relationship Management (Study On Busway Mode Users In. Seybold Report*, 17(12), 3351–3371.

- Suhaemi, M. (2021). *The Effect Brand Love And Brand Personality On Brand Loyalty (Study On Member Fans Club Football Manchester United In Indonesia). Management, Business and Social Science (IJEMBIS) Peer Reviewed-International Journal*, 1(2), 209–218. <https://cvodis.com/ijembis/index.php/ijembis>
- Tangsupwattana, W., & Liu, X. (2018). *Effect Of Emotional Experience On Symbolic Consumption In Generation Y Consumers. Marketing Intelligence and Planning*, 36(5), 514–527. <https://doi.org/10.1108/MIP-11-2017-0316>
- Tsordia, C., Papadimitriou, D., & Apostolopoulou, A. (2018). *Building a sponsor's equity through brand personality: Perceptions of fans and rivals. Sport, Business and Management: An International Journal*, 8(5), 454–468. <https://doi.org/10.1108/SBM-09-2017-0050>
- Villagra, N., Monfort, A., & Sánchez Herrera, J. (2021). *The Mediating Role Of Brand Trust In The Relationship Between Brand Personality And Brand Loyalty. Journal of Consumer Behaviour*, 20(5), 1153–1163. <https://doi.org/10.1002/cb.1922>
- Wang, Y. (2018). *The Formation Of Sub-Brand Love And Corporate Brand Love In Hotel Brand Portfolios. International Journal of Hospitality Management*. <https://doi.org/10.1016/j.ijhm.2018.08.001>
- Yanar Gürce, M., Tosun, P., & Öncü Eroğlu Pektaş, G. (2022). *Brand Love and Brand Forgiveness: An Empirical Study in Turkey. Journal of Marketing and Consumer Behaviour in Emerging Markets*, 2022(1(14)), 22–39. <https://doi.org/10.7172/2449-6634.jmcbem.2022.1.2>
- Yu, Z., Klongthong, W., Thavorn, J., & Ngamkroekjoti, C. (2021). *Understanding Rural Chinese Consumers' Behavior: A Stimulus–Organism–Response (S-O-R) Perspective On Huawei's Brand Loyalty In China. Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1880679>
- Zam, M., Rezasoltani, A., Ramezani, H., & Tavakoli, M. (2022). *Effects Of Psychological Factors On Customer Behavior In E-Transactions. Center for Open Science.*, June. <https://doi.org/10.31219/osf.io/6m4hf>