

**PENGARUH *SOCIAL MEDIA ADVERTISING* DAN
BRAND IMAGE TERHADAP *BRAND LOYALTY*
(Survei pada *Followers* Instagram Agoda Indonesia)**

SKRIPSI

Diajukan untuk Memenuhi Ujian Sidang
pada program studi Pendidikan Bisnis



Oleh:
Dhiyaa Muhammad Fawwaz
NIM. 1801535

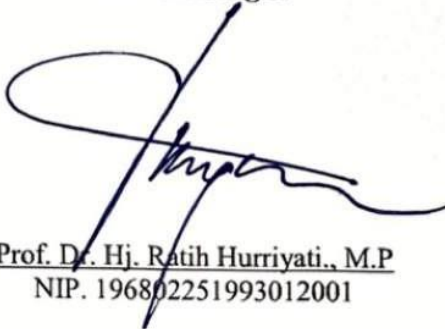
**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

LEMBAR PENGESAHAN

**PENGARUH *SOCIAL MEDIA ADVERTISING* DAN
BRAND IMAGE TERHADAP *BRAND LOYALTY*
(Survei pada *Followers* Instagram Agoda Indonesia)**


Skripsi ini disetujui dan disahkan oleh:

Pembimbing I:



Prof. Dr. Hj. Ratih Hurriyati., M.P
NIP. 196802251993012001

Pembimbing II:



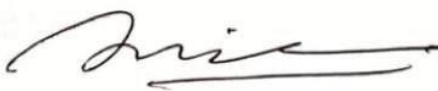
Lisnawati, S.Pd, MM.
NIP.198501122010122005

**Mengetahui,
Ketua Program Studi Pendidikan Bisnis**



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M
NIP. 19820830200502003

**Tanggung Jawab Yuridis
Ada pada Penulis**



Dhiyaa Muhammad Fawwaz
NIM. 1801535

**PENGARUH *SOCIAL MEDIA ADVERTISING* DAN
BRAND IMAGE TERHADAP *BRAND LOYALTY*
(Survei pada *Followers* Instagram Agoda Indonesia)**

Oleh
Dhiyaa Muhammad Fawwaz
NIM. 1801535

Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan Fakultas Pendidikan Ekonomi dan Bisnis

© Dhiyaa Muhammad Fawwaz, 2024
Universitas Pendidikan Indonesia
Juli 2024

Hak Cipta dilindungi Undang-Undang
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
Dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul “pengaruh *Social Media Advertising* dan *Brand Image* terhadap *Brand Loyalty* pada *followers* Instagram Agoda Indonesia” beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini saya siap menanggung resiko ataupun sanksi yang dijatuhkan kepada saya apabila adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 15 Juli 2024
Pembuat Pernyataan



Dhiyaa Muhammad Fawwaz

ABSTRAK

Penelitian ini dilakukan untuk memperoleh gambaran dan pengaruh *Social Media Advertising* dan *Brand Image* terhadap *Brand Loyalty* pada *followers* Instagram Agoda Indonesia. Jenis penelitian yang digunakan adalah deskriptif verifikatif. Metode yang digunakan *simple random sampling* dengan ukuran sample sebanyak 200 responden. Teknik analisis penelitian ini adalah analisis *Structural Equation Model* (SEM) dengan menggunakan program AMOS *for windows*. Hasil temuan penelitian ini menunjukkan bahwa gambaran *Social Media Advertising* dan *Brand Image* terhadap *Brand Loyalty* berada pada kategori baik, berpengaruh secara positif dan signifikan. Temuan pada penelitian ini menegaskan bahwa keberadaan *Social Media Advertising* dan *Brand Image* terhadap *followers* Instagram Agoda mampu meningkatkan tingkat *Brand Loyalty* pada Agoda Indonesia, peneliti merekomendasikan agar Agoda Indonesia mempertahankan, mengelola dan memaksimalkan keberadaan *Social Media Advertising* dan *Brand Image*.

Kata kunci: *Social Media Advertising, Brand Image, Brand Loyalty*

ABSTRACT

This research was conducted to obtain an overview and influence of Social Media Advertising and Brand Image on Brand Loyalty among Agoda Indonesia Instagram followers. The type of research used is descriptive verification. The method used was simple random sampling with a sample size of 200 respondents. The analysis technique for this research is Structural Equation Model (SEM) analysis using the AMOS for Windows program. The findings of this research show that the description of Social Media Advertising and Brand Image towards Brand Loyalty is in the good category, has a positive and significant influence. The findings in this research confirm that the existence of Social Media Advertising and Brand Image for Agoda's Instagram followers is able to increase the level of Brand Loyalty for Agoda Indonesia. Researchers recommend that Agoda Indonesia maintain, manage and maximize the existence of Social Media Advertising and Brand Image.

keywords: Social Media Advertising, Brand Image, Brand Loyalty.

KATA PENGANTAR

Segala puji dan syukur penulis panjatkan kehadirat Allah SWT atas segala limpahan rahmat, hidayah, taufik, dan inayah, karena atas karunia dan kehendak-Nya penulis dapat menyelesaikan menyelesaikan skripsi ini untuk memenuhi salah satu syarat menempuh ujian sidang sarjana Program Studi Pendidikan Bisnis. Skripsi yang berjudul “**Pengaruh *Social Media Advertising* Dan *Brand Image* Terhadap *Brand Loyalty* (Survei Pada *Followers* Instagram Agoda Indonesia)**” disusun untuk memperoleh temuan mengenai gambaran iklan sosial media dan citra merek terhadap loyalitas merek.

Skripsi ini dikerjakan dengan sebaik dan seoptimal mungkin dengan harapan dapat bermanfaat. Apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun dalam rangka penyempurnaan proposal dan untuk dijadikan sebagai landasan perbaikan yang berguna bagi pengembangan dan pengetahuan.

Bandung, 15 Juli 2024

Penulis,



Dhiyaa Muhammad Fawwaz

NIM. 1801535

UCAPAN TERIMAKASIH

Puji dan Syukur penulis panjatkan ke hadirat Allah Subhanahu Wa Ta ‘ala yang telah memberikan rahmat, karunia, serta kasih sayang Nya yang tak terhingga sehingga penulis dapat menyelesaikan skripsi ini untuk memenuhi salah satu syarat menempuh ujian sidang sarjana Program Studi Pendidikan Bisnis Fakultas Ekonomi dan Bisnis Universitas Pendidikan Indonesia. Penyusunan skripsi ini tidak dapat berjalan dengan baik apabila tanpa adanya dukungan, bimbingan, serta bantuan dari berbagai pihak. Atas segala motivasi serta bantuan yang telah penulis terima, dengan penuh rasa hormat penulis mengucapkan terima kasih kepada:

1. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., M.A. selaku Rektor Universitas Pendidikan Indonesia.
2. Bapak Prof. Dr. H. Eeng Ahman, MS. selaku Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.
3. Ibu Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. selaku Ketua Program Studi Pendidikan Bisnis Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia, dan juga selaku Dosen Pembimbing Akademik yang telah membimbing dari awal perkuliahan hingga selesainya masa perkuliahan ini, semoga Allah SWT memberikan balasan dengan pahala amalan baik dan penuh keberkahan hidup.
4. Ibu Prof. Dr. Hj. Ratih Hurriyati, M.P. selaku Dosen Pembimbing Skripsi yang senantiasa membimbing dengan penuh ketelitian dan kesabaran serta selalu memberikan motivasi dan pengarahan kepada penulis juga bersedia meluangkan waktu, tenaga, dan pikiran di tengah-tengah kesibukannya sehingga penulis Qadarullah dapat menyelesaikan skripsi ini tepat waktu. Semoga Allah SWT memberikan balasan dengan sesuatu yang lebih baik dan penuh keberkahan hidup.
5. Ibu Lisnawati, S.Pd, M.M. yang telah memberikan motivasi yang sangat berarti dalam penulisan skripsi ini dan pengarahan kepada penulis dengan penuh kesabaran, semoga Allah SWT melapangkan dan memberikan kemudahan.

DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
KATA PENGANTAR	iii
UCAPAN TERIMAKASIH	iv
DAFTAR ISI	v
BAB I PENDAHULUAN	1
1.1 Latar Belakang.....	1
1.2 Rumusan Penelitian.....	10
1.3 Tujuan Penelitian.....	11
1.4 Kegunaan Penelitian.....	11
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	12
2.1 Kajian Pustaka.....	12
2.1.1 Konsep <i>Social Media Advertising</i> dalam <i>Strategic Brand Management</i>	12
2.1.2 Konsep <i>Brand Image</i> dalam <i>Strategic Brand Management</i>	20
2.1.3 Konsep <i>Brand Loyalty</i> dalam <i>Strategic Brand Management</i>	26
2.2 Kerangka Pemikiran.....	36
2.3 Hipotesis.....	40
BAB III OBJEK DAN METODE PENELITIAN	41
3.1 Objek Penelitian.....	41
3.2 Metode Penelitian.....	41
3.2.1 Jenis Penelitian dan Metode yang Digunakan.....	41
3.2.2 Operasional Variabel.....	42
3.2.3 Jenis dan Sumber Data.....	46
3.2.4 Populasi, Sampel dan Teknik <i>Sampling</i>	47
3.2.5 Teknik Pengumpulan Data.....	49
3.2.6 Hasil Pengujian Validitas dan Reliabilitas.....	50
3.2.7 Teknik Analisis Data.....	55
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	70
4.1 Profil Perusahaan, Karakteristik dan Pengalaman.....	70
4.1.1 Profil Perusahaan Agoda.....	70
4.1.2 Profil <i>Followers</i> Instagram Agoda Indonesia.....	70
4.2 Hasil Penelitian Deskriptif.....	77
4.2.1 Tanggapan Responden terhadap Variabel <i>Sosial Media Advertising</i>	77
4.2.2 Tanggapan Responden terhadap Variabel <i>Brand Image</i>	85

4.2.3 Tanggapan Responden terhadap Variabel <i>Brand Loyalty</i>	92
4.2.2 Hasil Penelitian Verifikatif.....	99
4.3 Pembahasan Penelitian	117
4.3.2 Pembahasan Pengujian Hipotesis	122
4.4 Implikasi Hasil Temuan Penelitian.....	124
4.4.1 Temuan Penelitian bersifat Teoritik.....	124
4.4.2 Temuan Penelitian bersifat Empiris.....	129
BAB V KESIMPULAN DAN REKOMENDASI	132
5.1 Kesimpulan	132
5.2 Rekomendasi.....	132

DAFTAR TABEL

No.	Judul	Hal.
1.1	Tingkat <i>Visitor Website</i> OTA di Indonesia Sebelum dan Sesudah Pandemi Covid-19.....	4
1.2	<i>Top Brand Index</i> (TBI) pada Industri OTA Tahun 2019-2023	5
1.3	<i>Review Brand</i> OTA pada Indonesia <i>Review</i> 2022-2023... ..	6
1.4	<i>Popularity Index</i> Aplikasi OTA di Indonesia 2021-2023.....	7
2.1	Definisi <i>Social Media Advertising</i> menurut para Ahli.....	14
2.3	Definisi <i>Brand Image</i> menurut para Ahli.....	21
2.5	Definisi <i>Brand Loyalty</i> menurut para Ahli.....	25
3.1	Operasional Variabel.....	37
3.2	Jenis dan Sumber Data	41
3.3	Ukuran Sampel Minimal dan Jumlah Variabel.....	42
3.8	Skor Alternatif	48
4.1	Karakteristik Responden secara Usia.....	70
4.2	Karakteristik Responden secara Status Pernikahan.....	71
4.3	Karakteristik Responden berdasarkan Pendidikan	72
4.4	Karakteristik Responden berdasarkan Pendidikan	73
4.5	Karakteristik Responden berdasarkan Penghasilan.....	74
4.6	Karakteristik Responden berdasarkan Uang Saku... ..	75
4.7	Tanggapan Responden terhadap Dimensi <i>Emphaty</i> dalam <i>Sosial Media Advertising</i>	79
4.8	Tanggapan Responden terhadap Dimensi <i>Persuasive</i> dalam <i>Sosial Media Advertising</i>	80
4.9	Tanggapan Responden terhadap Dimensi <i>Impact</i> dalam <i>Sosial Media Advertising</i>	82
4.10	Tanggapan Responden terhadap Dimensi <i>Communication</i> dalam <i>Sosial Media Advertising</i>	84
4.11	Tanggapan Responden terhadap Dimensi <i>Simplicity</i> dalam <i>Brand Image</i>	87
4.12	Tanggapan Responden terhadap Dimensi <i>Activity</i> dalam <i>Brand Image</i>	89
4.13	Tanggapan Responden terhadap Dimensi <i>Security</i> dalam <i>Brand Image</i>	90

4.14	Tanggapan Responden terhadap Dimensi <i>Excitement</i> dalam <i>Brand Image</i>	91
4.15	Tanggapan Responden terhadap Dimensi <i>Attitudal Loyalty</i> dalam <i>Brand Loyaty</i>	94
4.16	Tanggapan Responden terhadap Dimensi <i>Behavioral Intention</i> dalam <i>Brand Loyalty</i>	95
4.17	Tanggapan Responden terhadap Dimensi <i>Behavioral Loyalty</i> dalam <i>Brand Loyalty</i>	97
4.18	Hasil Uji Normalitas Data	99
4.19	Hasil Pengujian <i>Outliers</i> Data	100
4.20	Hasil Pengujian <i>Estimation Measurement Mode</i>	102
4.21	Validitas dan Reabilitas Model Pengukuran Konstruk Eksogen <i>Sosial Media Advertising</i>	104
4.22	Hasil Evaluasi <i>Goodness Of Fit</i> Model CFA konstruk Eksogen <i>Sosial Media Advertising</i>	105
4.23	Validitas dan Reabilitas Model Pengukuran Konstruk Eksogen <i>Brand Image</i>	107
4.24	Hasil Pengujian <i>Goodnes of Fit</i> pada Variabel <i>Brand Image</i>	107
4.25	Validitas dan Reabilitas Model Pengukuran Konstruk Endogen <i>Brand Loyalty</i>	109
4.26	Hasil Evaluasi <i>Goodness Of Fit</i> Model CFA konstruk Endogen <i>Brand Loyalty</i>	109
4.27	Hasil estimasi Pengaruh <i>Sosial Media Advertising</i> dan <i>Brand Image</i> terhadap <i>Brand Loyalty</i>	110
4.28	Hasil Pengujian <i>Goodness of Fit</i> pada Pengaruh <i>Sosial Media Advertising</i> dan <i>Brand Image</i> terhadap <i>Brand Loyalty</i>	111
4.29	Analisis Uji Hipotesis.....	112
4.30	<i>Implied Correlations Matrix of All Variables</i>	113

DAFTAR GAMBAR

No.	Judul	Hal
1.1	<i>Market Share Travel & Tourism Market 2017-2025</i>	3
2.1	<i>Promotion Marketing Mix</i>	13
2.2	<i>Hierarchy of Advertising Effect Model</i>	17
2.3	Model Efektifitas Iklan	18
2.4	<i>Brand Resonance Pyramid</i>	20
2.5	Sifat Citra Merek.....	22
2.6	<i>Subdimension Of Brand Resonance Pyramid</i>	25
2.7	Model <i>Brand Loyalty</i>	28
2.8	Model <i>Brand Loyalty</i>	29
2.9	Kerangka Pemikiran.....	43
2.10	Paradigma Pemikiran.....	44
3.1	Model Pengukuran <i>Social Media Advertising</i>	50
3.2	Model Pengukuran <i>Brand Image</i>	50
3.3	Model Pengukuran <i>Brand Loyalty</i>	50
3.4	Model Struktural Pengaruh <i>Social Media Advertising</i> dan <i>Brand Image</i> terhadap <i>Brand Loyalty</i>	51
4.1	Frekuensi pelanggan dalam Pemesanan Aplikasi Agoda.....	75
4.2	Alasan melakukan pemesanan di Agoda.....	76
4.3	Rekaptulasi Tanggapan Responden terhadap Variabel <i>Sosial Media Advertising</i>	77
4.4	Garis Kontinum <i>Sosial Media Advertising</i>	78
4.5	Rekaptulasi Tanggapan Responden terhadap Variabel <i>Brand Image</i>	85
4.6	Garis Kontinum <i>Brand Image</i>	86
4.7	Rekaptulasi Tanggapan Responden terhadap Variabel <i>Brand Loyalty</i>	90
4.8	Garis Kontinum <i>Brand Loyalty</i>	92
4.9	Spesifikasi Model.....	101
4.10	Model <i>Confirmatory Factor Analysis (CFA)</i> Konstruk Eksogen <i>Sosial Media Advertising</i>	104
4.11	Model <i>Confirmatory Factor Analysis (CFA)</i> Konstruk Eksogen <i>Brand Image</i>	106
4.12	Model CFA Endogen <i>Brand Loyalty</i>	1

DAFTAR PUSTAKA

- Abdelkader, A. A., & Saleh, H. (2020). *The role of Emotional Brand Attachment Enablers on Brand Advocacy from iPhone Users ' Perspective in Egypt The role of Emotional Brand Attachment Enablers on Brand Advocacy from iPhone Users ' Perspective in Egypt Hossam El Din Fathy Mohamed. June.* <https://doi.org/10.9790/487X-2206072030>
- Aghekyan-Simonian, M., Forsythe, S., Suk Kwon, W., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services*, 19(3), 325–331. <https://doi.org/10.1016/j.jretconser.2012.03.006>
- Agustina, L., Hasiholan, L. B., & Seputra, A. (2021). PENGARUH KEKUATAN SPONSHORSHIP, KUALITAS PRODUK DAN BRAND REALME SMARTPHONE DALAM MENINGKATKAN VOLUME PENJUALAN PADA SENTRA PONSEL KOTA BOGOR. *Journal of Management*, 7(1).
- Ahmed, K. M. (2020). Effect of Design Elements for Social Media Ads on Consumer's Purchasing Decision. *Global Media Journal*, 18(34), 1–12.
- Ahuvia, A. C. (2005). Beyond the extended self: loved objects and consumers identity narratives. *Journal of Consumer Research*, 34(171–184).
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(April), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Albar, K., Noviyanti, H., Sari, D. P., & Zakhiroh, A. (2022). Pengaruh Iklan dan Brand Image MS. *Glow Terhadap Minat Beli Konsumen*. 04(01), 1–12.
- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266. <https://doi.org/10.1108/07363761311328928>
- Ali, F. (2016). Hotel website quality, perceived flow, customer satisfaction and purchase intention. *Journal of Hospitality and Tourism Technology*, 7(2), 213–228. <https://doi.org/10.1108/JHTT-02-2016-0010>
- Amaya, A. (2017). COGNITIVE , EXPERIENTIAL , AND MARKETING FACTORS MEDIATE THE EFFECT OF COSMETIC BRAND PERSONALITY ON COSMETIC BRAND. *Brand Management*, 23(112–123). <https://doi.org/https://doi.org/10.3727/108354217X15143857878723>
- Anshu, K., Gaur, L., & Singh, G. (2022). Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation. *Journal of Retailing and Consumer Services*, 64, 102798.
- Arifin, Z. (2014). *Penelitian Pendidikan: Metode dan Paradigma Baru*. PT Remaja

Rosdakarya.

- Arora, T., & Agarwal, B. (2020). An Empirical Study on Determining the Effectiveness of Social Media Advertising. *International Journal of E-Business Research*, 16(2), 47–68. <https://doi.org/10.4018/ijebr.2020040104>
- Badrinarayanan, V., & Laverie, D. A. (2014). Brand advocacy and Sales effort by retail Salespeople: antecedents and influence of identification with Manufacturers' Brands. *Journal of Personal Selling and Sales Management*, 31(2), 123–140. <https://doi.org/10.2753/PSS0885-3134310202>
- Bandaranayake, Y. R. K., & Wickramasinghe, A. S. (2020). Influence of Brand Personality on Brand Love for Beauty Personal Care and Cosmetic 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>
- Bantilan, D. S. I., Wulan, R. R., & Pamungkas, I. N. A. (2018). Strategi Rebranding. *Profesi Humas : Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 2(1), 1. <https://doi.org/10.24198/prh.v1i2.12110>
- Bastian, D. A. (2014). Analisa Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) ADES PT. Ades Alfindo Putra Setia. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–9.
- Bilro, R. G., & Ali, F. (2018). The role of website stimuli of experience on engagement and brand advocacy. *Journal of Hospitality and Tourism Technology*, 9(2), 204–222. <https://doi.org/10.1108/JHTT-12-2017-0136>
- Borel, L.-H., & Christodoulides, G. (2016). *Branding and digital analytics*. (D. Riley, J. Singh, & C. Blankson (eds.); 1st ed.). Routledge.
- BPS. (2020). *Konstruksi dalam Angka*.
- BPS. (2021). *Jumlah Penduduk Hasil Proyeksi Menurut Provinsi dan Jenis Kelamin (Ribuan Jiwa), 2018-2020*. <https://www.bps.go.id/indicator/12/1886/1/jumlah-penduduk-hasil-proyeksi-menurut-provinsi-dan-jenis-kelamin.html>
- BPS. (2022). *Upah Minimum Propinsi 2022*. <https://www.bps.go.id/indicator/19/220/1/upah-minimum-regional-propinsi.html>
- Carayannis, E. G., Ilinova, A., & Cherepovitsyn, A. (2021). The future of energy and the case of the arctic offshore: The role of strategic management. *Journal of Marine Science and Engineering*, 9(2), 1–20. <https://doi.org/10.3390/jmse9020134>
- Cavender, R. (2012). *The Evolution of Luxury: Brand Management of Luxury Brands, Old and New. June 2012*.
- Cendana, C., & Achmadi, H. (2020). *Understanding Customer Behavior In An*

Online Travel Agent : The Influence of Gender , User ' s City Location , a nd Loyalty Status towards Promotion Usage during COVID-19 Pandemic. March, 7612–7621.

- Choi, Y. G., Ok, C., & Seon, S. (2011). *Evaluating Relationships among Brand Experience, Brand Personality, Brand Prestige, Brand Relationship Quality, and Brand Loyalty: An Empirical Study of Coffeeshouse Brands. 2001.*
- Cindy, C., & Balqiah, T. E. (2017). How Brand Excitement Can Enhance Emotional Responses of Local Fashion Brands in Indonesia? : Moderating of Ethnocentrism. *Asia Pacific Management and Business Application, 6(2)*, 61–74. <https://doi.org/10.21776/ub.apmba.2017.006.02.1>
- Cleff, T. (2014). Exploratory data analysis in business and economics: An introduction using spss, stata, and excel. In *Exploratory Data Analysis in Business and Economics: An Introduction Using Spss, Stata, and Excel.* <https://doi.org/10.1007/978-3-319-01517-0>
- 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>
- Correia Loureiro, S. M., & Kaufmann, H. R. (2012). Explaining Love of Wine Brands. *Journal of Promotion Management, 18(3)*, 329–343. <https://doi.org/10.1080/10496491.2012.696460>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business, 8(3)*, 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Dardeer, M., Tag-Eldeen, A., & Salem, I. (2017). The Influence of Physical Work Environment on Hotel Back-of-the-House Employees' Satisfaction and Productivity. A Case Study on Hilton hotels. *Journal of Tourism Research. Review of Tourism Sciences, 18(November)*, 43–65.
- Dare, S., Mackay, D. F., & Pell, J. P. (2017). *Correction : Relationship between Smoking and Obesity : A Cross-Sectional Study of 499 , 504 Middle-Aged Adults in the UK General Population. 1–2.* <https://doi.org/10.1371/journal.pone.0172076>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research, 122(February 2020)*, 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- de Chernatony, L. (2021). Brand Planning. In E. B. Osborn Professor of Marketing (Ed.), *Creating Powerful Brands. Shoulder of Giants.* <https://doi.org/10.4324/9781856178501-21>
- Delgado-Ballester, E., Palazón, M., & Pelaez-Muñoz, J. (2017). This anthropomorphised brand is so loveable: The role of self-brand integration. *Spanish Journal of Marketing - ESIC, 21(2)*, 89–101.

<https://doi.org/10.1016/j.sjme.2017.04.002>

- Dirgantari, P. D. (2016). Peranan Bauran Pemasaran Jasa Pendidikan Terhadap Upaya Meningkatkan Ekuitas Merek Berbasis Pelanggan Perguruan Tinggi (Studi Pada Perguruan Tinggi Di Jawa Barat). *Strategic Jurnal Pendidikan Manajemen Bisnis*, 53(9), 1689–1699.
- Dirgantari, P. D., Sholehah, S., & Widjajanta, B. (2021). Increasing Purchase Intention Through Brand Personality. *Proceedings of the 5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020)*, 187(Gcbme 2020), 411–416. <https://doi.org/10.2991/aebmr.k.210831.082>
- Driesener, C., & Romaniuk, J. (2018). Comparing methods of brand image measurement. *International Journal of Market Research*, 48(6), 681–698. <https://doi.org/10.1177/147078530604800605>
- Dyer, G. (2008). *Advertising as communication*. Routledge.
- Ekaprana, I. D. G. A., Jatra, I. M., & Giantari, I. G. A. K. (2020). Pengaruh Kualitas Produk, Kualitas Layanan Dan Citra Merek Terhadap Niat Pembelian Ulang. *E-Jurnal Manajemen Universitas Udayana*, 9(8), 2895. <https://doi.org/10.24843/ejmunud.2020.v09.i08.p01>
- Elliot, R., Percy, E., & Pervan, S. (2015). *Strategic brand management (3rd ed.)*. Oxford: Oxford University Press.
- Erdiansyah, R., & Jecky. (2021). Pengaruh Iklan Media Sosial dan Word Of Mouth terhadap Keputusan Pembelian. *Prologia*, 5(2), 307–312.
- Escalas, J. E., & Stern, B. B. (2003). Special Session Summary Antecedents and Consequences of Emotional Responses to Advertising. *ACR North American Advances*.
- Espinet, J. M., Gassiot-Melian, A., & Rigall-I-Torrent, R. (2020). An analysis of price segmentation in the cruise industry. *Journal of Revenue and Pricing Management*, 19(3), 162–189. <https://doi.org/10.1057/s41272-020-00232-8>
- Fadhilah, M., & Ningrum, N. K. (2022). MENINGKATKAN KEPUTUSAN PEMBELIAN MELALUI IKLAN MEDIA SOSIAL, WORD OF MOUTH DAN CITRA MEREK (Studi Kasus Pada Café Sembari Coffee). ... and *Applied Research Journal*, 5(2021). <https://ojs.unsulbar.ac.id/index.php/mandar/article/view/1939%0Ahttps://ojs.unsulbar.ac.id/index.php/mandar/article/download/1939/1085>
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Universitas Diponegoro.
- Figueiredo, F., Giori, F., Soares, G., Arantes, M., Almeida, J. M., & Benevenuto, F. (2020). Understanding Targeted Video-Ads in Children's Content. *Proceedings of the 31st ACM Conference on Hypertext and Social Media*, 151–160.
- Fiori, G., di Donato, F., & Macciocchi, D. (2014). Antecedents of customer brand

- advocacy: a meta-analysis of the empirical evidence. *Corporate Ownership and Control*, 11(2 G), 542–551. <https://doi.org/10.22495/cocv11i2c6p2>
- Fitriani, K. (2017). *PENGARUH SERVICE PERFORMANCE QUALITY TERHADAP BEHAVIORAL INTENTIONS WISATAWAN DI SAUNG ANGKLUNG UDJO BANDUNG*. 36–59. https://doi.org/http://repository.upi.edu/31530/4/S_MPP_1300683_Chapter%201.pdf
- Fournier, S. (2012). *Consumers and their brands: Developing relationship theory in consumer research* (1st Editio, Vol. 24, Issue 4). John Wiley & Sons, Inc.
- Fuggeta, B. (2012). *Brand Advocates: Turning Enthusiastic Customers Into a Powerful Marketing Force* (Marketing). New Jersey: John Wiley & Sons, Inc.
- Fuggeta, R. (2012). *Brand Advocates: Turning Enthusiastic Customers into a Powerful Marketing Force BusinessPro collection*. John Wiley & Sons
- Ghozali, I. (2014). *Model Persamaan Struktural. Konsep dan Aplikasi dengan Program AMOS 24. Update Bayesian SEM*. Badan Penerbit Universitas Diponegoro.
- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3), 43–54. <https://doi.org/10.1080/00913367.2000.10673616>
- Hart, P., & Royne, M. B. (2017). Being Human: How Anthropomorphic Presentations Can Enhance Advertising Effectiveness. *Journal of Current Issues and Research in Advertising*, 38(2), 129–145. <https://doi.org/10.1080/10641734.2017.1291381>
- Hartawan, E., Liu, D., Handoko, M. R., Evan, G., & Widjojo, H. (2015). Pengaruh Iklan Di Media Sosial Instagram Terhadap Minat Beli Masyarakat Pada E-Commerce. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 8(1), 217–228. <https://doi.org/10.35794/jmbi.v8i1.33853>
- Haryono. (2016). *Metode Penelitian SEM* (H. Mintardja (ed.); 1st ed.). PT.Duta Bumi Raya. <https://doi.org/doi:10.1017/CBO9781107415324.004>
- Hassan, M., Rafi, A., & Kazmi, S. S. (2016). Impact of differentiated customer service, brand trust, brand commitment, and brand salience on brand advocacy. *International Review of Management and Marketing*, 6(4), 232–238.
- Heinrich, D., Albercht, C.-M., & Buerer, H. (2012). *Love actually? Measuring and exploring consumers' brand love*. (Consumer-b).
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11–12), 1762–1800. <https://doi.org/10.1108/03090560310495456>

- Högström, C., Gustafsson, A., & Tronvoll, B. (2015). Strategic brand management: Archetypes for managing brands through paradoxes. *Journal of Business Research*, 68(2), 391–404. <https://doi.org/10.1016/j.jbusres.2014.06.009>
- Hsu, L.-C. (2019). How to Make Loyal Fans in Virtual Communities: Evidence from the Facebook Fan Pages of Smartphones. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(3), 168–189. <https://doi.org/10.4067/s0718-18762019000300110>
- Hugo, J., & Jacombus, P. (2020). *The Advocacy Intentions on Social Media*. 12(1), 116–132. <https://doi.org/10.1057/s41267-020-00312-2>
- Hussain, S., Melewar, T. C., Priporas, C. V., Foroudi, P., & Dennis, C. (2020). Examining the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility. *Journal of Business Research*, 109(April 2018), 472–488. <https://doi.org/10.1016/j.jbusres.2019.11.079>
- Ianenko, M., Stepanov, M., & Mironova, L. (2020). Brand identity development. *E3S Web of Conferences*, 164, 1–7. <https://doi.org/10.1051/e3sconf/202016409015>
- Jacoby, J., & Chestnut, R. W. (1978). *Brand loyalty: Measurement and management*.
- Jillapalli, R. K., & Wilcox, J. B. (2010). Professor brand advocacy: Do brand relationships matter? *Journal of Marketing Education*, 32(3), 328–340. <https://doi.org/10.1177/0273475310380880>
- Johnson, Husainy, H., & Maiiai. (2017). Perlindungan hukum bagi konsumen terhadap iklan produk barang yang tidak sesuai dengan apa yang di iklankan di media sosial facebook oleh pelaku usaha. *Jurnal Kolaboratif Sains*, 1(1), 2041–2052.
- Joshi, R., & Garg, P. (2020). Assessing brand love, brand sacredness and brand fidelity towards halal brands. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-04-2020-0104>
- Kapferer, J. (2008). The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term. In *Igarss 2014*.
- Katadata.co.id. (2019). *Proyeksi Nilai Transaksi Travel Online 2019 dan 2025*. Databoks.
- Katadata. (2021). *Produk Pilihan saat Belanja Online*. Katadata Insight Center (KIC), PT Lingkar Niaga Solusindo SIRCLO.
- Keh, H. tat. (2007). New Frontiers in Branding: Attitudes, Attachments, and Relationships. *Society*, 1–115.
- Keller, K. L., Parameswaran, A. M. G., & Jacob, I. (2015a). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th Editio). Pearson India Education Services Pvt, Ltd.

- Keller, K. L., Parameswaran, A. M. G., & Jacob, I. (2015b). 'Strategic brand management.' In *Pearson India Education Services Pvt. Ltd.* <https://doi.org/36>
- Keller, K. L., & Swaminathan, V. (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. In *Journal of Brand Management: Vol. fifth edit.* Pearson Education, Inc. <https://doi.org/10.1057/bm.1998.36>
- Keller, K., Parameswaran, A., & Jacob, I. (2015). Strategic brand management: Building, measuring, and managing brand equity. In *Journal of Brand Management* (Vol. 5, Issue 6). <https://doi.org/10.1057/bm.1998.36>
- Khamwon, A., & Masri, P. (2020). Brand Love on Brand Advocacy: a case of premium smarthphone. *International Journal of Technology Management and Information System*, 2(3), 21–26. <http://myjms.moe.gov.my/index.php/ijtmis>
- Khanwom, A., & Pathchayapanuchat, N. (2020). Service Quality, Customer Experince Quality, Brand Love and Brand Advocacy: A case of Counter Brand Cosmetic. *International Journal of Business and Economy*, 2(3), 24–30. <http://myjms.mohe.gov.my/index.php/ijbec>
- Kim, R. B., & Chao, Y. (2004). Effects of brand experience, brand image and brand trust on brand building process: The case of chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9–21. <https://doi.org/10.14254/2071-8330.2019/12-3/1>
- Kim, Y. (2009). Brand Awareness of female student face image on cosmetic brand personality (A Study on the Facial Image and Recognition of Cosmetics in University Women). *The Research Journal of the Costume Culture*, 640–652. <https://doi.org/https://doi.org/10.1016/j.tourman.2009>
- Kirchner, T. A., Ford, J. B., Lindenmeier, J., Lowe, B., Mcdonald, B., & Mort, G. S. (2019). Finding New Ways to Engage and Satisfy Global Customers. *Proceedings of the Academy of Marketing Science*. Springer, Cham, 02 April, 23–24. <https://doi.org/10.1007/978-3-030-02568-7>
- Knox, S., & Lawer, C. (2020). Customer Advocacy and Brand Management. *Journal of Product and Brand Management*, 15(2), 121–129. <https://doi.org/http://dx.doi.org/10.5958/2455-3298.2017.00006.X>
- Koo, S. K. (2014). *Integrating Event Image, Satisfaction, and Behavioral Intention: Small-Scale Event*. Marketing Quarterly.
- Kosiba, J. P. B., Boateng, H., Okoe Amartey, A. F., Boakye, R. O., & Hinson, R. (2018). Examining customer engagement and brand loyalty in retail banking: The trustworthiness influence. *International Journal of Retail and Distribution Management*, 46(8), 764–779. <https://doi.org/10.1108/IJRDM-08-2017-0163>
- Kotler, P., & Armstrong, G. (2013). *Principles of Marketing (16th Global Edition)*. Harlow: Pearson.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran, Jilid 1, Penerbit Erlangga*. Jakarta.

- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing management*. Pearson UK.
- Kovanen, J. (2022). *A framework for bridging the gap between marketing automation and strategic brand management*.
- Kristiani, N. (2017). Analisis Pengaruh Iklan Dimedia Sosial Dan Jenis Media Sosial Terhadap Pembentukan Perilaku Kosnumtif Mahasiswa Di Yogyakarta. *Jurnal Bisnis Dan Ekonomi (JBE)*, 24(2), 196–201.
- Kusnendi. (2008). *Model-model Persamaan Structura*. Alfabeta.
- Latifa, S., & Calicioglu, C. (n.d.). *Impact of Social Media Advertisement on Consumer Purchase Intention with the Intermediary Effect of Brand Attitude*.
- Li, Y. (2018). *A Study on E-service Quality Dimensions for Online Travel Agencies*. 05011, 1–5.
- Limbu, Y. B., Pham, L., & Mann, M. (2019). Corporate social responsibility and hospital brand advocacy: Mediating role of trust and patient-hospital identification and moderating role of hospital type. *International Journal of Pharmaceutical and Healthcare Marketing*, 14(1), 159–174. <https://doi.org/10.1108/IJPHM-04-2019-0029>
- Liu, Q., Zhang, X., Zhang, L., & Zhao, Y. (2019). The interaction effects of information cascades, word of mouth and recommendation systems on online reading behavior: an empirical investigation. *Electronic Commerce Research*, 19(3), 521–547. <https://doi.org/10.1007/s10660-018-9312-0>
- Luviana, A. A., Sembiring, E., Prami, D., & Managemen, T. (2022). *PENGARUH IKLAN MEDIA SOSIAL INSTAGRAM (INSTAGRAM ADVERTISEMENT) DAN ELECTRONIC WORD OF MOUTH (EWOM) TERHADAP MINAT BELI DI AYRIN MOMS & BABY CARE*. 03(2), 149–159.
- Mabkhot, H. A., Shaari, H., & Salleh, S. M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study. *Jurnal Pengurusan (UKM Journal of Management)*, 50.
- Malhotra, N. K. (2015). *Essentials of Marketing Research* (Global Edi). Pearson Education Limited.
- Malhotra, N. K., & Birks, D. S. (2013). *Marketing Research : An Applied Approach*.
- Marketeers. (2020). *Kala Industri Kecantikan Babak Belur, Apa yang Dilakukan Paragon Grup?* [tps://www.marketeers.com/kala-industri-kecantikan-babak-belur-apa-yang-dilakukan-paragon-grup/](https://www.marketeers.com/kala-industri-kecantikan-babak-belur-apa-yang-dilakukan-paragon-grup/)
- Mathur, M. (2019). Building brand advocacy on social media to improve brand equity. *International Journal of Electronic Marketing and Retailing*, 10(2), 150–172. <https://doi.org/10.1504/IJEMR.2019.098751>
- Mcdaniel, C., & Gates, R. (2018). *Marketing Research*.

- McDaniel, & Gates. (2015). *Marketing Research* (10th ed.).
- Meftahudin, M., Putranto, A., & Wijayanti, R. (2018). Penerapan Analisis SWOT dan Five Forces Porter Sebagai Landasan untuk Merumuskan Strategi Pemasaran dalam Meningkatkan Laba Perusahaan (Studi Pada Tin Panda Collection di Kabupaten Magelang). *Journal of Economic, Management, Accounting and Technology*, 1(1), 22–30. <https://doi.org/10.32500/jematech.v1i1.209>
- Nantasuk, M. (2020). *Brand Awareness, Online Customer Experince, Brand Engagetment and Brand Advocacy: a case of online travel agency*. 2(3), 1–7.
- Nasution, F. S. P. (2016). *The Effectiveness of Social Media Advertisin Using Epic Ac Nielsen*. 3(3), 2664–2671.
- Nguyen, C. (2011). *Brand Image Strategy Affects Brand Equity after M & A*. 229.
- O’Gorman, K., & MacIntosh, R. (2012). Research Methods for Business Students. *The Global Management Series*, SEPTEMBER, 1–696. <https://doi.org/10.13140/RG.2.1.1419.3126>
- Pai, D. C., Lai, C. S., Chiu, C. J., & Yang, C. F. (2013). Corporate Social Responsibility and Brand Advocacy in Business-to-Business Market: The Mediated Moderating Effect of Attribution. *Journal of Business Ethics*, 126(4), 685–696. <https://doi.org/10.1007/s10551-013-1979-5>
- Parrott, G., Danbury, A., & Kanthavanich, P. (2015). Online behaviour of luxury fashion brand advocates. *Journal of Fashion Marketing and Management*, 19(4), 360–383. <https://doi.org/10.1108/JFMM-09-2014-0069>
- Patterson, M. (1999). Re-appraising the concept of brand image. *Journal of Brand Management*, 6(6), 409–426. <https://doi.org/10.1057/bm.1999.32>
- Patterson, M., & Tahir Jan, M. (2009). Re-appraising the concept of brand image Cite this paper Related papers An ext ension of Aaker’s brand personalit y model from Islamic perspect ive: a concept ual st udy Re-appraising the concept of brand image. *The Journal of Brand Management*, 6(6).
- Priyono. (2016). *Metode Penelitian Kuantitatif* (T. Chandra (ed.); Edisi Revi). Zifatama Publishing.
- Purwanto, A. (2019). How The Role of Digital Marketing and Brand Image on Food Product Purchase Decisions? An Empirical Study on Indonesian SMEs in the Digital Era. *Journal of Industrial Engineering & Management Research*, 3(6), 34–41.
- Purwianti, L., & Tio, K. (2017). FAKTOR-FAKTOR YANG MEMPENGARUHI BEHAVIOURAL INTENTION. *Jurnal Manajemen Maranatha*. <https://doi.org/10.28932/jmm.v17i1.415>
- Putra, Y. P., & Lisdayanti, A. (2020). The Influence of Effectiveness Electronic Advertising with EPIC Model on Web Series toward Consumer Purchase Decisions on Tropicana Slim Stevia Products. *American Journal of*

Humanities and Social Sciences Research (AJHSSR), 102–109.

- Putri, L. A. (2021). *Perilaku Konsumtif Online Shopping pada Remaja selama Pandemi COVID-19*. Universitas Muhammadiyah.
- Rafi, H. A., & Roostika, R. (2020). *Antecedents of Online Information Adoption Behavior: An Empirical Study in Tourism Using Online Travel Agent Services*. *115(Insyma)*, 376–382. <https://doi.org/10.2991/aebmr.k.200127.077>
- Rajput, A., Batool, S., & Khan, F. A. (2020). *Brand Love Among Female Consumers*. *27(1)*, 1–19.
- Rîpa, I. A. (2022). Customer relationship management in the international context – theoretical and practical considerations. *Proceedings of the International Conference on Business Excellence*, *16(1)*, 1060–1072. <https://doi.org/10.2478/picbe-2022-0098>
- Rodrigues, P., Brandão, A., & Rodrigues, C. (2018). The importance of self in brand love in consumer-luxury brand relationships. *Journal of Customer Behaviour*, *17(3)*, 189–210. <https://doi.org/10.1362/147539218x15434304746036>
- Roy, P., Khandeparkar, K., & Motiani, M. (2016). A lovable personality: The effect of brand personality, brand love on brand advocacy. *Journal of Brand Management*, *23(5)*, 97–113. <https://doi.org/10.1057/s41262-016-005-5>
- Rubiyanti, N., & Hariandja, E. S. (2020). Factors influencing halal cosmetic brand advocacy: The role of self-brand connection as a mediator. *Advances in Business, Management and Entrepreneurship, February 2019*, 203–208. <https://doi.org/10.1201/9780429295348-48>
- Sääksjärvi, M., & Samiee, S. (2011). Relationships among Brand Identity, Brand Image and Brand Preference: Differences between Cyber and Extension Retail Brands over Time. *Journal of Interactive Marketing*, *25(3)*, 169–177. <https://doi.org/10.1016/j.intmar.2011.04.002>
- Sadovska, V., Axelson, L. E., & Mark-Herbert, C. (2020). Reviewing value creation in agriculture - A conceptual analysis and a new framework. *Sustainability (Switzerland)*, *12(12)*, 1–22. <https://doi.org/10.3390/su12125021>
- Safeer, A. A., He, Y., & Abrar, M. (2020). The influence of brand experience on brand authenticity and brand love: an empirical study from Asian consumers' perspective. *Asia Pacific Journal of Marketing and Logistics*, *71772074*. <https://doi.org/10.1108/APJML-02-2020-0123>
- Sallam, M. A. (2006). The Effects of Brand Image and Brand Identification on Brand Love and Purchase Decision Making: The Role of WOM. *International Business Research*, *7(10)*. <https://doi.org/10.5539/ibr.v7n10p187>
- Santoso, S. (2011). *Structural Equation Modeling (Konsep dan Aplikasi dengan AMOS 18)*. PT Elex Media Komputindo.
- Sari, A. C. M., Purbowati, D., & Fadlillah, F. F. (2014). Literature Review Keputusan Pembelian Melalui Minat Beli: Promosi Iklan Tv Dan Media

- Sosial. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 175–190.
- Sarjono, H., & Julianita, W. (2015). *Structural Equation Modeling (SEM). Sebuah Pengantar, Aplikasi untuk Penelitian Bisnis*. Salemba Empat.
- Sarwono, Y. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis Ukrida*, 10(3), 98528.
- Satuan Tugas Penanganan COVID-19. (2020). *Apa yang dimaksud dengan pandemi?* <https://covid19.go.id/tanya-jawab?search=Apa yang dimaksud dengan pandemi>
- Schee, B. A. Vander, Peltier, J. W., & Dahl, A. (2022). *The Passive to Active Social Media Brand Engagement Continuum : A Mediator in The Passive to Active Social Media Brand Engagement Continuum : A Mediator in the Consumer Journey from Content Inquiry to Brand Advocacy*. November.
- Schiffman, 2008. (n.d.). Schiffman dan Lazar L Kanuk.(2008). *Perilaku Konsumen. Edisi Ketujuh*.
- Sekaran, U. (2003). *Research Methods for Business: A Skill-Building Approach* (4th ed.). John Wiley & Sons, Inc. <https://doi.org/10.13140/RG.2.1.1419.3126>
- Sekaran, U. (2014). *Research Methods for Business*. Salemba empat.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*.
- Setyadi, F. K., Suharyono, & Bafadhal, A. S. (2018). Survei Pada Pengguna Sepatu Casual Merek Adidas Di Kota Malang. *Jurnal Administrasi Bisnis (JAB)*, 55(2), 177–184.
- Shamim, A., & Mohsin Butt, M. (2013). A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics*, 25(1), 102–117. <https://doi.org/10.1108/13555851311290957>
- Shill, V. (2021). The influence of Brand personality and customer experience on electronic word of mouth at Maybelline product with brand preference as mediating variable. *Marketing Management Studies*, 1(2), 70–77. <https://doi.org/10.24036/jkmp.v1i1>
- Shirkhodaie, M., & Rastgoo-deylami, M. (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>
- Siyoto, S. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41(July 2017), 177–189. <https://doi.org/10.1016/j.jretconser.2017.12.002>
- Statista. (2020). *Indonesian Market Share Tour and Travel*. <https://www.statista.com/outlook/262/120/travel-tourism/indonesia>

- Statista. (2023). *POPULARITY INDEX APLIKASI OTA DI INDONESIA 2021-2023*. <https://www.statista.com/top-websites/indonesia/>
- Suartina, I. W., Wimba, I. G. A., Astrama, I. M., Wulandari, N. L. A. A., Rahmayanti, P. L. D., Yasa, N. N. K., & Sujana, I. K. (2022). The role of brand love in mediating the effect of intensive distribution and social media promotion on brand loyalty and e-WOM. *International Journal of Data and Network Science*, 6(2), 335–346. <https://doi.org/10.5267/j.ijdns.2022.1.004>
- Sugiyono. (2017). *Metode Peneitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Sugiyono, 2013. (n.d.). *Pert 9 Pengujian Hipotesis 1 April*. Sukmadinata,
- N. S. (2012). *Metode Penelitian Pendidikan*. Rosda Karya.
- Sundalangi, M., Mandey, S. L., Jorie, R. J., Produk, K., Produk, K., Iklan, D. T., Potongan, D. A. N., & Terhadap, H. (2017). Kualitas Produk, Daya Tarik Iklan, Dan Potongan Harga Terhadap Minat Beli Konsumen Pada Pizza Hut Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(1), 313–324. <https://doi.org/10.35794/emba.v2i1.3829>
- Suryanadi, P. (2020). The Role of Brand Love toward Brand Advocacy. *The 1st International Congress on Regional Economic Development, Information Technology, and Sustainable Business*, 1–14. <https://doi.org/https://doi.org/10.1177/025609092>
- Świeczak, W. (2020). The Impact of Modern Technology on Changing Marketing Actions in Organisations. *Marketing 4.0. Marketing of Scientific and Research Organizations*, 26(4), 161–186. <https://doi.org/10.14611/minib.26.2.2020.17>
- Syed, H., & Muhammad, K. (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>
- Thomson, P. (2013). *Tickle-Digital Marketing for Tech Companies: How to Land a Big Fish Using Social Media*. Peter Thomson.
- Top Brand Award. (2021a). *METODOLOGI SURVEI*. <https://www.topbrand-award.com/metodologi-survei/>
- Top Brand Award. (2021b). *Top Brand Index*. https://www.topbrand-award.com/top-brand-index/?tbi_index=Top Brand
- Top Brand Award. (2022). *Top Brand Index*. https://www.topbrand-award.com/top-brand-index/?tbi_index=Top Brand&tbi_year=2019
- Turri, A. M., Smith, K. H., & Kemp, E. (2018). Developing affective brand commitment through social media. *Journal of Electronic Commerce Research*, 14(3), 201–214.
- Vashisht, D. (2019). Effect of interactivity and congruence on brand advocacy and

- brand acceptance. *Arts and the Market*, 9(2), 152–161. <https://doi.org/10.1108/aam-01-2019-0008>
- Verma, P. (2020). The Effect of Brand Engagement and Brand Love upon Overall Brand Equity and Purchase Intention: A Moderated–Mediated Model. *Journal of Promotion Management*, 1–30.
- Verma, P. (2021). The Effect of Brand Engagement and Brand Love upon Overall Brand Equity and Purchase Intention: A Moderated –Mediated Model. *Journal of Promotion Management*, 27(1), 103–132. <https://doi.org/10.1080/10496491.2020.1809591>
- Verma, H. V., & Bhati, R. (2020). Antecedents of customer brand advocacy: a meta-analysis of the empirical evidence. *Journal of Research in Interactive Marketing*, 14(2), 153–172. <https://doi.org/10.1108/JRIM-12-2018-0165>
- Waheed Riaz, & Asif Tanveer. (2011). Marketing Mix, Not Branding. *Asian Journal of Business and Management Sciences*, 1(11), 43–52.
- Wang, Y. C., Qu, H., & Yang, J. (2019). The formation of sub-brand love and corporate brand love in hotel brand portfolios. *International Journal of Hospitality Management*, 77(July), 375–384. <https://doi.org/10.1016/j.ijhm.2018.08.001>
- Website Pegipegi. (2023). *About Me*. www.pegipegi.com
- Wiese, M., Martínez-Climent, C., & Botella-Carrubi, D. (2020). A framework for Facebook advertising effectiveness: A behavioral perspective. *Journal of Business Research*, 109(November 2019), 76–87. <https://doi.org/10.1016/j.jbusres.2019.11.041>
- Wijanto, S. (2007). *Structural Equation Modeling dengan LISREL 8.80*. Graha Ilmu.
- Wijaya, T. (2009). *Analisis SEM dengan AMOS versi 18*. Universitas Atmajaya.
- Wilk, V., Soutar, G. N., & Harrigan, P. (2021). Online brand advocacy and brand loyalty: a reciprocal relationship? *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-05-2020-0303>
- Winter, S., Maslowska, E., & Vos, A. L. (2020). The effects of trait-based personalization in social media advertising. *Computers in Human Behavior*, 114, 106525.
- Wirasari, I., & BR Karo, T. E. (2018). Kajian Gaya Bahasa Iklan Antangin Fit Pada Media Sosial. *Desain Komunikasi Visual, Manajemen Desain Dan Periklanan (Demandia)*, 3(02), 145. <https://doi.org/10.25124/demandia.v3i02.1545>
- Xian, Gou Li, dkk. (2007). A study on Demonetization and its Impact on Corruption and Black Money. *Saudi Journal of Humanities and Social Sciences*, 2(5), 597–610. <https://doi.org/10.21276/sjhss>
- Yeo, S.F., Tan, C.L., Lim, K. B. (2021). Effects of Social Media Advertising on

Consumers' Online Purchase Intentions. *An International Journal*, 12(1), 89–106.

Yvonne, A., & Kristaung, R. (2013). *Metodologi Penelitian Bisnis dan Akuntansi*. Dian Rakyat.

Zhang, J., Farris, P. W., Irvin, J. W., Kushwaha, T., Steenburgh, T. J., & Weitz, B. A. (2010). Crafting integrated multichannel retailing strategies. *Journal of Interactive Marketing*, 24(2), 168–180.
<https://doi.org/10.1016/j.intmar.2010.02.002>

