

DAFTAR PUSTAKA

SUMBER BUKU:

- Ahuvia, A. C. (1993). I love it! Towards a unifying theory of love across diverse love objects. *PhD Dissertation, Northwestern University*.
- Airey, D. (2012). *Logo design love: a guide to creating iconic brand identities*.
- Arifin, Zainal. (2012). *Evaluasi Pembelajaran*. Bandung: PT. Remaja Rosdakarya
- Barbara Kleine, & Kalmer. (2015). *Brand Page Attachment; An Empirical Study on Facebook Users' Attachment to Brand Pages.pdf*. Bremen, Germany: Springer Gabler.
- Cravens, D. W., & Piercy, N. F. (2013). *Strategic Marketing* (10th ed.). New York: Mc Graw Hil.
- Creswell, J., W., 2012, *Research design Pendekatan kualitatif, Kuantitatif dan Mixed*; Cetakan ke-2, Yogyakarta: Pustaka Pelajar.
- Fessler, C. (2013). *Rebuilding the Brand How Harley Davidson Became King of The Road*. United State of America: triplenicklepress.
- Fetscherin, M., & Conway, M. (2014). Brand Love: Interpersonal or Parasocial Love Relationship?
- Fournier, S., Breazeale, M., & Fetscherin, M. (2012). Consumer-Brand Relationships.pdf. New York: Routledge.
- Keller, K. L. (2008). *Strategic Brand Management. Brand* (Vol. 58). Pearson
- _____ (2013). *Strategic brand management: Building, measuring, and managing brand equity* (14th Editi). Pearson
- Kiuru, K. (2014). *The Relationship Between Brand Love and Positive Word of Mouth*. University of Jyvaskyla.
- Kotler, P., & Armstrong, G. (2013). *Principles of Marketing* (15th Editi). PEARSON.
- Kotler, P. G. A. (2014). *Manajemen Pemasaran*. (Benjamin Molan, Ed.) (12th ed.).
- Kotler, P., & Keller, K. L. (2016). *A Framework for Marketing Management*. United State of America: Pearson
- Kotler & Keller. (2016). *Marketing Management 15th Global Edition*. Pearson
- Kucuk, S. U. (2016). *Brand hate: Navigating Consumer Negativity in the Digital World*. Washington: Springer Nature.
- Kusume, Y. (2013). *Brand Romance_ Using the Power of High Design to Build a Lifelong Relationship with Your Audience*. United Kingdom: Palgrave Macmillan.

- Maholtra, K. N. (2010). *Marketing Reseach: An Applied Orientation Sixth Ed Pearson Education* (Sixth edition). Pearson Education.
- _____ (2009). Riset Pemasaran, Edisi keempat, Jilid 1, PT Indeks, Jakarta
- Nirwana, S. (1994). *Analisis Jalur (Path Analysis)*. Bandung: Unit Pelayanan Statitika Jurusan Statistika, FMIPA UNPAD.
- Riduwan dan Engkos A.C. (2012). *Cara Menggunakan dan Memaknai Analisis Jalur (Path Analysis)*. Bandung: Alfabeta
- Sekaran, U. (2006). Metodologi Penelitian untuk Bisnis. In 2. Salemba Empat.
- _____ dan Roger Bougie. (2010). Edisi 5, Research Method For Business: A Skill Building Approach. John Wiley@Sons, New York.
- Steinberg, R. J. (1986). A Triangular Theory of Love, 93(2), 119–135.
- Sugiyono. (2010). *Metode Penelitian Bisnis*. Bandung: CV. Alfabeta.
- _____ (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Wijaya, T. (2011). *Manajemen Kualitas Jasa. Indeks*.

SUMBER JURNAL:

- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, (1988), 258–266. <https://doi.org/10.1108/07363761311328928>
- Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business Research*, 61(10), 1062–1075. <https://doi.org/10.1016/j.jbusres.2007.09.014>
- Alnawas, I., & Altarifi, S. (2015). Exploring the role of brand identification and brand love in generating higher levels of brand loyalty. *Journal of Vacation Marketing*. <https://doi.org/10.1177/1356766715604663>
- Anggraeni, A., & Rachmanita. (2015). Effects of Brand Love, Personality and Image on Word of Mouth; the Case of Local Fashion Brands Among Young Consumers. *Procedia - Social and Behavioral Sciences*, 211(September), 442–447. <https://doi.org/10.1016/j.sbspro.2015.11.058>
- Arora, S., & Neha. (2016). Determinants of Customer-based Brand Equity: A Study of Public and Private Banks. *Global Business Review*, 17(4), 905–920. <https://doi.org/10.1177/0972150916645693>
- Bapat, D., & Thanigan, J. (2016). Exploring Relationship among Brand Experience Dimensions , Brand Evaluation and Brand Loyalty. *Global Business Review*, 17(6), 1–16. <https://doi.org/10.1177/0972150916660401>
- Barber, N., Kuo, P.-J., Bishop, M., & Jr, R. G. (2012). Measuring psychographics

Silvana Hanifah, 2017

PENGARUH BRAND EXPERIENCE TERHADAP BRAND LOVE

(Studi Kasus Produk Iphone pada Komunitas Fanpage Facebook Iphone

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- to assess purchase intention and willingness to pay. *Journal of Consumer Marketing*, 29(4), 280–292. <https://doi.org/10.1108/07363761211237353>
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2), 1–16. <https://doi.org/10.1509/jm.09.0339>
- Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 17(November 2009), 504–518. <https://doi.org/10.1057/bm.2010.6>
- Bowden, J. (2009). Customer engagement: A framework for assessing customer-brand relationships: The case of the restaurant industry. *Journal of Hospitality and Leisure Marketing*, 18(6), 574–596. <https://doi.org/10.1080/19368620903024983>
- Braskus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience : What Is It ? How Is It Measured ? Does It Affect Loyalty ? *Journal of Marketing*, 73(May), 52–68.
- Bruhn, M., Schoenmüller, V., Schäfer, D., & Heinrich, D. (2012). Brand authenticity: Towards a deeper understanding of its conceptualization and measurement. *Advances in Consumer Research*, 40(January), 567–576. <https://doi.org/10.1086/429607>
- Carroll, B. a., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Chen, A. C.-H., Chen, S. K., & Ma, C.-L. (2016). Brand Experience and Customer Equity Prediction. *Advances in Business and Management Forecasting*, 19–38. <https://doi.org/10.1108/S1477-407020160000011003>
- Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47. <https://doi.org/10.2501/IJA-30-1-047-075>
- Connell, P. M. (2013). The Role of Baseline Physical Similarity to Humans in Consumer Responses to Anthropomorphic Animal Images. *Psychology & Marketing*, 30(6), 461–469. <https://doi.org/10.1002/mar>
- Dirgantari, P. D. (2011). Pengaruh Kualitas Layanan Jasa Pendidikan Terhadap Kepuasan Mahasiswa serta Dampaknya Terhadap Upaya Peningkatan Citra Perguruan Tinggi Negeri Menuju World Class University Pendahuluan.
- Ekaputri, A. H., Rahayu, A., & Wibowo, L. A. (2016). The Effect of Brand Experience on Customer Satisfaction and The Impact toward Repurchase Intention. *Economics, Business and Management Research*, 15, 464–467.
- Evans, L. J. (2011). *Fashion-brand experiences in multi-channel retailing:*

Silvana Hanifah, 2017

PENGARUH BRAND EXPERIENCE TERHADAP BRAND LOVE

(Studi Kasus Produk Iphone pada Komunitas Fanpage Facebook Iphone

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Impacts of experience dimensions and experience types on brand resonance. ProQuest Dissertations and Theses. University of North Texas.

- Fetscherin, M. (2014). What type of relationship do we have with loved brands? *Journal of Consumer Marketing*, 31(6/7), 430–440. <https://doi.org/10.1108/JCM-05-2014-0969>
- _____ (2015). The power of brand love. *International Journal of Market Research*, 5(October), 0–4. <https://doi.org/10.2501/IJMR-2015-000>
- Filho, C. G., Monteiro, P. R. R., & Souki, G. Q. (2010). The Impacts of Brand Love, Brand Equity in the Consumer's Loyalty and the Customer's Purchase Intentions: The Development and Testing of Alternative Models in the Automotive Sector. *Brand*, 10, 1–17.
- Fischer, M., Völckner, F., & Sattler, H. (2010). How important are brands? A cross-category, cross-country study. *Journal of Marketing Research*, 47(5), 823–839. <https://doi.org/10.1509/jmkr.47.5.823>
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–353. <https://doi.org/10.1086/209515>
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5), 395–410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Hasmini, N., & Tuhin, M. K. W. (2016). Consumer brand relationships. *Journal of Brand Management*, 6(4), 950–957. <https://doi.org/10.1057/bm.2014.21>
- Hegner, S. M. (2017). Using the theory of planned behaviour to understand brand love. *Journal of Product & Brand Management*, 26(1).
- Holbrook, M. B., & Olney, T. J. (1995). Romanticism and wanderlust: An effect of personality on consumer preferences. *Psychology & Marketing*, 12(3), 207–222. <https://doi.org/10.1002/mar.4220120305>
- Hwang, J., & Kandampully, J. (2012). The role of emotional aspects in younger consumer-brand relationships. *Journal of Product & Brand Management*, 21(2), 98–108. <https://doi.org/10.1108/10610421211215517>
- Iacobucci, D., Ostrom, A., & Grayson, K. (1995). Distinguishing Service Quality and Customer Satisfaction: The Voice of the Consumer. *Journal of Consumer Psychology*, 4(3), 277–303. https://doi.org/10.1207/s15327663jcp0403_04
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), 570–582. <https://doi.org/10.1057/bm.2010.58>
- Ji, M. F. (2002). Children's Relationships with Brands: "True Love" or "One-Night" Stand? *Psychology and Marketing*, 19(4), 369–387.

Silvana Hanifah, 2017

PENGARUH BRAND EXPERIENCE TERHADAP BRAND LOVE

(Studi Kasus Produk Iphone pada Komunitas Fanpage Facebook Iphone

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

<https://doi.org/10.1002/mar.10015>

- Jo ~ Sko Brakus, J., Schmitt, B. H., Zarantonello, L., Calkins, R. D., & Zarantonello Is, L. (2009). (electronic) Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(May), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Jung, H., & Soo, M. (2012). The Effect of Brand Experience on Brand Relationship Quality. *Academy of Marketing Studies Journal*, 16(1), 2012.
- Kang, A. (2015). Brand Love – Moving Beyond Loyalty An Empirical Investigation of Perceived Brand Love of Indian Consumer. *Arab Economic and Business Journal*, 10(2), 90–101. <https://doi.org/10.1016/j.aebj.2015.04.001>
- Kataria, R. G. J. M. S. B. A. (2015). An investigation of antecedents and consequences of brand love in India. *Journal of Business Administration*, 7(3), 174–196.
- Khan, I., Rahman, Z., & Fatma, M. (2016). The role of customer brand engagement and brand experience in online banking. *International Journal of Bank Marketing*, 34(7). <https://doi.org/10.1108/IJBM-07-2015-0110>
- Kim, P. (1992). Commentary a Perspective on Brands. *The Journal of Product and Brand Management*, 1(4), 35–39.
- Kim, Y. (2007). Towards Customer Love: Investigating The antecedents and outcome od satisfied customer's Emotional Attachment to retailers. *Ph.d Thesis*.
- Kitapci, O., Dortyo, I. T., Yaman, Z., & Gulmez, M. (2013). The paths from service quality dimensions to customer loyalty An application on supermarket customers. <https://doi.org/10.1108/01409171311306391>
- Kusuma, Y. S. (2014). Pengaruh Brand Experience terhadap Brand Loyalty Yohanes Surya Kusuma. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–11.
- Lee, J. A. (1977). A typology of styles of loving. *Personality and Social Psychology Bulletin*, 3(2), 173–182. <https://doi.org/10.1177/014616727700300204>
- Lett, M., Bagozzi, R. P., Batra, R., & Ahuvia, A. (2016). Brand love : development and validation of a practical scale. *Marketing Letters*. <https://doi.org/10.1007/s11002-016-9406-1>
- Lin, C., Management, I., & Cheng, N. (2013). Electronic Word-Of-Mouth: The Moderating Roles of Product Involvement and Brand Image. In *International Conference on Technology Innovation and Industrial Management* (pp. 29–47). Phuket, Thailand.
- Lin, Y. H. (2015). Innovative brand experience's influence on brand equity and brand satisfaction. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2015.06.007>

Silvana Hanifah, 2017

PENGARUH BRAND EXPERIENCE TERHADAP BRAND LOVE

(Studi Kasus Produk Iphone pada Komunitas Fanpage Facebook Iphone

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Martin Belvisi , Riccardo Pianeti, G. U. (2016). Article information : *Dynamic Factor Models*, 35, 317–360. <https://doi.org/http://dx.doi.org/10.1108/MRR-09-2015-0216>
- Morgan-Thomas, A., & Veloutsou, C. (2013). Beyond technology acceptance: Brand relationships and online brand experience. *Journal of Business Research*, 66(1), 21–27. <https://doi.org/10.1016/j.jbusres.2011.07.019>
- Nadzri, W. N. M., Musa, R., & Hassan, F. (2016). The Antecedents of Brand Experience within the National Automotive Industry. *Procedia Economics and Finance*, 37(16), 317–323. [https://doi.org/10.1016/S2212-5671\(16\)30131-9](https://doi.org/10.1016/S2212-5671(16)30131-9)
- Ngo, L. V., Northey, G., Duffy, S., Thao, H. T. P., & Tam, L. T. H. (2016). Perceptions of others, mindfulness, and brand experience in retail service setting. *Journal of Retailing and Consumer Services*, 33, 43–52. <https://doi.org/10.1016/j.jretconser.2016.07.003>
- Nysveen, H., Pedersen, P. E., & Skard, S. (2012). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. *Journal of Brand Management*, 20, 404–423. <https://doi.org/10.1057/bm.2012.31>
- Pastore, M. V. M. P. C. B. A. (2015). Ancetedents of brand love in online network-based communities. A social perspective. *Journal of Product & Brand Management*, 22(7).
- Rageh Ismail, A., & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth. *Journal of Fashion Marketing and Management: An International Journal*, 16(4), 386–398. <https://doi.org/10.1108/13612021211265791>
- Rahayu, A., & Wibowo, L. A. (2013). Analisis Nilai Pengalaman Berbelanja Online Melalui Experiential Marketing. *Jurnal Ilmu Manajemen Dan Bisnis*, 4(1), 1–15.
- Ranjbarian, B., Kazemi, A., & Borandagi, F. (2013). Analyzing the Antecedents and Consequences of Brand Love with a Case Study on Apple Cell phone Users. *International Journal of Academic Research in Business and Social Sciences*, 3(11), 320–329. <https://doi.org/10.6007/IJARBS/v3-i11/341>
- Reynaldi, G. H. (2017). Pengaruh Bauran Pemasaran Terhadap Loyalitas Pelanggan Mobil Merek "Honda" Di Kota Denpasar. Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia Setiap aktivitas manusia dari satu tempat ke tempat lain membutuhkan alat transportasi, 6(1), 375–401.
- Rodrigues, P., & Reis, R. (2013). The Influence of “ Brand Love ” In Consumer Behavior – The Case of Zara and Modalfa Brands. *Proceedings of 22nd International Business Research Conference*, (September), 9–10.
- Romaniuk, J. (2013). What’s (brand) love got to do with it? *International Journal*

Silvana Hanifah, 2017

PENGARUH BRAND EXPERIENCE TERHADAP BRAND LOVE

(Studi Kasus Produk Iphone pada Komunitas Fanpage Facebook Iphone

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- of *Market Research*, 55(2), 185–186. <https://doi.org/10.2501/IJMR-2013-018>
- Roosendans, L. (2014). *Brand Lovers and Customer Loyalty*. Ghent University.
- Roy, S. K., Eshghi, A., & Sarkar, A. (2013). Antecedents and consequences of brand love. *Journal of Brand Management*, 20(4), 325–332. <https://doi.org/10.1057/bm.2012.24>
- Rubin, Z. (1970). Measurement of romantic love. *Journal of Personality and Social Psychology*, 16(2), 265–273. <https://doi.org/10.1037/h0029841>
- Saari, U. a., & Mäkinen, S. J. (2017). Measuring brand experiences cross-nationally. *Journal of Brand Management*, (October 2016). <https://doi.org/10.1057/s41262-016-0022-4>
- Şahin, A., Kitapçı, H., & Zehir, C. (2013). Creating Commitment, Trust and Satisfaction for a Brand: What is the Role of Switching Costs in Mobile Phone Market? *Procedia - Social and Behavioral Sciences*, 99, 496–502. <https://doi.org/10.1016/j.sbspro.2013.10.518>
- Sallam, M. A. (2014). The Effects of Brand Image and Brand Identification on Brand Love and Purchase Decision Making: The Role of WOM. *International Business Research*, 7(10), 187–193. <https://doi.org/10.5539/ibr.v7n10p187>
- Sallam, M. A., & Wahid, N. A. (2015). The effects of satisfaction and brand identification on brand love and brand equity outcome : the role of brand loyalty. *International Journal of Economics, Commerce and Management*, III(2), 1–13.
- Sarkar, A. (2014). Brand love in emerging market: a qualitative investigation. *Qualitative Market Research: An International Journal*, 17(4), 481–494. <https://doi.org/10.1108/QMR-03-2013-0015>
- Sarkar, A., Ponnampalath, A., & Murthy, B. K. (2012). Understanding and measuring romantic brand love. *Journal of Customer Behaviour*, 11(4), 325–348. <https://doi.org/10.1362/147539212X13546197909985>
- Schmitt, B. (2009). The concept of brand experience. *Journal of Brand Management*, 16(7), 417–419. <https://doi.org/10.1057/bm.2009.5>
- Shimp, T. A., & Madden, T. J. (1988). Consumer-Object Relations : a Conceptual Framework Based Analogously on Sternberg's Triangular Theory of Love. *Advances in Consumer Research*, 15(Bloch), 163–168.
- Silalahi, Ulber. (2009). *Metode Penelitian Sosial*. Bandung; PT. Refika Aditama
- Smith, K., & Hanover, D. (2016). *Experiential Marketing: Secrets, Strategies, and Success Stories From The World's Greatest Brands*. United State of America.
- Thomson, M., MacInnis, D. J., & Whan Park, C. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology*, 15(1), 77–91.

Silvana Hanifah, 2017

PENGARUH BRAND EXPERIENCE TERHADAP BRAND LOVE

(Studi Kasus Produk Iphone pada Komunitas Fanpage Facebook Iphone

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

https://doi.org/10.1207/s15327663jcp1501_10

- Turgut, M. U., & Gultekin, B. (2015). The Critical Role of Brand Love In Clothing Brands., 4(1), 126–152. <https://doi.org/10.17261/Pressacademia.201519963>
- Vincent, L. (2012). *Brand Real: (How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty)*. New York: Amacom.
- Whang, Y.-O., Allen, J., Zhang, H., Sahoury, N., Kahn, B. E., & Frances Luce, M. (2004). Falling in Love With a Product: the Structure of a Romantic Consumer-Product Relationship. *Association for Consumer Research*, 31, 316–328.
- Yasin, M., & Shamim, A. (2013). Brand Love: Mediating Role in Purchase Intentions and Word-of-Mouth. *Journal of Business and Management*, 7(2), 101–109.
- Zarantonello, L., & Schmitt, B. H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*, 17(7), 532–540. <https://doi.org/10.1057/bm.2010.4>

WEBSITE

<http://www.topbrand-award.com/>

www.boombastis.com

www.swa.co.id

www.TrendForce.com

MAJALAH

Majalah SWA Edisi 22 2012-2017