

**PENGARUH *BRAND TRUST* DAN *BRAND ATTACHMENT*
TERHADAP *BRAND LOYALTY*
(Survei pada Pelanggan Sociolla yang tergabung dalam
komunitas SOCO di Indonesia)**

SKRIPSI

**Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh
Gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis**



**Oleh
Alzamira Zandam Nabila
NIM. 1805728**

**PROGRAM STUDI PENDIDIKAN BISNIS
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

**PENGARUH *BRAND TRUST* DAN *BRAND ATTACHMENT* TERHADAP
BRAND LOYALTY
(Survei pada Pelanggan Sociolla yang tergabung dalam komunitas SOCO di
Indonesia)**

Oleh:

Alzamira Zandam Nabila

1805728

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

© Alzamira Zandam Nabila Universitas Pendidikan Indonesia Januari 2023

Hak Cipta dilindungi undang-undang.

Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan di cetak
ulang, difotokopi, atau cara lainnya tanpa izin dari penulis

LEMBAR PENGESAHAN

**PENGARUH *BRAND TRUST* DAN *BRAND ATTACHMENT*
TERHADAP *BRAND LOYALTY*
(Survei pada Pelanggan Sociolla yang tergabung dalam komunitas SOCO di
Indonesia)**

Skripsi ini di setujui dan disahkan oleh:

Pembimbing I



Dr. Bambang Widjajanta, MM.
NIP. 19611022 198903 1 002

Pembimbing II



Dr. Puspo Dew Dirgantari, S.Pd., MT., MM
NIP.19820830 200502 2 003

Mengetahui,
Ketua Program Studi Pendidikan Bisnis



Dr. Puspo Dew Dirgantari, S.Pd., MT., MM
NIP.19820830 200502 2 003

Tanggung Jawab Yuridis Ada Pada Penulis



Alzamira Zandam Nabila
NIM. 1805728

ABSTRAK

Alzamira Zandam Nabila (1805728) “**Pengaruh *Brand Trust* Dan *Brand Attachment* Terhadap *Brand Loyalty* (Survei pada Pelanggan Sociolla yang tergabung dalam komunitas SOCO di Indonesia)**” di bawah bimbingan Dr. Bambang Widjajanta, MM dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *brand trust*, *brand attachment* terhadap *brand loyalty* pada pelanggan Sociolla yang tergabung dalam komunitas SOCO di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 1.000.000 dengan sampel berjumlah 200 responden yang merupakan pelanggan Sociolla yang tergabung dalam komunitas SOCO dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *brand trust*, *brand attachment* dan *brand loyalty* berada di kategori cukup baik. *Brand trust* dan *brand attachment* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*. Temuan ini menunjukkan bahwa penerapan *brand trust* dan *brand attachment* yang dilakukan Sociolla akan mendorong *brand loyalty* pada pelanggan Sociolla di Indonesia dalam komunitas SOCO. Berdasarkan hasil penelitian peneliti merekomendasikan Sociolla agar mampu menangani setiap keluhan yang disampaikan konsumen dan mampu mengutamakan kepentingan pelanggan serta merancang beberapa aktivitas kesadaran merek untuk membangun hubungan yang lebih dekat dengan pelanggan sehingga pelanggan melakukan *brand loyalty*

Kata Kunci : *Brand trust*, *Brand attachment*, *Brand Loyalty*.

ABSTRACT

Alzamira Zandam Nabila (1805728) "*The Effect of Brand Trust and Brand Attachment on Brand Loyalty (Survey of Sociolla Customers who are members of the SOCO community in Indonesia)*" under the guidance of Dr. Bambang Widjajanta, MM and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM

This study aims to obtain an overview and influence of brand trust, brand attachment to brand loyalty among Sociolla customers who are members of the SOCO community in Indonesia. This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 1,000,000 with a sample of 200 respondents who are Sociolla customers who are members of the SOCO community using a simple random sampling. The data were processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study found that the descriptions of brand trust, brand attachment and brand loyalty were in a fairly good category. Brand trust and brand attachment have a positive and significant impact on brand loyalty. These findings indicate that the application of brand trust and brand attachment by Sociolla will encourage brand loyalty for Sociolla customers in Indonesia within the SOCO community. Based on the research results, researchers recommend Sociolla to be able to handle every complaint submitted by consumers and be able to prioritize customer interests and design several brand awareness activities to build closer relationships with customers so that customers do brand loyalty

Keywords: Brand trust, Brand attachment, Brand Loyalty.

DAFTAR ISI

ABSTRAK	ii
ABSTRACK	iii
KATA PENGANTAR	iv
UCAPAN TERIMAKASIH	v
DAFTAR ISI	viii
DAFTAR TABEL	xi
DAFTAR GAMBAR	xiii
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Penelitian.....	12
1.3 Tujuan Penelitian	12
1.4 Kegunaan Penelitian.....	13
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	14
2.1 Kajian Pustaka.....	14
2.1.1 <i>Brand Loyalty</i>	14
2.1.1.1 Konsep <i>Brand Loyalty</i> dalam <i>Strategic Brand Management</i>	14
2.1.1.2 Definisi <i>Brand Loyalty</i>	15
2.1.1.3 Dimensi <i>Brand Loyalty</i>	17
2.1.1.4 Model <i>Brand Loyalty</i>	22
2.1.2 <i>Brand Attachment</i> Dalam Perspektif <i>Strategic Brand Management</i>	26
2.1.2.1 Definisi <i>Brand Attachment</i>	27
2.1.2.2 Dimensi <i>Brand Attachment</i>	29
2.1.2.3 Model <i>Brand Attachment</i>	30
2.1.3 <i>Brand Trust</i> Dalam Perspektif <i>Strategic Brand Management</i>	33
2.1.3.1 Definisi <i>Brand Trust</i>	34
2.1.3.2 Dimensi <i>Brand Trust</i>	36
2.1.3.3 Model <i>Brand Trust</i>	38
2.1.4 Penelitian Terdahulu.....	40
2.2 Kerangka Pemikiran.....	42
2.3 Hipotesis.....	47
BAB III OBJEK DAN METODOLOGI PENELITIAN	48
3.1 Objek Penelitian	48
3.2 Metode Penelitian	48
3.2.1 Jenis Penelitian dan Metode yang Digunakan	48
3.2.2 Operasional Variabel	50
3.2.3 Jenis dan Sumber Data.....	53
3.2.4 Populasi, Sampel dan Teknik <i>Sampling</i>	55
3.2.4.1 Populasi	55
3.2.4.2 Sampel	56
3.2.4.3 Teknik <i>Sampling</i>	58
3.2.5 Teknik Pengumpulan Data	60
3.2.6 Pengujian Validitas dan Reliabilitas	61
3.2.6.1 Hasil Pengujian Validitas	61
3.2.6.2 Hasil Pengujian Reliabilitas.....	65
3.2.7 Teknik Analisis Data	66
3.2.7.1 Teknik Analisis Data Deskriptif	68
3.2.7.2 Teknik Analisis Data Verifikatif	70
3.2.7.3 Rancangan Pengujian Hipotesis	80

BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	83
4.1 Profil perusahaan, karakteristik dan pengalaman pelanggan Sociolla	83
4.1.1 Profil Perusahaan	83
4.1.1.1 Identitas Perusahaan Sociolla Indonesia.....	83
4.1.1.2 Sejarah Singkat Sociolla.....	83
4.1.1.3 Visi, komitmen dan Program Sociolla Indonesia	84
4.1.2 Profil Pelanggan Sociolla Pada komunitas Soco Berdasarkan Karakteristik Dan Pengalaman.....	86
4.1.2.1 Karakteristik Pelanggan Sociolla Berdasarkan Jenis Kelamin Dan Usia ...	87
4.1.2.2 Karakteristik Pelanggan Sociolla Berdasarkan Status Dan Pendidikan Terakhir	88
4.1.2.3 Karakteristik Pelanggan Sociolla Berdasarkan Pekerjaan Dan Rata-Rata Penghasilan Perbulan	89
4.1.3 Pengalaman Pelanggan Sociolla Pada komunitas SOCO.....	91
4.1.3.1 Pengalaman Pelanggan Sociolla Berdasarkan Lama Penggunaan Produk Sociolla	91
4.1.3.2 Pengalaman Pelanggan Sociolla Berdasarkan Tempat Membeli Produk Sociolla	92
4.1.3.3 Pengalaman Pelanggan Sociolla Berdasarkan Produk Yang Digunakan	93
4.1.3.4 Pengalaman Pelanggan Sociolla Berdasarkan Alasan Menggunakan Produk	94
4.1.3.4 Pengalaman Pelanggan Sociolla Berdasarkan Platform <i>Beauty Commerce</i> lain yang digunakan	95
4.2 Hasil Pengujian Deskriptif.....	97
4.2.1 Tanggapan Pelanggan Sociolla Pada komunitas SOCO di Indonesia Terhadap Variabel <i>Brand Trust</i>	97
4.2.1.1 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO Terhadap Dimensi <i>Brand Reliability</i>	99
4.2.1.2 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO Terhadap Dimensi <i>Brand Intentions</i>	101
4.2.1.3 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO di Indonesia Terhadap Dimensi <i>Brand Reputation</i>	103
4.2.2 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO Terhadap Variabel <i>Brand Attachment</i>	105
4.2.2.1 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO Terhadap Dimensi <i>Brand Self Connection</i>	108
4.2.2.2 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO Terhadap Dimensi <i>Brand Prominence</i>	110
4.2.3 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO Terhadap Variabel <i>Brand Loyalty</i>	112
4.2.3.1 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO di Indonesia Terhadap Dimensi <i>Attitudinal Loyalty</i>	114
4.2.3.2 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO di Indonesia Terhadap Dimensi <i>Behavioural Loyalty</i>	116
4.2.3.3 Tanggapan Pelanggan Sociolla Pada Komunitas SOCO Terhadap Dimensi <i>Measuring commitment</i>	118
4.3 Hasil Pengujian Verifikatif	120
4.3.2.1 Spesifikasi Model (<i>Model Specification</i>).....	124

4.3.2.2 Identifikasi (<i>Indentification</i>).....	125
4.3.2.3 Estimasi (<i>Estimation</i>).....	126
4.3.2.4 Uji Kecocokan Model (<i>Model Fit Testing</i>).....	127
4.4 Pembahasan Penelitian	152
4.4.1 Pembahasan Hasil Penelitian Deskriptif.....	152
4.4.1.1 Pembahasan Gambaran <i>Brand Trust</i>	152
4.4.1.2 Pembahasan Gambaran <i>Brand Attachment</i>	153
4.4.1.3 Pembahasan Gambaran <i>Brand Loyalty</i>	154
4.4.2 Pembahasan Pengujian Hipotesis	155
4.4.2.1 Pembahasan Pengaruh <i>Brand Trust</i> Terhadap <i>Brand Loyalty</i>	155
4.4.2.2 Pembahasan Pengaruh <i>Brand Attachment</i> Terhadap <i>Brand Loyalty</i> ...	156
4.4.2.3 Pembahasan Pengaruh <i>Brand Trust</i> Dan <i>Brand Attachment</i> Terhadap <i>Brand Loyalty</i>	158
4.5 Implikasi Hasil Temuan Penelitian.....	159
4.5.1 Temuan Penelitian Bersifat Teoritis	159
4.5.1.1 Gambaran <i>Brand Trust</i> dan <i>Brand Attachment</i> Terhadap <i>Brand</i> <i>Loyalty</i>	159
4.5.1.2 Pengaruh <i>Brand Trust</i> Terhadap <i>Brand Loyalty</i>	161
4.5.1.2 Pengaruh <i>Brand Attachment</i> Terhadap <i>Brand Loyalty</i>	161
4.5.1.2 Pengaruh <i>Brand Trust</i> dan <i>Brand Attachment</i> Terhadap <i>Brand</i> <i>Loyalty</i>	161
4.5.2 Temuan Penelitian Bersifat Empiris.....	162
4.5.2.1 Gambaran <i>Brand Trust</i> dan <i>Brand Attachment</i> Terhadap <i>Brand</i> <i>Loyalty</i>	162
4.5.2.2 Pengaruh <i>Brand Trust</i> Terhadap <i>Brand Loyalty</i>	163
4.5.2.2 Pengaruh <i>Brand Attachment</i> Terhadap <i>Brand Loyalty</i>	164
4.5.2.2 Pengaruh <i>Brand Trust</i> dan <i>Brand Attachment</i> Terhadap <i>Brand</i> <i>Loyalty</i>	165
4.5.3 Implikasi Hasil Penelitian Pengaruh <i>Brand Trust</i> Dan <i>Brand Attachment</i> Terhadap <i>Brand Loyalty</i> Pada Konsentrasi Marketing Program Studi Pendidikan Bisnis.....	166
BAB V KESIMPULAN DAN REKOMENDASI	172
5.1 Kesimpulan	172
5.2 Rekomendasi	173
DAFTAR PUSTAKA.....	177
LAMPIRAN.....	195

DAFTAR PUSTAKA

- Aaker, D. A. (1991). Managing Brand Equity Capitalizing On The Value Of A Brand Name. In *Paper Knowledge . Toward A Media History Of Documents*. The Free Press.
- Aaker, D. A. (2015). *Aaker On Branding: 20 Prinsip Esensial Mengelola Dan Mengembangkan Brand*. Pt. Gramedia Pustaka Utama.
- Aaker David, A. (1996). *Measuring Brand Equity Across Products And Markets*. Management Review.
- Abdel, R., & El, A. (2017). *The Impact Of Experience And Brand Trust On Brand Loyalty , While Considering The Mediating Effect Of Brand Equity Dimensions , An Empirical Study On Mobile Operator Subscribers In Egypt .* 9(2), 16–25.
- Abdullah, P. M. (2015). *Metode Penelitian Kuantitatif* (1st Ed.). Aswaja Pressindo.
- Ady, E. N. S., Nisrina, F. B., Ramadhani, F., & Irawan, F. (2022). Urgensi Kuhd Dalam Menangani Risiko Kejahatan Siber Pada Transaksi E-Commerce. *Journal Of Law, Administration, And Social Science*, 2(1), 45–55.
- Agustina, I., Simamora, P., Ketua, D., Pembimbing, K., Ekonomi, F., & Pakuan, U. (2019). *Perkebunan Yang Terdaftar Di Bursa Efek Indonesia Mahasiswa , Fakultas Ekonomi , Universitas Pakuan Dosen , Anggota Komisi Pembimbing , Fakultas Ekonomi Universitas Pakuan Program Studi Manajemen Fakultas Ekonomi Universitas Pakuan , Bogor*. 1–15.
- Aji, R. H. S. (2020). Dampak Covid-19 Pada Pendidikan Di Indonesia : Sekolah, Keterampilan, Dan Proses Pembelajaran? Rizqon. *Jurnal Sosial & Budaya Syar-*, 7(5), 10. <https://doi.org/10.15408/Sjsbs.V7i5.15314>
- Al-Rasyid, H. (1994). *Teknik Penarikan Sampel Dan Penyusunan Skala*.
- Aliyah, H. (2020). Meningkatkan Keterikatan Merek. *Jurnal Signaling*, 9(2), 79–87.
- Amartya, A., & Bestari, D. K. P. (2022). Pengaruh Electronic Service Quality Dan Electronic Word Of Mouth Terhadap Minat Penggunaan Aplikasi Dan Keputusan Pembelian Sociolla (Studi Pada Pengguna Sociolla Di Kota Bandung). *Jiip - Jurnal Ilmiah Ilmu Pendidikan*, 5(9), 3305–3312. <https://doi.org/10.54371/Jiip.V5i9.854>
- Amoako, K., & Boateng, E. (2022). Analysis Of The Effectiveness Of Corporate Social Responsibility In Brand Marketing With Aaker Brand Equity And Daisy Wheel Models. *Technium Social Sciences Journal*, 30, 484–519.
- Antoine Harary. (2021). *The Importance Of Brand Trust*.

Alzamira Zandam Nabila, 2023

PENGARUH BRAND TRUST DAN BRAND ATTACHMENT TERHADAP BRAND LOYALTY (SURVEI PADA PELANGGAN SOCIOLLA YANG TERGABUNG DALAM KOMUNITAS SOCO DI INDONESIA)

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

[https://www.edelman.com/trust/Edelman-Trust-Management/Etm-Brand#:~:Text=Edelman Trust Management %28etm%29 Brand Is A Framework,Identifying Opportunities Using Trust's Predictive And Protective Power.](https://www.edelman.com/trust/Edelman-Trust-Management/Etm-Brand#:~:Text=Edelman+Trust+Management+%28etm%29+Brand+Is+A+Framework,Identifying+Opportunities+Using+Trust's+Predictive+And+Protective+Power.)

- Any Octaviany, Nor Norisanti, D. J. (2019). Determinasi Brand Trust Terhadap Brand Loyalty Pada House Of Kagesukabumi. *Costing:Journal Of Economic, Business And Accounting*, 8(5), 55.
- Arifin, Z. (2014). *Penelitian Pendidikan: Metode Dan Paradigma Baru*. Pt Remaja Rosdakarya.
- Arina Rahmawati, Dyah Sugandini, Y. I. (2021). Pengaruh Customer Experience Terhadap Attitude Loyalty Dan Behavioral Loyalty Yang Dimediasi Oleh Emotional Experience Pada Pengguna Mobile Application Shopee (Studi Kasus Di Yogyakarta). *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi*, 8(3), 879–900.
- Arya, V., Sethi, D., & Paul, J. (2019). Does Digital Footprint Act As A Digital Asset? – Enhancing Brand Experience Through Remarketing. *International Journal Of Information Management*, 49(December 2018), 142–156. <https://doi.org/10.1016/j.ijinfomgt.2019.03.013>
- Arya, V., Verma, H., Sethi, D., & Agarwal, R. (2019). Brand Authenticity And Brand Attachment: How Online Communities Built On Social Networking Vehicles Moderate The Consumers' Brand Attachment. *Iim Kozhikode Society & Management Review*, 8(2), 87–103. <https://doi.org/10.1177/2277975219825508>
- Aslam, W., Ham, M., & Farhat, K. (2018). Influencing Factors Of Brand Perception On Consumers' Repurchase Intention: An Examination Of Online Apparel Shopping. *Management (Croatia)*, 23(2), 87–101. <https://doi.org/10.30924/mjcmi/2018.23.2.87>
- Atulkar, S. (2020). Brand Trust And Brand Loyalty In Mall Shoppers. *Marketing Intelligence And Planning*, 38(5), 559–572. <https://doi.org/10.1108/Mip-02-2019-0095>
- Avda, C. E. (2019). *Brand Experience And Brand Attachment As Drivers Of Wom In Hospitality N Experiencia De Marca Y Vinculaci O Afectiva Como Antecedentes De Las Recomendaciones Boca-Oído (Wom)*. 24(2), 231–246. <https://doi.org/10.1108/Sjme-12-2019-0106>
- Ayuba, I. (2018). Pengaruh Atribut Produk Dan Pengetahuan Konsumen Terhadap Niat Pembelian Pada Pt Hasjrat Abadi Cabang Limboto . *Gorontalo Management Riset*, 1, 29–44.
- 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.

- Beauty Journal. (2022). *Beauty Journal*. Beauty Journal
- Bilgin, Y. (2018). The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/Bmij.V6i1.229>
- Bismoaziiz, B., Suhud, U., & Saparuddin, S. (2021). Influence Of Social Media Marketing, Electronic Word Of Mouth And Consumer Engagement To Brand Loyalty In Indonesia Grab Company. *International Journal Of Business And Social Science Research*, January 2020, 16–26. <https://doi.org/10.47742/Ijbsr.V2n2p3>
- Bozbay, Z. (2020). Journal Of Academic Research In Economics Impact Of Brand Trust On Brand Loyalty : Mediating Role Of Brand Affect. *Journal Of Academic Research In Economics*, 12(2), 247–259.
- Budi Hapsari, A., & Sari Sukardani, P. (2018). Representasi Konsep Kecantikan Perempuan Di Era Millennials Melalui Beauty Influencer Pada Media Sosial Instagram. *Commercium*, 2(2), 59–62.
- Byrne, B. M. (2016). Structural Equation Modeling With Amos: Basic Concepts, Applications, And Programming. In *Routledge Taylor & Francis Group*. (3rd Editio). Routledge.
- Chen, C. (2015). *Brand Attachment , Tour Leader Attachment , And Behavioral Intentions Of Tourists*. Xx(X), 1–27. <https://doi.org/10.1177/1096348015584438>
- Chen, C. C. V., & Chen, C. J. (2017). The Role Of Customer Participation For Enhancing Repurchase Intention. *Management Decision*, 55(3), 547–562. <https://doi.org/10.1108/Md-06-2016-0380>
- Chen, X., & Zhang, X. (2020). Neuroeconomic Experiments On The Relationship Between Brand Trust, Financing Intention And Risk Preference In Cross-Border E-Commerce. *Revista Argentina De Clinica Psicologica*, 29(1), 296–303. <https://doi.org/10.24205/03276716.2020.39>
- Choi, D., Bang, H., Wojdyski, B. W., Lee, Y. I., & Keib, K. M. (2018). How Brand Disclosure Timing And Brand Prominence Influence Consumer's Intention To Share Branded Entertainment Content. *Journal Of Interactive Marketing*, 42, 18–31. <https://doi.org/10.1016/J.Intmar.2017.11.001>
- Cipta, D. A. S. (2017). Penerapan Metode Inkuiri Dengan Pendekatan Tanoshii Jugyou Untuk Memperbaiki Konsep Operasi Bilangan. *Jurnal Prismatika*, 1(2).
- 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>

- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Method : 12th Edition*.
- Cuong, D. T. (2020). The Influence Of Brand Satisfaction, Brand Trust, Brand Preference On Brand Loyalty To Laptop Brands. *Systematic Reviews In Pharmacy, 11*(11), 95–101. <https://doi.org/10.31838/Srp.2020.11.15>
- Cuong, P. H., Nguyen, O. D. Y., Ngo, L. V., & Nguyen, N. P. (2020). Not All Experiential Consumers Are Created Equals: The Interplay Of Customer Equity Drivers On Brand Loyalty. *European Journal Of Marketing, 54*(9), 2257–2286. <https://doi.org/10.1108/Ejm-04-2018-0228>
- Dahl, S. (2018). *Social Media Marketing Theories & Applications*. Sage Publications Asia-Pacific Pte Ltd.
- Danibrata, A., & Prasastyo, K. W. (2020). Pengaruh Attributes, Benefits Dan Attitudinal Loyalty Memiliki Dampak Terhadap Behavioral Loyalty Pada Fans Persib Bandung Dalam Industri Sepakbola Indonesia Aulia Danibrata Klemens Wedanaji Prasastyo Alza. *Media Bisnis, 12*(1), 49–56. <http://jurnaltsm.id/index.php/mb>
- Darwin, M., Mamondol, M. R., Sormin, S. A., & Dkk. (2021). *Metode Penelitian Pendekatan Kuantitatif* (T. S. Tambunan (Ed.); Issue June). Cv. Media Sains Indonesia.
- Day, G. . (1969). A Two-Dimensional Concept Of Brand Loyalty. *Journal Of Advertisingresearch, 9*(3), 29–36.
- 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>
- Dewardari, B. P., & Putri, E. T. (2021). Pengaruh Citra Tubuh Dan Kontrol Diri Terhadap Perilaku Konsumtif Pada Wanita Dewasa Awal Di Kota Samarinda. *Psikoborneo: Jurnal Ilmiah Psikologi, 9*(2), 402. <https://doi.org/10.30872/Psikoborneo.V9i2.5981>
- Dikcius, V., Kirse, S., Casas, R., & Koncanina, A. (2019). Drivers Of Attitudinal And Behavioural Loyalty In B-2-B Markets. *Engineering Economics, 30*(1), 94–102. <https://doi.org/10.5755/J01.Ee.30.1.20182>
- Dinata, S. A. M., Mangabarani, A. S., & Triwardhani, D. (2021). Analisis Purchase Intention Pada E-Commerce (Studi Kasus Pada Pengguna Sociolla Di Kalangan Muda). *Konferensi Riset Nasional Ekonomi Manajemen Dan Akuntansi, 2*(1), 1073–1089. <https://conference.upnvj.ac.id/index.php/korelasi/article/view/1134>
- 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). *Jurnal Pendidikan Dan Manajemen Bisnis, 11*(10), 81–109.
- Dirgantari, P. D., Hidayat, Y. M., Mahphoth, M. H., & Nugraheni, R. (2020).

Indonesian Journal Of Science & Technology Level Of Use And Satisfaction Of E-Commerce Customers In Covid-19 Pandemic Period : An Information System Success Model (Issm) Approach. 5(2).

- Dirgantari, P. D., Sholehah, S., & Widjajanta, B. (2021). *Increasing Purchase Intention Through Brand Personality.* 187(Gcbme 2020), 411–416.
- Ebrahim, R. S. (2020). The Role Of Trust In Understanding The Impact Of Social Media Marketing On Brand Equity And Brand Loyalty. *Journal Of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Egan, J. (2011). Relationship Marketing: Exploring Relational Strategies In Marketing. In *Interactive Marketing*.
- Elham, E., Sadeghvaziri, F., & Abyaneh, S. S. (2020). The Dark Side Of Consumer-Brand Relationship: Do Ideal Self-Congruence, Brand Attachment And Personality Factors Affect Negative Consumer Behaviors? *Iranian Journal Of Management Studies*, 13(2), 289–315. <https://doi.org/10.22059/ijms.2019.287178.673753>
- Elisabeth, A. (2022). *Menjamur Di Online, Kosmetik Ilegal Dan Abal-Abal Bikin Galau Pengusaha.* <https://ekbis.sindonews.com>
- Elliot, R., Percy, E., & Pervan, S. (2015). *Strategic Brand Management (3rd Ed.)*. Oxford: Oxford University Press.
- Fadhli, K., & Pratiwi, N. D. (2021). Pengaruh Digital Marketing, Kualitas Produk, Dan Emosional Terhadap Kepuasan Konsumen Poskopi Zio Jombang. *Jurnal Inovasi Penelitian*, 2(2), 603–612. <https://stp-mataram.e-journal.id/jip/article/view/684>
- Faisa Putri Awali, S. R. T. A. (2021). Pengaruh Social Media Marketing Activities Dan Brand Experience Terhadap Brand Loyalty: Peran Brand Trust Sebagai Variabel Mediasi. *Diponegoro Journal Of Management*, 10, 1–15.
- Fauzi, I., & Aziz, A. (2021). Public Relation Dan Reputasi Yang Berdampak Pada Loyalitas Konsumen Dengan Image Sebagai Variabel Mediasi. *Journal Of Social Sustainable Management*, 1(2), 22–30.
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Skripsi, Tesis Dan Disertai Ilmu Manajemen*. Universitas Diponegoro.
- 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>
- Foroudi, P. (2019). Influence Of Brand Signature, Brand Awareness, Brand Attitude, Brand Reputation On Hotel Industry's Brand Performance. *International Journal Of Hospitality Management*, 76(October 2017), 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>

- Gajanova, L., Nadanyiova, M., & Moravcikova, D. (2019). *The Use Of Demographic And Psychographic Segmentation To Creating Marketing Strategy Of Brand Loyalty*. 66(1), 65–84. <https://doi.org/10.2478/Saeb-2019-0005>
- García, J. J. L., Lizcano, D., Ramos, C. M. Q., & Matos, N. (2019). Digital Marketing Actions That Achieve A Better Attraction And Loyalty Of Users: An Analytical Study. *Future Internet*, 11(6), 1–16. <https://doi.org/10.3390/Fi11060130>
- Ghozali, I. (2014). *Model Persamaan Struktural. Konsep Dan Aplikasi Dengan Program Amos 24. Update Bayesian Sem*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Model Persamaan Struktural. Konsep Dan Aplikasi Dengan Program Amos 24. Update Bayesian Sem*. Yogyakarta; Badan Penerbit Universitas Diponegoro.
- Google Trends. (2022). *Google Trends*. <https://trends.google.co.id>
- Gunawan, D., Pratiwi, A. D., Arfah, Y., & Hartanto, B. (2022). *Keputusan Pembelian Skincare Safi Berbasis Media Marketing* (Nursaimatussadiyah (Ed.)). Pt Inovasi Pratama Internasional.
- Hadi, P. (2010). Pentingnya Brand Loyalty Terhadap Minat Beli Ulang. *Jurnal Riset Ekonomi Dan Bisnis*, 10(1), 9–18.
- Halim, S., Maulana, N., Hidayanti, A., Lumban Batu, R., Karawang, U. S., Ronggo Waluyo, J. H., Karawang, K., & Barat Indonesia, J. (2022). Pengaruh Brand Personality Terhadap Purchase Decision Smartphone Dimediasi Brand Trust Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Komputer Indonesia Bandung. *Jurisma: Jurnal Riset Bisnis Dan Manajemen*, 12(1). www.counterpointresearch.com,
- Hameed, S., & Kanwal, M. (2018). Effect Of Brand Loyalty On Purchase Intention In Cosmetics Industry. *Research In Business And Management*, 5(1), 25. <https://doi.org/10.5296/Rbm.V5i1.12704>
- Hamid Rizal, Hanudin Amin, Lada Suddin, Stephen Liason Sondoh Jr, & Chen Jung Ku. (2020). Relationship Quality And E-Loyalty Towards Online Travel Agency (Ota): Social Exchange Theory Perspective. *Jurnal Pengurusan*, 58, 1–15. <https://doi.org/10.17576/-2020-58-04>
- Han, H., Nguyen, H. N., Song, H. J., Chua, B. L., Lee, S., & Kim, W. (2019). Role Of Social Network Services (Sns) Sales Promotions In Generating Brand Loyalty For Chain Steakhouses. *Journal Of Quality Assurance In Hospitality And Tourism*, 20(5), 617–645. <https://doi.org/10.1080/1528008x.2019.1579078>
- Handaruwati, I. (2017). Pengaruh Media Sosial Terhadap Penjualan Produk Camilan Lokal Secara Online. *Buletin Bisnis & Manajemen, Volume 03(01)*, 41–52. www.antaranews.com:

- Handayani, R. S., Dewi, C. K., Studi, P., Bisnis, A., & Telkom, U. (2020). Pengaruh Customer Satisfaction, Calculative Commitment, Dan Corporate Image Terhadap Attitudinal Loyalty Dan Behavioral Loyalty Pada Program Pasti Prima Pertamina (Studi Pada Spbu Pasti Prima Wilayah Jakarta) 1). *Jurnal Sekretaris Dan Administrasi Bisnis*, 1v(1), 56–67.
- Hanifah, S. (2018). *No Title*. 3(1), 1–10.
- Hansen, E., & Jonsson, E. (2013). *E-Loyalty In Fashion E-Commerce: An Investigation In How To Create E-Loyalty* (Issue April).
- Hariyanto, E., Bisnis, F., Petra, U. K., & Siwalankerto, J. (2018). *The Influence Of Brand Experience Through Brand Trust And Brand Satisfaction Toward Brand Loyalty Consumer At Carl ' S Jr Surabaya*. 4(2), 19–29.
- Harlan, J. (2017). *Perhitungan Ukuran Sampel: Power Dan Ukuran Efek*. Gunadarma.
- Hartono, B. S., Sugiharto, D. S., Studi, P., Pemasaran, M., Ekonomi, F., Petra, U. K., & Siwalankerto, J. (2018). Pengaruh Product Quality Terhadap Brand Loyalty Konsumen Honda Jazz Dengan Kepuasan Konsumen Sebagai Variabel Intervening Di Surabaya. *Jurnal Strategi Pemasaran*, 5(2).
- Hino, S. L. H. (2016). Emotional Brand Attachment: A Factor In Customer-Bank Relationships. *International Journal Of Bank Marketing*, 34(7), 1–32. <https://doi.org/10.1108/02652323199400002>
- Howard, & Sheth. (1969). *The Theory Of Buyer Behavior*. January 1969. <https://doi.org/10.2307/2284311>
- Huaman-Ramirez, R., & Merunka, D. (2019). Brand Experience Effects On Brand Attachment: The Role Of Brand Trust, Age, And Income. *European Business Review*, 31(5), 610–645. <https://doi.org/10.1108/Ebr-02-2017-0039>
- Hwang, E., Baloglu, S., & Tanford, S. (2019). Building Loyalty Through Reward Programs: The Influence Of Perceptions Of Fairness And Brand Attachment. *International Journal Of Hospitality Management*, 76(March 2018), 19–28. <https://doi.org/10.1016/j.ijhm.2018.03.009>
- Hwang, J., & Lee, J. H. (2019a). Antecedents And Consequences Of Brand Prestige Of Package Tour In The Senior Tourism Industry. *Asia Pacific Journal Of Tourism Research*, 24(7), 679–695. <https://doi.org/10.1080/10941665.2019.1623274>
- Hwang, J., & Lee, J. H. (Jay). (2019b). A Strategy For Enhancing Senior Tourists' Well-Being Perception: Focusing On The Experience Economy. *Journal Of Travel And Tourism Marketing*, 36(3), 314–329. <https://doi.org/10.1080/10548408.2018.1541776>
- Inggasari, S. M., & Hartati, R. (2022). Pengaruh Celebrity Endorser, Brand Image, Dan Brand Trust Terhadap Keputusan Pembelian Produk Scarlett Whitening. *Cakrawangsa Bisnis*, 3(1), 1–22.

- Iprice.Co.Id. (2021). *Report: Peta Persaingan E-Commerce Q3 2021*.
<https://Iprice.Co.Id/>
- Iprice.Co.Id. (2021). *No Title*. www.Iprice.Co.Id
- Iprice, I. (2020). *Peta Persaingan E-Commerce Indonesia Pada Kuartal Ii-2020*.
<https://Databoks.Katadata.Co.Id/Datapublish/2020/09/21/Peta-Persaingan-E-Commerce-Indonesia-Pada-Kuartal-Ii-2020>
- Isparwati, R. (2020). *Apa Itu Sociolla? Temukan Jawabannya Di Sini Lengkap*.
<https://Riniisparwati.Com/Apa-Itu-Sociolla/>
- Jacoby, J. (1971). A Model Of Multi-Brand Loyalty. *Journal Of Advertising Research*, 25–31.
- Japutra, A., Ekinci, Y. And Simkin, L. (2014). Exploring Brand Attachment, Its Determinants And Outcomes. *Journal Of Strategic Marketing*.
<https://doi.org/10.1080/0965254x.2014.914062>.
- Japutra, A., Ekinci, Y., & Simkin, L. (2014). *Exploring Brand Attachment , Its Determinants And Outcomes*. 4488(May).
<https://doi.org/10.1080/0965254x.2014.914062>
- Japutra, A., Ekinci, Y., & Simkin, L. (2018). Positive And Negative Behaviours Resulting From Brand Attachment: The Moderating Effects Of Attachment Styles. *European Journal Of Marketing*, 52(5–6), 1185–1202.
<https://doi.org/10.1108/Ejm-10-2016-0566>
- Jian, L. (2021). Impact Of Tourists' Perceived Value On Brand Loyalty: A Case Study Of Xixi National Wetland Park. *Asia Pacific Journal Of Tourism Research*, 26(3), 262–276. <https://doi.org/10.1080/10941665.2020.1862882>
- Joe Ilsever, D. (2007). Extending Models Of Flow And E-Loyalty. *Journal Of Information Science And Technology*, 4(2), 3–22.
- Kalaimani, N & Sowmiya, A, R, B. (2017). Brand Loyalty Of Cosmetic Products Among Youths. *Intercontinental Journal Of Marketing Research Review*, 5(7), 100–105.
- Kapferer, J. (2008). The New Strategic Brand Management: Creating And Sustaining Brand Equity Long Term. In *Igarss 2014*.
- Keller, K. (2013). *Strategic Brand Management* (4th Editio). Pearson Education Limited.
- Keller, K. L., Parameswaran, A. M. G., & Jacob, I. (2015a). *Strategic Brand Management : Building, Measuring, And Managing Brand Equity* (Fourth). Pearson India Education Services. <https://doi.org/10.1057/Bm.1998.36>
- Keller, K. L., Parameswaran, A. M. G., & Jacob, I. (2015b). *Strategic Brand Management: Building, Measuring, And Managing Brand Equity* (4th Editio). Pearson India Education Services Pvt, Ltd.
- 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>
- Khan I., F. M. (2019). Connecting The Dots Between Csr And Brand Loyalty: The Mediating Role Of Brand Experience And Brand Trust. *International Journal Business Excellence*, 17(4), 439–455.
- Kim, R. B. (2019). *Effects Of Brand Experience , Brand Image And Brand Trust On Brand Building Process : The Case Of Chinese Millennial Generation Consumers*. 12, 9–21. <https://doi.org/10.14254/2071-8330.2019/12-3/1>
- Kim, S. H., Kim, M., Holland, S., & Townsend, K. M. (2021). Consumer-Based Brand Authenticity And Brand Trust In Brand Loyalty In The Korean Coffee Shop Market. *Journal Of Hospitality And Tourism Research*, 45(3), 423–446. <https://doi.org/10.1177/1096348020980058>
- Kompas.Com. (2021). *Indonesia Turun Kelas Jadi Negara Berpendapatan Menengah Ke Bawah*. <https://www.kompas.com/tren/read/2021/07/11/113300865/Indonesia-Turun-Kelas-Jadi-Negara-Berpendapatan-Menengah-Ke-Bawah?Page=All>
- Koniordos, I. A. G. L. G. K. M. (2015). The Impact Of Brand Authenticity On Brand Attachment In The Food Industry. *British Food Journal*, 117(2).
- Konuk, F. A. (2021). The Moderating Impact Of Taste Award On The Interplay Between Perceived Taste, Perceived Quality And Brand Trust. *Journal Of Retailing And Consumer Services*, 63(July), 102698. <https://doi.org/10.1016/J.Jretconser.2021.102698>
- Kotler, Philip, & Keller, K. Lane. (2016). *Marketing Management* (15th Ed.). Pearson Prentice Hall, Inc.
- Kotler, Phillip. (2002). *Manajemen Pemasaran* (Millenium). Erlangga.
- Kristianti, R. A., & Margarita. (2021). Determinants Of Brand Loyalty: Survey Of Wardah Cosmetics Consumer In Jabodetabek, Indonesia. *Proceedings Of The Ninth International Conference On Entrepreneurship And Business Management (Icebm 2020)*, 174(Icebm 2020), 259–265. <https://doi.org/10.2991/Aebmr.K.210507.039>
- Kurniawan, A. W., & Puspitaningtyas, Z. (2016). *Metode Penelitian Kuantitatif*. Pandiva Buku.
- Kusnendi. (2008a). *Model-Model Persamaan Structura*. Alfabeta.
- Kusnendi. (2008b). *Model-Model Persamaan Struktural*. Bandung : Alfabeta.
- Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2020). Antecedent Factors That Affect Restaurant Brand Trust And Brand Loyalty: Focusing On Us And

- Korean Consumers. *Journal Of Product And Brand Management*, 30(7), 990–1015. <https://doi.org/10.1108/Jpbm-02-2020-2763>
- Laming, S. (2020). Tren E-Commerce Pada Era Pandemi Covid-19. In *Jurnal Penelitian Humano* (Vol. 11, Issue 2, Pp. 55–63).
- Laskito, I. (2019). 'Soco Points' Loyalty Program Dari Sociolla. <https://pointsgeek.id/soco-points-loyalty-program-dari-sociolla/>
- Laskito, I. (2020). 'Soco Points' Loyalty Program Dari Sociolla. <https://pointsgeek.id/soco-points-loyalty-program-dari-sociolla/>
- Le, M. T. H. (2020). The Impact Of Brand Love On Brand Loyalty: The Moderating Role Of Self-Esteem, And Social Influences. *Spanish Journal Of Marketing - Esic*, 25(1), 156–180. <https://doi.org/10.1108/Sjme-05-2020-0086>
- Lee, S. H., & Workman, J. E. (2015). Determinants Of Brand Loyalty: Self-Construct, Self-Expressive Brands, And Brand Attachment. *International Journal Of Fashion Design, Technology And Education*, 8(1), 12–20. <https://doi.org/10.1080/17543266.2014.974691>
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking The Customer Engagement-Brand Loyalty Relationship In Tourism Social Media: The Roles Of Brand Attachment And Customer Trust. *Journal Of Hospitality And Tourism Management*, 44(November 2019), 184–192. <https://doi.org/10.1016/J.jhtm.2020.06.015>
- Li, X., Yen, C. L., & Liu, T. (2020). Hotel Brand Personality And Brand Loyalty: An Affective, Conative And Behavioral Perspective. *Journal Of Hospitality Marketing And Management*, 29(5), 550–570. <https://doi.org/10.1080/19368623.2019.1654961>
- Lubis, A. N. (2019). Strategi Bisnis Kuliner Dengan Harga Premium Dan. *Jurnal Ilmiah Akuntansi Dan Manajemen*, 15(1), 38–48.
- Mabkhot, H. A., Hasnizam, & Salleh, S. M. (2017). The Influence Of Brand Image And Brand Personality On Brand Loyalty, Mediating By Brand Trust: An Empirical Study. *Jurnal Pengurusan*, 50, 71–82.
- Maizunati, N. A. (2018). Implementasi Data Sektoral Terbuka Dalam Mendukung Smart Governance Di Kota Magelang. *Journal Of Public Administration And Local Governance*, 2(2), 31. <https://doi.org/10.31002/Jpalg.V2i2.1082>
- 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*.
- Marka, E., Ve, A., Sadakati, M., Seçim, M., Üzerindeki, Y., Duygusal, E. :, Bağlılığının, M., & Rolü, A. (2019). Ethical Brand Perceptions And Their Impact On Brand Loyalty And Brand Choice Intentions: Mediating Role Of Emotional Brand Attachment. *Z. / Journal Of Yasar University*, 14(April),

448–459.

- Maulana, P. (2022). Kegagalan Layanan E-Commerce Dan Perubahan Pengalaman Pada Perilaku Beralih Konsumen. *Accounting And Business Information Systems Journal*, 10(2).
- Maulana, Y. (2019a). *Sociolla, Ekosistem Kecantikan Dalam Satu Platform*. <https://Swa.Co.Id/Youngster-Inc/Youngsterinc-Startup/Sociolla-Ekosistem-Kecantikan-Dalam-Satu-Platform>
- Maulana, Y. (2019b). *Sociolla, Ekosistem Kecantikan Dalam Satu Platform*. <https://Swa.Co.Id/Youngster-Inc/Youngsterinc-Startup/Sociolla-Ekosistem-Kecantikan-Dalam-Satu-Platform>
- Mcdaniel, & Gates. (2015). *Marketing Research* (10th Ed.).
- Moisescu, O. I. (2006). *A Conceptual Analysis Of Brand Loyalty As Core Dimension Of Brand Equity*.
- Morgan, R.-M., Hunt, S.-D. (1994). The Commitment Trust Theory Of Relationship Marketing. *Journal Of Marketing*, 53(3), 20-38.
- Mowen, John, C & Minor, M. (2002). *Perilaku Konsumen Jilid Ii (Edisi Bahasa Indonesia)*. Erlangga.
- Ngo, H. M., Liu, R., Moritaka, M., & Fukuda, S. (2020). Effects Of Industry-Level Factors, Brand Credibility And Brand Reputation On Brand Trust In Safe Food: Evidence From The Safe Vegetable Sector In Vietnam. *British Food Journal*, 122(9), 2993–3007. <https://doi.org/10.1108/Bfj-03-2020-0167>
- Nofalia, I. (2019a). *Mengenal Sociolla, E-Commerce Kecantikan Terbaik Di Indonesia*. <https://www.finansialku.com/sociolla/>
- Nofalia, I. (2019b). *Mengenal Sociolla, E-Commerce Kecantikan Terbaik Di Indonesia*. <https://www.finansialku.com/sociolla/>
- Nugroho, D. A. C. A. (2018). Motivasi Pembelian Impulsif Online Shopping Pada Instagram (Analisis Deskriptif Motivasi Konsumen Dalam Melakukan Pembelian Online Pada Instagram). *Jurnal Signal*, 6(1), 116–134.
- Nurakhmawati, R., Purnamawati, A., & Fahmi, I. (2022). Pengaruh Kualitas Pelayanan E-Commerce Shopee Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian. *Jurnal Ilmiah Manajemen*, 13(2), 191–204.
- Nurhasanah, Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The Effect Of E-Wom, Brand Trust, And Brand Ambassador On Purchase Decisions At Tokopedia Online Shopping Site. *Iop Conference Series: Materials Science And Engineering*, 1071(1), 012017. <https://doi.org/10.1088/1757-899x/1071/1/012017>
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal Of Marketing*, 63, 33–44. <https://doi.org/10.1177/00222429990634s105>
- Pandiangan, K., & Atmogo, Y. D. (2021). *Faktor-Faktor Yang Mempengaruhi*

- Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty*. 2(4), 471–484.
- Park, C. W., Macinnis, D. ., & Priester, J. (2006). Beyond Attitudes: Attachment And Consumer Behavior. *Seoul National Journal*, 12, 3–36.
- Peña-García, N., Gil-Saura, I., & Rodríguez-Orejuela, A. (2018). E-Loyalty Formation: A Cross-Cultural Comparison Of Spain And Colombia. *Journal Of Electronic Commerce Research*, 19(4), 336–356.
- Permatasari, D., & Harta, I. (2018). Kemampuan Berpikir Aljabar Siswa Sekolah Pendidikan Dasar Kelas V Dan Kelas Vii: Cross-Sectional Study. *Jurnal Pendidikan Dan Kebudayaan*, 3(1), 99. <https://doi.org/10.24832/jpnk.V3i1.726>
- Phyu, M. N. P., & Chung, D. C. (2022). *How Product Messages On Social Media And Luxury Brand Congruity Influence Brand Loyalty And Purchase Intention*. 4(1), 1–23.
- Portal, S., Abratt, R., & Bendixen, M. (2018). The Role Of Brand Authenticity In Developing Brand Trust. *Journal Of Strategic Marketing*, 4488, 1–16. <https://doi.org/10.1080/0965254x.2018.1466828>
- Poulos, M., Korfiatis, N., & Papavlassopoulos, S. (2020). Assessing Stationarity In Web Analytics: A Study Of Bounce Rates. *Expert Systems*, 37(3), 1–36. <https://doi.org/10.1111/exsy.12502>
- Prathama, F., & Sahetapy, L. (2019). Pengaruh Kemudahan Penggunaan Aplikasi Dan Kepercayaan Konsumen Terhadap Minat Beli Ulang Konsumen E-Commerce Lazada. *Agora, Jurnal Manajemen Bisnis*, 7(1). <https://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/8142>
- Pratiwi, F. A., Utama, R. D. H., & Dirgantari, P. D. (2018). Gambaran Brand Commnication Brand Trust Dan Brand Loyalty Pelanggan Kosmetik Sariayu Di Indonesia. *Journal Of Business Management Education*, 3(3), 89–99.
- Priyono. (2016). *Metode Penelitian Kuantitatif* (T. Chandra (Ed.); 2016th Ed.). Zifatama Publishing.
- Puji Lestari, F. A. (2018). Pengaruh Web E-Commerce, Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Konsumen. *Sosio E-Kons*, 10(1), 87. <https://doi.org/10.30998/sosioekons.V10i1.2411>
- Purnama, S., & Reyta, F. (2018). *The Role Of Marketplace In Building The Brand Trust On The Agricultural Products*. 3147–3155.
- Puspita Sari, N., & Sudarwanto, T. (2022). Pengaruh Celebrity Eendorser Dan Brand Image Terhadap Minat Beli Konsumen Skincare Ms Glow (Studi Pada Konsumen Ms Glow Di Jawa Timur). *Jurnal Ilmiah Manajemen, Ekonomi Dan Bisnis*, 1(2), 25–40. <http://ejurnal.provisi.ac.id/index.php/jimeb>
- Putri, A. D. E., Indarini, -, & Anandya, D. (2019). *The Influence Of Brand*

- Communication, Brand Image, Brand Satisfaction, And Brand Trust On Brand Loyalty. Xxiv(03)*, 412–426. <https://doi.org/10.2991/insyma-19.2019.31>
- Putu, I., Semadi, Y., & Ariyanti, M. (2018). The Influence Of Brand Experience, Brand Image, And Brand Trust On Brand Loyalty Of Abc-Cash. *Asian Journal Of Management Sciences & Education*, 7(3), 12–23.
- Qirana, A. (2021). Pengaruh Electronicword-Of-Mouthterhadap Niat Beli Pada E-Commercedengan Kepercayaan Sebagai Variabelintervening. *Jurnal Bisnis, Manajemen, Dan Keuangan - Jbmk*, 2(2), 470–483. <https://www.ptonline.com/articles/how-to-get-better-mfi-results>
- Rakhmawati, N. A., Permana, A. E., Reyhan, A. M., & Rafli, H. (2021). Analisa Transaksi Belanja Online Pada Masa Pandemi Covid-19. *Jurnal Teknoinfo*, 15(1), 32. <https://doi.org/10.33365/jti.v15i1.868>
- Rangkuti, F. (2009). *Strategi Promosi Yang Kreatif Dan Analisis Kasus. Integrated Marketing Communication*. Pt Gramedia Pustaka Utama.
- Ratier, M. (2003). L’image De Marque À La Frontière De Nombreux Concepts. *Iae Toulouse Papier De Recherche, N°158*, 1–27.
- Regina Dwi Amelia, Michael, M., & Mulyandi, R. (2021). Analisis Online Consumer Review Terhadap Keputusan Pembelian Pada E-Commerce Kecantikan. *Jurnal Indonesia Sosial Teknologi*, 2(2), 274–280. <https://doi.org/10.36418/jist.v2i2.80>
- Roets, C. R. Q., Bevan-Dye, A. L., & Viljoen, W. P. (2014). Influence Of Social Image And Brand Trust On Mobile Phone Brand Equity Amongst African Generation Y Students. *Mediterranean Journal Of Social Sciences*, 5(21), 75–84. <https://doi.org/10.5901/mjss.2014.v5n21p75>
- Rohman, I. Z., & Indaryadi, A. I. K. (2020). Pengaruh Celebrity Endorser, Brand Image, Brand Loyalty, Dan Perceived Quality Terhadap Minat Beli Konsumen Dan Dampaknya Terhadap Intensi Rekomendasi. *Jurnal Kajian Manajemen Bisnis*, 9(2), 80. <https://doi.org/10.24036/jkmb.10955000>
- Rohwiyati, R., & Praptiestrini, P. (2019). *The Effect Of Shopee E-Service Quality And Price Perception On Repurchase Intention : Customer Satisfaction As Mediation Variable*. 1(1), 47–54.
- Roselina, M. A., & Niati, A. (2019). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Promosi Terhadap Kepuasan Konsumen Elsa Hijab Semarang. *Majalah Ilmiah Solusi*, 17(3), 221–234. <https://doi.org/10.26623/slsi.v17i3.1636>
- Rosli, N., Che Ha, N., & Ghazali, E. M. (2019). Bridging The Gap Between Branding And Sustainability By Fostering Brand Credibility And Brand Attachment In Travellers’ Hotel Choice. *Bottom Line*, 32(4), 308–339. <https://doi.org/10.1108/bl-03-2019-0078>
- Rusdian, S. (2021). Pengaruh Diferensiasi Produk Terhadap Keputusan Pembelian.

Jurnal Ekonomi Dan Bisnis, 8(1).

- Sabrina, Y. A., & Khoiriyah, S. (2011). Pengaruh Brand Personality Pada Brand Trust, Brand Attachment, Brand Commitment, Dan Brand Loyalty. *Jurnal Bisnis Dan Ekonomi (Jbe)*, 18(2), 114–125.
- Safitri, Aulia Lisriana. (2022). Pengaruh Persepsi Risiko, Kualitas Situs Web Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Online Shop Fashion Di Masa Pandemi Covid-19 (Studi Pada Pelanggan Zalora.Co.Id Di Kota Semarang). *Jurnal Ekonomi Dan Bisnis*, 1(1), 26–35.
- Salsabila, N. A., & Mayangsari, L. (2020). “Keinginan Atau Kebutuhan?”: Analisis Perilaku Impulsif Dalam Pembelian Kosmetik Natural Online Dari Aspek Eksternal Dan Situasional. *Jurnal Wacana Ekonomi*, 19(3), 133. <https://doi.org/10.52434/jwe.v19i3.935>
- Santoso, S. (2011). *Structural Equation Modeling (Konsep Dan Aplikasi Dengan Amos 18)*. Pt Elex Media Komputindo.
- Sarasa, A. B. (2021). *Permintaan Skincare Tembus 70%, Tren Kosmetik 2021 Bakal Tumbuh Pesat*. www.daerahsindo.com. <https://daerah.sindonews.com/read/350478/701/Permintaan-Skincare-Tembus-70-Tren-Kosmetik-2021-Bakal-Tumbuh-Pesat-1614582187>
- Sari, N. A., & Arifin, D. (2021). Analisis Dimensi Brand Trust Terhadap Brand Loyalty (Studi Pada Pengguna Simcard Im3 Mahasiswa Febis Unikarta). *Jurnal Ekonomi & Manajemen Indonesia*, 21(1), 17–33. <https://doi.org/10.53640/jemi.v21i1.888>
- Sarjono, Haryadi., Dan Julianita, W. (2015). *Spss Vs Lisrel : Sebuah Pengantar, Aplikasi Untuk Riset*. Salemba Empat.
- 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.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (Eleventh). Pearson Education Limited.
- Schiffman, L. G., & Wisenblit, J. (2019a). *Consumer Behavior* (Twelfth). Pearson Education Limited.
- Schiffman, L. G., & Wisenblit, J. (2019b). *Customer Behavior* (Pearson Education (Ed.); Twelfth Ed).
- Schmitt, B. (2012). The Consumer Psychology Of Brands. *Journal Of Consumer Psychology*, 22, 7–17.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business*.
- Seo, G.-D., & Lee, J.-E. (2016). A Study On The Effect Of Consumer Lifestyle On Brand Attitude, Brand Attachment Influence Upon Brand Loyalty. *Journal Of*

- Digital Convergence*, 14(4), 185–192.
<https://doi.org/10.14400/jdc.2016.14.4.185>
- Setiawan, D. (2020). Pengaruh Brand Personality, Trust In The Brand, Attachment To The Brand Terhadap Commitment To The Brand. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(4), 94.
<https://doi.org/10.24912/jmbk.v4i4.8660>
- Shang, B., & Bao, Z. (2020). How Repurchase Intention Is Affected In Social Commerce?: An Empirical Study. *Journal Of Computer Information Systems*, 00(00), 1–11. <https://doi.org/10.1080/08874417.2020.1812133>
- Shaw, K., & Sullivan, P. (2013). Retail Place Attachment: A Qualitative Study Of Apparel Shoppers. *Journal Of Global Fashion Marketing*, 4(4), 284–298.
<https://doi.org/10.1080/20932685.2013.822682>
- Similarweb.Com. (2022). *Website Traffic Check And Analyze Any Website*.
- Similiarweb.Com. (2021). *No Ti*. www.similarweb.com
- Sinambela, E. A., & Mardikaningsih, R. (2022). Loyalitas Merek Milo Ditinjau Dari Kualitas Produk Dan Brand Image. *Jurnal Simki Economic*, 5(2), 155–164. <https://doi.org/10.29407/jse.v5i2.155>
- Siyoto, S. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Social.Com, W. Are. (2021). *We Are Social*.
- Sociolla. (2021). *Sociolla*. <https://www.sociolla.com>
- Srivastava, Mala, And D. K. (2016). Exploring The Link Between Customer Experience– Loyalty–Consumer Spend. *Journal Of Retailing And Consumer Services*, 31(277–286).
- Sugiyono. (2013a). *Metode Penelitian Kuantitatif Dan Kualitatif Dan R&D*. Alfabeta.
- Sugiyono, P. D. (2013b). *Metode Penelitian Kuantitatif Kualitatif Dan R&D* (19th Ed., Vol. 53, Issue 9). Alfabeta, Cv.
- Sukmadinata, N. S. (2012). *Metode Penelitian Pendidikan*. Rosda Karya.
- Suliyanto, W. B. A., & Rahab. (2019). Pengaruh Pengalaman Merek Terhadap Kesetiaan Merek Didimensikan Oleh Kencintaan Merek, Kepercayaan Merek, Dan Keterkaitan Merek. *Jurnal Ekonomi, Bisnis, Dan Akuntansi (Jeba) Volume 21 Nomor 03 Tahun 2019*, 21(3), 1–20.
- Sunanti, A.A Dwi Widayani, I. M. S. U. (2021). Pengaruh Brand Image, Brand Trust Dan Promosi Terhadap Keputusan Pembelian Jasa Pada Visa Bali, Canggau. *Jurnal Emas*, 2(1), 51–70.
- Suntoro, W., & Silintowe, Y. B. R. (2017). Analisis Pengaruh Pengalaman Merek, Kepercayaan Merek, Dan Kepuasan Merek Terhadap Loyalitas Merek. *Jurnal Ekonomi Dan Bisnis*, 32(1), 25–41.

- Susilawati, S., & Utami, L. S. S. (2020). Pengaruh Terpaan Tayangan Iklan Shopee Versi Blackpink Terhadap Brand Loyalty Mahasiswa Jakarta. *Prologia*, 4(1), 173. <https://doi.org/10.24912/Pr.V4i1.6470>
- Tabaku, E., & Zerellari, M. (2015). Brand Loyalty And Loyalty Programs; A Literature Review. *Romanian Economic And Business Review*, 10(2), 71–86.
- Taghipourian, M. J., & Bakhsh, M. M. (2016a). Brand Attachment On Service Loyalty In Banking Sector. *International Journal Of Marketing Studies*, 8(5), 146. <https://doi.org/10.5539/ijms.V8n5p146>
- Taghipourian, M. J., & Bakhsh, M. M. (2016b). *Loyalty : From Single-Stage Loyalty To Four-Stage Loyalty. March.*
- Taylor, S., Dipietro, R. B., So, K. K. F., Taylor, D. C., & Hudson, S. (2020). Building Consumer Brand Loyalty: An Assessment Of The Microbrewery Taproom Experience. *International Journal Of Hospitality And Tourism Administration*, 00(00), 1–23. <https://doi.org/10.1080/15256480.2019.1708226>
- Thomson, M., Macinnis, D. ., & Park, W. (2005). The Ties That Bind: Measuring The Strength Of Customers Attachment To Brands. *Journal Of Consumer Psychology*, 15(1), 77–91.
- Triwijanarko, R. (2019). *Di E-Commerce, Sociolla Masih Terpercaya Di Produk Beauty.* <https://www.marketeers.com/di-e-commerce-sociolla-masih-terpercaya-di-produk-beauty>
- Tsiotsou, R. (2010). Brand Loyalty Through Brand Attachment And Brand Trust: A Relational Perspective. *Proceedings Of 6th Thought Leaders International Conference In Brand Management, January 2010*, 1–13. <https://doi.org/10.13140/Rg.2.1.4317.7122>
- Utami, G. R., & Saputri, M. E. (2020). Pengaruh Social Media Marketing Terhadap Customer Engagement Dan Loyalitas Merek Pada Akun Instagram Tokopedia. *Jurnal Riset Manajemen Dan Bisnis (Jrmb) Fakultas Ekonomi Uniat*, 5(2), 185–198. <http://jrmb.ejournal-feuniat.net/index.php/jrmb/article/view/388>
- Utaminingsih, S. L., & Sudrajat, R. H. (2021). Pengaruh Stray Kids Sebagai Brand Ambassador Terhadap Brand Loyalty Shopee The Influence Stray Kids As Brand Ambassador On Brand Loyalty Shopee. *E-Proceeding Of Management*, 8(4), 4036–4043.
- Van Der Westhuizen, L. M. (2018). Brand Loyalty: Exploring Self-Brand Connection And Brand Experience. *Journal Of Product And Brand Management*, 27(2), 172–184. <https://doi.org/10.1108/jpbm-07-2016-1281>
- Walter, A., M. (2000). *The Impact Of Satisfaction, Trust, And Relationship Value On Commitment: Theoretical Considerations And Empirical Results.* Imp Conference Proceedings.

- Wen, T., Qin, T., & Liu, R. R. (2019). The Impact Of Nostalgic Emotion On Brand Trust And Brand Attachment: An Empirical Study From China. *Asia Pacific Journal Of Marketing And Logistics*, 31(4), 1118–1137. <https://doi.org/10.1108/APjml-09-2018-0390>
- Widjajanta, B., Ramadhani, U., & Wibowo, L. A. (2019). Minat Beli: Peran Citra Merek Yang Dipersepsikan Oleh Konsumen Produk Otomotif. *Strategic : Jurnal Pendidikan Manajemen Bisnis*, 19(1), 19. <https://doi.org/10.17509/Strategic.V19i1.17666>
- Wijanto, S. (2007). *Structural Equation Modeling Dengan Lisrel 8.80*. Graha Ilmu.
- Wijaya, A. S. (2019). Pengaruh Service Failure Terhadap Service Recovery, Attitude Loyalty Dan Behavior Loyalty Pada Lion Air. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 8(1), 986–1002.
- Wijaya, I. P. S., & Giantari, I. G. A. K. (2018). Analisis Elemen Elemen Brand Equity Pada Produk Minuman Teh Dalam Kemasan Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 7(3), 1339. <https://doi.org/10.24843/Ejmunud.2018.V7.I03.P08>
- Wolfgang May, R. A., & Meier, E. A. (2012). Top Priority For Credit Management: Credit Insurance: Safety Net - Not A Cushion To Rest Your Head On. *Textile Network*, 8(5–6), 34–35.
- Www.Journal.Sociolla.Com. (2022). *Beauty Journal*. <https://journal.sociolla.com/bjglossary>
- Www.Playstore.Com/Sociolla. (2022). *Sociolla Play Store*. <https://www.playstore.com/sociolla>
- Yasa, I. K. (2018). The Role Of Brand Image Mediating The Effect Of Product Quality On Repurchase Intention. *Russian Journal Of Agricultural And Socio-Economic Sciences*, 83(11), 172–180. <https://doi.org/10.18551/Rjoas.2018-11.20>
- Yenny, Y. (2015). *Sociolla Ingin Bangun Platform Belanja Online Untuk Produk Kecantikan Terlengkap Di Indonesia*. <https://dailysocial.id/post/sociolla-online-shopping-platform>
- Yohana F. C. P. Meilani, I. B. M. P. B., & Ian N. Suryawan, R. R. M. (2020). The Influence Of Brand Awareness, Brand Image, And Brand Trust On Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/Jm.V24i3.676>
- Yuliantari, K., Nurhidayati, N., & Sugiyah, S. (2020). Brand Loyalty Perawatan Wajah (Skin Care) Wardah Gentle Face Wash. *Moneter - Jurnal Akuntansi Dan Keuangan*, 7(2), 186–191. <https://doi.org/10.31294/Moneter.V7i2.8945>
- Yvonne, A., & Kristaung, R. (2013). *Metodologi Penelitian Bisnis Dan Akuntansi*. Lumajang : Dian Rakyat.
- Yvonne, A., & Kristaung, R. (2013). *Metodologi Penelitian Bisnis Dan Akuntansi*.

Dian Rakyat.

- Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal Brand Personality And Brand Loyalty Among Millennial Modest Fashion Consumers In Malaysia. *Journal Of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/Jima-10-2018-0187>
- Zhang, S., Peng, M. Y. P., Peng, Y., Zhang, Y., Ren, G., & Chen, C. C. (2020). Expressive Brand Relationship, Brand Love, And Brand Loyalty For Tablet Pcs: Building A Sustainable Brand. *Frontiers In Psychology*, 11(March), 1–10. <https://doi.org/10.3389/fpsyg.2020.00231>