

REFERENCES

- Al-Haddad, A. 2019. Social Identification, Brand Image and Customer Satisfaction as Determinants of Brand Love. In Creative Business and Social Innovations for a Sustainable Future; Proceeding of the 1st American University in the Emirates *International Research Conference*. Dubai 15-16th November 2017. Berlin: Springer
- Aaker, A. D., & Biel, A. L. (2009). *Brand Equity and Advertising: Advertising Role in Building Strong Brand*. Hillsdale: Lawrence Erlbaum Associates.
- 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>
- Albert, N., Merunka, D., Management, E., & Merunka, D. (2014). The Role Of Brand Love In Consumer-Brand Relationships. *Journal Of Consumer Marketing*, 30(3), 258–266. <http://Doi.Org/10.1108/07363761311328928>
- Alkhalaf, A. M., Salleh, S. M., & Halim, F. B. (2016). An Empirical Study in Voting Behavior and Political Brand. *International Business Management*, 10(18), 4365-4372.
- Alnawas, I., & Altarifi, S. (2016). Exploring the role of brand identification and brand love in generating higher levels of brand loyalty. *Journal of Vacation Marketing*, 22(2), 111– 128. <https://doi.org/10.1177/1356766715604663>
- Al-Haddad, A. 2015. Perceived quality, brand image and brand trust as determinants of brand loyalty. *Journal of Research in Business and Management* 3(4): 01-08.
- Aluf, D.D.I. 2020. Pengaruh Brand Love Terhadap Word Of Mouth Serta Dampaknya Terhadap Keputusan Pembelian Konsumen Muda. *Jurnal Ilmu Manajemen*, 5 (2). 140- 152
- Anchana Lakviramsiri, Panamon Chantabutr. 2022. The Impact of Brand Image on Brand Loyalty: The Mediating Role of Brand Love. *International Journal Of eBUSINESS and e-government STUDIES*. Vol: 14 No: 2, pp. 18-34 Doi: 10.34109/ijepeg. 202214122
- Andriani, M., & Bunga, F. D. (2017). Faktor Pembentuk Brand Loyalty: Peran Self Concept Connection, Brand Love, Brand Trust dan Brand Image. *Jurnal Manajemen dan Bisnis*, 2, 157 - 168.

- Arifin, Z. A. L. S., Sumarwan, U., & Najib, M. (2020). The Influence of Marketing Mix on Brand Image, Motivation and Students Decision to Choose Graduate Studies of IPB University. *Journal of Consumer Sciences*, 5(2), 139-156. doi:<https://doi.org/10.29244/jcs.5.2.139-156>
- Arnould, E., Price, L., Zinkan, G. (2000). *Consumers, 2nd editions*. Singapore: McGraw-Hill/Irwin.
- Aurellia, D., & Sidharta, H. (2023). Pengaruh Brand Image Terhadap Keputusan Pembelian Melalui Brand Trust Sebagai Variabel Mediasi Pada Produk Skincare Lokal. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 8(1), 93–101.
- Awali Faisa Putri dan Astuti Sri Rahayu Tri. 2021. Pengaruh Social Media Marketing Activities Dan Brand Experience Terhadap Brand Loyalty: Peran Brand Trust Sebagai Variabel Mediasi (Studi pada Pelanggan Produk Kosmetik Pixy di Wilayah Jawa Tengah). *Diponegoro Journal Of Management Volume 10*, Nomor 3, pp. 1-15
- Azzahra, S., & Fachira, I. (2022). The Influence of Bring Back Our Bottle Program on The Body Shop Indonesia Brand Image, Brand Trust, Brand Love and Brand Loyalty Salma Azzahra. *Asian Journal of Research in Business and Management*, 4(3), 283–295. <https://doi.org/10.55057/ajrbm.2022.4.3.26>
- Balmer, J. M., Lin, Z., Chen, W., & He, X. (2020). The Role Of Corporate Brand Image For B2B Relationships Of Logistics Service Providers In China. *Journal of Business Research*, 850-861.
- 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>
- Bernarto, et. al. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*, 24(3). <http://dx.doi.org/10.24912/jm.v24i3.676>
- Bivainienė, L. (2007). Brand image conceptualization: The role of marketing communication. *Economics & Management*.
- Carroll, B. A., dan Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, 17(2), 79-89.
- Cendana, S. R. E. W. 2017. Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Proses Keputusan Pembelian Smartphone Samsung, *Jurnal Ilmu dan Riset Manajemen*, Vol 6, No. 4.

- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*; Apr 2001; 65, 2; ABI/INFORM Global pg. 81.
- Chan, Y. Y., & Mansori, S. (2016). Factor that influences consumers' brand loyalty towards cosmetic products. *Journal of marketing management and consumer behavior*, 1.
- Chinomona, R. (2016). Brand Communication, Brand Image and Brand Trust as Antecedents of Brand Loyalty in Gauteng Province of South Africa. *African Journal of Economic And Management Studies*, 7(1).
- Coelho, P. S., Rita, P., and Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. *Journal Retail Consumer Service*. 43, 101–110. doi: 10.1016/j.jretconser.2018.03.011
- Diputra, I. G. A. W., & Yasa, N. N. (2021). The influence of product quality, brand image, brand trust on customer satisfaction and loyalty. *American International Journal of Business Management (AIJBM)*, 4(1), 25–34
- Drennan, J., Bianchi, C., Cacho-Elizondo, S., Louriero, S., Guibert, N., & Proud, W. (2015). Examining the role of wine brand love on brand loyalty: A multi-country comparison. *International Journal of Hospitality Management*, 49, 47-55.
- Firmansyah, A. (2019). Buku Pemasaran Produk Dan Merek. In Q. Media (Ed.), *Buku Pemasaran Produk Dan Merek (1st Ed.)*. Penerbit Qiara Media.
- Frasquet, M., Descals, A. M., & Ruiz-Molina, M. E. (2017). Understanding loyalty in multichannel retailing: the role of brand trust and brand attachment". *International Journal of Retail & Distribution Management*, 45(6).
- Gomez, M. C. O., & Perez, W. G. (2018). EFFECTS OF BRAND LOVE AND BRAND EQUITY ON REPURCHASE INTENTIONS OF YOUNG CONSUMERS *International Review of Management and Marketing* Effects of Brand Love and Brand Equity on Repurchase Intentions of Young Consumers. *International Review of Management and Marketing*, 8(4), 7–13. <http://www.econjournals.com>
- Gao, X. (2016). Relationship between Community Attachment, Brand Identity and Brand Love: Based on the Experience of Consumer's Emotional Value Perspective. *European Journal of Business and Management*, 8(35), 169-176.

- Geddens, Nancy. (2002). *Brand Loyalty. Missouri Value-added Development Center, University of Missouri.*
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS. 25.* Badan Penerbit Universitas Diponegoro.
- Gultom, D.K., Arif, M. and Fahmi, M., (2020). Determinasi kepuasan pelanggan terhadap loyalitas pelanggan melalui kepercayaan. *Maneggio: Jurnal Ilmiah Magister Manajemen, 3(2)*, pp. 171-180.
- Hapsoro, B. B., & Hafidh, W. A. (2018). The Influence of Product Quality, Brand Image on Purchasing Decisions Through Brand Trust as Mediating Variable. *Management Analysis Journal, 7(4)*, 529–539
- Hosland, et al (1953) *Ilmu Kesehatan Masyarakat.* Jakarta: Rineka Cipta
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision, 55(5)*, 915–934. <https://doi.org/10.1108/MD-10-2015-0465>
- Huang, Y.-T.; Jian, S.-P. From Customer Satisfaction to Brand Loyalty: A Mediation Model of Brand Trust and Brand Love. *Xing Xiao Ping Lun* 2015, 12, 161
- Islam, J.U., & Rahman, Z. (2016). Linking Customer Engagement to Trust and Word-of-Mouth on Facebook Brand Communities: An Empirical Study. *Journal of Internet Commerce, 15*, 40 - 58.
- Ismail, Ahmed, Rageh., Spinelli, Gabriella. 2012. 'Effect of Brand Love, Personality, and Image on Word of Mouth: The Case of Fashion Brands Among Young Consumers', *Journal of Fashion Marketing and Management*, vol. 16, no. 4, pp. 386-398.
- Junaid, M., Fetscherin, M., Hussain, K., & Hou, F. (2022). Brand love and brand addiction and their effects on consumers' negative behaviors. *European Journal of Marketing, 56(71571019)*, 3227–3248. <https://doi.org/10.1108/EJM-09-2019-0727>
- Karjaluoto, H., Munnukka, J., and Kiuru, K. (2016). Brand love and positive word of mouth: the moderating effects of experience and price. *Journal of Product & Brand Management.*
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *The Journal of Marketing, 57(1)*, 1-22

- Keller, L Kevin. (2003). *Strategic brand management: building, measuring and managing brand equity*, pearson education international. Prentice Hall: New Jersey
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity (Fifth Edition)*. Pearson Education.
- Keller, Kevin Lane. 2008. *Strategic Brand Management: Building, Measuring, and Managng Brand Equity, 3rd Edition*. Upper Saddle River New Jersey:Pearson Education, Inc.
- Keller, Kevin Lane (2013). *Strategic Brand Management: Building, Measuring, and Management Brand Equity*. New Jersey: Pretince Hall.
- Khan I., Fatma 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
- Kotler, Philip & Keller, Kevin Lane. (2009). *Principles of marketing, edisi ketiga belas jilid 1*. Jakarta : Erlangga.
- Kotler, Philip. (2013). *Manajemen Pemasaran. edisi kesebelas*, Jakarta: Indeks kelompok Gramedia.
- Kotler, Philip & Kevin Lane Keller. (2006). *Marketing Management Twelfth Edition*. Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management. In 15th ed.* (Hagerstown).
- Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran. Edisi 12. Jilid 2*. Jakarta: PT Indeks.
- Kurnianingsih, S. W., & Riorini, S. V. (2021). *The influence of consumer-based brands equity on brand loyalty through customer satisfaction*. *Indonesian Journal of Business Analytics*, 1(2), 141–160. <https://doi.org/10.55927/ijba.v1i2.22>
- Lau, Geok Theng. Sook Han Lee. (1999). *Consumers' Trust in Brand and The Link To Brand Loyalty*. *Journal of Market Focused Management*, 4, 341-370.
- Lau & Lee. (2007). *Prinsip Pemasaran*. Jakarta: PT Gelora Aksara Pratama
- Loureiro, S., Ruediger, K. & Demetris, V. *Brand emotional connection and loyalty*. *J Brand Manag* 20, 13–27 (2012). <https://doi.org/10.1057/bm.2012.3>

- Low, G.S., & Lamb, C.W. (2000). The measurement and dimensionality of brand associations. *Journal of Product & Brand Management*, 9, 350-370.
- Marconi (1993). Strategi Perluasan Merek dan Loyalitas Konsumen. *INSAN* Vol. 7 No. 3, Desember 2005
- Martínez Salinas, Eva & Pina Pérez, José Miguel.(2009). "Modeling the brand extensions' influence on brand image," *Journal of Business Research*, Elsevier, vol. 62(1), pages 50-60.
- Manthiou, A., Kang, J., Hyun, S. S., & Fu, X. X. (2018). The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestylecongruence. *International Journal of Hospitality Management*,75(10), 38-47.
- Mayangsari, A., & Harti. (2022). The Effect of Brand Trust and Brand Experience on Brand Loyalty through Emotional Brand Attachment to Wardah Cosmetics. *Jurnal Mantik*, 6(1), 448–458.
- Morgan RM., Hunt SD., (1994), The Commitment-Trust Theory of Relationship Marketing, *Journal of Marketing*, 58(7): 20-38
- Mowen, J. C. and Minor, M. (2000). Consumer Behavior. New York: Prentice Hall, Inc., *5th Edition*, 1998
- Mowen, J. C., & Minor, M. (2002). Perilaku Konsumen. Jakarta: Penerbit Erlangga.
- McQuail, D. (2010). *McQuail's Mass Communication Theory*. Netherlands: SAGE Publications, Ltd.
- Mody, M., & Hanks, L. (2019). Consumption authenticity in the accommodations industry: the keys to brand love and brand loyalty for hotels and Airbnb. *Journal of Travel Research*, 59(1), 173-189.
- Morgan, Robert M. & Hunt, Shelby D. (1994). The Commitment-Trust Theory of Relationship Marketing. *The Journal of Marketing*, Vol. 58, No. 3 (Jul., 1994), pp.20-38.
- Orzan G., (2016), Conceptual Model Regarding The Influence of Social Media Marketing Communication on Brand Trust, Brand Affect and Brand Loyalty. *Economic Computation and Economic Cybernetics Studies and Research*, Vol. 50
- Padmi, I. G. A. M. M., & Suparna, G. (2021). the Role of Brand Image Mediates the Effect of Electronic Word of Mouth on Repurchase Intention in Starbucks Coffee. *International Journal of Management and Commerce*

Innovations, 9(June), 328–338.

- Park, H., & Park, S. (2019). The effect of emotional image on customer attitude. *Journal of Asian Finance, Economics and Business*, 6(3), 259–268. <https://doi.org/10.13106/jafeb.2019.vol6.no3.259>
- Prabowo, Aris. (2013). Analisis Pengaruh Kualitas Produk, Brand Trust, Brand Image dan Kepuasan Pelanggan Terhadap Brand Loyalty Pada Air Mineral Aqua (Studi Kasus Pada Konsumen Air Mineral Aqua di Wilayah Tangerang Selatan). Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Pramezwarly, A., Juliana, J., Winata, J., Tanesha, R., & Armando, T. (2021). Brand Trust dan Promosi Penjualan Terhadap Keputusan Pembelian Produk Di Masa Covid-19. *Jurnal Perspektif*, 19(1), 24–31. <https://doi.org/10.31294/jp.v19i1.9376>
- Purwianti, L., Nuzula Agustin, I., Melodya, D., & Internasional Batam, U. (2023). Analisa Pengaruh Service Quality, Price, Satisfaction, Trust, dan Product Quality terhadap Customer Loyalty Pada UMKM Morning Bakery Di Kota Batam. *Jurnal Sains Dan Teknologi*, 4(3). <https://doi.org/10.55338/saintek.v5i1.1029>
- Rahmawati, E., & Aji, S. (2015). Pengaruh Customer Engagement Terhadap Kepuasan Pelanggan dan Kepercayaan merek Serta Dampaknya Pada Loyalitas Merek. *Jurnal Riset Ekonomi Dan Manajemen*, 15(2). <https://doi.org/10.17970/jrem.15.150204.id>
- Ramadhani, Z. K., Pujiastuti, E. E., Joko, H., & Utomo, N. (2019). Pengaruh Brand Experience dan Brand Trust terhadap Brand Attachment serta Brand Loyalty. *Jurnal Administrasi Bisnis (JABis)*, Vol. 17 No. 1, Hal. 47–57.
- Rangkuti, F. (2002). *The Power Of Brands*. Jakarta: PT Gramedia Pustaka Utama.
- Rangkuti, F. (2006). *Measuring Customer Satisfaction : Gaining Customer Relationship Strategy*. Jakarta: PT Gramedia Pustaka Utama.
- Ratnawati, A., Lestari, A. A., Islam, U., & Agung, S. (2018). Peran Brand Trust dalam memediasi Brand Experience, Brand Personality dan Brand Community terhadap Brand Loyalty. *Jurnal Ekonomi dan Bisnis*, Vol. 19 No, 2, pp. 185–202.
- Riana, Gede. (2008). “Pengaruh Trust In A Brand Terhadap Brand Loyalty pada Konsumen Air Minum Aqua di Kota Denpasar”. *Buliten Studi Ekonomi*, Vol.13 No.2.

- Ridhwan, R. M., Moko, W., & Hadiwidjojo, D. (2021). The impact of e-brand experience on e-brand loyalty mediated e-brand love and e-brand trust. *International Journal of Research in Business and Social Science* (2147-4478), 10(3), 132–138. <https://doi.org/10.20525/ijrbs.v10i3.1154>
- Riyanto, F. A., & Nasir, M. (2023). Pengaruh Brand Experience dan Brand Image terhadap Brand Loyalty dengan Brand Trust sebagai Variabel Intervening. *Jurnal Ilmiah Poli Bisnis*, 15(1), 65–84.
- Rizan, M., & Dkk. (2012). Pengaruh Brand Image dan Brand Trust terhadap Brand Loyalty Teh Botol Sosro. *Jurnal Riset Manajemen Sain Indonesia*, 3(1), 1-7.
- Rodiques, Yolanda, and Gede B. Rahanatha. (2016). "Peran Brand Trust Memediasi Hubungan Brand Image dengan Brand Loyalty (Studi pada Konsumen Iphone di Kota Denpasar)." *E-Jurnal Manajemen Universitas Udayana*, vol. 7, no. 3, 2018, doi:10.24843/EJMUNUD.2018.v7.i03.p07.
- Schiffman, Leon, & Leslie Kanuk. (2004). *Perilaku Konsumen. Edisi 7*. Prentice Hall. Jakarta.
- Sari, P. Y., & Sudarti, K (2016) Peningkatan Brand Loyalty Melalui Brand Image, Brand Love, dan Customer Satisfaction. *Fokus Ekonomi*, 11(1), 1–22.
- Setiadi, Nugroho, SE., MM., (2003). *Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana.
- Sholihin, M., & Ratmono, D. (2021). *Buku Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial & Bisnis*. Andi.
- 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>
- So, K. K. F., King, C., & Sparks, B. (2014). Customer Engagement With Tourism Brands: Scale Development and Validation. *Journal of Hospitality and Tourism Research*, 38(3). <https://doi.org/10.1177/1096348012451456>
- Song, H., Wang, J., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(May): 50-59

- Utomo, I. W. (2017). Pengaruh Brand Image, Brand Awareness, Dan Brand Trust Terhadap Brand Loyalty Pelanggan Online Shopping. *Jurnal Manajemen*, 2579-3292.
- Takaya, R. (2017). The Effect of Celebrity Endorsment on Brand Image and Trust Brand and It's Impact to Purchase Intention Case Study: Oppo Smartphone. *Business and Entrepreneurial Review*, 17, 183-196.
- Tatar SB., Eren-Erdogmus I., (2016), The Effect of Social Media Marketing on Brand Trust and Brand Loyalty for Hotels. *Information Technology and Tourism*, 16(3): 249-263
- Tjiptono, Fandy. 2014. Service Marketing - Principles, Implementation, and Research. Andi Offset, Yogyakarta.
- Tjokrosaputro, I.A. (2020). Pengaruh Brand Satisfaction, Brand Trust, dan Brand Experience Terhadap Brand Loyalty . *Kompas Digital*.
- Tjiptono, F. (2000). Strategi Pemasaran. Yogyakarta: Penerbit Andi.
- Tjiptono. (2016). Pemasaran "Esensi Dan Aplikasi". Yogyakarta: Andi Offset
- Torres, P., Augusto, M., & Neves, C. (2022). Value dimensions of gamification and their influence on brand loyalty and word-of-mouth: Relationships and combinations with satisfaction and brand love. *In Psychology and Marketing*, 39(1), 59–75. <https://doi.org/10.1002/mar.21573>.
- Trivedi, J., & Sama, R. (2021). Determinants of consumer loyalty towards celebrity-owned restaurants: The mediating role of brand love. *Journal of Consumer Behaviour*, 20(3), 748–761. <https://doi.org/10.1002/cb.1903>
- Wadi, M. H., Fadhilah, M., & Hutami, L. T. H. (2021). Analisis Pengaruh Citra Merek, Kepercayaan Merek dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Specs (Studi Kasus Pada Konsumen Sepatu Specs Di Kota Lombok Timur). *J-MAS (Jurnal Manajemen Dan Sains)*, 6(1), 172. <https://doi.org/10.33087/jmas.v6i1.223>
- Waluyo, Qurniawati, R. S., & Nurohman, A. Y. (2023). Generation Z's Brand Love for Skincare Products: Do Religious Beliefs Matter? *Shirkah: Journal of Economics and Business*, Vol. 8, No. 1 (2023), page 95-108.
- Yoo, B., & Donthu, N. (2001). Developing and Validating a Multidimensional Consumer Based Brand Equity Scale. *Journal of Business Research*, 52(1), pp.1-14

Zebuah, A. J. (2018). Analisis Identitas Merek, Loyalitas Merek, Citra Merek, Dan Kepercayaan Merek Toyota. *Jurnal Manajemen Pemasaran*, 12(2), 61–68. <https://doi.org/10.9744/pemasaran.12.2.61-68>

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>

Website

Chisty, F. E. (2020). Negara-Negara Yang Menggunakan K-beauty. Accessed on 10 June 2024, from <https://data.tempo.co/>

Limanseto, H. (2024). Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy. Accessed on 14 July 2024, from <https://ekon.go.id/>

Nurhayati, H. (2024) Leading Local Skincare Brand Indonesia 2023. Accessed on 4 June 2024, from <https://www.statista.com/>

Sari, W. P. (2023). Pengaruh Korean Wave Terhadap Tren Kecantikan di Indonesia. Accessed on 10 June 2024, from <https://kumparan.com/>

Top Brand Award. (2023). Top Brand Index. Accessed on 4 June 2024, from <https://www.topbrand-award.com/>

Tyas. (2019). 7 Alasan Pentingnya Memakai Makeup, Sudah Tahu?. Accessed on 14 July 2024, from <https://www.idntimes.com>