

REFERENCES

- Abd Rashid, MH, & Ahmad, FS (2014). The role of recovery satisfaction on the relationship between service recovery and brand evangelism: A conceptual framework. *International Journal of Innovation, Management and Technology*, 5 (5), 401.
- Aboulnasr, K., & Tran, G. A. (2020). Is love really blind? The effect of emotional brand attachment on the perceived risk of really new products. *Journal of Product & Brand Management*, 29(1), 81-96.
- Abubakar, F. B. (2022). *Brand Modernization and Consumer Buying Behaviour of Beverages in Ilorin Metropolis, Kwara State* (Doctoral dissertation, Kwara State University (Nigeria)).
- Ahuvia, A.C. (1993), “I Love It! Towards a Unifying Theory of Love Across Diverse Love Objects,” doctoral dissertation, University of Michigan. —— (2005), “Beyond the Extended Self: Loved Objects and Consumers’ Identity Narratives,” *Journal of Consumer Research*, 22 (1), 171–84
- Affan, H., & Maksum, H. (2016). Membangun kembali sikpa nasionalisme bangsa indonesia dalam menangkal budaya asing diera globalisasi. *Jurnal pesona dasar* 3(4).
- Albert, Noel, Dwight Merunka, and Pierre Valette-Florence (2008), “When Consumers Love Their Brands: Exploring the Concept and its Dimensions,” *Journal of Business Research*, 61 (10), 1062–75.
- Albert N, Merunka D and Valette-Florence P (2010) Brand Love: Antecedents and Consequences. Proceedings of the Consumer Brand Relationship Colloquium. Florida: Rollins.
- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of consumer marketing*, 30(3), 258-266.
- Alhaddad, A. (2014). The effect of brand image and brand loyalty on brand equity. *International Journal of Business and Management Invention*, 3(5), 28–32.

- 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.
- Anwar, A., & Jalees, T. (2020). Brand orientation and WOM: Mediating roles of brand love. *Journal of Management Sciences*, 7(1), 14-30.
- Armawi, A. (2019). Nasionalisme dalam Dinamika Ketahanan Sosial. Yogyakarta. Gajah Mada University Press.
- Barreda, A., Nusair, K., Wang, Y., Bigihan, A., & Okumus, F. (2013, January). Brand emotional attachment in travel social network websites: The long-term goal for travel organizations. In Proceedings of the 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Washington, DC, USA (pp. 3-5).
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of marketing*, 76(2), 1-16.
- Becerra, E. P., & Badrinarayanan, V. 2013. The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*, 22(5), pp. 371–383
- Bian, X., & Haque, S. (2020). Counterfeit versus original patronage: Do emotional brand attachment, brand involvement, and past experience matter?. *Journal of brand Management*, 27, 438-451.
- Bizumic, B., & Duckitt, J. (2012). What is and is not ethnocentrism? A conceptual analysis and political implications. *Political psychology*, 33(6), 887-909.
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters* , 17 , 79-89.
- Chaplin, L. N., & Roedder John, D. (2005). The development of self-brand connections in children and adolescents. *Journal of Consumer Research*, 32(1), 119-129.
- Chaudhry, N. I., Mughal, S. A., Chaudhry, J. I., & Bhatti, U. T. (2021). Impact of consumer ethnocentrism and animosity on brand image and brand loyalty through product judgment. *Journal of Islamic Marketing*, 12(8), 1477-1491.

- Chin, N.L., Chan, S.M., Yusof, Y.A., Chuah, T.G., Talib, R.A., 2008. Prediction of physicochemical properties of pummelo juice concentrates as a function of temperature and concentration. *International Journal of Food Engineering* 4 (7) (Article 6).
- Coelho, A., Bairrada, C., & Peres, F. (2019). Brand Communities' Relational Outcomes, Through Brand Love. *Journal Of Product & Brand Management*, 28(2), 154-165.
- Collins, Nancy L. (1996), "Working Models of Attachment: Implications for Explanation, Emotion, and Behavior," *Journal of Personality and Social Psychology*, 71 (4), 810-32
- Dahan, D., & Tanenhaus, M. K. (2004). Continuous mapping from sound to meaning in spoken-language comprehension: immediate effects of verb-based thematic constraints. *Journal of Experimental Psychology: Learning, Memory, and Cognition* , 30 (2), 498.
- Davis, S. V., & Dacin, P. A. (2022). This brand is who I am... or is it? Examining changes in motivation to maintain brand attachment. *Journal of Product & Brand Management* , 31 (7), 1125-1139.
- Dewita, Icha Caesarni. 2019. "Pengaruh Emotional Brand Attachment Terhadap Consumer-Based Brand Equity Dengan Consumer Satisfaction Sebagai Mediator (Studi Pada Konsumen Produk Brand Apple)." *Ekonomi, Jurnal* 21 (1): 60–73.
- Dwivedi, A., Johnson, L. W., Wilkie, D. C., & Araujo-Gil, L. D. (2018). Consumer Emotional Brand Attachment with Social Media Brands and Social Media Brand Equity. *European Journal of Marketing*.
- Efendi, M. I., & Farida, S. N. (2021). Pengaruh Brand Love Terhadap Brand Loyalty dan Willingness To Pay Premium Price (Studi Pada Konsumen Starbucks Di Kota Surabaya). *Jurnal Ekonomi Dan Bisnis (EK Dan BI)*, 4(1), 384-392.
- Eger, M. A., & Hjerm, M. (2022). Identifying varieties of nationalism: A critique of a purely inductive approach. *Nations and Nationalism*, 28(1), 341-352.

- Frenredy, W., & Dharmawan, P. (2020). Dimensi Brand Image Untuk Memprediksi Brand Love Dan Brand Loyaty. *Jurnal Manajerial Dan Kewirausahaan*, 2(4), 1005-1014.
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 15(1), 16-38.
- Ghozali, I., & Laten. (2015). Partial Least Square: Konsep, Teknik Dan Aplikasi Menggunkam Program Smart Pls 3.0 (2nd Ed). Semarang: Universitas Diponegoro.
- Grisaffe, D. B., & Nguyen, H. P. (2011). Antecedents of emotional attachment to brands. *Journal of business research* , 64 (10), 1052-1059.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis. (7th eds.). Englewood Cliffs: Prentice-Hall.
- Hair, F. J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). European Business Review, 26(2), 106-121.
- Hajjid, I., Soetomo, H., Kristaung, R., & Susanto, A. (2022). Empirical Testing of Emotional Brand Attachment and Brand Love Mediation between Brand Satisfaction and Brand Loyalty. *International Journal of Digital Entrepreneurship and Business*, 3(2), 49-59
- Hawkins, D.I., & Mothersbaugh, D.L. (2010). Consumer Behavior: Building Marketing Strategy (11th ed.). New York: McGraw-Hill.
- Hegner, S.M., A. Fenko, and A. Teravest. 2017. Using the theory of planned behavior to understand brand love. *Journal of Product and Brand Management* 26(1): 26–41
- Huaman-Ramirez, R., Lunardo, R., & Vasquez-Parraga, A. (2022). How brand self-disclosure helps brands create intimacy with customers: The role of information valence and anthropomorphism. *Psychology & Marketing* , 39 (2), 460-477.

- Hung, H. Y. (2014). Attachment, identification, and loyalty: Examining mediating mechanisms across brand and brand community contexts. *Journal of Brand Management*, 21(7), 594-614.
- İlter, B., Bıçakçıoğlu, N., & Yaran, İ. Ö. (2016). How brand jealousy influences the relationship between brand attachment and word of mouth communication. *Acta Universitatis Danubius. Communicatio*, 10(1).
- Jackson, D., & Jolly, S. (2021). A new divide? Assessing the transnational-nationalist dimension among political parties and the public across the EU. *European Union Politics*, 22(2), 316-339.
- Kaufmann, Hans Ruediger, Dan Alex Petrovici, Cid Gonçalves Filho, and A. A. (2016). "Identifying Moderators of Brand Attachment for Driving Customer Purchase Intention of Original vs Counterfeits of Luxury Brands." *Journal of Business Research*, 69(12), 5735–5747. <https://doi.org/10.1016/j.jbusres.2016.05.003>
- Keh H, Pang J and Peng S (2007) Understanding and measuring brand love. Paper presented at Society for Consumer Psychology. Advertising and Consumer Psychology Conference Proceedings, Santa Monica, CA.
- Kudeshia, C., Sikdar, P., and Mittal, A. (2016), "Spreading love through fan page liking: A perspective on small scale entrepreneurs", *Computers in Human Behavior*, Vol. 54, pp. 257-270
- Kochar, R. K., & Sharma, D. (2015). Role of love in relationship satisfaction. *The International Journal of Indian Psychology*, 3(1), 81–107.
- Lambert, A., & Desmond, J. (2013). Loyal now, but not forever! A study of narcissism and male consumer–brand relationships. *Psychology & Marketing* , 30 (8), 690-706.
- Langner, T., Bruns, D., Fischer, A., & Rossiter, J.R. (2016). Falling in love with brands: a dynamic analysis of the trajectories of brand love. *Marketing letters* , 27 , 15-26.
- Laophon, N., & Khamwon, A. (2018). Self-Congruence, Emotional Brand Attachment, Brand Love, and Brand Advocacy: A Case of Fashion Brands. *International Journal of Management and Applied Science*.

- Lee, C. T., & Hsieh, S. H. (2022). Can social media-based brand communities build brand relationships? Examining the effect of community engagement on brand love. *Behaviour & Information Technology*, 41(6), 1270- Morkunas, M. (2022). Revealing Differences in Brand Loyalty and Brand Engagement of Single or no Parented Young Adults. IIM Kozhikode Society & Management Review, 22779752221108797.
- Li, Y., Lu, C., Bogicevic, V., & Bujisic, M. (2019). The effect of nostalgia on hotel brand attachment. *International Journal of Contemporary Hospitality Management*, 31(2), 691-717.
- Lacoeilhe, J., Louis, D., & Lombart, C. (2017). Impacts of product, store and retailer perceptions on consumers' relationship to terroir store brand. *Journal of Retailing and Consumer Services*, 39, 43-53.
- Lew, S., & Sulaiman, Z. (2014). Consumer purchase intention toward products made in Malaysia vs. made in China: A conceptual paper. *Procedia-Social and Behavioral Sciences*, 130, 37-45.
- Lumba, M. G. (2019). Peran Brand Love Terhadap Brand Loyalty Dan Willingness To Pay Premium Price Pada Pembeli Iphone Di Surabaya. *Agora*, 7(1).
- Malär, L., Nyffenegger, B., Krohmer, H., & Hoyer, W.D. (2012). Implementing an intended brand personality: a dyadic perspective. *Journal of the Academy of Marketing Science*, 40, 728-744.
- Miller-Idriss, C. (2019). The global dimensions of populist nationalism. *The International Spectator*, 54(2), 17-34.
- Mikulincer, Mario (1998), "Attachment Working Models and the Sense of Trust: An Exploration of Interaction Goals and Affect Regulation," *Journal of Personality and Social Psychology*, 74 (5), 1209-24.
- Mikulincer, M., & Shaver, P. R. (2005). Attachment security, compassion, and altruism. *Current Directions in Psychological Science*, 14, 34–38.
- Mittal, Banwari (2006), "I, Me and Mine: How Products Become Consumers' Extended Selves, *Journal of Consumer Behavior*, 5 (6), 550-62
- Murshed, N. A. G. (2019). *Nationalism role on local brands preference: Evidences from Turkey clothes market* (Master's thesis, Lisansüstü Eğitim Enstitüsü).

- Naqiyah, M., & Rosana, D. (2020). Developing Instruments to Measure Physics Problem Solving Ability and Nationalism of High School Student. *International Journal of Instruction*, 13(4), 921-936.
- Nguyen, H. T., & Feng, H. (2021). Antecedents And Financial Impacts Of Building Brand Love. *International Journal Of Research In Marketing*, 38(3), 572-592.
- Obiegbu, C. J., Larsen, G., & Ellis, N. (2020). Experiential brand loyalty: Towards an extended conceptualization of consumer allegiance to brands. *Marketing Theory*, 20 (3), 251-271.
- Padmalia, M., & Effendy, J. A. (2021). Pengaruh Brand Experience Terhadap Brand Loyalty Dengan Brand Love Sebagai variabel Mediasi Pada Pengguna Iphone Di Surabaya.
- Park, C.W., D.J. MacInnis, J. Priester, A.B. Eisingerich, and D. Iacobucci. 2010. Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing* 74(6): 1–17.
- Pourazad, N., & Pare, V. (2014). Emotional brand attachment: Antecedents and consequences for luxury brands. In *28th Australian and New Zealand Academy of Management (ANZAM) Conference*
- Rahayu, D. A., Al Mangsur, F., & Anggia, A. A. (2022). Sosialisasi Pengenalan Seni Budaya Lokal kepada Masyarakat Desa Boyolangu Melalui Digitalisasi untuk Meningkatkan Nasionalisme. *Jurnal Abdi Masyarakat Indonesia*, 2(6), 1945-1952.
- Rahmadini, Y., & Halim, R. E. (2018). The influence of social media towards emotions, brand relationship quality, and word of mouth (WOM) on concert's attendees in Indonesia. In *MATEC Web of Conferences* (Vol. 150, p. 05058). EDP Sciences.
- Ranjbarian, B., Kazemi, A., & Borandegi, 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), 320–3

- Roberts, K. (2005). Lovemarks—the future beyond brands (2nd. ed.). New York: powerHouse Books.
- 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. *European Journal of Business and Social Sciences*, 4(9), 42-55.
- Samuel, & Lianto. (2014). Pengaruh e-WOM melalui media sosial internet terhadap brand image, brand trust dan minat beli. Jurnal Pemasaran Petra , Vol. 2, No. 1:1-10.
- Semuel, H., & Wibisono, J. (2019). Brand Image, Customer Satisfaction Dan Customer Loyalty Jaringan Supermarket Superindo Di Surabaya. Jurnal Manajemen Pemasaran, 13(1), 27– 34.
<https://doi.org/10.9744/pemasaran.13.1.27-34>
- Sciarrino, J. 2021. Why brand attachment is more important than brand loyalty or preference: Opinion. AdAge. Retrieved from <https://adage.com/article/opinion/why-brand-attachment-more-important-brand-loyalty/2353951>.
- Schmitt, P., Skiera, B., & Van den Bulte, C. (2011). Referral programs and customer value. *Journal of marketing* , 75 (1), 46-59.
- Shaari, H., Ahmad, I.S. (2016), Sustaining the Brand Competitive Advantage: Leveraging the Effect of Online Brand Community Commitment Among Gen-Y Consumers. Proceeding of 5th Terengganu International Conference on Business, Economics Conference. Universiti Teknologi MARA, Kuala Terengganu: UiTM
- Setiawan, E. (2014). Anasolis sikap konsumen terhadap produk fashion lokal dan impor. Jurnal economia. 10(1).
- Siswanto. (2019). Mencintai Produk dalam Negri Sebagai Manifestasi Bela Negara di Era Global. Jurnal Pertahanan dan Bela Negara. 7(3).
- 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 , 50-59.

- Sta, N., Abbassi, R., & Elfidha, C. (2018). The effect of brand love on brand performance: the role of brand loyalty. *Journal of Business and Management Research*, 11, 314–324.
- Sternberg , R.J.(1986) “A Triangular Theory of Love” , Psychological Review, 93 (2): 119 – 35 . ——(1987) “Liking versus Loving: A Comparative Evaluation of Theories” , Psychological Bulletin, 102 (3): 331 – 45 .
- Sudaryono, D. (2016). Manajemen Pemasaran "Teori dan Implementasi". Yogyakarta: ANDI.
- Sukaatmadja, I. P. G., Yasa, N. N. K., Rahmayanti, P. L. D., & Septiani, E. (2023). *BRAND LOVE BALI*. Media Pustaka Indo.
- Sulyianto. (2011). *Ekonometrika Terapan - Teori dan Aplikasi dengan SPSS*. Yogyakarta: CV Andi Offset
- Sulyianto. (2018). *Metode Penelitian Bisnis Untuk Skripsi, Tesis, dan Disertasi*. Yogyakarta: Andi Offset (Anggota IKAPI).
- Syaharuddin, S., Hidayat Putra, M. A & Susanto, H. (2019). Menyambang Masyarakat Desa Lok Baintan Dalam Sebagai Sumber Belajar IPS.
- Temme, D., A. Diamantopoulos, and V. Pfegfeidel. 2014. Specifying formatively-measured constructs in endogenous positions in structural equation models: Caveats and guidelines for researchers. *International Journal of Research in Marketing* 31(3): 309–316.
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15, 77–91. <http://doi.org/b77jmm>
- Van den Berg, A., De Villiers, M. V., & Chinomona, R. (2017). ETHNOCENTRISM AND LOCAL BRAND LOVE: WHAT ARE THE CONSEQUENCES FOR GLOBAL BRANDS? THE CASE OF FASHION BRANDS IN SOUTH AFRICA.
- Wong, M. C. M., Kwok, M. L. J., & Lau, M. M. (2015). Spreading good words: the mediating effect of brand loyalty between role model influence and word of mouth. *Contemporary Management Research*, 11(4).

- ZA, SZZSZ (2020). The influence of brand image, brand personality and brand experience on brand love and their impact on brand loyalty of cellular card users. *AFEBI Economic and Financial Review* , 5 (1), 65-77.
- Zhu, X., Yu, C., & Hu, S. (2016). Love for one's country or oneself: a brand-choice framework in emerging markets. *Social Behavior and Personality: an international journal* , 44 (2), 325-337.

