

## DAFTAR PUSTAKA

- Abdulameer. (2020). The Role of Event Marketing as a Tool to Achieve Brand Love Zain Iraq Company for Mobile Communications. *The Muthanna Journal of Administrative and Economics Sciences*, 8(4). <https://doi.org/10.52113/6/2020-10-4/275-287>
- Addis, M., Miniero, G., & Soscia, I. (2018). Facing contradictory emotions in event marketing: leveraging on surprise. *Journal of Consumer Marketing*, 35(2), 183–193. <https://doi.org/10.1108/JCM-06-2016-1862>
- Adquisiciones, L. E. Y. D. E., Vigente, T., Frampton, P., Azar, S., Jacobson, S., Perrelli, T. J., Washington, B. L. L. P., No, Ars, P. R. D. a T. a W., Kibbe, L., Golbère, B., Nystrom, J., Tobey, R., Conner, P., King, C., Heller, P. B., Torras, A. I. V., To-, I. N. O., Frederickson, H. G., ... SOUTHEASTERN, H. (2019). No title. *Duke Law Journal*, 1(1), 1–93.
- Åhman, J., Hallgren, T., & Sörensson, A. (2023). *Title: Event Marketing-How event marketing may impact a company's brand equity.*
- Anık, E. (2024). *Kurumsal sosyal sorumluluk algısının marka vefasına etkisinde marka aşkının aracılık rolü The mediating role of brand love in the effect of corporate social The mediating role of brand love in the effect of corporate social responsibility perception on br. 12*, 161–175.
- Bagozzi, R. P., Batra, R., & Ahuvia, A. (2017). Brand love: development and validation of a practical scale. *Marketing Letters*, 28(1), 1–14. <https://doi.org/10.1007/s11002-016-9406-1>
- Belle, D. (2020). A Different Approach to the Question. *The After-school Lives of Children*, 50–63. <https://doi.org/10.4324/9781410601964-7>
- Bıçakcıoğlu, N., İpek, İ., & Bayraktaroğlu, G. (2017). *Antecedents and outcomes of brand love: the mediating role of brand loyalty*. 7266(September). <https://doi.org/10.1080/13527266.2016.1244108>
- Campaign Asia. (2024). *Top 10 beauty brands in Southeast Asia*. <https://www.campaignasia.com>
- Caroll, L. (2018). *Eksplorasi Pengalaman Merek dalam konteks Pemasaran Acara Abstrak*. 1–74.
- Cheng, W., Tsai, H., Chuang, H., Lin, P., & Ho, T. (2020). How can emerging event sustainably develop in the tourism industry? From the perspective of the s-o-r model on a two-year empirical study. *Sustainability (Switzerland)*, 12(23), 1–18. <https://doi.org/10.3390/su122310075>
- Dutschke, J., Dutschke, G., Dias, Á., & Pereira, L. F. (2024). The importance of

- events, happiness and brand love for a place sustainability. *International Journal of Business and Emerging Markets*, 16(2), 222–237. <https://doi.org/10.1504/IJBEM.2024.137660>
- Eiriz, V., & Guimarães, F. (2016). Affectionate relationships with brands: Study of the consequences of brand love with summer festivals. *Revista Brasileira de Marketing*, 15(3), 432–444. <https://doi.org/10.5585/remark.v15i3.3168>
- Faridi, M. R., & Naushad, M. (2021). A study of brand fidelity: Its contribution and impact on the Saudi market. *Innovative Marketing*, 17(4), 13–25. [https://doi.org/10.21511/IM.17\(4\).2021.02](https://doi.org/10.21511/IM.17(4).2021.02)
- Forces, M., Hasnain, S., Kazmi, A., Khalique, M., & Kashmir, A. (2019). *Brand Experience and Mediating Roles of Brand Love , Brand Prestige and Brand Trust*. 14(2), 78–98.
- Grace, D., Ross, M., & King, C. (2018). Brand fidelity: a relationship maintenance perspective. *Journal of Brand Management*, 25(6), 577–590. <https://doi.org/10.1057/s41262-018-0127-z>
- Grace, D., Ross, M., & King, C. (2020). Brand fidelity: Scale development and validation. *Journal of Retailing and Consumer Services*, 52(August 2019). <https://doi.org/10.1016/j.jretconser.2019.101908>
- Gumparthi, V. P., & Patra, S. (2020). The Phenomenon of Brand Love: A Systematic Literature Review. *Journal of Relationship Marketing*, 19(2), 93–132. <https://doi.org/10.1080/15332667.2019.1664871>
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hardianto, A. W. (2019). Analisis Stimulus-Organism-Response Model Pada “Dove Campaign for Real Beauty” 2004-2017. *Jurnal Transaksi*, 11(1), 65–79.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20(January 2009), 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Hussein, A. S. (2015). Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares dengan SmartPLS 3.0. *Universitas Brawijaya*, 1, 1–19. <https://doi.org/10.1023/A:1023202519395>

- Hutabarat, P., & Gayatri, G. (2014). The Influence of Sponsor-Event Congruence in Sponsorship of Music Festivals. *The South East Asian Journal of Management*, 8(1). <https://doi.org/10.21002/seam.v8i1.3101>
- Iman, A. A., & Kurniawati. (2023). Pengaruh Brand Experience Terhadap Brand Loyalty Dengan Customer Engagement Sebagai Variabel Mediator Pada Produk Fashion Di Indonesia. *Jurnal Ekonomi Trisakti*, 3(1), 543–560. <https://doi.org/10.25105/jet.v3i1.15565>
- Islam, J. U., & Rahman, Z. (2016). Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands. *Journal of Global Fashion Marketing*, 7(1), 45–59. <https://doi.org/10.1080/20932685.2015.1110041>
- Jayaa, J., Hadi, I. P., & Yogatama, A. (2023). Efektivitas Pesan Even di Novotel Samator Surabaya Timur Pada Followers @novotel\_samator. *Jurnal E-Komunikasi*, 11(1), 1–12.
- Joshi, R., & Garg, P. (2022). Assessing brand love, brand sacredness and brand fidelity towards halal brands. *Journal of Islamic Marketing*, 13(4), 807–823. <https://doi.org/10.1108/JIMA-04-2020-0104>
- Khan, I., & Fatma, M. (2017). Antecedents and outcomes of brand experience: An empirical study. *Journal of Brand Management*, 24(5), 439–452. <https://doi.org/10.1057/s41262-017-0040-x>
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Journal of Marketing* (Vol. 37, Nomor 1). <https://doi.org/10.2307/1250781>
- Legendre, T. S., Cartier, E. A., & Warnick, R. B. (2020). The impact of brand experience on the memory formation. *Marketing Intelligence and Planning*, 38(1), 15–31. <https://doi.org/10.1108/MIP-02-2019-0109>
- Limanseto, H. (2024). *Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy*. <https://www.ekon.go.id>
- Mahardika, M., & Setyawan, A. A. (2024). Pengaruh Brand Experience, Brand Trust Terhadap Brand Loyalty Dengan Brand Love sebagai Variabel Intervening (Studi Empiris Produk Sepatu Aerostreet). *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2), 3587–3599. <https://doi.org/10.37385/msej.v5i2.4438>
- Nilowardono, S. (2022). Pengaruh Product innovation terhadap Brand Loyalty melalui Brand Love pada konsumen Smartphone Android. *Jurnal Ilmiah Edunomika*, 6(1), 369. <https://doi.org/10.29040/jie.v6i1.4471>
- Nufer, G. (2015). Creating an Image Transfer Through Event Marketing: Principles, Requirements and Consequences. *European Journal of Business*

*and Social Sciences*, 3(12), 1–18.

- Nufer, G. (2022). Enduring Brand Experience Worlds as a Trend in Event Marketing. *International Journal of Innovative Business Strategies*, 8(1), 505–509. <https://doi.org/10.20533/ijibs.2046.3626.2022.0064>
- Nysveen, H., Oklevik, O., & Pedersen, P. E. (2018). Brand satisfaction: Exploring the role of innovativeness, green image and experience in the hotel sector. *International Journal of Contemporary Hospitality Management*, 30(9), 2908–2924. <https://doi.org/10.1108/IJCHM-05-2017-0280>
- Palusuk, N., Koles, B., & Hasan, R. (2019). ‘All you need is brand love’: a critical review and comprehensive conceptual framework for brand love. *Journal of Marketing Management*, 35(1–2), 97–129. <https://doi.org/10.1080/0267257X.2019.1572025>
- Pokhrel, S. (2024). No TitleEΛENH. *Ayan*, 15(1), 37–48.
- Prof.Dr.Sugiyono. (2015). *Metode\_Penelitian\_Pendidikan\_Sugiyono\_20.pdf* (hal. 47–281).
- Quezado, T. C. C., Fortes, N., & Cavalcante, W. Q. F. (2022). The Influence of Corporate Social Responsibility and Business Ethics on Brand Fidelity: The Importance of Brand Love and Brand Attitude. *Sustainability (Switzerland)*, 14(5). <https://doi.org/10.3390/su14052962>
- Rika, R. A., & Robert Kristaung. (2023). Pengaruh Brand Experience Terhadap Satisfaction, Uncertainty Dan Brand Loyalty Pada Merek Raket Bulutangkis. *Jurnal Ekonomi Trisakti*, 3(2), 2809–2818. <https://doi.org/10.25105/jet.v3i2.17764>
- Risanti, M., Studi, P., Bisnis, A., Ilmu, D., Bisnis, A., Administrasi, F. I., & Brawijaya, U. (2024). *PENGARUH EVENT MARKETING TERHADAP BRAND EXPERIENCE , BRAND EQUITY DAN*.
- Salsabila, Y., & Apriliyanty, F. (2022). The Effect of “Inclusive Marketing” Efforts by BLP Beauty Toward Brand Image, Brand Trust, Brand Love and Brand Loyalty. *Asian Journal of Research in Business and Management*, 4(3), 504–516. <https://doi.org/10.55057/ajrbm.2022.4.3.44>
- Santos, M., & Schlesinger, W. (2021). When love matters. Experience and brand love as antecedents of loyalty and willingness to pay a premium price in streaming services. *Spanish Journal of Marketing - ESIC*, 25(3), 374–391. <https://doi.org/10.1108/SJME-11-2020-0201>
- Sari, V. I. P., & Rahardani, M. E. (2024). Hubungan Brand Experience Dan Brand Authenticity Terhadap Brand Loyalty: Brand Love Sebagai Variabel Mediasi. *Edunomika*, 08(01), 1–17.



- Segson, U., & Tan, C. C. (2018). Application of Stimulus-Organism-Response (S-O-R) Theory to Study Consumer Behavior of Upscale Restaurants in Northern Thailand. *In ASEAN/Asian Academic Society International Conference Proceeding Series*, 701–708.
- Setiawan, R., Wibisono, D., & Purwanegara, M. S. (2022). Defining Event Marketing as Engagement-Driven Marketing Communication. *Gadjah Mada International Journal of Business*, 24(2), 151–177. <https://doi.org/10.22146/gamaijb.63788>
- Seturi, M. (2023). About the Importance and Benefits of Event Marketing. *Green, Blue and Digital Economy Journal*, 4(4), 1–6. <https://doi.org/10.30525/2661-5169/2023-4-1>
- Sivasothey, J. A., Yeo, S. F., & Tan, C. L. (2024). Assessing the Applicability and Reliability of the SOR Theory in the Healthcare Sector: A Comprehensive Review of Recent Research. *Paper Asia*, 40(1), 01–12. [https://doi.org/10.59953/paperasia.v40i1\(b\).55](https://doi.org/10.59953/paperasia.v40i1(b).55)
- Suliyanto. (2018). *Metode Penelitian Bisnis*. Andi Offset.
- Tafesse, W. (2016). Conceptualization of Brand Experience in an Event Marketing Context. *Journal of Promotion Management*, 22(1), 34–48. <https://doi.org/10.1080/10496491.2015.1107007>
- Tenenhaus, M., Amato, S., & Vinzi, V. E. (2004). A global Goodness – of – Fit index for A or PLS structural. *Proceedings of the XLII SIS Scientific Meeting, 1h*, 739–742.
- Walujo, E. V. P., Adiwijaya, M., & Herjanto, H. (2023). A New Contemporary Model of Brand Fidelity: A Sustainable Clothing Brand Perspective. *Indonesian Journal of Sustainability Accounting and Management*, 7(2), 285–295. <https://doi.org/10.28992/ijSAM.v7i2.810>
- Wardah Beauty. (2024). *Hadirkan Pengalaman Imersif di Wardah SKINVERSE - "Science Powered Skincare."* 2 juni 2024. <https://www.wardahbeauty.com>
- Wijayanti, M., Giningroem, D. S. W. P., & Setyawati, N. W. (2023). Brand Fidelity Millennial Generation on Halal Cosmetic Brand Through Brand Experience and Brand Trust: The Role of Brand Love as Mediation. *Majalah Ilmiah Bijak*, 20(1), 88–96. <https://doi.org/10.31334/bijak.v20i1.3110>
- Zafrani, O., White, T. B., & Riemer, H. (2021). When your favorites disappoint: Self-construal influences response to disappointing brand experiences. *Current Psychology*. <https://doi.org/10.1007/s12144-021-02109-4>
- Zarantonello, S. (2013). Zarantonello and Schmitt. *The impact of event marketing on brand equity: the mediating roles of brand experience and brand attitude*, 2(2), 255–280.