

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity*. New York.
- Ahuvia, A. C., & Batra, R. (2008). Brand love: Towards an integrative model. *Advances in Consumer Research*, 35. <https://www.researchgate.net/publication/281258084>
- Akter, S., Ambra, J. D. ', & Ray, P. (2011). An evaluation of PLS based complex models: the roles of power analysis, predictive relevance and GoF index ance and GoF index. *Proceedings of the Seventeenth Americas Conference on Information Systems*. <https://ro.uow.edu.au/commpapers>
- Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business Research*, 61(10), 1062–1075. <https://doi.org/10.1016/j.jbusres.2007.09.014>
- Albert, N., Merunka, D., & Valette-Florence, P. (2009). The Feeling of Love Toward a Brand: Concept and Measurement. *Advances in Consumer Research*, 36, 300–307.
- Al-Haddad, S., Al-Khasawneh, M., Sharabati, A. A. A., Haddad, H. W., & Halaweh, J. A. A. (2023). The effect of Instagram on millennials consumer's purchase intentions in the fashion industry. *International Journal of Data and Network Science*, 7(4), 1885–1900. <https://doi.org/10.5267/j.ijdns.2023.7.004>
- Appiah-Nimo, K., Muthambi, A., & Devey, R. (2023). Consumer-based brand equity of South African luxury fashion brands. *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/JFMM-10-2021-0277>
- Armstrong, G., & Kotler, P. (2022). *Marketing An Introduction* (15th ed.). Pearson.
- Association, A. M. (2017). *Definition of Marketing* . <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Aureliano-Silva, L., Spers, E. E., Lodhi, R. N., & Pattanayak, M. (2022). Who loves to forgive? The mediator mechanism of service recovery between brand love, brand trust and purchase intention in the context of food-delivery apps. *British Food Journal*, 124(12), 4686–4700. <https://doi.org/10.1108/BFJ-07-2021-0819>

- Award, T. B. (2022). *Bagaimana Penilaian Bagi Merek Dalam Survei Top Brand?* <https://www.topbrand-award.com/article/detail/bagaimana-penilaian-bagi-merek-dalam-survei-top-brand>
- Award, T. B. (2024). *Komparasi Brand Index.* https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=10&id_subkategori=166&tahun_awal=2020&tahun_akhir=2024&brand1=iPhone&brand2=Oppo&brand3=Samsung&brand4=Vivo
- Bakhshizadeh, E., & Aliasghari, H. (2023). CUSTOMER-BASED BRAND EQUITY AND CUSTOMER BEHAVIORAL INTENTION: EVIDENCE FROM INSURANCE SERVICE. *Revista Brasileira de Marketing*, 22(1), 439–468. <https://doi.org/10.5585/REMARK.V22I1.20256>
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2).
- Beverland, M. (2018). *Brand Management Co-creating Meaningful Brands*. SAGE Publications Ltd.
- Bloomberg. (2023). *Di Indonesia iPhone Jadi Gaya Hidup Baru Tingkatkan Strata Sosial - Gaya Hidup.* <https://www.bloombergtechnoz.com/detail-news/14675/di-indonesia-iphone-jadi-gaya-hidup-baru-tingkatkan-strata-sosial>
- Britannica. (2024). *Samsung / History & Facts / Britannica Money.* <https://www.britannica.com/money/Samsung-Electronics/Samsung-as-a-global-company>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Budiono, S., Purba, J. T., & Adirinekso, G. P. (2021). Measurement of Purchase Intention through Brand Awareness, Perceived Quality, Brand Loyalty: An Experience from Indonesia. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 339–346.

Chandra, Z. A. P., & Indrawati. (2023). The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables. *Quality - Access to Success*, 24(192), 163–173. <https://doi.org/10.47750/QAS/24.192.19>

Corporation, I. D. (2022). *Indonesia's Smartphone Market Ended 2022 Down 14.3%*, *IDC Reports*.

<https://www.idc.com/getdoc.jsp?containerId=prAP50404323>

Corporation, I. D. (2024). *IDC Reveals a 1.2% Decline in Indonesia's 2023 Smartphone Market*.

<https://www.idc.com/getdoc.jsp?containerId=prAP51894924>

Creswell, J. W., & Creswell, J. D. (2023). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). SAGE Publications Inc.

detik.com. (2023). *Sesetia Apa sih Pengguna Android?* <https://www.detik.com/jabar/berita/d-6696000/sestia-apa-sih-pengguna-android>

detikinet. (2023). *Samsung Ingin Jual Lebih Banyak HP Mahal Tahun Depan*. <https://inet.detik.com/consumer/d-7022558/samsung-ingin-jual-lebih-banyak-hp-mahal-tahun-depan>

Dewitasari, N. K. A., & Hidayah, R. T. (2024). Influencer Endorsement and Customer Review on Purchase Intention: Role of Trust as Mediator. *Adpebi International Journal of Multidisciplinary Sciences*, 3(1), 1–10. <https://doi.org/10.54099/aijms.v3i1.828>

Duh, H. I., & Pwaka, O. (2023). Grocery retailer's brand performances from brand personalities and marketing offerings. *International Journal of Retail and Distribution Management*, 51(13), 101–122. <https://doi.org/10.1108/IJRDM-10-2022-0404>

Firmansyah, M. A. (2018). *PERILAKU KONSUMEN (Sikap dan Pemasaran)*. Deepublish.

Firmansyah, M. A. (2019). *PEMASARAN PRODUK DAN MEREK (PLANNING & STRATEGY)*. CV. Penerbit Qiara Media.

- Firmansyah, M. A. (2020). *Komunikasi Pemasaran*. CV. Penerbit Qiara Media.
- Francioni, B., Curina, I., Hegner, S. M., Cioppi, M., & Pencarelli, T. (2022). Managing brand equity in the brewing sector. *British Food Journal*, 124(13), 501–519. <https://doi.org/10.1108/BFJ-10-2021-1160>
- Garcia, J. M., Freire, O. B. D. L., Santos, E. B. A., & Andrade, J. (2020). Factors affecting satisfaction and loyalty to online group buying. *Revista de Gestao*, 27(3), 211–228. <https://doi.org/10.1108/REGE-02-2018-0037>
- Gilpress. (2024). *How Many People Own Smartphones? (2024-2029)*. <https://whatsthebigdata.com/smartphone-stats/>
- Gómez, M., Lopez, C., & Molina, A. (2019). An integrated model of social media brand engagement. *Computers in Human Behavior*, 96, 196–206. <https://doi.org/10.1016/j.chb.2019.01.026>
- Goyal, A., & Verma, P. (2024). The relationship between brand engagement, brand loyalty, overall brand equity and purchase intention. *Journal of Strategic Marketing*, 32(1), 65–79. <https://doi.org/10.1080/0965254X.2022.2149839>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications Inc.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, Marko. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications Inc .
- Han, H., Yu, J., Chua, B. L., Lee, S., & Kim, W. (2019). Impact of core-product and service-encounter quality, attitude, image, trust and love on repurchase: Full-service vs low-cost carriers in South Korea. *International Journal of Contemporary Hospitality Management*, 31(4), 1588–1608. <https://doi.org/10.1108/IJCHM-05-2018-0376>
- Hardani, Auliya, N. H., Andriani, H., & Fardani, R. A. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. CV. Pustaka Ilmu.

- Hepola, J., Karjaluoto, H., & Hintikka, A. (2017). The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. *Journal of Product and Brand Management*, 26(3), 282–293. <https://doi.org/10.1108/JPBM-10-2016-1348/FULL/PDF>
- Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, 19(7), 555–573. <https://doi.org/10.1080/0965254X.2011.599493>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. https://doi.org/10.1016/J.INTMAR.2013.12.002/ASSET/IMAGES/LARGE/10.1016_J.INTMAR.2013.12.002-FIG3.JPG
- Hsu, C. L. (2023). Enhancing brand love, customer engagement, brand experience, and repurchase intention: Focusing on the role of gamification in mobile apps. *Decision Support Systems*, 174. <https://doi.org/10.1016/j.dss.2023.114020>
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu : dalam Mengadopsi Layanan Berbasis Teknologi Informasi dan Komunikasi*. Refika Aditama.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmrv.2022.07.007>
- Jasin, M., Sesunan, Y. S., Aisyah, M., Fatimah, C. E. A., & Azra, F. E. A. (2023). SMEs repurchase intention and customer satisfaction: Investigating the role of utilitarian value and service quality. *Uncertain Supply Chain Management*, 11(2), 673–682. <https://doi.org/10.5267/j.uscm.2023.1.013>

- Jobber, D., & Ellis-Chadwick, F. (2023). *Principles and Practice of Marketing* (10th ed.). McGraw-Hill Education.
- Kaur, H., & Verma, H. V. (2024). Brand pride: concept and measurement. *Journal of Product & Brand Management*, 33(6), 668–683.
<https://doi.org/10.1108/JPBM-06-2023-4555>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22.
<https://doi.org/https://doi.org/10.1177/002224299305700101>
- Kompas. (2024). *Apple dan Samsung Kuasai Pasar Smartphone Dunia 2023*.
<https://tekno.kompas.com/read/2024/02/02/08000057/apple-dan-samsung-kuasai-pasar-smartphone-dunia-2023?page=all>
- Kompas.com. (2023). *7 Alasan Produk Hp Samsung Disukai Banyak Orang*.
<https://biz.kompas.com/read/2021/07/15/082031128/7-alasan-produk-hp-samsung-disukai-banyak-orang>
- Kukreti, R., & Yadav, M. (2023). The influence of brand personality on brand love, perceived quality and purchase intention: a study of e-retailing sites. *Global Knowledge, Memory and Communication*. <https://doi.org/10.1108/GKMC-05-2023-0153>
- kumparanTECH. (2023). *Gen Z Lebih Suka Pakai iPhone Ketimbang HP Android, Ini Faktanya* / kumparan.com. <https://kumparan.com/kumparantech/gen-z-lebih-suka-pakai-iphone-ketimbang-hp-android-ini-faktanya-1ztGnHCb8zc/1>
- Latan, H., & Noonan, R. (2017). *Partial Least Squares Path Modeling Basic Concepts, Methodological Issues and Applications*. Springer International Publishing AG.
- Leavy, P. (2023). *Research Design Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches* (2nd ed.). The Guilford Press.
- Lee, W. S., Tang, R., Moon, J., & Song, M. (2022). The structural relationship between a low-cost carrier's service experience, corporate social responsibility, brand love, and reuse intention: The case of Southwest Airlines.

- Journal of Air Transport Management*, 102.
<https://doi.org/10.1016/j.jairtraman.2022.102216>
- 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, 184–192. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Liputan6. (2015). *Makna di Balik Logo Samsung*.
<https://www.liputan6.com/tekno/read/2179843/makna-di-balik-logo-samsung>
- liputan6. (2023). *Samsung dan Apple Pimpin Pasar Smartphone Premium di Indonesia Pada 2022*.
<https://www.liputan6.com/tekno/read/5218005/samsung-dan-apple-pimpin-pasar-smartphone-premium-di-indonesia-pada-2022?page=4>
- Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement: The role of brand love on enhancing electronic-word-of-mouth. *Online Information Review*, 41(7), 985–1005.
<https://doi.org/10.1108/OIR-08-2016-0236>
- Machado, J. C., Vacas-de-Carvalho, L., Azar, S. L., André, A. R., & dos Santos, B. P. (2019). Brand gender and consumer-based brand equity on Facebook: The mediating role of consumer-brand engagement and brand love. *Journal of Business Research*, 96, 376–385.
<https://doi.org/10.1016/j.jbusres.2018.07.016>
- Matroji, F. J., Mulyadi, K. P., Dandi, M., & Fahlevi, M. (2023). Digital Influencers: Shaping Our Brand Choices and Purchase Intentions? A Moderation by Gender Perspective. *E3S Web of Conferences*, 426.
<https://doi.org/10.1051/e3sconf/202342601050>
- Mayasari, I., Haryanto, H. C., Hutagaol, O. D., Ramadhan, A. R., & Amir, I. (2023). Examining The Role Of Social Media Marketing On Brand Love And Its Impact On Brand Centrality: The Study Of Local Fashion Brands For The Millennials. *Journal of Indonesian Economy and Business*, 38(2), 147–165.
<https://doi.org/10.22146/jieb.v38i2.5364>
- Merdeka.com. (2013). *Profil Samsung*. <https://www.merdeka.com/samsung>

- Mothersbaugh, D. L., Hawkins, D. I., & Kleiser, S. B. (2019). *Consumer Behavior Building Marketing Strategy*. McGraw-Hill Education.
- Oliver, R. L. (2015). *Satisfaction A Behavioral Perspective on the Consumer* (2nd ed.). Routledge.
- Prasetyo, A., Witarsyah, N. A., & Indrawati. (2024). The effect of e-WOM on purchase intention in e-commerce in Indonesia through the expansion of the information adoption model. *International Journal of Data and Network Science*, 8(3), 1959–1968. <https://doi.org/10.5267/j.ijdns.2024.1.017>
- Priansa, D. J. (2017). *Perilaku konsumen dalam persaingan bisnis kontemporer*. Alfabeta.
- Privitera, G. J. (2018). *Statistics for the Behavioral Sciences* (3rd ed.). SAGE Publications Inc.
- Rahmani, D., Nasiri, S., Heidari, S., & Nargesi, S. (2023). Can personalised prosocial ads be harnessed for brand equity enhancement. *International Journal of Internet Marketing and Advertising*, 1(1), 1. <https://doi.org/10.1504/ijima.2023.10053473>
- Rizomyliotis, I., Poulis, A., Apostolos, G., Konstantoulaki, K., & Kostopoulos, I. (2020). Applying FCM to predict the behaviour of loyal customers in the mobile telecommunications industry. *Journal of Strategic Marketing*, 28(1), 1–15. <https://doi.org/10.1080/0965254X.2018.1479720>
- Rocha, Á., Reis, J. L., Peter, M. K., & Bogdanović, Z. (2020). *Marketing and Smart Technologies Proceedings of ICMarkTech 2019*. <http://www.springer.com/series/8767>
- Rudy Hermanto, M., Prasetyo, A., & Ariyanti, M. (2023). The Effect Of User Readiness Acceptance Of Sijagger V2 Using Technology Readiness Acceptance Model (Tram) (CASE Research: KPPBC TMP A Tangerang). In *International Journal of Science*. <http://ijstm.inarah.co.id1269>
- SamsungNewsroom. (2019). *10 for 10: Highlights from a Decade of Galaxy Innovation* – Samsung Global Newsroom. <https://news.samsung.com/global/10-for-10-highlights-from-a-decade-of-galaxy-innovation>

- Schiffman, L. G., & Wisenblit, J. (2019). *Customer Behavior* (Vol. 12). Pearson.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). Wiley.
- Shaalan, A., Hegazy, A., Tourky, M., Elshaer, I., & Ashour, H. (2022). Understanding consumer-based brand equity and its antecedents in international and national banks in Egypt. *Journal of Marketing Communications*, 28(1), 38–72. <https://doi.org/10.1080/13527266.2020.1832137>
- Shabankareh, M., Hamzavi, J., Ranjbaran, A., Jelvehgaran Esfahani, S., & Izadi, G. (2024). The COVID-19 pandemic and repurchase intention in building brand engagement in the airline industry. *Journal of Hospitality and Tourism Insights*, 7(1), 626–650. <https://doi.org/10.1108/JHTI-08-2022-0327>
- Shalehah, A., Trisno, I. L. O., Moslehpoor, M., & Lin Cor, P. K. (2019). The effect of Korean beauty product characteristics on brand loyalty and customer repurchase intention in Indonesia. *2019 16th International Conference on Service Systems and Service Management*. <https://doi.org/10.1109/ICSSSM.2019.8887676>
- Shams, G., Rather, R., Abdur Rehman, M., & Lodhi, R. N. (2021). Hospitality-based service recovery, outcome favourability, satisfaction with service recovery and consequent customer loyalty: an empirical analysis. *International Journal of Culture, Tourism, and Hospitality Research*, 15(2), 266–284. <https://doi.org/10.1108/IJCTHR-04-2020-0079>
- Siu, N. Y. M., Zhang, T. J., & Yeung, R. S. P. (2023). The bright and dark sides of online customer engagement on brand love. *Journal of Consumer Marketing*, 40(7), 957–970. <https://doi.org/10.1108/JCM-01-2022-5118>
- Sohaib, M., Mlynarski, J., & Wu, R. (2023). Building Brand Equity: The Impact of Brand Experience, Brand Love, and Brand Engagement—A Case Study of Customers' Perception of the Apple Brand in China. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/su15010746>
- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments.

- International Journal of Information Management*, 39, 199–219.
<https://doi.org/10.1016/j.ijinfomgt.2017.12.008>
- Susanti, C. E. (2019). The effect of brand awareness and brand image on repurchase intention through brand loyalty in beach tourism in East Java, Indonesia. *International Journal of Engineering and Advanced Technology*, 8(6 Special Issue 3), 548–554. <https://doi.org/10.35940/ijeat.F1097.0986S319>
- Terason, S., Zhao, S., & Pattanayanon, P. (2021). Customer value and customer brand engagement: Their effects on brand loyalty in automobile business. *Innovative Marketing*, 17(2), 90–101. [https://doi.org/10.21511/im.17\(2\).2021.09](https://doi.org/10.21511/im.17(2).2021.09)
- Tran Xuan, Q., Truong, H. T. H., & Vo Quang, T. (2023). Omnichannel retailing with brand engagement, trust and loyalty in banking: the moderating role of personal innovativeness. *International Journal of Bank Marketing*, 41(3), 663–694. <https://doi.org/10.1108/IJBM-07-2022-0292>
- Tribunnews. (2023). *Smartphone Aktif di Indonesia Capai 354 Juta, Peringkat Empat Pengguna Terbanyak di Dunia*. <https://sorong.tribunnews.com/2023/10/20/smartphone-aktif-di-indonesia-capai-354-juta-peringkat-empat-pengguna-terbanyak-di-dunia>
- Vale, L., & Fernandes, T. (2018). Social media and sports: driving fan engagement with football clubs on Facebook. *Journal of Strategic Marketing*, 26(1), 37–55. <https://doi.org/10.1080/0965254X.2017.1359655>
- Verma, P. (2020). The Effect of Brand Engagement and Brand Love upon Overall Brand Equity and Purchase Intention: A Moderated –Mediated Model. *Journal of Promotion Management*, 27(1), 103–132. <https://doi.org/10.1080/10496491.2020.1809591>
- Wallace, E., Buil, I., & de Chernatony, L. (2014). Consumer engagement with self-expressive brands: Brand love and WOM outcomes. *Journal of Product and Brand Management*, 23(1), 33–42. <https://doi.org/10.1108/JPBM-06-2013-0326>
- Wallace, E., Torres, P., Augusto, M., & Stefurny, M. (2022). Do brand relationships on social media motivate young consumers' value co-creation and willingness

- to pay? The role of brand love. *Journal of Product and Brand Management*, 31(2), 189–205. <https://doi.org/10.1108/JPBM-06-2020-2937>
- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1–14. [https://doi.org/10.1016/S0148-2963\(99\)00098-3](https://doi.org/10.1016/S0148-2963(99)00098-3)
- Zeren, D., & Kara, A. (2021). Effects of brand heritage on intentions to buy of airline services: The mediating roles of brand trust and brand loyalty. *Sustainability (Switzerland)*, 13(1), 1–15. <https://doi.org/10.3390/su13010303>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Methods* (9th ed.). Cengage Learning.