

DAFTAR PUSTAKA

- Amstrong, S. J. (2012). *Illusion in Regression Analysis*. *International Journal Forecasting*, 28, 689–693.
- Ardiansyah, R. A. (2019). Peran Keterlibatan Merek Dan Pengalaman Merek Pelanggan Pada Perbankan Online Di Yogyakarta.
- 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>
- Awati, R. (2022, August). *What is Streaming Media?* <https://www.techtarget.com/whatis/definition/streaming-media>.
- Bawono, T. K. P., & Subagio, H. (2020). Analisa Pengaruh *Social Media Marketing* Terhadap *Repurchase Intention* Melalui *Brand Trust* Sebagai Variabel Mediasi Pada Instagram Adidas Indonesia di Surabaya. *Jurnal Strategi Pemasaran*.
- Bian, X., & Haque, S. (2020). *Counterfeit Versus Original Patronage: Do Emotional Brand Attachment, Brand Involvement, and Past Experience Matter?* *Journal of Brand Management*, 27(4), 438–451. <https://doi.org/10.1057/s41262-020-00189-4>
- Buil, I., Martínez, E., & Matute, J. (2019). *Transformational Leadership and Employee Performance: The Role of Identification, Engagement and Proactive Personality*. *International Journal of Hospitality Management*, 77, 64–75. <https://doi.org/10.1016/j.ijhm.2018.06.014>
- Cantika Putri Marsan, G., & Kusuma Dewi, C. (2024). *The Influence of Fan Engagement on Brand Loyalty and Its Relationship With Brand Love (Study on JKT 48 as Shopee Brand Ambassador)*. www.researchgate.net
- Chang, S., & Stansbie, P. (2018). *Commitment Theory: Do Behaviors Enhance The Perceived Attractiveness of Tourism Destinations?* *Tourism Review*, 73(4), 448–464. <https://doi.org/10.1108/TR-03-2017-0058>

- 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*, 65.
- Dewi, A. S. (2021). Pengaruh *Perceived Value*, *Brand Experience*, dan *Brand Trust* Terhadap *Brand Loyalty* (Studi pada Pengguna Spotify Premium). Researchgate.
- Dewi Ferliansyah, M., Pradana, M., Rustandi Kartawinata, B., Wahyu Wasono, L., & Indra Wijaksana, T. (2022). *The Influence of Social Media Marketing on Brand Loyalty through Customer Engagement as Intervening Variable on Sociolla's Instagram Account*.
- Ghozali, I. (2011). *Structural Equation Modeling*. Metode Alternatif dengan Partial Least Square (PLS) (3rd ed.). Badan Penerbit Undip.
- Ghozali, I. (2014). *Structural Equation Modelling* Metode Alternatif dengan Partial Least Square, edisi kedua. Universitas Diponegoro.
- Ghozali, I. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (8th ed.). Universitas Diponegoro.
- Ghozali, I. (2021). *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9* (3rd ed.). Badan Penerbit Undip.
- Ghozali, I., & Latan, H. (2020). *Partial Least Square* Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris. Universitas Diponegoro.
- He, H., & Li, Y. (2011). *CSR and Service Brand: The Mediating Effect of Brand Identification and Moderating Effect of Service Quality*. *Journal of Business Ethics*, 100(4), 673–688. <https://doi.org/10.1007/s10551-010-0703-y>
- Herdiansyah, D., & Kurniati, P. S. (2020). Pembangunan Sektor Pendidikan Sebagai Penunjang Indeks Pembangunan Manusia di Kota. *Jurnal Agregasi : Aksi Reformasi Government Dalam Demokrasi*, 8(1). <https://doi.org/10.34010/agregasi.v8i1.2765>
- Hertanto, E. (2017). Perbedaan Skala Likert Lima Skala dengan Modifikasi Skala Likert Empat Skala. *Jurnal Metodologi Penelitian*.
- Hns. (2023, May). Bandung Terkenal Sebagai Kota Pusat Pendidikan. Kompasiana.

- Hracs, B. J., & Webster, J. (2021). *From Selling Songs to Engineering Experiences: Exploring The Competitive Strategies of Music Streaming Platforms*. *Journal of Cultural Economy*, 14(2), 240–257. <https://doi.org/10.1080/17530350.2020.1819374>
- Issock Issock, P. B., Mpinganjira, M., & Roberts-Lombard, M. (2020). *Modelling Green Customer Loyalty and Positive Word of Mouth: Can Environmental Knowledge Make the Difference in an Emerging Market?* *International Journal of Emerging Markets*, 15(3), 405–426. <https://doi.org/10.1108/IJOEM-09-2018-0489>
- Joseph, J., Sivakumaran, B., & Mathew, S. (2020). *Does Loyalty Matter? Impact of Brand Loyalty and Sales Promotion on Brand Equity*. *Journal of Promotion Management*, 26(4).
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). *Examining Branding CO-Creation in Brand Communities on Social Media: Applying the Paradigm of Stimulus-Organism-Response*. *International Journal of Information Management*, 39, 169–185. <https://doi.org/10.1016/j.ijinfomgt.2017.12.001>
- Kosiba, J. P. B., Boateng, H., Okoe Amartey, A. F., Boakye, R. O., & Hinson, R. (2018). *Examining Customer Engagement and Brand Loyalty in Retail Banking: The Trustworthiness Influence*. *International Journal of Retail and Distribution Management*, 46(8), 764–779. <https://doi.org/10.1108/IJRDM-08-2017-0163>
- 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>
- Leso, B. H., & Cortimiglia, M. N. (2022). *The Influence of User Involvement in Information System Adoption: an Extension of TAM*. *Cognition, Technology and Work*, 24(2), 215–231. <https://doi.org/10.1007/s10111-021-00685-w>
- Mora, E., Vila-Lopez, N., & Küster-Boluda, I. (2021). *Segmenting The Audience of a Cause-Related Marketing Viral Campaign*. *International Journal of Information Management*, 59. <https://doi.org/10.1016/j.ijinfomgt.2020.102296>

- Patria, D., Achmadi, H., Wuisan, D., & Tampil Purba, J. (2023). *How Brand Engagement, Brand Experience on Brand Loyalty Through Brand Trust and Brand Commitment: Spotify Online Music Evidence*. JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)., 10(3), 1694–1710. <https://doi.org/10.35794/jmbi.v10i3.50319>
- Rubiyanti¹, N., & Mohaidin², Z. (2018). *The Linking of Brand Personality, Trust, Attitude and Purchase Intention of Halal Cosmetic in Indonesia; A Conceptual Paper*. International Journal of Engineering & Technology, 1292–1295. <https://doi.org/10.1108/EBR-03-2013>
- Santosa, P. I. (2018). Metode Penelitian Kuantitatif, Pengembangan Hipotesis dan Pengujiannya Menggunakan SmartPLS. Andi.
- Santoso, S. (2011). *Structural Equation Modeling (SEM): Konsep dan Aplikasi dengan AMOS 18*. Elex Media Komputindo.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). *Partial Least Squares Structural Equation Modeling*. In *Handbook of Market Research* (pp. 1–40). Springer International Publishing. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Sarwono, J., & Narimawati, U. (2015). Membuat Skripsi, Tesis, dan Disertasi dengan *Partial Least Square SEM (PLS-SEM)*. Andi Offset.
- Shalbrenda, V., & Mira Saktiana, G. (2024). *E-Satisfaction Spotify Pada Gen Z Jakarta Memengaruhi Repurchase Intention Melalui Enjoyment, Social Value, dan Ease of Use*. Jurnal Manajerial Dan Kewirausahaan.
- Shin, H., Casidy, R., Yoon, A., & Yoon, S. H. (2016). *Brand Trust and Avoidance Following Brand Crisis: A Quasi-Experiment on The Effect of Franchisor Statements*. *Journal of Brand Management*, 23(5), 1–23. <https://doi.org/10.1057/s41262-016-0011-7>
- Sitorus, S. A., Romli, N. A., & Wardhana, A. (2020). *Brand Marketing The Art of Branding*. MEDIA SAINS INDONESIA.
- Spotify. (2023). About Spotify. Newsroom.Spotify.Com/Company-Info/.

Suliyanto. (2011). *Ekonometrika Terapan Teori dan Aplikasi dengan SPSS*. Andi Offiset.

Tarigan, N. L. L., Wijaya, P. S. M., Wahyuni, Y., & Sulistyowati, E. (2024). Analisis Tingkat Loyalitas Konsumen Generasi Z Terhadap *Marketplace* di Indonesia Menggunakan Metode NPS (*Net Promoter Score*). *Jurnal Manajemen Strategis: Jurnal Mantra*, 1(01), 21–34. <https://doi.org/10.30588/jmt.v1i01.1222>

Theadora, C., Amelia, M. V., Tan, G. W. H., Lo, P. S., Ooi, K. B., & Dwivedi, Y. K. (2023). *How Does Involvement Build Loyalty Towards Music-Streaming Platforms? A Multi-Analytical SEM-ANN Technique*. *Journal of Product and Brand Management*, 32(4), 645–660. <https://doi.org/10.1108/JPBM-02-2022-3855>

Wallace, E., Torres, P., Augusto, M., & Stefury, 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>

Wardhana, A., & Pradana, M. (2023). *Service Quality and Brand Reputation as Antecedents of Brand Choice: The Case of Ride-Hailing Applications in Southeast Asia*. *Journal of Eastern European and Central Asian Research*, 10(3), 387–400. <https://doi.org/10.15549/jeecar.v10i3.1033>