

REFERENCES

- Abdillah, W., & Hartono, J. (2015). Partial Least Square (PLS): alternatif structural equation modeling (SEM) dalam penelitian bisnis. *Yogyakarta: Penerbit Andi*, 22, 103–150.
- Adhari, R., & Santy, R. D. (2023). The Influence of Individual, Brand, and Corporate Personality on Motorbike Brand Preference. *International Journal of Magistravitae Management*, 1(2), 81–95.
<https://doi.org/10.33019/ijomm.v1i2.15>
- Ahmed Rageh Ismail, G. S. (2012). *Effect of Brand Love, Personality and Image on Word of Mouth The Case of Fashion Brands Among*.
- Ahn, Y., & Lee, J. (2024). The Impact of Online Reviews on Consumers' Purchase Intentions: Examining the Social Influence of Online Reviews, Group Similarity, and Self-Construct. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(2), 1060–1078.
<https://doi.org/10.3390/jtaer19020055>
- Aulianda, M. (2020a). Pengaruh Brand Experience dan Brand Image terhadap Willingness to Pay a Price Premium dengan Brand Love sebagai variable Intervening. (Studi Pada Pemilik Mobil Merek Honda HRV di Samarinda). *Jurnal Riset Entrepreneurship*, 3(2), 71.
<https://doi.org/10.30587/jre.v3i2.1475>
- Bambang, Lubis, A. R., & Darsono, N. (2017). Pengaruh Brand Image, Brand Personality, Brand Experience Terhadap Brand Love Dampaknya Pada

- Brand Loyalty Gayo Aceh Coffee PT. Oro Kopi Gayo Kabupaten Aceh Tengah. *Jurnal Perspektif Manajemen Dan Perbankan*, 8(3), 158–184.
- Bilal, M., Akram, U., Zhang, Y., Cai, S., & Wang, Z. (2022). Love Is Blind! Exploring the Impact of Brand Love on eWOM in Chinese Hospitality Industry. *Frontiers in Psychology*, 13.
<https://doi.org/10.3389/fpsyg.2022.916206>
- Calderón-Fajardo, V., Molinillo, S., Anaya-Sánchez, R., & Ekinci, Y. (2023). Brand personality: Current insights and future research directions. *Journal of Business Research*, 166. <https://doi.org/10.1016/j.jbusres.2023.114062>
- Carrol, BA, & Ahuvia, A. (2006). Beberapa ataseden dan hasil dari cinta merek. *Surat Pemasaran*, 17(2), 79–89.
- Chen, T., Samaranayake, P., Cen, X. Y., Qi, M., & Lan, Y. C. (2022). The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Frontiers in Psychology*, 13.
<https://doi.org/10.3389/fpsyg.2022.865702>
- Cindy Mutia, A. (2022). Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022. Databoks. <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- D.Epriliana, & J. E. (2016). Pengaruh Persepsi Harga, Persepsi Kualitas, Kepercayaan, dan Citra Perusahaan Terhadap Preferensi Merek dan Loyalitas Konsumen. *Jurnal Ekonomi*.

Dias, P., & Cavaleiro, R. (2022). The role of storytelling in the creation of brand love: the PANDORA case. *Journal of Brand Management*, 29(1), 58–71.

<https://doi.org/10.1057/s41262-021-00254-6>

D.Kim, Magnini, V.P., M. S. (2011). The effect of costumers' perceptions of brand personality in casual theme restaurants. *Internasional Journal of Hospitality Management*, 30(2), 448–458. <https://doi.org/10.18421/TEM101-12>

Engriani, Y., & Aulia, G. D. (2019). *The Effect of Brand Personality of Electronic Word of Mouth on Wardah Products with Brand Preference as an Intervening Variable*. <https://doi.org/10.2991/piceeba-19.2019.72>

Febrian, M. F. (2021). *Pengaruh Brand Personality, Brand Experience, dan Brand Image terhadap Brand Loyalty dengan Brand Love Sebagai Variabel Intervening (Studi Pada Konsumen Sepeda Motor Yamaha di Kota Semarang)*.

Feng, W., Xu, Y., & Wang, L. (2024). Innocence versus Coolness: the influence of brand personality on consumers' preferences. *Journal of Product and Brand Management*, 33(1), 14–42. <https://doi.org/10.1108/JPBM-10-2022-4177>

Habib, S., Hamadneh, N. N., & Khan, M. A. (2021). Influence of electronic word of mouth (Ewom) and relationship marketing on brand resonance: A mediation analysis. *Sustainability (Switzerland)*, 13(12).

<https://doi.org/10.3390/su13126833>

- Hair et al. (2014). *A Primer On Partial Least Squares Structural Equation Modeling (Pls Sem)*. USA:SAGE.
- Hussain, A., Ting, D. H., & Mazhar, M. (2022). Driving Consumer Value Co-creation and Purchase Intention by Social Media Advertising Value. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.800206>
- Irianto, A. (2004). *Statistik (Konsep Dasar dan Aplikasinya)*. Kencana.
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Jermstittiparsert, K., Wu, Y., & Kuo, Y.-H. (n.d.). *The retail brand personality-Behavioral outcomes framework: Applications to identity and social identity theories*.
- Juhaidi, A., Syaifuddin, Salamah, Ma'ruf, H., Yuseran, M., Shapiah, Janah, R., Mudhiah, Saputri, R. A., Muharramah, N., Fuady, M. N., Ramadan, W., & Lisdariani, R. (2024). The effect of brand personality, brand-self congruity, and brand love on E-WOM in Islamic higher education in Indonesia: A mediating effect of brand trust. *Social Sciences and Humanities Open*, 10. <https://doi.org/10.1016/j.ssaho.2024.100955>
- Kahpi Surahman, A. (2024). *Jurnal Mirai Management Peran Perceived Value dan Perceived Quality dalam Memahami Pengaruh eWOM terhadap Brand Love (Studi Kasus Chicken Lazatto)*. 9, 423–434.

Karantonis, K., Schnittka, O., Farsky, M., & Sattler, H. (2025). Empirical validation of a new technique ('select-and-rank') to measure brand preference. *Journal of Brand Management*, 32(3), 227–237.
<https://doi.org/10.1057/s41262-025-00379-y>

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*.

Kim, D., Magnini, V. P., & Singal, M. (2011). The effects of customers' perceptions of brand personality in casual theme restaurants. *International Journal of Hospitality Management*, 30(2), 448–458.
<https://doi.org/10.1016/j.ijhm.2010.09.008>

Kiuru, K. (2014). Hubungan Antara Cinta Merek dan Kata Positif mulut. *J. Mark*, 45, 15–37.

Kotler, Philip, K. dan K. Lane. (2006). *Marketing Management*. Pearson International Edition. Pearson Prentice Hall.

Le, M. T. H., Thi Thao, V. N., Le Huynh Huu, A., Nguyen Tuan, H., Nguyen Ngoc Thanh, N., & Thi Hong, V. N. (2024). Establish Trust With Electronic Word-of-Mouth to Improve Brand Equity. *SAGE Open*, 14(4).
<https://doi.org/10.1177/21582440241292815>

Lely, M. (2022). 64 Juta Orang di Indonesia Belum Terkoneksi ke Internet. Kompas.Com. <https://tekno.kompas.com/read/2022/04/28/09020027/64-juta-orang-di-indonesia-belum-terkoneksi-ke-internet>

- Li, M., Hua, Y., & Zhu, J. (2021). From interactivity to brand preference: The role of social comparison and perceived value in a virtual brand community. *Sustainability (Switzerland)*, 13(2), 1–17. <https://doi.org/10.3390/su13020625>
- Liu, M., & Yan, J. (2022a). The Effect of Brand Personality on Electronic Word-of-Mouth: Mediation of Brand Love and Moderated Mediation of Brand Experience Sharing. *Frontiers in Psychology*, 13, 1–9. <https://doi.org/10.3389/fpsyg.2022.936033>
- Liu, M., & Yan, J. (2022b). The Effect of Brand Personality on Electronic Word-of-Mouth: Mediation of Brand Love and Moderated Mediation of Brand Experience Sharing. *Frontiers in Psychology*, 13, 1–9. <https://doi.org/10.3389/fpsyg.2022.936033>
- Liu, X., Lin, J., Jiang, X., Chang, T., & Lin, H. (2024). eWOM Information Richness and Online User Review Behavior: Evidence from TripAdvisor. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(2), 880–898. <https://doi.org/10.3390/jtaer19020046>
- Maskuri, M. A., Kurniawan, E. N., Wardani, M. K., & Andriyani, M. (2019). Kepercayaan, Kemudahan Penggunaan Dan Electronic Word of Mouth Terhadap Minat Beli Online. *Jurnal Manajemen Kewirausahaan*, 16(2), 139. <https://doi.org/10.33370/jmk.v16i2.348>
- Mim, K. B., Jai, T., & Lee, S. H. (2022). The Influence of Sustainable Positioning on eWOM and Brand Loyalty: Analysis of Credible Sources and

Transparency Practices Based on the S-O-R Model. *Sustainability (Switzerland)*, 14(19). <https://doi.org/10.3390/su141912461>

Mustafa, K., Ahmad, F., Qaisar, M. N., Zada, S., Jamil, S., Anwer, N., Khawaja, K. F., Vega-Muñoz, A., Contreras-Barraza, N., Hamid, S. A. R., & Mariam, S. (2022a). Brand Love: Role of Online Customer Experience, Value Co-creation, and Relationship Quality. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.897933>

Mustafa, K., Ahmad, F., Qaisar, M. N., Zada, S., Jamil, S., Anwer, N., Khawaja, K. F., Vega-Muñoz, A., Contreras-Barraza, N., Hamid, S. A. R., & Mariam, S. (2022b). Brand Love: Role of Online Customer Experience, Value Co-creation, and Relationship Quality. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.897933>

Ni Komang Diah Ayumi, & I G. A. Kt. Giantari. (2025). Peran Brand Love Memediasi Pengaruh Service Quality terhadap Electronic Word of Mouth (E-Wom) Gojek di Kota Denpasar. *Jurnal Ilmu Manajemen, Ekonomi Dan Kewirausahaan*, 5(3), 732–755. <https://doi.org/10.55606/jimek.v5i3.8233>

Ocktaria, Rossa, Srikandi Kumadji, and K. Hidayat. (2015). “Pengaruh Brand Personality Dan Sales Promotion Terhadap Brand Equity Dan Keputusan Pembelian.” *Jurnal Administrasi Bisnis (JAB)*.

Qiu, K., & Zhang, L. (2024a). How online reviews affect purchase intention: A meta-analysis across contextual and cultural factors. *Data and Information Management*, 8(2). <https://doi.org/10.1016/j.dim.2023.100058>

- Qiu, K., & Zhang, L. (2024b). How online reviews affect purchase intention: A meta-analysis across contextual and cultural factors. *Data and Information Management*, 8(2). <https://doi.org/10.1016/j.dim.2023.100058>
- Rahman, R., Langner, T., & Temme, D. (2021). Brand love: conceptual and empirical investigation of a holistic causal model. *Journal of Brand Management*, 28(6), 609–642. <https://doi.org/10.1057/s41262-021-00237-7>
- Riduwan, M. B. A. (2007). *Skala pengukuran variabel-variabel penelitian*. Alf.
- Rodrigues, C., Brandão, A., Billore, S., & Oda, T. (2024). The mediating role of perceived brand authenticity between brand experience and brand love: a cross-cultural perspective. *Journal of Brand Management*, 31(3), 293–309. <https://doi.org/10.1057/s41262-023-00342-9>
- Rutter, Richard, John Nadeau, Ulf Aagerup, and F. L. (2020). “The Olympic Games and Associative Sponsorship: Brand Personality Identity Creation, Communication and Congruence.” *Internet Reasearc*.
- Sallam, M. A. (2014). ” The Effects Of Brand Image And Brand Identification On Brand Love And Purchase Decision Making: The Role Of Wom”. *International Business Research*, 7(10).
- Sangadji, E. M. & Sopiah. (2013). *Perilaku Konsumen : Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Salemba.
- 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>

Sekaran, U., & Bougie, R. (2017). (2017). *Metode Penelitian untuk Bisnis Pendekatan Pengembangan-Keahlian*. Selemba Empat.

Sharma, J., Agarwal, B., & Malati, N. (2024). Examining the Factors Influencing eWOM Through Social Networking Sites and the Effect of eWOM on Consumers' Purchase Intention. *Indian Journal of Marketing*, 54(6), 65–82. <https://doi.org/10.17010/ijom/2024/v54/i6/173947>

Siahaan, J., Marchelin, T. N., & Wijayanti, C. A. (2023). Pengaruh Brand Personality, Brand Experience, Self-Brand Connection, Brand Love & Brand Trust terhadap Brand Loyalty Kosmetik Wardah. *Journal of Management and Business Review*, 20(1), 34–54. <https://doi.org/10.34149/jmbr.v20i1.313>

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>

Thorsten Henning-Thurau, Kevin P. Gwinner, Gianfranco Walsh, dan D. D. G. (2004). Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Costumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52.

<http://www.ijmeonline.com/index.php/ijme/article/view/126>

Tien, D. H., Amaya Rivas, A. A., & Liao, Y. K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238–249. <https://doi.org/10.1016/j.apmr.v.2018.06.003>

- Verma, D., Dewani, P. P., Behl, A., & Dwivedi, Y. K. (2023). Understanding the impact of eWOM communication through the lens of information adoption model: A meta-analytic structural equation modeling perspective. *Computers in Human Behavior*, 143. <https://doi.org/10.1016/j.chb.2023.107710>
- Vivi Dwi Erianti¹, S. M. S. C. S. (2023). PERAN SELF CONGRUITY DAN BRAND IMAGE DALAM MEMEDIASI PENGARUH BRAND PERSONALITY TERHADAP BRAND LOVE. *Jurnal Ekonomi, Bisnis Dan Akuntansi (JEBA)*, Volume 25 No 2.
- W Abdillah, J. H. (2015). *Partial Least Square (PLS)*. Andi.
- 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. <https://doi.org/10.3389/fpsyg.2020.00231>
- Zhang, X., & Guo, C. (2024). Influencing Factors and Formation Mechanism of Brand Preference in Community E-Commerce. *Sustainability (Switzerland)*, 16(23). <https://doi.org/10.3390/su162310638>