

## DAFTAR PUSTAKA

- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(3), 102–120. <https://doi.org/10.2307/41165845>
- Aaker, D. A., & Joachimsthaler, E. (2000). The Brand Relationship Spectrum. *California Management Review*, 42(4), 8–23. <https://doi.org/10.1177/000812560004200401>
- Ahuvia, A. C. (2005). Beyond the Extended Self: Loved Objects and Consumers' Identity Narratives. *Journal of Consumer Research*, 32(1), 171–184. <https://doi.org/10.1086/429607>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020a). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020b). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Akar, E., & Topçu, B. (2011). An Examination of the Factors Influencing Consumers' Attitudes Toward Social Media Marketing. *Journal of Internet Commerce*, 10(1), 35–67. <https://doi.org/10.1080/15332861.2011.558456>
- 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>
- Algharabat, R. S. (2017). Linking social media marketing activities with brand love. *Kybernetes*, 46(10), 1801–1819. <https://doi.org/10.1108/K-04-2017-0130>
- Barney, J. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 17(1), 99–120.
- Barney, J. B. (1986). Strategic Factor Markets: Expectations, Luck, and Business Strategy. *Management Science*, 32(10), 1231–1241. <https://doi.org/10.1287/mnsc.32.10.1231>
- Barney, J., & Clark, D. (2007). *Resource-Based Theory Creating and Sustaining Competitive Advantage*.
- Barney, J., & Hesterly, W. (2012). *Strategic management and competitive advantage: Concepts and cases* (4th ed.).

- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2), 1–16. <https://doi.org/10.1509/jm.09.0339>
- Bernarto, I., Berlianto, M. P., Palupi, Y. F. C., Meilani, M., Masman, R. R., & Suryawan, I. N. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*, 3(2), 23–28.
- Bismoaziiz, B., Suhud, U., & Saparuddin, S. (2021). INFLUENCE OF SOCIAL MEDIA MARKETING, ELECTRONIC WORD OF MOUTH AND CONSUMER ENGAGEMENT TO BRAND LOYALTY IN INDONESIA GRAB COMPANY. *International Journal of Business and Social Science Research*, 16–26. <https://doi.org/10.47742/ijbssr.v2n2p3>
- boyd, danah m., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Calefato, F., Lanubile, F., & Novielli, N. (2015). The role of social media in affective trust building in customer–supplier relationships. *Electronic Commerce Research*, 15(4), 453–482. <https://doi.org/10.1007/s10660-015-9194-3>
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Chahal, H., & Rani, A. (2017). How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*, 11(3), 312–335. <https://doi.org/10.1108/JRIM-10-2016-0104>
- 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(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chen, L.-H. (2008). Internationalization or International Marketing? Two Frameworks for Understanding International Students' Choice of Canadian Universities. *Journal of Marketing for Higher Education*, 18(1), 1–33. <https://doi.org/10.1080/08841240802100113>
- Chen, X., & Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *Journal of Consumer Behaviour*, 20(5), 1065–1077. <https://doi.org/10.1002/cb.1915>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand

- knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Chi, H.-H. (2011). Interactive Digital Advertising vs. Virtual Brand Community. *Journal of Interactive Advertising*, 12(1), 44–61. <https://doi.org/10.1080/15252019.2011.10722190>
- Christodoulides, G., & de Chernatony, L. (2010). Consumer-Based Brand Equity Conceptualisation and Measurement. *International Journal of Market Research*, 52(1), 43–66. <https://doi.org/10.2501/S1470785310201053>
- Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2005). Does brand trust matter to brand equity? *Journal of Product & Brand Management*, 14(3), 187–196. <https://doi.org/10.1108/10610420510601058>
- Doney, P. M., & Cannon, J. P. (1997). An Examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing*, 61(2), 35. <https://doi.org/10.2307/1251829>
- Dwivedi, A., & McDonald, R. E. (2020). Examining the efficacy of brand social media communication: a consumer perspective. *Journal of Marketing Theory and Practice*, 28(4), 373–386. <https://doi.org/10.1080/10696679.2020.1768870>
- Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Evanschitzky, H. (2007). Market orientation of service networks: direct and indirect effects on sustained competitive advantage. *Journal of Strategic Marketing*, 15(4), 349–368. <https://doi.org/10.1080/09652540701318864>
- Ferdinand, A. (2014). *Metodologi penelitian manajemen: Pedoman penelitian untuk penulisan skripsi*.
- Fetais, A. H., Algharabat, R. S., Aljafari, A., & Rana, N. P. (2022). Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-022-10264-7>
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–353. <https://doi.org/10.1086/209515>
- Fournier, S., & Lee, L. (2009). Getting Brand Communities Right. *Harvard Business Review*, 87, 105–111.

- Gallaugh, J., & Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. *MIS Quarterly Executive*, 9(4), 197–212.
- Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63(2), 70. <https://doi.org/10.2307/1251946>
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program Amos 24*. Badan Penerbit Universitas Diponegoro.
- Gonçalves Filho, C., Souki, G. Q., Monteiro, P. R. R., & Neto, M. T. R. (2010). The impacts of brand love, brand equity in the consumer's loyalty and the customer's purchase intentions: the development and testing of alternative models in the automotive sector. *Revista de Administraç~o Ao FACES Journal*, Vol. 9 No. 2, 155–173.
- Gunelius, Susan. (2011). *30-minute social media marketing: step-by-step techniques to spread the word about your business fast and free*. McGraw-Hill.
- Hafez, M. (2021a). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing*, 39(7), 1353–1376. <https://doi.org/10.1108/IJBM-02-2021-0067>
- Hafez, Md. (2021b). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing*, 39(7), 1353–1376. <https://doi.org/10.1108/IJBM-02-2021-0067>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th Edition). Cengage Learning.
- Haudi, H., Handayani, W., Suyoto, M. Y. T., Praseti, T., Pitaloka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetio, T., Pital-Oka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Huang, C.-C., Wang, Y.-M., Wu, T.-W., & Wang, P.-A. (2013). An Empirical Analysis of the Antecedents and Performance Consequences of Using the

Moodle Platform. *International Journal of Information and Education Technology*, 217–221. <https://doi.org/10.7763/IJiet.2013.V3.267>

- Huber, F., Meyer, F., & Schmid, D. A. (2015). Brand love in progress – the interdependence of brand love antecedents in consideration of relationship duration. *Journal of Product & Brand Management*, 24(6), 567–579. <https://doi.org/10.1108/JPBM-08-2014-0682>
- Ibrahim, B., & Aljarah, A. (2018). Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus. *Data in Brief*, 21, 1823–1828. <https://doi.org/10.1016/j.dib.2018.11.024>
- Ibrahim, B., Aljarah, A., & Ababneh, B. (2020). Do Social Media Marketing Activities Enhance Consumer Perception of Brands? A Meta-Analytic Examination. *Journal of Promotion Management*, 26(4), 544–568. <https://doi.org/10.1080/10496491.2020.1719956>
- Ibrahim Sikandar, M. D., & Ahmed, Q. M. (2019). Impact of Social Media Marketing on Brand Love: Promoting Loyalty in the Restaurant Landscape of Pakistan. *Online Journal of Communication and Media Technologies*, 9(4). <https://doi.org/10.29333/ojcm/5953>
- Irwan, H. A., Hastuti, N., & Oliandes, S. (2014). Pengaruh elemen ekuitas merek (brand equity) terhadap keputusan pembelian produk pakaian (X, S, M, L) di Surabaya. *Jurnal Gema Aktualita*, 3(1), 32–43.
- K. L. Keller. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (K. L. Keller, Ed.; 3rd ed.). Pearson Education.
- Karjaluoto, H., Munnukka, J., & Kiuru, K. (2016). Brand love and positive word of mouth: the moderating effects of experience and price. *Journal of Product & Brand Management*, 25(6), 527–537. <https://doi.org/10.1108/JPBM-03-2015-0834>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.).
- Khadim, R. A., Hanan, M. A., Arshad, A., Saleem, N., & Khadim, N. A. (2018). Revisiting antecedents of brand loyalty: Impact of perceived social media communication with brand trust and brand equity as mediators. *Academy of Strategic Management Journal*, 1–14.
- Kim, A. J., & Ko, E. (2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *Journal of Global Fashion Marketing*, 1(3), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>

- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2020). Perceived social media marketing activities and consumer-based brand equity. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53–72. <https://doi.org/10.1108/APJML-07-2019-0453>
- Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2021). Perceived social media marketing activities and consumer-based brand equity: Testing a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53–72. <https://doi.org/10.1108/APJML-07-2019-0453>
- Kozlenkova, I. V., Samaha, S. A., & Palmatier, R. W. (2014). Resource-based theory in marketing. *Journal of the Academy of Marketing Science*, 42(1), 1–21. <https://doi.org/10.1007/s11747-013-0336-7>
- Krautz, C. (2017). A Cross-Cultural Study of Collective Brand Perceptions Within The Brand Equity Framework. *Journal of Marketing Theory and Practice*, 25(3), 274–290. <https://doi.org/10.1080/10696679.2017.1311218>
- Kwon, E., & Mattila, A. S. (2015). The Effect of Self-Brand Connection and Self-Construal on Brand Lovers' Word of Mouth (WOM). *Cornell Hospitality Quarterly*, 56(4), 427–435. <https://doi.org/10.1177/1938965514566071>
- Laroche, M., Habibi, M. R., & Richard, M.-O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76–82. <https://doi.org/10.1016/j.ijinfomgt.2012.07.003>
- Liao, Y. K. (2015). The role of trust on brand loyalty and brand equity. *Joint International Conference*, 603–612.
- Lim, J.-S., Pham, P., & Heinrichs, J. H. (2020). Impact of social media activity outcomes on brand equity. *Journal of Product & Brand Management*, 29(7), 927–937. <https://doi.org/10.1108/JPBM-03-2019-2298>
- 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>
- Makmur, S. (2015). Strategi Pemasaran dalam Meningkatkan Volume Penjualan (Studi Pada S-Mart Swalayan Pasir Pengaraian). *Jurnal Ilmiah Cano Ekonomos*, 3, 41–56.

- Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, 8(8). <https://doi.org/10.1016/j.heliyon.2022.e10145>
- Manohar, S., Kumar, R., Saha, R., & Mittal, A. (2023). Examining the effect of emotional branding in building brand equity of social marketing campaigns: a case on Swachh Bharat, India. *Society and Business Review*, 18(2), 197–218. <https://doi.org/10.1108/SBR-09-2021-0159>
- Marmat, G. (2023). A framework for transitioning brand trust to brand love. *Management Decision*, 61(6), 1554–1584. <https://doi.org/10.1108/MD-04-2022-0420>
- Martillo Jeremías, L. D., & Polo Peña, A. I. (2021). Exploring the antecedents of retail banks' reputation in low-bankarization markets: brand equity, value co-creation and brand experience. *International Journal of Bank Marketing*, 39(7), 1049–1067. <https://doi.org/10.1108/IJBM-10-2020-0519>
- Meinawati, K., Surya Hanjaya Universitas Ma Chung Bayu Setyo Budihardjo, B., Aprilia Hellyani, C., Chung Alamat, M., Puncak Tidar Blok no, V. N., Dau, K., Malang, K., & Timur, J. (2023). *PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA UMKM*. 1(3), 92–101. <https://doi.org/10.54066/jrime-itb.v1i3.271>
- Morgan, N. A., Slotegraaf, R. J., & Vorhies, D. W. (2009). Linking marketing capabilities with profit growth. *International Journal of Research in Marketing*, 26(4), 284–293. <https://doi.org/10.1016/j.ijresmar.2009.06.005>
- Mudambi, S. M., Doyle, P., & Wong, V. (1997). An exploration of branding in industrial markets. *Industrial Marketing Management*, 26(5), 433–446. [https://doi.org/10.1016/S0019-8501\(96\)00151-4](https://doi.org/10.1016/S0019-8501(96)00151-4)
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/10.2501/IJA-30-1-013-046>
- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009–1030. <https://doi.org/10.1016/j.annals.2011.01.015>
- Nawaz, S., Jiang, Y., Alam, F., & Nawaz, M. Z. (2020). Role of Brand Love and Consumers' Demographics in Building Consumer–Brand Relationship. *SAGE Open*, 10(4), 215824402098300. <https://doi.org/10.1177/2158244020983005>

- Nuseir, M. T., & Elrefae, G. (2022). The effects of facilitating conditions, customer experience and brand loyalty on customer-based brand equity through social media marketing. *International Journal of Data and Network Science*, 6(3), 875–884. <https://doi.org/10.5267/j.ijdns.2022.2.009>
- Otero, C., & Wilson, G. P. (2018). Effects of brand love and brand equity on repurchase intentions of young consumers. *International Review of Management and Marketing*, Vol.8 No. 4, 7–13.
- Peteraf, M. A., & Barney, J. B. (2003). Unraveling the resource-based tangle. *Managerial and Decision Economics*, 24(4), 309–323. <https://doi.org/10.1002/mde.1126>
- Peteraf, M. A., Barney, J. B., & Montgomery, C. A. (2004). *The resource-based view of the firm: Ten years later*. 29(1), 61–76.
- Porter, M. (1979). How competitive forces shape strategy. *Harvard Business Review*, 57(2), 137–145.
- Puspaningrum, A. (2020). Social Media Marketing and Brand Loyalty: The Role of Brand Trust. *The Journal of Asian Finance, Economics and Business*, 7(12), 951–958. <https://doi.org/10.13106/jafeb.2020.vol7.no12.951>
- Rambocas, M., Kirpalani, V. M., & Simms, E. (2018). Brand equity and customer behavioral intentions: a mediated moderated model. *International Journal of Bank Marketing*, 36(1), 19–40. <https://doi.org/10.1108/IJBM-09-2016-0139>
- Reimann, M., Castaño, R., Zaichkowsky, J., & Bechara, A. (2012). How we relate to brands: Psychological and neurophysiological insights into consumer–brand relationships. *Journal of Consumer Psychology*, 22(1), 128–142. <https://doi.org/10.1016/j.jcps.2011.11.003>
- Riaz, Ms. H., Ahmed, Mr. H., & Akhtar, Dr. S. (2019). The Role of Social Media Marketing on Building Brand Equity (An Insight of Fast Food Industry of Pakistan). *International Journal of English Literature and Social Sciences*, 4(2), 388–395. <https://doi.org/10.22161/ijels.4.2.30>
- Richard, James, & Guppy, S. (2014). Facebook: Investigating the influence on consumer purchase intention. *Asian Journal of Business Research*, 4(2). <https://doi.org/10.14707/ajbr.140006>
- Rimadias, S., Alvionita, N., & Amelia, A. P. (2021). Using TikTok in Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty on Tourism Sector in Indonesia. *The Winners*, 22(2). <https://doi.org/10.21512/tw.v22i2.7597>
- Salem, S. F., Tarofder, A. K., Musah, A. A., & Chaichi, K. (2019). Brand Love Impact on the Social Media and Stages of Brand Loyalty. *Polish Journal of*



*Management Studies*, 20(1), 382–393.  
<https://doi.org/10.17512/pjms.2019.20.1.33>

- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139–2146.  
<https://doi.org/10.5267/j.msl.2020.3.023>
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th Edition).
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41.  
<https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Seo, E. J., Park, J.-W., & Choi, Y. J. (2020). The Effect of Social Media Usage Characteristics on e-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media. *Sustainability*, 12(4), 1691.  
<https://doi.org/10.3390/su12041691>
- Sharma, A., Fadahunsi, A., Abbas, H., & Pathak, V. K. (2022a). A multi-analytic approach to predict social media marketing influence on consumer purchase intention. *Journal of Indian Business Research*, 14(2), 125–149.  
<https://doi.org/10.1108/JIBR-08-2021-0313>
- Sharma, A., Fadahunsi, A., Abbas, H., & Pathak, V. K. (2022b). A multi-analytic approach to predict social media marketing influence on consumer purchase intention. *Journal of Indian Business Research*, 14(2), 125–149.
- Sheth, J. N., & Parvatiyar, A. (1995). The evolution of relationship marketing. *International Business Review*, 4(4), 397–418. [https://doi.org/10.1016/0969-5931\(95\)00018-6](https://doi.org/10.1016/0969-5931(95)00018-6)
- Srivastava, R. K., Shervani, T. A., & Fahey, L. (1998). Market-Based Assets and Shareholder Value: A Framework for Analysis. *Journal of Marketing*, 62(1), 2. <https://doi.org/10.2307/1251799>
- Sternberg, R. J. (1986). A triangular theory of love. *Psychological Review*, 93(2), 119–135. <https://doi.org/10.1037/0033-295X.93.2.119>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

- Suharto, S., Junaedi, I. W. R., Muhdar, H. M., Firmansyah, A., & Sarana, S. (2022). Consumer loyalty of Indonesia e-commerce SMEs: The role of social media marketing and customer satisfaction. *International Journal of Data and Network Science*, 6(2), 383–390. <https://doi.org/10.5267/j.ijdns.2021.12.016>
- Tatar, Ş. B., & Eren-Erdoğan, İ. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology & Tourism*, 16(3), 249–263. <https://doi.org/10.1007/s40558-015-0048-6>
- Tuten, T. L., & Solomon, M. (2017). *Social media marketing*. Sage Publications Ltd.
- Verma, P. (2021). 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>
- Vernuccio, M., Pagani, M., Barbarossa, C., & Pastore, A. (2015). Antecedents of brand love in online network-based communities. A social identity perspective. *Journal of Product & Brand Management*, 24(7), 706–719. <https://doi.org/10.1108/JPBM-12-2014-0772>
- Wallace, E., Buil, I., & de Chernatony, L. (2014). Consumer engagement with self-expressive brands: brand love and WOM outcomes. *Journal of Product & Brand Management*, 23(1), 33–42. <https://doi.org/10.1108/JPBM-06-2013-0326>
- Wantini, E., & Yudianta, F. E. (2021). Social media marketing and brand personality to brand loyalty with brand trust and brand equity as a mediator. *Indonesian Journal of Islamic Economics Research*, 3(1), 1–14.
- Warner-Søderholm, G., Bertsch, A., Sawe, E., Lee, D., Wolfe, T., Meyer, J., Engel, J., & Fatilua, U. N. (2018). Who trusts social media? *Computers in Human Behavior*, 81, 303–315. <https://doi.org/10.1016/j.chb.2017.12.026>
- Wernerfelt, B. (1984). A resource-based view of the firm. *Strategic Management Journal*, 5(2), 171–180. <https://doi.org/10.1002/smj.4250050207>
- Wibowo, D. U., Yulianto, E., & Sunarti. (2022). Pengaruh Social Media Marketing Terhadap Kesadaran Merek, Citra merek, dan Kepuasan Konsumen. *Jurnal Administrasi Bisnis*, 16, 130–1367.
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: scale development and validation. *Telematics and Informatics*, 34(7), 1294–1307.

- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty. *Benchmarking: An International Journal*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>
- Yasin, M., & Shamim, A. (2013). Brand love: mediating role in purchase intentions and word-of-mouth. *Journal of Business and Management*, Vol. 7 No. 2, 101–109.
- 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)
- Yu, M., Liu, F., Lee, J., & Soutar, G. (2018). The influence of negative publicity on brand equity: attribution, image, attitude and purchase intention. *Journal of Product & Brand Management*, 27(4), 440–451. <https://doi.org/10.1108/JPBM-01-2017-1396>
- Yu, X., & Yuan, C. (2019). How consumers' brand experience in social media can improve brand perception and customer equity. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1233–1251. <https://doi.org/10.1108/APJML-01-2018-0034>
- Zahoor, S. Z., Qureshi, I. H., & Shah, A. M. (2017). Social media marketing: A tool for building customer equity. *TRANS Asian Journal of Marketing & Management Research (TAJMMR)*, 6(8), 37–49.
- Zailskaite-Jakste, L., & Kuvykaitė, R. (2013). COMMUNICATION IN SOCIAL MEDIA FOR BRAND EQUITY BUILDING. *ECONOMICS AND MANAGEMENT*, 18(1). <https://doi.org/10.5755/j01.em.18.1.4163>
- 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, 1–10.