

DAFTAR PUSTAKA

- Acar, Adam S, and Maxim Polonsky. 2007. "Online Social Networks and Insights into Marketing Communications." *Journal of Internet Commerce* 6(4): 55–72.
- Adjei, Mavis T, Stephanie M Noble, and Charles H Noble. 2010. "The Influence of C2C Communications in Online Brand Communities on Customer Purchase Behavior." 38: 634–53.
- Agarwal, James, and Naresh K. Malhotra. 2005. "An Integrated Model of Attitude and Affect: Theoretical Foundation and an Empirical Investigation." *Journal of Business Research* 58(4): 483–93.
- Ali, Faizan. 2016. "Hotel Website Quality, Perceived Flow, Customer Satisfaction and Purchase Intention." *Journal of Hospitality and Tourism Technology* 7(2): 213–28.
- Allen, David G., Raj V. Mahto, and Robert F. Otondo. 2007. "Web-Based Recruitment: Effects of Information, Organizational Brand, and Attitudes Toward a Web Site on Applicant Attraction." *Journal of Applied Psychology* 92(6): 1696–1708.
- Allen, Natalie J., and John P. Meyer. 1990. "The Measurement and Antecedents of Affective, Continuance and Normative Commitment to the Organization." *Journal of Occupational Psychology* 63(1): 1–18.
- Ang, Chee Siang, and Panayiotis Zaphiris. 2010. "Social Roles of Players in Mmorpg Guilds: A Social Network Analytic Perspective." *Information Communication and Society* 13(4): 592–614.
- Anggraeni, Adilla, and Rachmanita. 2015. "Effects of Brand Love, Personality and Image on Word of Mouth; the Case of Local Fashion Brands Among Young Consumers." *Procedia - Social and Behavioral Sciences* 211(September): 442–47.
- Arnould, E. J., Price, L. L., & Zinkhan, G. 2004. *Consumers*.
- Asseburg, Julia, Fabian Homberg, and Rick Vogel. 2018. "Experimental Evidence on Intentions to Apply for Public Sector Jobs Recruitment Messaging , Environmental Fit and Public Service Motivation Experimental Evidence on Intentions to Apply for Public Sector Jobs." *International Journal of Public Sector Management* 31(6): 689–709.
- Badrinarayanan, Vishag A., Jeremy J. Sierra, and Kinnon M. Martin. 2015. "A Dual Identification Framework of Online Multiplayer Video Games: The Case of Massively Multiplayer Online Role Playing Games (MMORPGs)."

- Journal of Business Research* 68(5): 1045–52.
<http://dx.doi.org/10.1016/j.jbusres.2014.10.006>.
- Badrinarayanan, Vishag, and Jeremy J. Sierra. 2018. “Inferred Social Approval and Brand Tribalism: A Tale of Two Communities.” *Journal of Product and Brand Management* 27(4): 363–74.
- Bae, Joonheui, Hyun Hee Park, and Dong Mo Koo. 2019. “Perceived CSR Initiatives and Intention to Purchase Game Items: The Motivational Mechanism of Self-Esteem and Compassion.” *Internet Research* 29(2): 329–48.
- Bajaj, Badri, Ragini Gupta, and Neerja Pande. 2016. “Self-Esteem Mediates the Relationship between Mindfulness and Well-Being.” *Personality and Individual Differences* 94: 96–100.
<http://dx.doi.org/10.1016/j.paid.2016.01.020>.
- Baldus, Brian J., Clay Voorhees, and Roger Calantone. 2015. “Online Brand Community Engagement: Scale Development and Validation.” *Journal of Business Research* 68(5): 978–85.
<http://dx.doi.org/10.1016/j.jbusres.2014.09.035>.
- Beard, Charlotte L., and Robert E. Wickham. 2016. “Gaming-Contingent Self-Worth, Gaming Motivation, and Internet Gaming Disorder.” *Computers in Human Behavior* 61: 507–15. <http://dx.doi.org/10.1016/j.chb.2016.03.046>.
- Bee, Colleen C., and Mark E. Havitz. 2010. “Exploring the Relationship between Involvement, Fan Attraction, Psychological Commitment and Behavioural Loyalty in a Sports Spectator Context.” *International Journal of Sports Marketing and Sponsorship* 11(2): 140–57.
- Bergami, Massimo, and Richard P Bagozzi. 2000. “Self-Categorization, Affective Commitment and Group Self-Esteem as Distinct Aspects of Social Identity in the Organization.” *Journal of Social Psychology* 39: 555–77.
- Bolton, Ruth N. 1998. “A Dynamic Model of the Duration of the Customer’s Relationship with a Continuous Service Provider: The Role of Satisfaction.” *Marketing Science* 17(1): 45–65.
- Bolton, Ruth N., Katherine N. Lemon, and Peter C. Verhoef. 2004. “The Theoretical Underpinnings of Customer Asset Management: A Framework and Propositions for Future Research.” *Journal of the Academy of Marketing Science* 32(3): 271–92.
- Brodie, Roderick J., Ana Ilic, Biljana Juric, and Linda Hollebeek. 2013. “Consumer Engagement in a Virtual Brand Community: An Exploratory Analysis.” *Journal of Business Research* 66(1): 105–14.
<http://dx.doi.org/10.1016/j.jbusres.2011.07.029>.
- C.E. Rusbult, J.M. Martz, and C.R. Agnew. 1998. “The Investment Model Scale: Measuring Commitment Level, Satisfaction Level, Quality of Alternatives,

- and Investment Size.” *Personal Relationship* 5: 357–91.
- Chen, Chien Hsun, Chuen Tsai Sun, and Jilung Hsieh. 2008. “Player Guild Dynamics and Evolution in Massively Multiplayer Online Games.” *Cyberpsychology and Behavior* 11(3): 293–301.
- Chu, Shu Chuan, and Juran Kim. 2018. “The Current State of Knowledge on Electronic Word-of-Mouth in Advertising Research.” *International Journal of Advertising* 37(1): 1–13. <https://doi.org/10.1080/02650487.2017.1407061>.
- Cova, Bernard. 1997. “Towards a Definition of the ‘Linking Value’ of Product or Services.” *Community and consumption* 31(3): 297–316.
- Cowan, Kirsten, and Seth Ketron. 2019. “A Dual Model of Product Involvement for Effective Virtual Reality: The Roles of Imagination, Co-Creation, Telepresence, and Interactivity.” *Journal of Business Research* 100(October): 483–92. <https://doi.org/10.1016/j.jbusres.2018.10.063>.
- Demiray, Melek, and Sebnem Burnaz. 2019. “Exploring the Impact of Brand Community Identification on Facebook: Firm-Directed and Self-Directed Drivers.” *Journal of Business Research* 96(November 2018): 115–24. <https://doi.org/10.1016/j.jbusres.2018.11.016>.
- Desai, Kalpesh Kaushik, and Sekar Raju. 2007. “Adverse Influence of Brand Commitment on Consideration of and Preference for Competing Brands.” *Psychology & Marketing* 24(7): 595–614.
- Dessart, Laurence, Cleopatra Veloutsou, and Anna-thomas Thomas. 2015. “Consumer Engagement in Online Brand Communities : A Social Media Perspective.” *Journal of Product & Brand Management* 24(1): 28–42.
- Djafarova, Elmira, and Chloe Rushworth. 2017. “Exploring the Credibility of Online Celebrities’ Instagram Profiles in Influencing the Purchase Decisions of Young Female Users.” *Computers in Human Behavior* 68: 1–7. <http://dx.doi.org/10.1016/j.chb.2016.11.009>.
- Dommer, Sara Loughran, Vanitha Swaminathan, and Rohini Ahluwalia. 2013. “Using Differentiated Brands to Deflect Exclusion and Protect Inclusion: The Moderating Role of Self-Esteem on Attachment to Differentiated Brands.” *Journal of Consumer Research* 40(4): 657–75.
- Dupuis, Erin C., and Matthew A. Ramsey. 2011. “The Relation of Social Support to Depression in Massively Multiplayer Online Role-Playing Games.” *Journal of Applied Social Psychology* 41(10): 2479–91.
- Dwayne Ball, A., and Lori H. Tasaki. 1992. “The Role and Measurement of Attachment in Consumer Behavior.” *Journal of Consumer Psychology* 1(2): 155–72.
- Essamri, Azzouz, Sally McKechnie, and Heidi Winklhofer. 2019. “Co-Creating Corporate Brand Identity with Online Brand Communities: A Managerial

- Perspective.” *Journal of Business Research* 96(August 2017): 366–75. <https://doi.org/10.1016/j.jbusres.2018.07.015>.
- Fisher, Robert J., and Kirk Wakefield. 1998. “Factors Leading to Group Identification: A Field Study of Winners and Losers.” *Psychology and Marketing* 15(1): 23–40.
- Gaillard, J M, T Coulson, and M. Festa Bianchet. 2015. “Introduction and Definitions.” *Principles of Translational Science in Medicine: From Bench to Bedside: Second Edition*: 1–12.
- Giovannini, Sarah, Yingjiao Xu, and Jane Thomas. 2015. “Luxury Fashion Consumption and Generation Y Consumers: Self, Brand Consciousness, and Consumption Motivations.” *Journal of Fashion Marketing and Management* 19(1): 22–40.
- Gruner, Richard L., Christian Homburg, and Bryan A. Lukas. 2014. “Firm-Hosted Online Brand Communities and New Product Success.” *Journal of the Academy of Marketing Science* 42(1): 29–48.
- Hair, Joseph F. Jr., G. Tomas M. Hult, Christian M. Ringle, and Marko Sarstedt. 2014. 21 Practical Assessment, Research and Evaluation *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Harwood, Tracy G., and Janet Ward. 2013. “Market Research within 3D Virtual Worlds: An Examination of Pertinent Issues.” *International Journal of Market Research* 55(2): 247–66.
- Hawkins, Matthew A. 2017. “Brand Network Communities: Leveraging Brand Relationships within the Supply-Chain.” *Journal of Brand Management* 24(6): 516–21.
- Hwang, Kumju, and Qi Zhang. 2018. “Influence of Parasocial Relationship between Digital Celebrities and Their Followers on Followers’ Purchase and Electronic Word-of-Mouth Intentions, and Persuasion Knowledge.” *Computers in Human Behavior* 87: 155–73.
- Ismagilova, Elvira, Emma L. Slade, Nripendra P. Rana, and Yogesh K. Dwivedi. 2019. “The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis.” *Information Systems Frontiers* (5): 1–24.
- Japutra, Arnold, Yuksel Ekinci, and Lyndon Simkin. 2017. “Self-Congruence, Brand Attachment and Compulsive Buying.” *Journal of Business Research* 99(8): 456–63. <http://dx.doi.org/10.1016/j.jbusres.2017.08.024>.
- Jing, Shi, Renwick Rebecca, Nigel E. Turner, and Bonnie Kirsh. 2019. “Understanding the Lives of Problem Gamers: The Meaning, Purpose, and Influences of Video Gaming.” *Computers in Human Behavior* 97(3): 291–303. <https://doi.org/10.1016/j.chb.2019.03.023>.

- Jurisc, Brigita, and António Azevedo. 2011. "Building Customer-Brand Relationships in the Mobile Communications Market: The Role of Brand Tribalism and Brand Reputation." *Journal of Brand Management* 18(4-5): 349-66.
- Kim, Jae Wook, Jiho Choi, William Qualls, and Kyesook Han. 2008. "It Takes a Marketplace Community to Raise Brand Commitment: The Role of Online Communities." *Journal of Marketing Management* 24(3-4): 409-31.
- Kumar, Jitender, and Jogendra Kumar Nayak. 2019. "Consumer Psychological Motivations to Customer Brand Engagement: A Case of Brand Community." *Journal of Consumer Marketing* 36(1): 168-77.
- Leckie, Civilai, Munyaradzi W Nyadzayo, and Lester W Johnson. 2016. "Antecedents of Consumer Brand Engagement and Brand Loyalty." *Journal of Marketing Management* 32(5-6): 558-78.
<http://dx.doi.org/10.1080/0267257X.2015.1131735>.
- Lee, Hyun Joung, Doo Hee Lee, Charles R. Taylor, and Jong Ho Lee. 2011. "Do Online Brand Communities Help Build and Maintain Relationships with Consumers? A Network Theory Approach." *Journal of Brand Management* 19(3): 213-27. <http://dx.doi.org/10.1057/bm.2011.33>.
- Lee, Sang-ho. 2016. "Factors Influencing the Social Networking Service User's Value Perception and Word of Mouth Decision of Corporate Post with Special Reference to the Emotional Attachment." *Information Technology and Management* 17(1): 15-27.
- Lin, Long-Yi, and Ching-yuh Lu. 2010. "The Influence of Corporate Image, Relationship Marketing, and Trust on Purchase Intention: The Moderating Effects of Word-of-Mouth." *Tourism Review* 65(3): 16-34.
- De los Salmones, Maria del Mar Garcia, and Andrea Perez. 2019. "The Role of Brand Utilities: Application to Buying Intention of Fair Trade Products." *Journal of Strategic Marketing* 27(2): 119-35.
<http://doi.org/10.1080/0965254X.2017.1384745>.
- Lu, Hsiao Yun, Wann Yih Wu, and Shu Hui Chen. 2016. "Influences on the Perceived Value of Medical Travel: The Moderating Roles of Risk Attitude, Self-Esteem and Word-of-Mouth." *Current Issues in Tourism* 19(5): 477-91.
- Lu, Yaobin, Ling Zhao, and Bin Wang. 2010. "From Virtual Community Members to C2C E-Commerce Buyers: Trust in Virtual Communities and Its Effect on Consumers' Purchase Intention." *Electronic Commerce Research and Applications* 9(4): 346-60.
<http://dx.doi.org/10.1016/j.elerap.2009.07.003>.
- Luo, Anita, Andrew Baker, and Naveen Donthu. 2019. "Capturing Dynamics in the Value for Brand Recommendations from Word-of-Mouth Conversations." *Journal of Business Research* 104(July): 247-60.

<https://doi.org/10.1016/j.jbusres.2019.07.015>.

- Malär, Lucia, Harley Krohmer, Wayne D Hoyer, and Bettina Nyffenegger. 2011. "Emotional Brand Attachment and Brand Personality : The Relative Importance of the Actual and the Ideal Self." 75(July): 35–52.
- Malhotra, Naresh K. 2010. Sixth Edit Pearson Education Australia *Marketing Research: An Applied Orientation*.
- Martins, José et al. 2019. "How Smartphone Advertising Influences Consumers' Purchase Intention." *Journal of Business Research* 94(December 2017): 378–87. <http://dx.doi.org/10.1016/j.jbusres.2017.12.047>.
- Mcalexander, James H, John W Schouten, and Harold F Koenig. 2002. "Marketplace Communities A Broader View of Brand Community." *Journal of Marketing* 66(January): 38–54.
- McGowan, Miriam, Edward Shiu, and Louise M Hassan. 2016. "Perceived Trustworthiness of Online Shops." *Journal of Consumer Behaviour* 16(3): 242–53.
- Meyer, John P., and Natalie J. Allen. 1996. "Affective, Continuance, and Normative Commitment to the Organization: An Examination of Construct Validity." *Journal of vocational behavior* 49(3): 252–76. <http://www.ncbi.nlm.nih.gov/pubmed/8980084>.
- Morgan, Robert M, and Shelby D Hunt. 1994. "The Commitment-Trust Theory of Relationship Marketing." *Journal of Marketing* 58(7): 20–38.
- Muniz, A. M., and T. C. O'Guinn. 2001. "Brand Community." *Journal of Consumer Research* 27(4): 412–32.
- Narang, Ritu. 2016. "Understanding Purchase Intention towards Chinese Products: Role of Ethnocentrism, Animosity, Status and Self-Esteem." *Journal of Retailing and Consumer Services* 32: 253–61. <http://dx.doi.org/10.1016/j.jretconser.2016.05.010>.
- Odrowska, Aleksandra M., and Karlijn Massar. 2014. "Predicting Guild Commitment in World of Warcraft with the Investment Model of Commitment." *Computers in Human Behavior* 34: 235–40. <http://dx.doi.org/10.1016/j.chb.2014.02.005>.
- Park, Whan C. et al. 2010. "Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers." *Journal of Marketing* 74(6): 1–17.
- Philp, Matthew, Martin A. Pyle, and Laurence Ashworth. 2018. "Risking the Self: The Impact of Self-Esteem on Negative Word-of-Mouth Behavior." *Marketing Letters* 29(1): 101–13.
- Piehler, Rico, Ceridwyn King, Burmann Christoph, and Lina Xiong. 2016. "The Importance of Employee Brand Understanding, Brand Identification, and

- Brand Commitment in Realizing Brand Citizenship Behaviour.” *European Journal of Marketing* 50(9/10).
- Randal, Chloe, Daniel Pratt, and Sandra Bucci. 2015. “Mindfulness and Self-Esteem: A Systematic Review.” *Mindfulness* 6(6): 1366–78.
- Rogers, Ryan et al. 2017. “Fun Versus Meaningful Video Game Experiences: A Qualitative Analysis of User Responses.” *The Computer Games Journal* 6(1–2): 63–79.
- Rosenberg, Morris. 1989. 1989 *Society and the Adolescent Self-Image (Revised Edition)*.
- Rosenberg, Morris, Carmi Schooler, Carrie Schoenbach, and Florence Rosenberg. 1995. “Global Self-Esteem and Specific Self-Esteem: Different Concepts, Different Outcomes.” *American Sociological Review* 60(1): 141–56.
- Ruane, Lorna, and Elaine Wallace. 2015. “Brand Tribalism and Self-Expressive Brands: Social Influences and Brand Outcomes.” *Journal of Product & Brand Management* 24(4).
- Rusbult, C. E., & Martz, J. M. 1995. “Remaining in an Abusive Relationship: An Investment Model Analysis of Nonvoluntary Dependence.” *Personality and Social Psychology Bulletin* 21: 558–71.
- Rusbult, C. E., Agnew, C. R., & Arriaga, X. B. 2012. *The Investment Model of Commitment Processes. Handbook of Theories of Social Psychology*.
- Rusbult, Caryl E. 1980. “Commitment and Satisfaction in Romantic Associations : A Test of the Investment Model.” 186: 172–86.
- Sahlins, Marshall D. 1961. “The Segmentary Lineage: An Organization of Predatory Expansion.” *American Anthropologist* (Southall 1956): 322–45.
- Sekaran, Uma, and Roger Bougie. 2016. *Wiley Research Methods for Business*.
- Shang, Rong An, Yu Chen Chen, and Hsueh Jung Liao. 2006. “The Value of Participation in Virtual Consumer Communities on Brand Loyalty.” *Internet Research* 16(4): 398–418.
- Shaouf, Abubaker, Kevin Lü, and Xiaoying Li. 2016. “The Effect of Web Advertising Visual Design on Online Purchase Intention: An Examination across Gender.” *Computers in Human Behavior* 60: 622–34. <http://dx.doi.org/10.1016/j.chb.2016.02.090>.
- Shi, Si, Yu Cao, Yang Chen, and Wing S. Chow. 2019. “How Social Media Brand Pages Contribute to Functional Conflict: The Central Role of Commitment.” *International Journal of Information Management* 45(November 2018): 95–106. <https://doi.org/10.1016/j.ijinfomgt.2018.11.007>.
- Shukla, Paurav, Madhumita Banerjee, and Jaywant Singh. 2016. “Customer Commitment to Luxury Brands: Antecedents and Consequences.” *Journal of*

- Business Research* 69(1): 323–31.
<http://dx.doi.org/10.1016/j.jbusres.2015.08.004>.
- Sicilia, Maria, Elena Delgado Ballester, and Mariola Palazon. 2016. “Perceived Trustworthiness of Online Shops.” *Journal of Consumer Behaviour* 15(10): 60–71.
- Sierra, Jeremy, and Michael Hyman. 2009. “In Search of Value: A Model of Wagering Intentions.” *Journal of Marketing Theory and Practice* 17(3): 235–49.
- Sierra, Jeremy J., Vishag A. Badrinarayanan, and Harry A. Taute. 2014. “Determinants and Outcomes of Online Brand Tribalism: Exploring Communities of Massively Multiplayer Online Role Playing Games (MMORPGs).” *Psychology & Marketing* 31(10): 853–70.
- . 2016. “Explaining Behavior in Brand Communities: A Sequential Model of Attachment, Tribalism, and Self-Esteem.” *Computers in Human Behavior* 55: 626–32. <http://dx.doi.org/10.1016/j.chb.2015.10.009>.
- Sierra, Jeremy J., and Harry A. Taute. 2019. “Brand Tribalism in Technology and Sport: Determinants and Outcomes.” *Journal of Brand Management* 26(2): 209–25. <https://doi.org/10.1057/s41262-018-0121-5>.
- Sierra, Jeremy J., Harry A. Taute, and Robert S. Heiser. 2012. “Explaining NFL Fans’ Purchase Intentions for Revered and Reviled Teams: A Dual-Process Perspective.” *Journal of Retailing and Consumer Services* 19(3): 332–42. <http://dx.doi.org/10.1016/j.jretconser.2012.03.007>.
- Sierra, Jeremy J., Harry A. Taute, and Anna M. Turri. 2015. “Determinants of Intentions to Purchase Unhealthy Food and Beverage Options: A Dual-Process Theoretical Perspective.” *Journal of Food Products Marketing* 21(5): 503–20.
- Sioni, Sasha R., Mary H. Burleson, and Debra A. Bekerian. 2017. “Internet Gaming Disorder: Social Phobia and Identifying with Your Virtual Self.” *Computers in Human Behavior* 71: 11–15. <http://dx.doi.org/10.1016/j.chb.2017.01.044>.
- Stenros, Jaakko. 2017. “The Game Definition Game: A Review.” *Games and Culture* 12(6): 499–520.
- Strandberg, Carola, Maria Ek Styvén, and Magnus Hultman. 2019. “Places in Good Graces: The Role of Emotional Connections to a Place on Word-of-Mouth.” *Journal of Business Research* (11): 0–1. <https://doi.org/10.1016/j.jbusres.2019.11.044>.
- Sukoco, Badri Munir, and Wann-yih Wu. 2010. “The Personal and Social Motivation of Customers Participation in Brand Community.” *African Journal of Business Management* 4(5): 614–22.

- Tang, Ning, and Andrew Baker. 2016. "Self-Esteem, Financial Knowledge and Financial Behavior." *Journal of Economic Psychology* 54: 164–76.
<http://dx.doi.org/10.1016/j.joep.2016.04.005>.
- Taute, Harry A., and Jeremy Sierra. 2014. "Brand Tribalism: An Anthropological Perspective." *Journal of Product and Brand Management* 23(1): 2–15.
- Taute, Harry A., Jeremy J. Sierra, Larry L. Carter, and Amro A. Maher. 2017. "A Sequential Process of Brand Tribalism, Brand Pride and Brand Attitude to Explain Purchase Intention: A Cross-Continent Replication Study." *Journal of Product and Brand Management* 26(3): 239–50.
- Teng, Ching I., Ming Yi Chen, Yun Jung Chen, and Yi Jhen Li. 2012. "Loyalty Due to Others: The Relationships among Challenge, Interdependence, and Online Gamer Loyalty." *Journal of Computer-Mediated Communication* 17(4): 489–500.
- Thamizhvanan, Arun, and M.J. Xavier. 2013. "Determinants of Customers' Online Purchase Intention: An Empirical Study in India." *Journal of Indian Business Research* 5(1): 17–32.
- Thomson, Matthew, Deborah J Macinnis, and C Whan Park. 2005. "The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands." 15(1): 77–91.
- Uysal, Ahmet. 2016. "Commitment to Multiplayer Online Games: An Investment Model Approach." *Computers in Human Behavior* 61: 357–63.
<http://dx.doi.org/10.1016/j.chb.2016.03.028>.
- Wilcox, Keith, and Andrew T. Stephen. 2013. "Are Close Friends the Enemy? Online Social Networks, Self-Esteem, and Self-Control." *Journal of Consumer Research* 40(1): 90–103.
- Wu, Jintao, Junsong Chen, and Wenyu Dou. 2017. "The Internet of Things and Interaction Style: The Effect of Smart Interaction on Brand Attachment." *Journal of Marketing Management* 33(1–2): 61–75.
<http://dx.doi.org/10.1080/0267257X.2016.1233132>.
- Zaichkowsky, J.L. 1985. "Measuring the Involvement Construct." *Journal of Consumer Research* 12: 341–52.