

## DAFTAR PUSTAKA

- Armenia, Resty. 2018. *Dubes Korsel Paparkan Alasan Dunia Demam Drama Korea*. March 18. Accessed October 23, 2019. <https://www.cnnindonesia.com/hiburan/20180317212948-220-283863/dubes-korsel-paparkan-alasan-dunia-demam-drama-korea>.
- Akrouf, Houcine, and Gábor Nagy. 2018. "Trust and commitment within a virtual brand community: The mediating role of brand relationship quality." *Information & Management*. <https://doi.org/10.1016/j.im.2018.04.009>.
- Algesheimer, René, Utpal M. Dholakia, and Andreas Herrmann. 2005. "The Social Influence of Brand Community: Evidence from European Car Clubs." *Journal of Marketing* 69 (3): 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>.
- Bagozzi, Richard P., and Utpal M. Dholakia. 2006. "Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities." *International Journal of Research in Marketing* 23 (1): 45–61. <https://doi.org/10.1016/j.ijresmar.2006.01.005>.
- Berry, Leonard L. 1995. "Relationship Marketing of Services-- Growing Interest , Emerging Perspectives" 23 (4): 236–45. 2002. "Journal of Relationship Marketing of Services Perspectives from 1983 and 2000," no. June 2013: 37–41.
- 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," no. Clv.
- Chahal, Hardeep, and Anu Rani. 2017. "How Trust Moderates Social Media Engagement and Brand Equity."
- Coelho, Simões Pedro, Paulo Rita, and Zélia Raposo. 2018. "On the Relationship between Consumer-Brand Identity, Brand Community , and Brand Loyalty." *Journal of Retailing and Consumer Services* 43 (February): 101–10. <https://doi.org/10.1016/j.jretconser.2018.03.011>.
- Guardia, Jennifer G La, Richard M Ryan, Charles E Couchman, and Edward L Deci. 2000. "Within-Person Variation in Security of Attachment : A Self-Determination Theory Perspective on Attachment , Need Fulfillment , and Well-Being" 79 (3): 367–84.
- Herman, Tamar. 2018. *BTS Awarded Order of Cultural Merit by South Korean Government*. October 25. Accessed October 23, 2019. <https://www.billboard.com/articles/news/bts/8481640/bts-awarded-order-of-cultural-merit-by-south-korean-government>.

- Hook, Margurite, Stacey Baxter, and Alicia Kulczynski. 2020. "Journal of Retailing and Consumer Services ' I ' m like You , You ' Re like Me , We Make a Great Brand Community !' Similarity and Children ' s Brand Community Participation ." *Journal of Retailing and Consumer Services* 52 (October 2018): 101895. <https://doi.org/10.1016/j.jretconser.2019.101895>.
- Ilicic, Jasmina, Stacey M Baxter, and Alicia Kulczynski. 2016. "The Impact of Age on Consumer Attachment to Celebrities and Endorsed Brand Attachment" 23 (3): 273–88. <https://doi.org/10.1057/bm.2016.5>.
- Japutra, Arnold, Yuksel Ekinici, and Lyndon Simkin. 2016. "Tie the Knot : Building Stronger Consumers ' Attachment toward a Brand" 4488 (July): 0–18. <https://doi.org/10.1080/0965254X.2016.1195862>.
- Kang, Juhee, Liang Tang, and Ann Marie Fiore. 2014. "Enhancing Consumer – Brand Relationships on Restaurant Facebook Fan Pages : Maximizing Consumer Benefits and Increasing Active Participation." *International Journal of Hospitality Management* 36: 145–55. <https://doi.org/10.1016/j.ijhm.2013.08.015>.
- Kelley, Caitlin. 2019. *BTS Made Huge Gains In America With Second-Highest Album Sales In 2018*. January 6. Accessed October 23, 2019. <https://www.forbes.com/sites/caitlinkelley/2019/01/06/bts-made-huge-gains-in-america-with-second-highest-album-sales-in-2018/#3d8d12b55ec2>.
- Kim, Min Seong, and Hyung Min Kim. 2017. "The Effect of Online Fan Community Attributes on the Loyalty and Cooperation of Fan Community Members: The Moderating Role of Connect Hours." *Computers in Human Behavior* 68: 232–43. <https://doi.org/10.1016/j.chb.2016.11.031>.
- Koreaboo. 2018. *The Philippines Has More BTS Fans Than Any Other Country In The World*. December 6. Accessed October 23, 2019. <https://www.koreaboo.com/stories/bts-fans-895k-philippines-country-world/>.
- Lin, Chia-wu, Kai-yu Wang, Shu-hao Chang, and Jin-an Lin. 2017. "Investigating the Development of Brand Loyalty in Brand Communities from a Positive Psychology Perspective." *Journal of Business Research*, no. November 2016: 0–1. <https://doi.org/10.1016/j.jbusres.2017.08.033>.
- Maholtra, Naresh K. 2010. *MARKETING RESEARCH : An Applied Orientation*.
- Omar, Aref. 2019. *US top country and Jakarta top city for most BTS YouTube views in 2018*. January 7. Accessed October 23, 2019. <https://www.nst.com.my/lifestyle/groove/2019/01/447996/showbiz-us-top-country-and-jakarta-top-city-most-bts-youtube-views>.
- Phua, Joe, Seunga Venus Jin, and Jihoon (Jay) Kim. 2017. "Gratifications of Using Facebook, Twitter, Instagram, or Snapchat to Follow Brands: The Moderating Effect of Social Comparison, Trust, Tie Strength, and Network

- Homophily on Brand Identification, Brand Engagement, Brand Commitment, and Membership Intention.” *Telematics and Informatics* 34 (1): 412–24. <https://doi.org/10.1016/j.tele.2016.06.004>.
- Post, The Jakarta. 2019. *New report shows boost in number of 'hallyu' fans, partly because of BTS*. January 13. Accessed October 23, 2019. <https://www.thejakartapost.com/life/2019/01/13/new-report-shows-boost-in-number-of-hallyu-fans-partly-because-of-bts.html>.
- Rahmawati, Wahyu. 2019. *Wow, pendapatan royalti Korea Selatan dari K-Pop di luar negeri melonjak 140%*. September 5. Accessed October 23, 2019. <https://lifestyle.kontan.co.id/news/wow-pendapatan-royalti-korea-selatan-dari-k-pop-di-luar-negeri-melonjak-140>.
- Reza, Mohammad, Michel Laroche, and Marie-odile Richard. 2016. “Computers in Human Behavior Testing an Extended Model of Consumer Behavior in the Context of Social Media-Based Brand Communities.” *Computers in Human Behavior* 62: 292–302. <https://doi.org/10.1016/j.chb.2016.03.079>.
- Ryan, Richard M, and Edward L Deci. 2000. “Self-Determination Theory and the Facilitation of Intrinsic Motivation, Social Development, and Well-Being” 55 (1): 68–78.
- Sekaran, Uma, and Roger Bougie. 2016. *Research Methods for Business*.
- Sheldon, Kennon M, Andrew J Elliot, Youngmee Kim, and Tim Kasser. 2001. “What Is Satisfying About Satisfying Events? Testing 10 Candidate Psychological Needs” 80 (2): 325–39. <https://doi.org/10.1037//O022-3514.80.2.325>.
- Sukoco, B. M., & Wu, W. Y. (2010). The personal and social motivation of customers' participation in brand community. *African Journal of Business Management*, 4(5), 614. Thomson, Matthew. 2006. “Human Brands: Investigating Antecedents to Consumers’ Strong Attachments to Celebrities.” *Journal of Marketing* 70 (3): 104–19. <https://doi.org/10.1509/jmkg.70.3.104>.
- Tuškej, U., Golob, U., & Podnar, K. (2013). The role of consumer–brand identification in building brand relationships. *Journal of business research*, 66(1), 53-59.
- Valerie, Dante, and Kevin Handoko. 2017. *Memahami Demam K-Pop di Indonesia*. September 15. Accessed October 23, 2019. <https://www.rappler.com/indonesia/gaya-hidup/182270-memahami-demam-k-pop-indonesia>.
- Velnampy, T, and S Sivesan. 2012. “Customer Relationship Marketing and Customer Satisfaction:A Study on Mobile Service Providing Companies in Srilanka” 12 (18).

- Wu, Jintao, Junsong Chen, and Wenyu Dou. 2016. "The Internet of Things and Interaction Style : The Effect of Smart Interaction on Brand Attachment." *Journal of Marketing Management* 00 (00): 1–15. <https://doi.org/10.1080/0267257X.2016.1233132>.
- Yoshida, M., Gordon, B. S., Heere, B., & James, J. D. (2015). Fan community identification: An empirical examination of its outcomes in Japanese professional sport.