

## DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- Afina, A., & Hastuti, Y. (2018). Pengaruh kualitas produk terhadap kepuasan pelanggan. *Jurnal Ilmu dan Riset Manajemen*, 7(2), 1–10.
- Albert, N., Merunka, D., & Valette-Florence, P. (2013). Brand passion: Antecedents and consequences. *Journal of Business Research*, 66(7), 904–909.
- Ali, R., Ahmad, A., & Iqbal, R. (2024). The impact of customer experience on brand loyalty: A study in e-retail. *Journal of Retail Marketing*, 12(1), 45–60.
- Anggara, A. K. D., Ratnasari, R. T., & Osman, I. (2022). How store attribute affects customer experience, brand love and brand loyalty. *Jurnal Manajemen Pemasaran*, 20(1), 23–38.
- Apria, A., & Parahiyanti, N. M. (2023). Emotional brand attachment and brand love terhadap brand loyalty konsumen Wardah. *Jurnal Ilmu Ekonomi dan Sosial*, 14(1), 1–12.
- Arslan, F. M., & Altuna, O. K. (2019). Luxury consumption in emerging markets: The role of emotional brand attachment. *Journal of Product & Brand Management*, 28(1), 65–79.
- Bae, B. R., & Kim, S. E. (2023). Effect of brand experiences on brand loyalty mediated by brand love: The moderated mediation role of brand trust. *Journal of Brand Strategy*, 10(3), 74–89.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing*, 76(2), 1–16.
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89.
- Chuong, D. T. (2020). The influence of brand satisfaction, brand trust, and brand preference on brand loyalty to laptop brands. *International Journal of Management Studies*, 7(1), 89–97.
- Fauziah, F., Rini, E. S., & Situmorang, S. H. (2024). The influence of brand satisfaction on brand loyalty with emotional brand attachment and brand love as

- intervening variables. *Proceedings of The International Conference on Business and Economics*, 3(1), 75–85.
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: The emotional bridges in the process of transition from satisfaction to loyalty. *Journal of Retailing and Consumer Services*, 60, 102500.
- Hajjid, I., Soetomo, H., Kristaung, R., & Susanto, A. (2022). Emotional brand attachment and brand love mediation between brand satisfaction and brand loyalty. *Jurnal Manajemen dan Bisnis*, 19(2), 105–118.
- Huang, T. K., Wang, Y. T., & Lin, K. Y. (2022). Enhancing brand loyalty through online brand communities: The role of community benefits. *Journal of Interactive Marketing*, 57, 32–48.
- Ilyas, A., & Zaman, M. K. (2020). An evaluation of online students' persistence intentions. *International Journal of Educational Research*, 99(3), 101–111.
- Kontan. (2024). *Laporan keuangan PT Sepatu Bata Tbk semester I*. Pusat Data Kontan.
- Laheri, V. K., Lim, W. M., Arya, P. K., & Kumar, S. (2024). A multidimensional lens of environmental consciousness: Towards an environmentally conscious theory of planned behavior. *Journal of Environmental Psychology*, 89, 101867.
- Le, M. T. H. (2021). The impact of brand love on brand loyalty: The moderating role of self-esteem and social influence. *Asian Journal of Business Research*, 11(1), 23–41.
- Malhotra, N. K. (2020). *Marketing Research: An Applied Orientation* (7th ed.). Pearson Education.
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1(4), 189–200.
- Safeer, A., Khan, M. A., & Aslam, M. W. (2021). Brand experience, brand authenticity and brand love: A structural model. *Journal of Marketing Management*, 37(3–4), 290–310.

- 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. *Journal of Retailing and Consumer Services*, 63, 102709.
- Statista. (2024). *Indonesia Footwear Market Forecast*. <https://www.statista.com>
- Top Brand Index. (2025). *Laporan Top Brand Award Kategori Sepatu*. [www.topbrand-award.com](http://www.topbrand-award.com)
- Tsou, H. T., & Putra, A. A. (2023). The role of brand love and service quality in customer loyalty: Evidence from Southeast Asia. *Asia Pacific Journal of Marketing and Logistics*, 35(1), 101–121.
- Vahdat, A., et al. (2020). Emotional brand attachment and its outcomes in the luxury retail sector. *Journal of Retailing and Consumer Services*, 55, 102092.
- Vredeveld, A. J. (2018). Emotional intelligence, external emotional connections and brand attachment. *Journal of Consumer Psychology*, 28(1), 1–15.
- Yazdi, M., Alavi, S., & Mirzaei, A. (2024). A bibliometric analysis of brand loyalty research: Trends, hotspots and future agenda. *Journal of Business Research*, 163, 113954

