

## Daftar Pustaka

- Alessandri, S. (2001). Modeling Corp identity: a concept explication and theoretical explanation. *Corporate Communications An International Journal*, 6(4), 173–182. <http://dx.doi.org/10.1108/EUM000000000006146>
- Alessandri, S.W., Yang, S.U., & Kinsey, D.F. (2006). An integrative approach to university visual identity and reputation. *Corporate Reputation Review*, 9(4), 258–270. <https://doi.org/10.1057/palgrave.crr.1550033>.
- Ante, L. (2021). The non-fungible token (NFT) market and its relationship with Bitcoin and Ethereum. *SSRN Electronic Journal*, 20, 1–9. <https://doi.org/10.2139/ssrn.3861106>
- Castronova, E. (2001). Virtual Worlds: A First-Hand Account of Market and Society on the Cyberian Frontier. *CESifo Working Paper Series*, 618, 10. : <https://www.researchgate.net/publication/4985919>
- Chen, Y. (2018). Blockchain tokens and the potential democratization of entrepreneurship and innovation. *Business Horizons*, 61(4), 567-575. <https://www.researchgate.net/publication/320863631>
- Cho, C. H., Roberts, R. W., & Patten, D. M. (2010). The language of US corporate environmental disclosure. *Accounting, Organizations and Society*, 35(4), 431–443. doi:10.1016/j.aos.2009.10.002.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*. McGraw-Hill Irwin: New York
- Del-Castillo-Feito, C., Blanco-González, A., & Delgado-Alemany, R. (2020). The relationship between image, legitimacy, and reputation as a sustainable strategy: Students' versus professors' perceptions in the higher education sector. *MDPI Sustainability*, 12(3), 1-16. <https://doi.org/10.3390/su12031189>
- Detikinet. (2022, 15 Januari). NFT Makin Terkenal Akibat Ghozali, Publik Butuh Diedukasi. Diperoleh 14 Februari 2022, dari <https://inet.detik.com/cyberlife/d-5899614/nft-makin-terkenal-akibat-ghozali-publik-butuh-diedukasi>
- Dhanesh, G. S. (2017). Putting engagement in its PRoper place: State of the field, definition and model of engagement in public relations. *Public Relations Review*, 43(5), 925–933. <https://doi.org/10.1016/j.pubrev.2017.04.001>
- Diez-Martin, F., Blanco-Gonzalez, A., & Prado-Roman, C. (2019). Factors Affecting Individual Decisions Based on Business Legitimacy. *Journal of Promotion Management*, 25(2), 181–199. <https://doi.org/10.1080/10496491.2018.1443308>

- DiMaggio, P. J & W. W. Powell. (1983). The Iron Cage Revisited: Institutional Change: Introduction to the Special Research Forum. *The Academy of Management Journal*, 48 (2), 147-160. [https://www.academia.edu/1625845/Institutional\\_theory\\_and\\_institutional\\_change\\_Introduction\\_to\\_the\\_special\\_research\\_forum](https://www.academia.edu/1625845/Institutional_theory_and_institutional_change_Introduction_to_the_special_research_forum)
- DiMaggio, P.J. (1988). Interest and agency in institutional theory. In L. Zucker (Ed.), *Institutional patterns and organizations*, 3-22. <https://www.semanticscholar.org/paper/Interest-and-Agency-in-Institutional-Theory-DiMaggio/7030248a6a0f4b7420f1fe44c895249c50b83405>
- Dobni D., Zinkhan G. (1990). In Search of Brand Image: a Foundation Analysis. *Advance in Consumer Research*, 17, 110-119. <https://www.acrwebsite.org/volumes/7005/volumes/>
- Dowling, M. M. (2021). Is non-fungible token pricing driven by cryptocurrencies? *SSRN Electronic Journal*, 1-13. <https://doi.org/10.2139/ssrn.3815093>
- Duarte, P., Alves, H., & Raposo, M. (2010). Understanding university image : A structural equation model approach Understanding university image : a structural equation model approach. June. <https://doi.org/10.1007/s12208-009-0042-9>
- Hair, J. F., Black, W.C., Babin B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Pearson Education Limited: Essex
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A Primer On Partial Least Squares Structural Equation Modeling (PLS--SEM)*. SAGE Publications, Inc: California
- Hospel, V., Galand, B., & Janosz, M. (2016). Multidimensionality of behavioural engagement: Empirical support and implications. *International Journal of Educational Research*, 77, 37-49. <https://doi.org/10.1016/j.ijer.2016.02.007>
- Islam, M. A., Cooper, B. J., Haque, S., & John Jones, M. (2022). Moral versus pragmatic legitimacy and corporate anti-bribery disclosure: evidence from Australia. *Accounting Forum*, 46(1), 30-56. <https://doi.org/10.1080/01559982.2021.1925037>
- Jelen-Sanchez, A. (2017). Engagement in public relations discipline: Themes, theoretical perspectives and methodological approaches. *Public Relations Review*, 43(5), 934-944. <https://doi.org/10.1016/j.pubrev.2017.04.002>
- Kang, M. (2014). Understanding Public Engagement: Conceptualizing and Measuring its Influence on Supportive Behavioral Intentions. *Journal of Public Relations Research*, 26(5), 399-416. <https://doi.org/10.1080/1062726X.2014.956107>

- Kennedy, S.H. (1977). Nurturing Corporate Images. *European Journal of Marketing*, 11(3), 119-164. <https://doi.org/10.1108/EUM0000000005007>
- Kontan.co.id. (2021, 25 Juni). Wah, ada Luna Maya saat Binance meluncurkan marketplace NFT. Diperoleh 14 Februari 2022, dari <https://investasi.kontan.co.id/news/wah-ada-luna-maya-saat-binance-meluncurkan-marketplace-nft>
- Leston-Bandeira, C. (2014). The pursuit of legitimacy as a key driver for public engagement: The European Parliament case. *Parliamentary Affairs*, 67(2), 415–436. <https://doi.org/10.1093/pa/gss050>
- Macey, W. H., & Schneider, B. (2008). The meaning of employee engagement. *Industrial and Organizational Psychology*, 1, 3–30
- McSweeney, J. J. (2018). *Multi-Study Examination of the Role of Values in the Venture Legitimation Process in the Sharing Economy: A Values Work Perspective*. Disertasi Auburn University
- Meyer, J. W., & Rowan, B. (1977). Institutionalized Organizations: Formal Structure as Myth and Ceremony. *American Journal of Sociology*, 83(2), 340–363. <https://doi.org/10.1086/226550>
- Miotto, G., Del-Castillo-Feito, C., & Blanco-González, A. (2020). Reputation and legitimacy: Key factors for Higher Education Institutions' sustained competitive advantage. *Journal of Business Research*, 112(June), 342–353. <https://doi.org/10.1016/j.jbusres.2019.11.076>
- Mystakidis, S. (2022). *Metaverse*, 2, 486–497. <https://www.mdpi.com/2673-8392/2/1/31>
- Neuman, W. Lawrence. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Seventy Ed. England: Pearson Education Limited
- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Pinto-Gutiérrez, C., Gaitán, S., Jaramillo, D., & Velasquez, S. (2022). The NFT Hype: What Draws Attention to Non-Fungible Tokens? *Mathematics*, 10(3), 335. <https://doi.org/10.3390/math10030335>
- Pollock, T., & Rindova, V. (2003). Media legitimation effects in the market for initial public offerings. *Academy of Management Journal*, 46(5), 631–642. doi:10.2307/30040654
- Randrianasolo, A. A., & Arnold, M. J. (2020). Consumer legitimacy: conceptualization and measurement scales. *Journal of Consumer Marketing*, 37(4), 385–397. <https://doi.org/10.1108/JCM-03-2019-3124>

- Regner, F., Schweizer, A., & Urbach, N. (2019). NFTs in practice - Non-fungible tokens as core component of a blockchain-based event ticketing application. *40th International Conference on Information Systems, ICIS 2019*. <https://www.researchgate.net/publication/336057493>
- Schultze, U., & Mason, R. O. (2012). Studying cyborgs: Re-examining internet studies as human subjects research. *Journal of Information Technology*, 27(4), 301–312. <https://doi.org/10.1057/jit.2012.30>
- Scott, W. R. (1995). Institutions and Organizations. *Ideas, Interests and Identities*. Paperback: 360 pages Publisher: Sage (1995), <https://doi.org/10.3917/mana.172.0136>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons Ltd: West Sussex.
- She, M., Wang, Y., & Yang, X. (2020). Antecedents and consequences of strategic patenting for legitimacy: Evidence from China. *Journal of Small Business Management*, 58(3), 572–616. <https://doi.org/10.1080/00472778.2019.1666531>
- Shen, H., & Sha, B. L. (2020). Conceptualizing and operationalizing alumni engagement: When conversational voice matters more than openness and assurances of legitimacy. *Public Relations Review*, 46(5), 101974. <https://doi.org/10.1016/j.pubrev.2020.101974>
- Sholihin, M., & Ratmono, D. (2013). *Analisis SEM – PLS dengan WarpPLS 3.0: Untuk Hubungan Linear dalam Penelitian Sosial dan Bisnis*. Penerbit Andi: Yogyakarta
- Su, X., Peng, H., Zhang, S., & Rong, Y. (2015). Unraveling legitimization strategies of Chinese internet start-ups. *Chinese Management Studies*, 9(2), 239–258. <https://doi.org/10.1108/CMS-12-2014-0235>
- Suchman, M. (1995). Managing legitimacy: strategic and institutional approaches, *Academy of Management Review*, 20 (3), 571-610. <https://www.jstor.org/stable/258788>
- Suddaby, R., & Greenwood, R. (2005). Rhetorical strategies of legitimacy. *Administrative Science Quarterly*, 50(March), 35–67. doi:10.2189/asqu.2005.50.1.35
- Sun, W., Dedahanov, A. T., Shin, H. Y., & Li, W. P. (2021). Factors affecting institutional investors to add crypto-currency to asset portfolios. *North American Journal of Economics and Finance*, 58, 101499. <https://doi.org/10.1016/j.najef.2021.101499>
- Sung M, Yang S (2008) Toward the model of university image: the influence of brand personality, external prestige, and reputation. *J Publ Relat Res* 20(4), 357–376. <https://www.researchgate.net/publication/233454118>
- Suomi, K. (2014). Exploring the dimensions of brand reputation in higher education—A case study of a Finnish master’s degree programme. *J. High.*

- Educ. *Policy Manag.* 36, 646–660.  
<https://www.tandfonline.com/doi/abs/10.1080/1360080X.2014.957893>
- Thomas, K., & Velthouse, B. (1990). Cognitive Elements of Empowerment: An interpretive model of intrinsic task motivation. *Academy of Management Review*, 15, 666–681. <https://doi.org/10.5465/amr.1990.4310926>
- Trautman, L. J. (2021). *VIRTUAL ART AND NON-FUNGIBLE TOKENS*. United State: The American University.  
[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3814087](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3814087)
- Umar, Z., Gubareva, M., Teplova, T., & Tran, D. K. (2022). Covid-19 impact on NFTs and major asset classes interrelations: Insights from the wavelet coherence analysis. *Finance Research Letters*, February, 102725. <https://doi.org/10.1016/j.frl.2022.102725>
- Wang, Q., Li, R., Wang, Q., & Chen, S. (2021). *Non-Fungible Token (NFT): Overview, Evaluation, Opportunities and Challenges*.  
<http://arxiv.org/abs/2105.07447>
- Worden, R. E., & McLean, S. J. (2017). Research on police legitimacy: the state of the art. *Policing*, 40(3), 480–513. <https://doi.org/10.1108/PIJPSM-05-2017-0062>
- Wuestewald, M. I. (2022). A legitimacy crisis? Exploring the relationships between police self-legitimacy, employee engagement, and civic engagement. *Police Practice and Research*, 23(1), 1–19.  
<https://doi.org/10.1080/15614263.2021.1984913>