

## DAFTAR PUSTAKA

- Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the Value of A Brand Name*. New York: The Free Press.
- Aaker, D.A. (1997). *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama.
- Aaker, D.A. dan Biel, L. (2006). *Loyalitas Merek dan Periklanan*. Terj. Jakarta: Mitra Utama.
- Aaker, J. dan Fournier, S. (1995). *A Brand As a Character, a Partner and a Person: Three Perspectives on the Question of Brand Personality*, in NA - Advances in Consumer Research Volume 22, eds. Frank R. Kardes and Mita Sujan, Provo, UT: Association for Consumer Research, 391-395.
- Ahmed, M. dan Jan, M.T. (2015). An Extension of Aaker's Brand Personality Model from Islamic Perspective: A Conceptual Study. *Journal of Islamic Marketing*, 6(3), 388-405. <https://doi.org/10.1108/JIMA-10-2014-0068>.
- Ahmed, M., Ali, S.A., Jan, M.T., dan Hassan, A. (2019). Development of Islamic Bank's Brand Personality (IBBP) Model: A Conceptual Study in Malaysia. *Journal of Islamic Marketing*, 11(3), 621-642. <https://doi.org/10.1108/JIMA-11-2018-0210>.
- Agyei, J., Sun, S., Penney, E.K., Abrokwah, E., Ofori-Boafo, R. (2021). Linking CSR and Customer Engagement: The Role of Customer-Brand Identification and Customer Satisfaction. *SAGE Open*, 1-16. <https://doi.org/10.1177/21582440211040113>.
- Alloza, A. (2008). Brand Engagement and Brand Experience at BBVA, the Transformation of a 150 Years Old Company. *Corporate Reputation Review*, 11(4), 371-379.
- Altaf, M., Iqbal, N., Mohd. Mokhtar, S.S., dan Sial, M.H. (2017). Managing consumer-based brand equity through brand experience in Islamic banking. *Journal of Islamic Marketing*, 8(2), 218-242. <https://doi.org/10.1108/JIMA-07-2015-0048>.
- Altschwager, T., Dolan, R., dan Conduit, J. (2018). Social brand engagement: How orientation events engage students with the university. *Australasian Marketing Journal (AMJ)*, 26(2), 83-91. <https://doi.org/10.1016/j.ausmj.2018.04.004>.
- Anselmsson, J. (2006). Sources of customer satisfaction with shopping malls: A comparative study of different customer segments. *The International Review of Retail Distribution and Consumer Research*, 16(1), 115-138. <https://doi.org/10.1080/09593960500453641>.

- Arnould, E. J., dan Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*, 31(4), 868–882. <https://doi.org/10.1086/426626>.
- Arnould, Price, dan Zinkhan. (2002). *Consumers*. New York: McGraw-Hill.
- Babin, B.J., Lee, Y., Kim, E. dan Griffin, M. (2005). Modeling consumer satisfaction and word-of-mouth: restaurant patronage in Korea. *Journal of Services Marketing*, 19(3), 133–139. <https://doi.org/10.1108/08876040510596803>.
- Bairrada, C. M., Coelho, F., dan Coelho, A. (2018). Antecedents and outcomes of brand love: utilitarian and symbolic brand qualities. *European Journal of Marketing*, 52(3/4), 656–682. <https://doi.org/10.1108/ejm-02-2016-0081>.
- Baumann, C., Hamin, H., dan Chong, A. (2015). The role of brand exposure and experience on brand recall-Product durables vis-à-vis FMCG. *Journal of Retailing and Consumer Services*, 23, 21–31. <https://doi.org/10.1016/j.jretconser.2014.11.003>.
- Baron, Robert A. dan Donn Byrne. 2005. *Psikologi Sosial*. Edisi Kesepuluh. Jilid 1. Terjemahan: Ratna Djuwita. Jakarta: Erlangga.
- Beldona, S. dan Wysong, S. (2007). Putting the brand back into store brands: an exploratory examination of store brands and brand personality. *Journal of Product and Brand Management*, 16(4), 226–235. <https://doi.org/10.1108/10610420710763912>.
- Blau, P.M. (1964). Justice in Social Exchange. *Sociological Inquiry*, 34(2), 193–206. <https://doi.org/10.1111/j.1475-682X.1964.tb00583.x>.
- Borzooei, M. dan Asgari, M. (2013). The Halal Brand Personality and Its Effect on Purchase Intention. *Interdisciplinary Journal of Contemporary Research in Business*, 5(3), 481–491.
- Bouhlel, O.N., Mzoughi, D. Hadiji, dan I.B. Slimane. (2009). Brand Personality and Mobile Marketing: An Empirical Investigation. *World Academy of Science, Engineering and Technology*, 53, 703–710.
- Bowden, J. L.-H. (2009). The Process of Customer Engagement: A Conceptual Framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/mtp1069-6679170105>.
- Brakus, J.J., Schmitt, B.H., dan Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.052>.
- Brodie, R.J., Hollebeek, L.D., Jurick, B., Ilic, A. (2011). Customer engagement: conceptual domain, fundamental propositions, and implications for research. *Journal of*

*Service Research*, 14(3), 252-271.  
<https://doi.org/10.1177/1094670511411703>.

Carrol, B.A. dan Ahuvia. (2006). Some Antecedents and Outcomes of Brand Love. *Marketing Letters*, 17(2), 79-89. <https://doi.org/10.1007/s11002-006-4219-2>.

Chattopadhyay, A. dan Laborie, J.L. (2005). Managing brand experience: The market contact audit. *Journal of Advertising Research*, 45(1), 9-16. <https://doi.org/10.1017/S0021849905050129>.

Choi, Y.G., Ok, C. "Michael", dan Hyun, S.S. (2017). Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands. *International Journal of Contemporary Hospitality Management*, 29(4), 1185-1202. <https://doi.org/10.1108/IJCHM-11-2014-0601>.

Cooper dan Schindler. (2014). *Business Research Methods*, 12<sup>th</sup> Edition, New York: McGraw Hill Irwin.

Dayakisni, Tri dan Hudaniah. (2009). *Psikologi Sosial*. Malang: UMM Press.

Dessart, L., Veloutsou, C., dan Morgan-Thomas, A. (2016). Capturing consumer engagement: duality, dimensionality and measurement. *Journal of Marketing Management*, 32(5-6), 399-426. <https://doi.org/10.1080/0267257X.2015.1130738>.

Devesa, M., Laguna, M., dan Palacios, A. (2010). The Role of Motivation in Visitor Satisfaction: Empirical Evidence in Rural Tourism. *Tourism Management*, 31, 547-552. <http://dx.doi.org/10.1016/j.tourman.2009.06.006>.

Dijkstra, T.K. dan Henseler, J. (2015). Consistent and Asymptotically Normal PLS Estimators for Linear Structural Equations. *Computational Statistics & Data Analysis*, 81(1): 10-23. <https://doi.org/10.1016/j.csda.2014.07.008>.

Dovaliene, A., Masiulyte, A., dan Piligrimiene, Z. (2015). The Relations between Customer Engagement, Perceived Value and Satisfaction: The Case of Mobile Applications. *Procedia – Social and Behavioral Sciences*, 213, 659-664. <https://doi.org/10.1016/j.sbspro.2015.11.469>.

Emerson, R.M. (1962). Power-Dependence Relations. *American Sociological Review*, 27(1), 31-41. <https://doi.org/10.2307/2089716>.

Engel, J.F., Kollat, D.T., dan Blackwell, R.D. (1968). *Consumer Behavior*. Holt, Rinehart & Winston, New York.

Engel, J.F., Blackwell, R.D., dan Miniard, P.W. (1990). *Consumer Behavior*, 6<sup>th</sup> ed. Chicago: The Dryden Press.

Farhat, K., Mokhtar, S.S.M., dan Salleh, S.B.M. (2020a). Role of brand experience and brand affect in creating brand engagement: a case of higher education

- institutions (HEIs). *Journal of Marketing for Higher Education*, 1–29. <https://doi.org/10.1080/08841241.2020.1759753>.
- Farhat, K., Mokhtar, S.S.M., dan Salleh, S.B.M. (2020b). Linking brand engagement to customer-based brand equity and role of brand experience, brand personality, and brand affect: A case of automobile market of Pakistan. *Management Science Letters*, 10(10), 2237-2248. <https://doi.org/10.5267/j.msl.2020.3.012>.
- Farzaneh, M. (2020). The Impact of Brand Identification and Brand Satisfaction on Brand Loyalty through the Mediating Role of Customer Branding (Case Study: Barij Essence Herbal Medicines Customers on Instagram). *Archives of Pharmacy Practice*, 11, 118-125.
- Feiz, D. dan Moradi, H. (2019). Creating consumer-based brand equity for customers by brand experience: Evidence from Iran banking industry. *Journal of Islamic Marketing*, 11(6), 1443-1464. <https://doi.org/10.1108/JIMA-03-2019-0055>.
- Fetscherin, M. dan Heinrich, D. (2014). Consumer brand relationships: A research landscape. *Journal of Brand Management*, 21(5), 366-371. <https://doi.org/10.1057/bm.2014.22>.
- Fikri, I., Yasri, & Abror. (2018). The Impact of Brand Experience and Brand Trust on Brand Engagement: The Mediating Effect of Brand Satisfaction. *Advances in Economics, Business and Management Research*, 57, 153-161. <https://doi.org/10.2991/piceeba-18.2018.43>.
- Fournier, S. (1998). Consumer and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343-353. <https://doi.org/10.1086/209515>.
- Fornell, C. dan Larcker, D. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50. <https://doi.org/10.2307/3151312>.
- Foscht, T., Maloles, C., Swoboda, B., Morschett. (2008). The impact of culture on brand perceptions: A six-nation study. *Journal of Product & Brand Management*, 17(3), 131-142. <https://doi.org/10.1108/10610420810875052>.
- Freling, T. H. dan Forbes, L. P. (2005). An empirical analysis of the brand personality effect. *Journal of Product & Brand Management*, 14(7), 404–413. <https://doi.org/10.1108/10610420510633350>.
- Garanti, Z. dan Kissi, P.S. (2019). The effects of social media brand personality on brand loyalty in the Latvian banking industry: The mediating role of brand equity. *International Journal of Bank Marketing*, 37(6), 1480-1503. <https://doi.org/10.1108/IJBM-09-2018-0257>.
- Ghorbanzadeh, D. (2021). From satisfaction to loyalty: the role of emotional structures in the process of transition from satisfaction to loyalty. *Asia Pasific*

*Journal of Business Administration*, 13(3), 335-356.  
<https://doi.org/10.1108/APJBA-07-2020-0225>.

Graffigna, G. dan Gambetti, R.C. (2014). The Process of Consumer-Brand Engagement: A Grounded Theory Approach. *The Sustainable Global Marketplace*, 119-122. [https://doi.org/10.1007/978-3-319-10873-5\\_61](https://doi.org/10.1007/978-3-319-10873-5_61).

Gupta, A. dan Pandey, S. (2021). Should we engage variety seeking customers? *Journal of Asia Business Studies*. <https://doi.org/10.1108/JABS-12-2020-0483>.

Hafez, M. (2018). Measuring the impact of corporate social responsibility practices on brand equity in the banking industry in Bangladesh: The mediating effect of corporate image and brand awareness. *International Journal of Bank Marketing*, 36(5), 806-822. <https://doi.org/10.1108/IJBM-04-2017-0072>.

Hamid A.B.A., Hamid, A.A., dan Roustasekehravani, A. (2015). The Effect of Brand Personality and Brand Satisfaction on Brand Loyalty: A Conceptual Paper. *Journal of Management Research*, 7(2), 10-26. <https://doi.org/10.5296/jmr.v7i2.6924>.

Hair, J. F.; Black, W. C; Babin, B. J; dan Anderson, R. E. (2014a). *Multivariate Data Analysis*, 7th ed. London: Pearson.

Hair, J. F., Hult, G. T. M., Ringle, C. M., dan Sarstedt, M. (2014b). *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*. SAGE Publication, Inc: California.

Hair, J.F., Hult, G. T.M., Ringle, C.M., dan Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publication, Inc: California.

Han, H., Lee, K., Song, H., Lee, S., & Bee-Lia Chua. (2019). Role of coffeehouse brand experiences (sensory/affective/intellectual/behavioral) in forming patrons' repurchase intention. *Journal of Hospitality and Tourism Insights*, 3(1), 17-35. <https://doi.org/10.1108/JHTI-03-2019-0044>.

Hariyanto. (2018). The Influence of Brand Experience through Brand Trust and Brand Satisfaction Toward Brand Loyalty Consumer at Carl's Jr Surabaya. *Petra Business & Management Review*, 4(2), 19-29.

Hassan, M.K., Alshater, M.M., Rashid, M., dan Hidayat, S.E. (2022). The years of the Journal of Islamic Marketing: a bibliometric analysis. *Journal of Islamic Marketing*, 13(10), 2047-2068. <https://doi.org/10.1108/JIMA-10-2020-0322>.

Higgins, E. T., dan Scholer, A. A. (2009). Engaging the consumer: The science and art of the value creation process. *Journal of Consumer Psychology*, 19(2), 100-114. <https://doi.org/10.1016/j.jcps.2009.02.002>.

- Hoch, S.J. dan Deighton, J. (1989). Managing What Consumers Learn from Experience. *Journal of Marketing*, 53(2), 1-20. <https://doi.org/10.1177/002224298905300201>.
- Hollebeek, L. (2011a). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, 19(7), 555-573. <http://dx.doi.org/10.1080/0965254X.2011.599493>.
- Hollebeek, L.D. (2011b). Demistifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7-8), 785-807. <https://doi.org/10.1080/0267257X.2010.500132>.
- Hollebeek, L.D. dan Chen, T. (2014). Exploring positively- versus negatively-valenced brand engagement: a conceptual model. *Journal of Product & Brand Management*, 23(1), 62-74. <https://doi.org/10.1108/JPBM-06-2013-0332>.
- Homans, G.C. (1958). Social Behavior as Exchange. *American Journal of Sociology*, 63(6), 597-606. <http://www.jstor.org/stable/2772990>.
- Hu, L. dan Bentler, P.M. (1998). Fit Indices in Covariance Structure Modeling: Sensitivity to Underparameterized Model Misspecification. *Psychological Methods*, 3(4): 424-453. <https://doi.org/10.1037/1082-989X.3.4.424>.
- Hwang, J., Choe, J.Y., Kim, H.M., dan Kim, J.J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99, 1-12. <https://doi.org/10.1016/j.ijhm.2021.103050>.
- Iglesias, O., Singh, J.J., dan Batista-Foguet, J. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18, 570-582. <https://doi.org/10.1057/bm.2010.58>.
- Indraswari, N.M. (2017). *Peran Pengalaman Merek, Kesesuaian Kepribadian Merek, Kepuasan Merek, Kepercayaan Merek, dan Keterikatan Merek dalam Pembentukan Kesetiaan Merek*. Tesis. Universitas Gadjah Mada.
- Islam, J.U., Shahid, S., Rasool, A., Rahman, Z., Khan, I., dan Rather, R.A. (2020). Impact of website attributes on customer engagement in banking: a solicitation of stimulus-organism-response theory. *International Journal of Bank Marketing*. <https://doi.org/10.1108/IJBM-12-2019-0460>.
- Jan, M.T., dan Shafiq, A. (2021). Islamic Banks' Brand Personality and Customer Satisfaction: An Empirical Investigation through SEM. *Journal of Islamic Accounting and Business Research*, 12(4), 488-508. <https://doi.org/10.1108/JIABR-05-2020-0149>.
- Junaidi, J., Anwar, S.M., Alam, R., Lantara, N.F., dan Wicaksono, R. (2021). Determinants to adopt conventional and Islamic banking: evidence from Indonesia. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-03-2021-0067>.

- Kaur, P., Dhir, A., Talwar, S., dan Ghuman, K. (2021). The Value Proposition of Food Delivery Apps from the Perspective of Theory of Consumption Value. *International Journal of Contemporary Hospitality Management*, 33(4), 1129–1159. <https://doi.org/10.1108/IJCHM-05-2020-0477>.
- Keller, Kevin L. (1998). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice Hall.
- Khan, I., Rahman, Zillur, dan Fatma, M. (2016). The role of customer brand engagement and brand experience in online banking. *International Journal of Bank Marketing*, 34(7), 1025-1041. <https://doi.org/10.1108/IJBM-07-2015-0110>.
- Khan, I., Fatma, M., Kumar, V., dan Amoroso, S. (2020). Do experience and engagement matter to millennial consumers? *Marketing Intelligence & Planning*, 39(2), 329–341. <https://doi.org/10.1108/mip-01-2020-0033>.
- Khotmi, H., Wahyullah, M., dan Fachrozi. (2021). Determinan Pembiayaan yang Diberikan (Studi pada Bank Umum Syariah di Indonesia Periode 2018-2020). *Journal Ilmiah Rinjani*, 9(2), 1-10. <https://doi.org/10.53952/jir.v9i2>.
- Kosiba, J.P.B., Boateng, H., Okoe Amartey, A.F., Boakye, R.O., dan Hinson, R. (2018). Examining Customer Engagement and Brand Loyalty in Retail Banking: The Trustworthiness Influence. *International Journal of Retail and Distribution Management*, 46(8), 764-779. <https://doi.org/10.1108/IJRDM-08-2017-0163>.
- Kotler. (2003). *Manajemen Pemasaran*. Terj. Jakarta: PT Indeks.
- Kotler, P. dan Kevin Lane Keller. (2016). *Marketing Management*. 15<sup>th</sup> ed. England: Pearson Education Inc.
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R. (2010). Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value. *Journal of Service Research*, 13(3), 297-310. [10.1177/1094670510375602](https://doi.org/10.1177/1094670510375602).
- Kumar, A. (2018). Story of Aaker's brand personality scale criticism. *Spanish Journal of Marketing – ESIC*. <https://doi.org/10.1108/SJME-03-2018-005>.
- Kumar, V., dan Kaushik, A. K. (2018). Building consumer-brand relationships through brand experience and brand identification. *Journal of Strategic Marketing*, 4488(82), 1–21. <https://doi.org/10.1080/0965254X.2018.1482945>.
- Kumar, S., Xiao, J.J., Pattnaik, D., Lim, W.M., Rasul, T. (2022). Past, present and future of bank marketing: a bibliometric analysis of International Journal of Bank Marketing (1983-2020). *International Journal of Bank Marketing*, 40(2), 341-383. <https://doi.org/10.1108/IJBM-07-2021-0351>.

- Lee, S.A. dan Jeong, M. (2014.) Enhancing online brand experiences: an application of congruity theory. *International Journal of Hospitality Management*, 40, 49-58. <https://doi.org/10.1016/j.ijhm.2014.03.008>.
- Liang, B. (2022). How brand experience, satisfaction, trust, and commitment affect loyalty: a reexamination and reconciliation. *Italian Journal of Marketing*, 2022(2), 203-231. <https://doi.org/10.1007/s43039-021-00042-9>.
- Lin, Y.H. (2015). Innovative brand experience's influence on brand equity and brand satisfaction. *Journal of Business Research*, 68(11), 2254-2259. <https://doi.org/10.1016/j.jbusres.2015.06.007>.
- Liu dan Shrum. (2018). Consumers Trust in a Brand and the Link to Brand Experience. *Journal of Market Focused Management*.
- Lohmöller, J.-B. (1989). *Latent Variable Path Modeling with Partial Least Squares*. Physica: Heidelberg.
- Louis, D., dan Lombart, C. (2010). Impact of Brand Personality on Three Major Relational Consequences (Trust, Attachment, and Commitment to The Brand). *Journal of Product & Brand Management*, 19(2), 114-130. <https://doi.org/10.1108/10610421011033467>.
- Monferrer, D., Moliner, M.A., dan Estrada, M. (2019). Increasing Customer Loyalty through Customer Engagement in the Retail Banking Industry. *Spanish Journal of Marketing – ESIC*, 23(3), 461-484. <https://doi.org/10.1108/SJME-07-2019-0042>.
- Monge, P. R. dan Contractor, N. S. (2003). *Theories of Communication Networks*. Oxford University Press. <https://doi.org/10.1093/oso/9780195160369.001.0001>.
- Morgan-Thomas, A. dan Veloutsou, C. (2013). Beyond technology acceptance: brand relationships and online brand experience. *Journal of Business Research*, 66(1), 21-27. <https://doi.org/10.1016/j.jbusres.2011.07.019>.
- Muafiah, S. (2019). *Analisis Pengaruh Brand Personality, Kualitas Layanan Internet Banking, dan Islamic Branding terhadap Loyalitas Nasabah dengan Kepuasan Nasabah sebagai Variabel Intervening (Studi pada Bank Syariah Sragen Kantor Cabang Boyolali)*. Skripsi. IAIN Salatiga.
- Mubarrok, U.S., Ulfi, I., Sukmana, R., Sukoco, B.M. (2020). A bibliometric analysis of Islamic marketing studies in the “journal of Islamic marketing”. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-05-2020-0158>.
- Muttaqin, H.M., Kosim, A.M., dan Devi, A. (2020). Peranan Perbankan Syariah dalam Mendorong Usaha Mikro Kecil dan Menengah di Masa Pandemi Covid-19. Studi Riset di Bank Syariah Indonesia (BSI) Kc. Ahmad Yani Kota Bogor. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 2(1). <https://doi.org/10.47467/elmal.v2i1.393>.

- Nam, J., Ekinci, Y., dan 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>.
- Neuman, W. (2014). *Social Research Methods Qualitative and Quantitative Approaches*. Edisi Ketujuh. United State: Pearson Education Limited.
- Niros, M.I. dan Pollaris, Y.A. (2014). Brand Personality and Consumer Behavior: Strategies for Building Strong Service Brands. *Journal of Marketing and Operations Management Research*, 2(2), 101-115.
- Noftle, E.E., dan Shaver, P.R. (2006). Attachment dimensions and the big five personality traits: Associations and comparative ability to predict relationship quality. *Journal of Research in Personality*, 40(2), 179–208. <https://doi.org/10.1016/j.jrp.2004.11.003>.
- Nysveen, H., Pedersen, P.E., dan Skard, S. (2012). Brand Experiences in Service Organizations: Exploring the Individual Effects of Brand Experience Dimensions. *Journal of Brand Management*, 20(5), 404-423. <https://doi.org/10.1057/bm.2012.31>.
- Nysveen, H. dan Pedersen. (2014). Influences of Co Creation on Brand Experience. *International Journal of Market Research*, 56(6). <https://doi.org/10.2501/IJMR-2014-016>.
- Nysveen, H., Oklevik, O., dan Pedersen, P.E. (2018). Brand satisfaction: Exploring the role of innovativeness, green image and experience in the hotel sector. *International Journal of Contemporary Hospitality Management*. 30(9), 2908-2924. <https://doi.org/10.1108/IJCHM-05-2017-0280>.
- O'Halloran, R.M. (2014). Event Sponsorship. *Tourism Management*, 43, 68–69. <https://doi.org/10.1016/j.tourman.2014.01.020>.
- Oliver. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. Boston, MA: McGrawHill.
- Ong, K.S., Nguyen, B., dan Syed Alwi, S.F. (2017). Consumer-based virtual brand personality (CBVBP), customer satisfaction and brand loyalty in the online banking industry. *International Journal of Bank Marketing*, 35(3). 370-390. <https://doi.org/10.1108/IJBM-04-2016-0054>.
- Oscar, B. dan Terra, M.R. (2021). Pengaruh Penerapan Customer Relationship Management dalam Meningkatkan Loyalitas Pelanggan pada Bank BRI Syariah Cabang Padang. *Jurnal Bisnis dan Manajemen*, 11(2).
- Pansari, A. dan Kumar, V. (2017). Customer Engagement – The Construct, Antecedents and Consequences. *Journal of the Academy of Marketing Science*, 294-311. <https://doi.org/10.1007/s11747-016-0485-6>.

- Parasuraman, A., Zeithaml, V.A., dan Malhotra, A. (2005). E-S-QUAL: a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213-233. <https://doi.org/10.1177/1094670504271156>.
- Peco-Torres, F., Polo-Peña, A. I., dan Frías-Jamilena, D. M. (2020). Brand personality in cultural tourism through social media. *Tourism Review*, ahead-of-print (ahead-of-print). <https://doi.org/10.1108/TR-02-2019-0050>.
- Pervan, S.J., Bove, L.L., dan Johnson, L.W. (2007). Reciprocity as a key stabilizing norm of interpersonal marketing relationships: Scale development and validation. *Industrial Marketing Management*, 38(1), 60-70. <https://doi.org/10.1016/j.indmarman.2007.11.001>.
- Pogorzelski, J. (2018). *Managing Brands in 4D: Understanding Perceptual, Emotional, Social and Cultural Branding*, 59–109. <https://doi.org/10.1108/978-1-78756-102-120181004>.
- Prentice, C., Wang, X., dan Loureiro, S.M.C. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*, 50, 50-59. <https://doi.org/10.1016/j.jretconser.2019.04.020>.
- Priansa, D.J. (2017). *Perencanaan dan Pengembangan SDM*. Alfabeta: Bandung.
- Purnaditya, R. R., dan Rohman, A. (2015). Pengaruh pemahaman pajak, kualitas pelayanan dan sanksi pajak terhadap kepatuhan pajak (Studi empiris pada WP OP yang melakukan kegiatan usaha di KPP Pratama Semarang Candisari). *Diponegoro Journal of Accounting*, 4(4), 1-11. <https://ejournal3.undip.ac.id/index.php/accounting/article/view/9589>.
- Putri, A. (2008). *Pengaruh Brand Personality terhadap Brand Loyalty. Studi: Konsumen Produk Fashion Merek Zara di Jakarta*. Skripsi. FISIP UI.
- Rahayu, R. (2021). *Peranan Pembiayaan BSI KUR Mikro Dalam Meningkatkan Pendapatan Nasabah (Studi Kasus Terhadap Bank Syariah Indonesia KC Bengkulu S. Parman*. Skripsi. IAIN Bengkulu.
- Rather, R.A., Tehseen, S., dan Parrey, S.H. (2018). Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity. *Spanish Journal of Marketing – ESIC*, 22(3). 321-339. <https://doi.org/10.1108/SJME-06-2018-0030>.
- Roloff, M. E. (1981). *Interpersonal Communication: The Social Exchange Approach*. Sage.
- Rosado-Pinto, F. dan Loureiro, S.M.C. (2020). The growing complexity of customer engagement: a systematic review. *EuroMed Journal of Business*, 15(2), 167-203. <https://doi.org/10.1108/EMJB-10-2019-0126>.

- Roswinanto, W. dan Strutton. (2014). Investigating the Advertising Antecedents to and Consequences of Brand Experience. *Journal of Promotion Management*, 20, 607-627. <https://doi.org/10.1080/10496491.2014.946206>.
- Rusydiana, A.S. (2016). Analisis Problem Pengembangan Perbankan Syariah di Indonesia: Aplikasi Metode Analytic Network Process. *Esensi*, 6(2), 237-246. <https://doi.org/10.15408/ess.v6i2.3573>.
- Sabatelli, R.M. dan Shehan, C.L. (2009). *Exchange and Resource Theories*. In: Boss, P., Doherty, W.J., LaRossa, R., Schumm, W.R., Steinmetz, S.K. (eds) *Sourcebook of Family Theories and Methods*. Springer, Boston, MA. [https://doi.org/10.1007/978-0-387-85764-0\\_16](https://doi.org/10.1007/978-0-387-85764-0_16).
- Sadek, H. dan El Mehelmi, H. (2020). Customer brand engagement impact on brand satisfaction, loyalty, and trust in the online context. Egyptian Banking Sector. *Journal of Business and Retail Management Research*, 14(3), 22-33. <https://doi.org/10.24052/JBRMR/V14IS03/ART-03>.
- Saeed, M.R., Burki, U., Ali, R., Dahlstrom, R., Zameer, H. (2021). The antecedents and consequences of brand personality: a systematic review. *EuroMed Journal of Business*, 1460-2194. <https://doi.org/10.1108/EMJB-12-2020-0136>.
- Şahin, A., Zehir, C., dan Kitapci, H. (2011). The effects of innovated brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia — Social and Behavioral Sciences*, 24, 1288–1301. <https://doi.org/10.1016/j.sbspro.2011.09.143>.
- Salgado, E.G. dan Vela, M.R. (2019). Brand Fan pages experience and strength as antecedents to engagement and intensity of use to achieve HEIS' brand loyalty. *Journal of Marketing for Higher Education*, 29(1), 1-19. <https://doi.org/10.1080/08841241.2019.1605437>.
- Sanchez-Camacho, C., Martín-Consuegra, D., dan Carranza, R. (2020). An analysis of the scientific literature produced on bank marketing through bibliometrics and scientific mapping – what has been the role of sales in banking? *International Journal of Bank Marketing*, 39(6), 227-954. <https://doi.org/10.1108/IJBM-06-2020-0336>.
- Sandimula, N.S. (2016). *Pengaruh Syariah Brand Personality terhadap Minat Nasabah Menggunakan Jasa Perbankan Syariah dengan Trust sebagai Variabel Intervening dan Tingkat Religiusitas sebagai Variabel Moderator (Studi pada BPRS Jabal Nur Surabaya)*. Tesis. UIN Sunan Ampel.
- Sekaran, Uma, dan Roger Bougie. (2016). *Research Methods for Business A Skill Building Approach*. Seventh Edition. United Kingdom: John Wiley and Sons Ltd.
- Schiffman dan Kanuk. (2004). *Perilaku Konsumen*. Edisi 7. Jakarta: Prentice Hall.

- Schmitt, B.H. dan Rogers, D.L. (2008). *Handbook on Brand and Experience Management*. United Kingdom: Edward Elgar Publishing Limited.
- Sprott, D., Czellar, S., dan Spangenberg, E. (2009). The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale. *Journal of Marketing Research*, 46(1), 92–104. <https://doi.org/10.1509/jmkr.46.1.92>.
- State of The Global Islamic Economy (SGIE) Report 2020/2021. Tahun 2021. DinarStandard. <https://www.salaamgateway.com/specialcoverage/SGIE20-21>.
- Temporal, P. (2011). *Islamic Branding and Marketing. Creating A Global Islamic Business*. John Wiley & Sons (Asia) Pte. Ltd. Solaris Tower, Singapore.
- Thibaut, J. W., dan Kelley, H. H. (1959). *The social psychology of groups*. John Wiley & Sons, Inc. London. Chapman & Hall, Ltd.
- Van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P. Verhoef, P.C. (2010). Customer Brand engagement behavior: Theoretical foundations and research directions, *Journal of Service Research*, 13(3), 253-266. <https://doi.org/10.1177/1094670510375599>.
- Van Ryzin, G.G. (2005). Testing the Expectancy Disconfirmation Model of Citizen Satisfaction with Local Government. *Journal of Public Administration Research and Theory*, 601.
- Vargo, S.L. dan Lusch, R.F. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68(1), 1-17. <https://doi.org/10.1509/jmkg.68.1.1.24036>.
- Vivek, S.D., Beatty, S.E., dan Morgan, R.M. (2012). Customer Engagement: Exploring Customer Relationships beyond Purchase. *Journal of Marketing Theory and Practice*, 20(2), 122-146. <https://doi.org/10.2753/MTP1069-6679200201>.
- Wasan, P. (2018). Predicting customer experience and discretionary behaviors of bank customers in India. *International Journal of Bank Marketing*, 36(4), 701-725. <https://doi.org/10.1108/IJBM-06-2017-0121>.
- Wasesa, S.A. (2011). *Political Branding & Public Relations*. Jakarta: Gramedia Pustaka Utama.
- Wu, H.C., Cheng, C.C., dan Hussein, A.S. (2019). What drives experiential loyalty towards the banks? The case of Islamic banks in Indonesia. *International Journal of Bank Marketing*, 37(2), 595-620. <https://doi.org/10.1108/IJBM-04-2018-0101>.

Yao, J., Wang, X., dan Liu, Z. (2013). Brand Management Innovation: A Construction of Brand Experience Identification System. *Journal of Applied Sciences*, 13(21), 4477-4482. <https://doi.org/10.3923/jas.2013.4477.4482>.

Zarantonello, L. dan Schmitt, B.H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*, 17(7), 532–540. <https://doi.org/10.1057/bm.2010.4>.