

DAFTAR PUSTAKA

- Abdullah, Thamrin. 2014. *Manajemen Pemasaran*. Edisi 11. Jilid 1. Jakarta, Erlangga. Penerbit PT Rajagrafindo Persada.
- Aaker, David A. 1997. *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama.
- Albert, S., & Whetten, D. A. (1985). Organizational identity. *Research in Organizational Behavior*, 7, 263–295.
- Belk WR. Possessions and the extended self. *Journal of Consumer Research* 1988;15:139-66.
- Carlson BD, Suter TA, Brown TJ. Social versus psychological brand community: the role of psychological sense of brand community. *Journal of Bussines Research* 2008;61:289-91.
- Davidson, McNeil & Ferguson. 2007. ‘Magazine communities: brand community formation in magazine consumption, **International Journal of Sociology and Social Police**.
- Dholakia, U. M. And Algesheimer, R. 2010. Brand Community. *Wiley International Encyclopedia Of Marketing*. *Journal International of Sociology and Social Policy*.
- Davis, R.A. (2001). A cognitive-behavioral model of pathological internet use. *Computers in Human Behavior*, 17(2), 187-195.
- Dertouros, M. L. (1997). *What will be: How the new World of information Will Change Our Live*. San Fransisco: Harper Edge.
- Del Rio AB, Vazques R, Iglesias V. The effect of brand assosiactions on consumers response. *Marketing Science* 2001;25:740-59.
- Dutton, J. E., Dukerich, J. M., & Harquail, C. V. (1994). Organizational images and member identification. *Administrative Science Quarterly*, 39, 239–263.
- Dichter, E. (1966). How Word-of-Mouth Advertising Works. *Harvard Business Review*, 16, 147-166.
- Fournier S. Consumers and their brands: delevoping relationship theory in consumer research. *Journal of consumer Research* 1998;24:343-73.
- Ghozali, Imam. 2013. *Aplikasi Analisis Multivariate dengan Program SPSS*. Badan Penerbit Universitas Diponegoro, Semarang.

- Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2008). The influence of online brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce*, 12(3), 57-80.
- Kozinets, R., de Valck, K., Wojnicki, A.C., & Wilner, S. (2010). Networked narratives: Understanding word-of-mouth marketing online communities. *Journal of Marketing*, 74, 71-89.
- Kim AC, Dongchul H, Aeung-Bae P. The effect of brand personality and brand identification on brand loyalty: applying the theory of social identification. *Japanese Psychological Research* 2001;43:195-206.
- Kunda, Z. (1999). *Social cognition: Making sense of people*. Cambridge, MA: MIT Press.
- Kuncoro, P. M. (2013). *Metode Riset untuk Bisnis dan Ekonomi. Edisi 4*. Jogjakarta: Erlangga.
- Kuenzel S, Halliday VS. Investigating antecedents and consequences of brand identification. *The Journal of Product and Brand Management* 2008;17:293-74.
- Lasswell DH. *World politics and personal insecurity*. New York: The Free Press; 1935/1965.
- Laroche, M., Habibi, M. R., Richard, M.-O. (2014). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1) 76-82, February.
- Muniz, M. A., & O'Guinn, C. T. (2001). Brand community. *Journal of Consumer Research*, 27, 412-432.
- McEwen JW. *Married to the brand. Why consumers bond with some brands for life*. New York: Gallup Press; 2005.
- McAlexander, J. H., Schouten, W. John, & Koenig, F. H. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54.
- McAlexander, J H., Kim, S. K., & Roberts, S. D. (2003). Loyalty: The influence of satisfaction and brand community integration. *Journal of Marketing Theory and Practices*, 11(4), 1-11.
- McAlexander, J H., & Koenig, H. F. (2010). Contextual influence: Building brand community in large and small colleges. *Journal of Marketing Higher Education*, 20, 169-184.
- Mowen, John C dan Michael Minor. 2002, *Perilaku Konsumen*. Edisi Kelima, Jilid 1. Edisi Bahasa Indonesia. Terjemahan Lina Salim. PT Penerbit Erlangga, Jakarta.

- Morgan, Robert M., and Shelby D. 1994. The Commitment Trust Theory of Relationship Marketing. *Journal of Marketing*, Vol. 58 No.3, pp. 20-38.
- Resnick. 2010. Increasing Brand Equity With Interactive On-line Communities Journal Of Ebusines.
- Rofiq, Ainur. 2007. Pengaruh Dimensi Kepercayaan (*trust*) Terhadap Partisipasi Pelanggan E-commerces (Studi Pada Pelanggan E-Commerce Di Indonesia. *Tesis*. FPS Universitas Brawijaya, Malang.
- Shah, D., Holbert, L., & Kwak, N.(1999). Expanding The “virtuous circle” of social capital: Civic engagement, contentment and interpersonal trust. Paper presented at annual meeting of Association for Education in Journalism and Mass Communication. New Orleans.
- Shamir, B. (1991). Meaning, self and motivation in organizations. *Organizational Studies*, 12, 405–424
- Schiffman, Leon G, & Kanuk, Leslie L. 2004. *Consumer Behavior* (8th ed). New Jersey, Printice Hall, Inc.
- Schau, J. H., Muniz, M. A., & Arnould, J. E. (2009). How brand community practices create value. *Journal of Marketing*, 73(5), 30-51.
- Srivastava, R.K., Shervani, T.A., Fahey, L. (1998). Market-Based Assets And Shareholder Value: A Framework For Analysis, *Journal of Marketing*, 62(1), 2-18.
- Scott SG, Lane VR. A stakeholder approach to organizational identity. *The academy of Management Review* 2000;61:1091-7
- Stockburger-Sauer, N. (2010). Brand community: Drivers and outcomes. *Psychology and Marketing*, 27(4), 255-445.
- Sung, Y., Kim, Y., Kwon. O., & Moon, J. (2010). An explorative study of Korean consumer participation in virtual brand communities in social network sites. *Journal of Global Marketing*, 23(5), 430-445.
- Sugiyono, (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung Alfabeta.
- Thompson, S. A., & Sinha, R. K. (2008). Brand communities and new product adoption: The influence and limits of oppositional loyalty. *Journal of Marketing*. 72(6), 65-80.
- Tajfel, H., & Turner, J. C. (1985). The social identity theory of intergroup behavior. In S. Worchel & W. G. Austin (Eds.), *psychology of intergroup relations* (pp. 7-24). Chicago: Nelson Hall.

Walther, J. B. (1996). Computer-mediated communication: Impersonal, Interpersonal and hyperpersonal interaction. *Communication Research*, 23 (1), 3-43.

Wellman, B., & Gulia, M. (1999). Net-surfers don't ride alone: Virtual communities as communities. In B. Wellman (Ed.), *Networks in the Global Village* (331-366). Boulder, CO; Westview.

<http://www.aisi.or.id/statistic/>

<http://triatmono.info/data-penjualan-tahun-2012/data-penjualan-motor-tahun-2005/>