

DAFTAR PUSTAKA

- Aaker, D. A. (1996). Measuring *Brand* equity across products and markets. *California management review*, 38(3).
- Abraham, K. G., & Houseman, S. N. (2019). Making ends meet: The role of informal work in supplementing Americans' income. *RSF: The Russell Sage Foundation Journal of the Social Sciences*, 5(5), 110-131
- Afriani, R., Indradewa, R., & Syah, T. (2019). *Brand* communications effect, *Brand* images, and *Brand* trust over loyalty *Brand* building at PT Sanko Material Indonesia. *Science, Engineering and Social Science Series*, 3(3), 44-50.
- Aggarwal, B., & Kumar, D. (2014). Multi-Level Marketing—Problems & Solutions. *International Journal of Research*, 1(6), 76-82.
- Ahmad, M., Tumbel, T. M., & Kalangi, J. A. (2020). Pengaruh Citra Merek Terhadap Minat Beli Produk Oriflame Di Kota Manado. *Jurnal Administrasi Bisnis (Jab)*, 10(1), 25-31.
- Anggarani, P. L. P. (2022). *Analisis Pengaruh Citra Merek, Kualitas Produk, Dan Persepsi Harga Terhadap Minat Beli Produk Oriflame* (Doctoral dissertation, Universitas Mahasaraswati Denpasar).
- Anggraini, L. (2018). Understanding *Brand evangelism* and the dimensions involved in a consumer becoming *Brand* evangelist. *Sriwijaya International Journal of Dynamic Economics and Business*, 63-84.
- Bhalla, R., Tiwari, P., & Chowdhary, N. (2021). Digital natives leading the world: paragons and values of Generation Z. In *Generation Z Marketing and Management in Tourism and Hospitality: The Future of the Industry* (pp. 3-23). Cham: Springer International Publishing.
- Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. V. (2013). Digital business strategy: toward a next generation of insights. *MIS quarterly*, 471-482.
- Bhatia, K. V., & Pathak-Shelat, M. (2024). *Generasi Z, Digital Media, and Transcultural Lives*. Lanham, Boulder, New York, London: Lexington Books
- Bourdieu, Pierre (1977). *Outline of a Theory of Practice*. London: Cambridge University Press
- Brantemo, E., Carlstedt, H., & Wilhelmsson, H. (2020). Sustainable conscious fashion consumption from the perspective of Generation Z:-With a focus on motivations.
- Cao, Z., & Yan, R. (2017). Does *Brand Partnership* create a happy marriage? The role of *Brand Value* on *Brand* alliance outcomes of partners. *Industrial Marketing Management*, 67, 148-157.

- Casidy, R., I. Phau, and M. Lwin. 2016. "The Role of Religious Leaders on Digital Piracy Attitude and Intention." *Journal of Retailing and Consumer Services* 32:244–52. doi:<https://doi.org/10.1016/j.jretconser.2016.04.006>.
- Chung, E., Farrelly, F., Beverland, M. B., & Karpen, I. O. (2018). Loyalty or liability: Resolving the consumer *Fanaticism* paradox. *Marketing Theory*, 18(1), 3-30
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. (4th ed.). California: Sage Publication.
- DeLiema, M., Bosley, S., & Shadel, D. (2021). Multi-Level Marketing as "Gig" Work: Worker Motivations, Characteristics, and Outcomes in the US. *Journal of Labor and Society*, 25(1), 83-121.
- Dewayani, R. D. (2021). What does Biodegradable Mean to *Brand Partners*?. *Jobmark: Journal of Branding and Marketing Communication*, 3(1), 24-37.
- Dickinson, S., & Barker, A. (2007). Evaluations of *Branding* alliances between non-profit and commercial *Brand Partners*: the transfer of affect. *International Journal of Nonprofit and Voluntary Sector Marketing*, 12(1), 75-89.
- Doss, S. K., & Carstens, D. S. (2014). Big five personality traits and *Brand evangelism*. *International Journal of Marketing Studies*, 6(3), 13
- Edyansyah, T. (2018). Pengaruh Bauran Promosi Terhadap Kepercayaan Merek Oleh Konsumen Pada Produk Kosmetik Oriflame Di Kota Lhokseumawe. *Jurnal Manajemen Inovasi*, 9(2).
- Emily Chung, Michael Beverland, Francis Farrelly, and Pascale Quester (2008) ,"Exploring Consumer *Fanaticism*: Extraordinary Devotion in the Consumption Context", in *NA - Advances in Consumer Research Volume 35*, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, Pages: 333-340
- Essoo, N., & Dibb, S. (2004). Religious Influences on Shopping Behaviour: An Exploratory Study. *Journal of Marketing Management*, 20(7–8), 683–712. <https://doi.org/10.1362/0267257041838728>.
- Ezekiel, A. O., & Toba, O. (2020). Direct Marketing against Multi-Level Marketing, Pullback and Implication. *International Journal of Research Publications*, 63(1), 61-82
- Ezekiel, A. O., & Toba, O. (2020). Direct Marketing against Multi-Level Marketing, Pullback and Implication. *International Journal of Research Publications*, 63(1), 61-82.
- Fauziyah, A., Syamsir, S., Putri, M. A., Abduravi, M. F., Oktaviani, W., & Dafrianita, Y. (2024). ANALISIS PERUBAHAN PERILAKU BELANJA GENERASI Z DI ERA DIGITAL MELALUI PENDEKATAN ANTROPOLOGI SOSIAL. *Triwikrama: Jurnal Ilmu Sosial*, 4(6), 131-140.

- Foster, B. D., & Cadogan, J. W. (2000). Relationship selling and customer loyalty: an empirical investigation. *Marketing intelligence & planning*.
- Gbadeyan, R. A., & Olorunleke, G. K. (2013). Measuring Consumers' Attitude towards Multi-level Marketing in Ilorin, Nigeria. *Ilorin Journal of Management Sciences*, 1, 42-56.
- Gentina, E. (2020). Generation Z in Asia: a research agenda. *The new Generation Z in Asia: Dynamics, differences, digitalisation*, 3-19.
- Gibbs, R., & Humphries, A. (2009). *Strategic alliances and marketing partnerships: gaining competitive advantage through collaboration and partnering*. Kogan Page Publishers.
- Girish, S. N., & Dipa, D. (2015). Multi-level marketing: comparative perspectives and Indian Dilemma. *International Journal of Advanced Research in Management and Social Sciences*, 4(5), 105-123.
- Gitonga, D. M., & Kilonzo, J. M. (2018). A Monitoring and Evaluation Program to Assess Impact of Multilevel Marketing on Living Standards of Young Generation. *International Journal of Marketing Strategies*, 3(1), 1-11
- Haryono, A. T. (2021). Pengaruh Environmental Knowledge dan Environmental Attitude Terhadap Pro-Environmental Purchasing Behaviour (Sebuah Study Tentang Perilaku Konsumen Gen Z). *AKSES: Jurnal Ekonomi dan Bisnis*, 16(2).
- Ibnu Dwi, Kurniawan. (2023). *PENGARUH GREEN PRODUCT, WORD OF MOUTH DAN ENVIRONMENTAL VALUES TERHADAP KEPUTUSAN PEMBELIAN GENERASI Z (Study pada Konsumen Produk Le Minerale di Indonesia)* (Doctoral dissertation, UNIVERSITAS LAMPUNG).
- Irwanto, N. F. A., & Mahfudz, M. (2024). PENGARUH LIFESTYLE OF HEALTH AND SUSTAINABILITY (LOHAS) CONSUMPTION TENDENCY TERHADAP SIKAP RAMAH LINGKUNGAN DAN KEPERCAYAAN KONSUMEN SERTA IMPLIKASINYA PADA MINAT BELI (Studi Empiris pada Konsumen Produk Kecantikan Berkelanjutan pada Generasi Y dan Z di Kota Semarang). *Diponegoro Journal of Management*, 13(1).
- Ivashkova, N., Sidorchuk, R., & Skorobogatykh, I. (2018). Studying distributor-consultants' involvement into MLM business in the Russian perfume and cosmetics market. *Revista ESPACIOS*, 39(33), 22
- Jain, S., Singla, B., & Shashi, S. (2015). Motivational factors in multilevel marketing business: A confirmatory approach. *Management Science Letters*, 5(10), 903-914.

- Jaworski, Bernard and William J. Sauer (1985), "Cohort Variation," in *Advances in Consumer*
- Kadir, N. (2022). *Media Sosial dan Politik Partisipatif: Suatu Kajian Ruang Publik, Demokrasi Bagi Kaum Milenial dan Gen Z. RESIPROKAL: Jurnal Riset Sosiologi Progresif Aktual*, 4(2), 180-197.
- Kapferer, JN. (2008). *New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. USA: Kogan Page
- Keep, W. W., & Vander Nat, P. J. (2014). Multilevel marketing and pyramid schemes in the United States: An historical analysis. *Journal of Historical Research in Marketing*, 6(2), 188-210.
- Keke, Y. (2015). Komunikasi Pemasaran terpadu terhadap *Brand Awareness*. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, 2(1), 172-186.
- Khan, R., Misra, K., & Singh, V. (2013). *Ideology and Brand consumption*. *Psychological science*, 24(3), 326-333.
- Khare, A., & Verma, P. (2016). A study on unethical use of relationships in Multilevel Marketing. *International Journal in Management & Social Science*, 4(4), 256-261.
- Kotler, P. (2000). *Marketing Management*. New Jersey: Prentice Hall
- Kuldova, T. (2019). Fetishism and the Problem of Disavowal. *Qualitative Market Research: An International Journal*, 22(5), 766-780
- Kumar, A., & Satsangi, A. K. (2021). Factors Responsible for Joining MLM Business and Relation of Mode of Association with Networker's Satisfaction. *International Research Journal of Business Studies*, 14(1), 49-57.
- Kuspriyono, T., & Nurelasari, E. (2018). Pengaruh social media marketing terhadap customer bonding dan purchase to intention. *Cakrawala: Jurnal Humaniora Bina Sarana Informatika*, 18(2), 235-242.
- Kustin, R. A., & Jones, R. A. (1995). Research note: A study of *direct selling* perceptions in Australia. *International Marketing Review*, 12(6), 60-67.
- Lah, M., & Sušjan, A. (2024). A Heterodox Approach to Masstige: *Brand Fetishism*, Corporate Pricing, and Rules of Consumer Choice. *Review of Radical Political Economics*, 56(2), 214-232
- Lee, S. K., & Dastane, O. (2019). Building a sustainable competitive advantage for multi-level marketing (MLM) firms: An empirical investigation of contributing factors. *Journal of Distribution Science*, 17(3), 5-19
- Li, J., Ji, H., & Jiang, L. (2013). THE INFLUENCE OF *BRAND PERCEPTION* ON THE PERCEIVED QUALITY: AN EMPIRICAL STUDY IN CHINA. *Pakistan Journal of Statistics*, 29(6).

- Liu, H. (2018). The behavioral economics of multilevel marketing. *Hastings Business Law Journal*, 14(1), 109–138.
- Mannheim, Karl (1952), "The Problem of Generations," in *Essays on the Sociology of Knowledge*, ed. Paul Keczkemeti, New York: Oxford Univ. Press, 276-322.
- Massa, S., & Testa, S. (2012). The role of *Ideology* in *Brand* strategy: the case of a food retail company in Italy. *International Journal of Retail & Distribution Management*, 40(2), 109-127.
- McNally, D. and Speak, K. D. (2004). *Be Your Own Brand*. Terj: Sikun Pribadi. Jakarta: Gramedia
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. Thousand Oaks, CA: Sage Publications.
- Minton, E. A. (2015). In Advertising We Trust: Religiosity's Influence on Marketplace and Relational Trust. *Journal of Advertising*, 44(4), 403–414. <https://doi.org/10.1080/00913367.2015.1033572>
- Moschis, George P. (1987), *Consumer Socialization: A Life-Cycle Perspective*, Lexington, MA: Lexington Books
- Msosa, S. K. (2022). The Flip Side of Multi-Level Marketing: A Diagnosis of Factors Leading to The Mass Uptake of Unregulated Pyramid Schemes in South Africa. *Innovative Marketing*, 18(1), 142–151.
- Muchina, C. M., & Okello, B. (2016). Influence of personal selling on *Brand* performance of retail shoe companies in Nairobi Central business district. *International Journal of Academic Research in Business and Social Sciences*, 6(5), 1-14.
- Muncy, J. A. (2004). Ethical issues in multilevel marketing: Is it a legitimate business or just another pyramid scheme? *Marketing Education Review*, 14(3), 47-53.
- Muthiah, F. (2024). Strategi Komunikasi Pemasaran MAD For Makeup dalam Menciptakan *Brand* Image Sebagai Merek Kosmetik untuk Generasi Z. *Jurnal Indonesia: Manajemen Informatika dan Komunikasi*, 5(2), 1131-1142.
- Nadlifatin, R., Persada, S. F., Clarinda, M., Handiwibowo, G. A., Laksitowati, R. R., Prasetyo, Y. T., & Redi, A. A. N. P. (2022). Social media-based online entrepreneurship approach on millennials: A measurement of job pursuit intention on multi-level marketing. *Procedia Computer Science*, 197, 110-117
- Nat, P. J. V., & Keep, W. W. (2002). Marketing fraud: An approach for differentiating multilevel marketing from pyramid schemes. *Journal of Public Policy & Marketing*, 21(1), 139-151.
- Nilson, T. H. (1998). *Competitive Branding: Winning in the Market Place with Value-added Brands*. West Sussex: John Wiley & Sons, Ltd

- Oriflame Cosmetics. (2024). Filosofi Pengembangan Produk| Oriflame Cosmetics. Retrieved from <https://id.oriflame.com/product-philosophy>
- Oriflame Cosmetics. (2024). Sejarah Oriflame | Oriflame Cosmetics. Retrieved from <https://corporate.oriflame.com/about-oriflame/who-we-are/our-history/>
- P. Becerra, E., & Badrinarayanan, V. (2013). The influence of *Brand* trust and *Brand* identification on *Brand evangelism*. *Journal of Product & Brand Management*, 22(5/6), 371-383
- Peterson, R. A., Crittenden, V. L., & Albaum, G. (2019). On the economic and social benefits of *direct selling*. *Business Horizons*, 62(3), 373-382.
- Porter, M. E., & Heppelmann, J. E. (2014). How smart, connected products are transforming competition. *Harvard business review*, 92(11), 64-88.
- Post, K. (2005). *Brain Tattoos: Creating Unique Brands that Stick in Your Customers' Minds*. NY: Amacom
- Prakoso, A. B., & Negoro, N. (2017). Analisa strategi pemasaran produk kosmetik wardah dengan pendekatan SWOT-AHP (Analytic Hierarchy Process). *Jurnal sains dan seni ITS*, 6(1), 62-67.
- Pu, X., Sun, S., & Shao, J. (2020). *Direct selling*, reselling, or agency selling? Manufacturer's online distribution strategies and their impact. *International Journal of Electronic Commerce*, 24(2), 232-254.
- Qualtrics. (2019). Keller vs Aaker *Brand* Equity Models. Diakses dari <https://www.qualtrics.com/au/experience-management/Brand/keller-vs-aaker/?geo=ID&geomatch=au&newsite=au&prevsite=en&rid=ip>
- Qurniawati, R. S., Rukmi, I. S., & Nurohman, Y. (2023). A. BRAND ENGAGEMENT IN SELF CONCEPT PADA PEMBELIAN FASHION MUSLIM GENERASI Z DI JAWA TENGAH. *Jurnal Manajemen DayaSaing*, 25(2), 130-144.
- Rahma, F. M., Sumarwan, U., & Nurhayati, P. (2023). Pengaruh Citra Merek, Persepsi Kualitas, dan Social Media Influencer Terhadap Loyalitas Merek Somethinc: Studi Pada Pengguna Produk Merek Somethinc. *Jurnal Aplikasi Bisnis dan Manajemen (JABM)*, 9(3), 919-919.
- Rahmawati, I., Sa'adah, L., & Oktania, S. E. (2023). The influence of psychological factors on the the purchasing decision of oriflame products (Study on students of the Faculty of Economics UNWAHA). *Journal of Management Science (JMAS)*, 6(4), 728-735.
- Reeves, P., de Chernatony, L., & Carrigan, M. (2006). Building a political *Brand*: *Ideology* or voter-driven strategy. *Journal of Brand Management*, 13, 418-428.

- Retnowati, M. S., Rachmawati, A., & Averro, M. F. (2023). Digital Marketing Strategy to Increase Sales Through Social Media at Oriflame Jogja Resellers is Viewed From the Concept of Sharia Marketing. *Ijtihad*, 17(1), 53-68.
- Riley, Matilda White, Anne Foner and Joan Waring (1988), "Sociology of Age," in Handbook of Sociology, ed. Neil Smelser, Newbury Park, CA: Sage, 243-290.
- Roman, M., Wasiak, M., Roman, M., Roman, K., Niedziółka, A., Krasnodębski, A., & Królak, S. (2021). Essence of the compensation plan in the process of motivation in multi-level marketing (MLM). A case study. *Sustainability*, 13(16), 8738
- Roman, M., Wasiak, M., Roman, M., Roman, K., Niedziółka, A., Krasnodębski, A., & Królak, S. (2021). Essence of the compensation plan in the process of motivation in multi-level marketing (MLM). A case study. *Sustainability*, 13(16), 8738
- Rustiawan, R. (2022). *PENINGKATAN MARKET PERFORMANCE PADA INDUSTRI JASA SALON KECANTIKAN MELALUI FUNCTIONAL VALUE CO-CREATION DI PROVINSI JAWA TENGAH* (Doctoral dissertation, UNIVERSITAS ISLAM SULTAN AGUNG SEMARANG).
- Ryder, Norman B. (1965), "The Cohort as a Concept in the Study of Social Change," *American Sociological Review*, 30 (December), 843-861.
- Sakitri, G. (2021, July). Selamat Datang Gen Z, Sang Penggerak Inovasi!. In *Forum Manajemen* (Vol. 35, No. 2, pp. 1-10).
- Salsabila, H. F., & Harti, H. (2021). Pengaruh iklan media sosial, electronic word of mouth, dan persepsi kualitas terhadap keputusan pembelian. *AKUNTABEL*, 18(4), 722-732.
- Sardana, D., Gupta, N., & Sharma, P. (2018). Spirituality and religiosity at the junction of consumerism: Exploring consumer preference for spiritual Brands. *International Journal of Consumer Studies*, 42(6), 724-735.
- Sarwono, S. W. (2012). Psikologi ulayat. *Jurnal Psikologi Ulayat*, 1(1), 1-16.
- Schwieger, D., & Ladwig, C. (2018). Reaching and retaining the next generation: Adapting to the expectations of Generasi Z in the classroom. *Information Systems Education Journal*, 16(3), 45.
- Seow, R. Y. C. (2022). Pest Analysis of the *Direct selling* Industry in China. In National e-Conference 2022 (FRen-C 2022) Proceedings, 5–21.
- Seregina, A. (2011). *Fanaticism-Its development and meanings in consumers' lives* (Master's thesis).
- Shah, D., & Murthi, B. P. S. (2021). Marketing in a data-driven digital world: Implications for the role and scope of marketing. *Journal of Business Research*, 125, 772-779.

- Shepherd, S., Chartrand, T. L., & Fitzsimons, G. J. (2015). When *Brands* reflect our ideal world: The values and *Brand* preferences of consumers who support versus reject society's dominant *Ideology*. *Journal of Consumer Research*, 42(1), 76-92.
- Shumway, D. R. (2000). Fetishizing fetishism: Commodities, goods, and the meaning of consumer culture. *Rethinking Marxism*, 12(1), 1–15. <https://doi.org/10.1080/08935690009358989>.
- Sobaih, A. E. E., Ghannam, S. H., & Aliedan, M. M. (2021). Examining the Challenges and Opportunities of Multi-Level Marketing for Resort Hotels: A Delphi Study. *African Journal of Hospitality, Tourism and Leisure*, 10(2), 759–775.
- Strauss, William and Neil Howe (1991), *Generations*, New York: Quill.
- Subawa, N. S., Widhiasthini, N., Pika, P. A. T. P., Suryawati, P. I., & Astawa, I. N. D. (2020). Generation Z behavior and low price products in the era of disruption. *International Journal of Social Sciences and Management Review*, 3(3), 1-12.
- Sundararaj, V., & Rejeesh, M. R. (2021). A detailed behavioral analysis on consumer and customer changing behavior with respect to social networking sites. *Journal of Retailing and Consumer Services*, 58, 102190.
- Taleghani, M., & Almasi, M. (2011). Evaluate the factors affecting *Brand* equity from the perspective of customers using Aaker's model. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 33(832), 1-13.
- Thomas, B., & Housden, M. (2017). *Direct and digital marketing in practice*. Bloomsbury Publishing.
- Tian, Y. (2008). On the Legal and Market Analysis of “*Direct selling*” in China. *International Journal of Business and Management*, 3(12), 86-91
- Waller, D. S., & Casidy, R. (2021). Religion, Spirituality, and Advertising. *Journal of Advertising*, 50(4), 349–353. <https://doi.org/10.1080/00913367.2021.1944936>
- Webber, R. (2013). The evolution of direct, data and digital marketing. *Journal of Direct, Data and Digital Marketing Practice*, 14, 291-309.
- Wijaya, B. S. (2011, November 7). Brand Spirituality Theory (Teori Spiritualitas Merek). *ID Patent: 000291932*. Direktorat Jenderal Kekayaan Intelektual (DJKI), Kementerian Hukum dan Hak Asasi Manusia (Kemenkumham) Republik Indonesia. <https://pdki-indonesia.dgip.go.id/detail/5c3a20c3361176374d014b8bc787ca70edd3d9472b5817b35a2faf7d52f6cc3f?nomor=EC00202150851&type=copyright&keyword=Brand%20Spirituality>
- Wijaya, B. S. (2011, November 12). AKIELS Model of Hierarchy of Branding. *ID Patent: 000231718*. Direktorat Jenderal Kekayaan Intelektual (DJKI), Kementerian Hukum dan Hak Asasi Manusia (Kemenkumham) Republik

Indonesia. <https://pdki-indonesia.dgip.go.id/detail/15a87ab57b8551cdf188602ee7c6cb546df096bd6d48197511333a7fe6472723?nomor=EC00202100275&type=copyright&keyword=AKIELS>

- Wijaya, B. S. (2011). Branderpreneurship: Brand Development-based Entrepreneurship. In N. Sarinastiti, F. Y. Lengkong, & M. Sintawati (Eds.), *Proceedings of the 1st International Conference on Business and Communication (ICBC): Entrepreneurship in Global Competition*. 23-24 November 2011, Jakarta, Indonesia. Unika Atma Jaya. <https://scholar.google.com/scholar?cluster=10900508410497699194>
- Wijaya, B. S. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 5(31). 55-65. <https://doi.org/10.13140/ejbm.2013.55.65>
- Wijaya, B. S. (2013). How ‘Deep’ is Your Brand? The Hierarchical Effects Model of Emotional Branding. *Journal of Communication Spectrum: Capturing New Perspectives in Communication*, 3(2), 158-169. <https://doi.org/10.36782/jcs.v3i2.1974>
- Wijaya, B. S. (2019). Branding: Representation, Communication, and Simulation. *Journal of Branding and Marketing Communication*, 1(1), 1-7. <https://doi.org/10.36782/jobmark.v1i1.149>
- Wijaya, B. S. (2024). The Language of Brand Relationships: Symbolic, Social, and Political Dimensions. *Review of Communication Research*, 12, 18-32. <https://doi.org/10.52152/RCR.V12.2>
- Wijaya, B. S. (2024). “Thank You for Inspiring Me, Connecting Us, and Making Them Follow Us”: Social Dimension of Brand Relationships and Sociocultural-Based Product Values Development. *International Journal of Interdisciplinary Cultural Studies*, 19(1), 125-150. <https://doi.org/10.18848/2327-008X/CGP/v19i01/125-150>.
- Wikipedia. (2024, 17 Juli). Oriflame. <https://en.wikipedia.org/wiki/Oriflame>
- Williams, D. L., Crittenden, V. L., Keo, T., & McCarty, P. (2012). The use of social media: an exploratory study of usage among digital natives. *Journal of Public Affairs*, 12(2), 127-136.
- Wilujeng, S. R., & Edwar, M. (2014). Pengaruh *Brand Awareness* Dan *Brand Trust* Terhadap Keputusan Pembelian Produk Oriflame. *Jurnal Pendidikan Tata Niaga*, 2(2), 1-15.
- Yang, X., & Ling, J. (2014). A Review of Research Progress on *Direct selling* in China Mainland and Taiwan. In *Proceedings of the 13th Wuhan International Conference on E-Business 2014 Proceedings*, 758–763.
- Yin, R. K. (2013). *Studi Kasus: Desain dan Metode* (12th ed.). Jakarta: PT Raja Grafindo Persada.

- Yousaf, A., Amin, I., & Gupta, A. (2017). Conceptualising tourist based *Brand*-equity pyramid: an application of Keller *Brand* pyramid model to destinations. *Tourism and hospitality management*, 23(1), 119-137.
- Zehir, C., Sahin, A., Kitapci, H., & Ozsahin, M. (2011). The effects of *Brand*communication and service quality in building *Brand* loyalty through *Brand* trust: The empirical research on global *Brands*. *Procedia Social and Behavioral*.
- Zimmerman, M. (2012). Digital natives, searching behavior and the library. *New Library World*, 113(3/4), 174-201.