THE MEDIATING EFFECTS OF BRAND LOVE ON REVISIT INTEREST A META ANALYSIS

Nyoman Surya Wijaya ✉[1], I Gst Ayu Kt. Giantari[2], I Putu Gde Sukaatmadja[3], Ni Wayan Ekawati[4]
Udayana University[1,2,3,4]
✉[1] surya.wijaya@ipb.intl.ac.id
Jalan P.B. Sudirman, Kota Denpasar, Bali 80234, Indonesia

Abstract

Research on Brand Love has an important influence on interest in returning visits, and reveals various benefits for tourist attraction managers. This study aims to collect empirical evidence about the effectiveness of Brand Love in attracting tourists. A meta-analysis method, with calculated the effect size 33 publications from the results of the study between 2019-2023. The results show that Brand Love mediation in attracting tourists has a positive and high influence on return visits to a tourist attraction. Based on the analysis of mediator variables related to instructional characteristics, there were significant differences in the variables of the type of visit, the characteristics of tourists, and the type of Brand Love. However, moderator variables related to methodological characteristics did not have a significant moderating influence on revisiting interest. This research contributes to marketing management, in winning the interest of tourists to revisit a tourist spot through the role of brand love.

Keywords: effect; mediation; brand love; interest; revisit

INTRODUCTION

Researchers have conducted many studies to find out the variables that influence the interest of tourists to revisit tourist destination. Based on the theory of planned behavior and empirical studies, it is stated that intentions are influenced by individual attitudes. Attitude is the extent of dislike or liking towards an object or problem, and attitudes range from general to specific and contain both efective (emotional) and belief components (Fishbein and Ajzen, 2009). Previous research has shown that attitude has a significant effect on intention, as done by (Liu et al., 2018; Hoque and Alam, 2018; Setijanto, 2019; Yang, 2019; Hasan et al., 2019; Harahap and Dwita, 2020; Hasan et al., 2020; Intayos et al., 2021; Liao et al., 2021; Foroudi et al., 2021). Different things were obtained in research conducted by (Abbasi et al., 2021) stated that attitudes are not significant in influencing the intention of tourists to visit again. This shows that there are still inconsistencies in the results on the influence of attitudes towards intentions. The results of this inconsistency show that not all travelers have a positive attitude towards return visits. It is necessary to believe in the impulses and pulls associated with generating a positive attitude and intention to visit again.

The statement of selling tourism is selling dreams is a necessity, when tourists choose a destination they believe and hope for beautiful dreams to come true (Bong et al., 2019:5). Tourist Trust is a positive expectation of the quality of service obtained, trust in comfort and protection from the manager and the surrounding community, including timely service (Lanin and Hermanto, 2018). Trust creates a sense of security, assurance and consistency towards service providers (Parasuraman et al., 1985).Unique experiences experienced by Travelers that involve emotions, irrational thoughts, fantasies, and reality, merge into one that influences each other.

Researchers used brand love to increase interest to buy products or revisits, which is believed to increase the passionate emotional bond of satisfied travelers. The deep attachment stored in their memory to the destination visited (Han et al., 2019). The results of research conducted by (Batra et al., 2012) stated that the strength of attitudes towards love is related to brand love. Positive attitudes Tourists can increase brand love for the destinations visited. Deep brand love from individuals will be able to increase their intent to make repeat purchases or repeat visits. Brand attitude has a significant positive effect on brand love (Arghashi et al., 2021), in line with (Madadi et al., 2021). Brand love has a direct and indirect influence on intention (Ayutthaya and Khamwon, 2017). The results of (Liu et al., 2018) research prove that brand love has a full mediating role in the transfer of novelty effects to the intention of visiting again. Research conducted by (Han et al., 2019) found that brand love can increase customer loyalty intentions of the environmentally friendly aviation industry in Korea. Other researchers also say that brand love has a significant positive effect on the intention to make a purchase (Navaneethakrishnan and Sathish, 2020). The significant mediating effect of brand love reveals the importance of winning brand love from consumers.

Research on brand love has mostly been done in the United States. Brand love is a full mediator in the relationship between hedonic products and brand loyalty (Carroll and Ahuvia, 2006), as well as in self-expressive brands with positive WOM. Batra et al. (2012) mentions that high-level brand love factor models include: passion-driven behavior, self-brand integration, positive emotional connection, term relationships Long, anticipated separation distress, overall attitude valence, attitude strength (certainty/confidence). Research on destination brand love has only focused on the United States and Japan, further study suggested in other countries with viable cultural contexts (Swanson, 2015, 2017) and (Lee and Hyun, 2016). Brand love consumers will be more forgiving when disappointed, because attitudes have a strong influence on brand love for both high and low engaged consumers (Hegner, 2017). Brand love is the attachment of an emotional connection between customers and a particular brand (Aro et al., 2018). Brand love has been defined as increased loyalty (Carroll and Ahuvia, 2006). In the context of brands, (Baldinger and Rubinson, 1996) cited also by (Aro et al., 2018) suggest a definition that includes aspects of attitude and behavior, since loyalty is not only considered a pattern of repurchase but also includes a strong attitude towards the brand. Madadi et al., (2021) found that ethnic advertising has the strongest effect on brand love compared to brand attachment, and attitude towards brands. The research looked more for the relationship between brand love and products.

The main purpose of this study is to determine the influence of brand love on tourist interest to visit again. This is by analyzing research published between 2019 until 2023. The reason behind it is that the state of the tourism world has changed since the Covid19 pandemic. In accordance with this main objective, solutions are sought for the following sub-problems: 1) What is the average use of brand love in returning interest? 2) What is the effect of the average use of brand love on interest in returning to visit again in terms of characteristics of tourists? 3) What is the effect of the average use of brand love on interest in terms of the characteristics of brand love?

METHOD

This study uses a quantitative meta-analysis method because it uses calculations of numbers and statistics, to compile and extract so much information (Glass et al., 1981). Meta-analysis is a systematic study method accompanied by statistical techniques to calculate the conclusions of several research results (Dahlan, 2012). This data collection process is carried out through 3 stages, consisting of searching and retrieving articles, filtering and sorting, and analysis. Data collection is carried out by researchers by searching for articles that are relevant or related to the topic to be researched on internet network sites. Sampling error will have an unstructured impact and greatly affect the sample size and measurement error correction (Hunter and Schmidt, 2004). The data collected are research data in accordance with the required variables, as stated in the coding sheet. All articles were found to have met some of the sample criteria, namely research conducted in Indonesia in the 2019-2023 period, written by researcher related to the use of brand love for interest in visiting a tourism destination again. Referring to the variables in the coding sheet, the article is then analyzed for its content and selected according to the data needed to calculate the effect size. After passing the entire selection process to meet the sample criteria, the article can be further analyzed and used as research report data that calculates its effect size. Hedges and Olkin (2014) mentioned that effect size refers to the magnitude or strength of findings that occur in research studies.

Literature review is carried out systematically to select research to be included in the meta-analysis. A way is done to access all published research and focus on the use of brand love on interest in visiting a tourism destination again. In line with the research objectives, searches were conducted on search engines such as Google Scholar, Directory of Open Access Journal (DOAJ), Researchgate, Scopus.com, WebofScience.com

and Freefullpdf in January 2023. Using the 'advanced search' tool of this database, scientific publications written between 2019 until 2023 were detected based on titles, abstracts and keywords. The key words are as follows; brand love,' tourist destinations', and 'interest in revisiting'. After an extensive literature review, 233 scientific publications were selected. However, 30 studies that fit the research objectives have been identified.

After an extensive literature review on the use of brand love on the interest in revisiting, researchers determined the criteria for selecting research on the use of brand love on interest in revisiting a tourism destination. Some of the inclusion criteria in this study are: 1) Research topics containing research on brand love; 2) The publication year, i.e. the one published between 2019-2023; 3) Sample consisting of tourists; 4) the use of brand love for interest in revisiting a tourism destination; 5) Have adequate numerical data i.e. present statistical data such as sample size, standard deviation, and arithmetic mean value. Research without the necessary statistical data and explanations of moderator variables is not included, this is done to make it easier to calculate the size of influence. This meta-analysis research includes empirical research on the use of brand love.

The coding form used in this study consists of three main parts. The first section is "Research identification" which contains information about the research such as 'year of research', 'research title' and 'author's name'. The second section includes "Research data" which has statistical data such as mean values and standard deviations as well as sample size. The third section is "Characteristics of Study Content" which contains information about the content of the study. The characteristics associated with the content of the study are divided into two groups, namely methodological and instructional. The factors that determine the methodological and instructional characteristics are described as follows.

Table 1. Year of Publication

Year of publication	n	%
2019	3	10.00
2020	5	16.67
2021	4	13.33
2022	10	33.33
2023	8	26.67
Total	30	100

Type of Research: All selected studies are classified and coded based on the type of research used.

Table 2. Types of Research

Types of Research	n	%
Case study	7	23.33
Quantitative	11	36.67
Survey	3	10.00
Explorative	2	6.67
Mix method	7	23.33
Total	30	100

Research Instruments: Outcome measures are classified as researcher-developed assessment instruments or standards found in the literature.

Table 3. Research Instruments

Research instruments	n	%
Developed	19	63.33
Already exists	11	36.67
Total	30	100

Table 4. Types of Brand Love

Types of Brand Love	n	%
Passion	8	26.67
Attachment	7	23.33
Positive evaluation	2	6.67
Positive emotions	7	23.33
Declaration	6	20.00
Total	30	100

Consequences of Brand Love: In this context, it is found that some are based on information technology (computer applications) and some are physical and some are physical and digital.

Table 5. Consequencs of Brand Love

Consequences of Brand Love	n	%
Brand loyalty	7	23.33
Positive word of mouth	14	46.67
Resistance to negative information	9	30.00
Total	30	100

Executor: Brand Love providers are coded in two different categories namely 'goods', and 'services'.

Table 6. Executors

Categories	n	%
Goods	27	90.00
Service	3	10.00
Total	30	36.67

Brand Love connoisseurs: Brand Love connoisseurs are coded in four different categories namely 'individual', 'small group', 'full participation' and mixed'.

Table 7. Methods of Brand Love Connoisseurs

Brand Love connoisseur's method	n	%
Individual	11	36.67
Small groups	7	23.33
Full Participation	3	10.00
Mixture	9	30.00
Total	30	100.00

Year of publication: Research on the role of brand love published between 2019 and 2023 was included in the study. This is because the presentation of the last 5 years 2019-2023 makes the results clearer and understandable.

Data analysis is performed after encoding on the encoding form. The data analyzed are statistical data from research included in the meta-analysis on the use of brand love mediating role. In this study for data analysis using the effect size meta-analysis method. The basic objective of the effectiveness of treatment in this way is shown using the formula $d = (Xe-Xc) / SD$ (Gozuyesil &; Tanriseven, 2017). The numerical value obtained in the study was converted into a standard effect size to ensure the equivalent measurement was related to the standard deviation of each study (Maggin et al., 2019). Effect size is also determined according to the type of meta-analysis used (Kraft, 2020). The effect of treatment using 'd' as representative of the effect size standard (Kraft &; Hattie, 2021). The average difference was used to calculate the standard effect size in this study. Then the results are categorized according to Cohen's effect size classification.

RESULTS

This study was conducted to determine the influence of brand love on interest in visiting again. 30 effect sizes from each study were used in total. Table 8 shows the average effect size of the studies included in the meta-analysis.

Table 8. Averages the Effect Size of Each Study.

No.	Code	Effect Size	Category
1	BL01	0.2572	Low
2	BL02	0.3908	Low
3	BL03	0.7929	Tall
4	BL04	-0.7892	There is a decrease
5	BL05	0.8160	Tall
6	BL06	0.4042	Keep
7	BL07	0.2579	Low
8	BL08	-0.5245	There is a decrease
9	BL09	0.5213	Keep
10	BL10	0.4583	Keep
11	BL11	0.9016	Tall
12	BL12	0.4334	Keep
13	BL13	0.3967	Low
14	BL14	0.9677	Tall
15	BL15	-0.5491	There is a decrease
16	BL16	-0.3935	There is a decrease
17	BL17	0.8235	Tall
18	BL18	-0.4804	There is a decrease
19	BL19	0.9110	Tall
20	BL20	0.8016	Tall
21	BL21	0.8275	Tall
22	BL22	0.7586	Tall
23	BL23	-0.4112	There is a decrease
24	BL24	0.3912	Low
25	BL25	0.4800	Keep
26	BL26	0.9131	Tall
27	BL27	0.4091	Keep
28	BL28	-0.6920	There is a decrease
29	BL29	0.6526	Keep
30	BL30	0.4089	Keep
$\sum ES$	10.1352		
ES	0.3378		
Standard Deviation	0.5419		

The results of the effect size analysis in Table 8 revealed that the overall average influence of brand love on interest in visiting again or that can be associated with brand love in the publication results of the studies analyzed in this study was 0.3378 with a standard deviation of 0.5419. There were 10 publications with high interpretation, 8 publications with medium interpretation, 5 publications with low interpretation and 7 publications with decreased interpretation. This shows that there is an impact caused by brand love.

Based on the methodological characteristics contained in each publication analyzed, the influence of brand love in terms of methodological characteristics can be presented in the following table.

Table 9. Methodological Characteristics in the Year of Publication

Year of Publication	2019	2020	2021	2022	2023
n	3	5	4	10	8
$\sum ES$	1.4409	0.1644	2.3146	4.0634	2.1517
ES	0.4803	0.0328	0.5786	0.4063	0.2689
Standard Deviation	0.2788	0.6686	0.2184	0.6271	0.5407

Table 10. Methodological Characteristics of Research Types

Types of Research	Case Study	Quantitative	Survey	Explorative	Mix Method
n	7	11	3	2	7
$\sum ES$	2.1298	2.5550	2.5399	0.3473	2.5629
ES	0.3042	0.2322	0.8466	0.1736	0.3661
Standard Deviation	0.5351	0.6019	0.0571	0.8271	0.5030

Table 11. Methodological Characteristics of Research Instruments

Research Instruments	Developed	Already Exist
n	19	11
$\sum ES$	5.5958	4.5393
ES	0.2945	0.4126
Standard Deviation	0.5659	0.5152

Based on the instructional characteristics contained in each publication analyzed, the influence of brand love in terms of instructional characteristics can be presented in the following table.

Table 12. Instructional Characteristics of Brand Love Types

Types of Brand Love	Passion	Attachment	Positive Evaluation	Positive Emotions	Declaration
n	8	7	2	7	6
$\sum ES$	1.6054	3.1299	0.4299	2.7981	2.1717
ES	0.2006	0.4471	0.2149	0.3997	0.3619
Standard Deviation	0.5755	0.5472	0.8605	0.6009	0.5509

Table 13. Instructional Characteristics on the Consequences of Brand Love

Consequences of Brand Love	Brand Loyalty	Positive Word of Mouth	Resistance to Negative Information
n	7	14	9
$\sum ES$	2.1298	5.0950	2.9102
ES	ES	0.3639	0.3233
Standard Deviation	0.5351	0.5896	0.5315

Table 14. Instructional Characteristics in Implementers

Executive	Thing	Service
n	27	3
$\sum ES$	9.7657	0.3694
ES	0.3616	0.1231
Standard Deviation	0.5312	0.7164

Table 15. Instructional Characteristics of Brand Love Connoisseurs Method

Brand Love Connoisseurs Method	Individual	Small Groups	Full Participation	Mixture
n	11	7	3	9
$\sum ES$	3.4866	1.1983	2.5399	2.9102
ES	0.3169	0.1711	0.8466	0.3233
Standard Deviation	0.5320	0.6379	0.0571	0.5315

DISCUSSION

Exploring the effect of using brand love on interest in revisiting is the purpose of this meta-analysis. In this context, 30 studies were included in the meta-analysis and effect size calculations were carried out. Based on Cohen's effect size classification, where the average effect size value of the effect of using brand love on interest in visiting again is moderate and positive. Similarly, a meta-analysis study that examined the effect of using Brand Love on consumer interest in transacting again found a positive and large effect size (Singh et al., 2016). In addition, a study that examines the influence of brand love characteristics on consumer interest in a product has a positive and moderate size effect (Passolunghi et al., 2020). The results of this study are in line with the results of research by Moraová (2017), Prendergast et al., (2017), and Koparan (2017) on the influence of brand love on customer interest in using transportation services (Koparan, 2017; Moraová, 2017; Prendergast et al., 2017). A meta-analysis of the effect of using brand love on consumer interest, especially in revisiting, which is similar to this study, is that brand love was identified as effective in consumer interest for redating. The study was conducted in 2022, where Byun and Joung conducted a meta-analysis with a total of 277 studies collected for review, but of the studies, only 32 studies were identified as empirical studies and systematically analyzed to investigate current research trends (Byun and Joung, 2018). In addition, due to insufficient statistical data, only 15 of the 32 studies analyzed to calculate the effect of overall brand love utilization size on redacting interest. The results of Byun and Joung's research show that the overall size effect is positive and moderate from the use of brand love on consumer interest numerically. In addition, a meta-analysis on the use of brand love found the consequences of using brand love (Callaman and Itaas, 2020). In addition, influence was also found from the characteristics of brand love and visitor characteristics (Batdi and Talan, 2019). Overall, this study shows that the effect size calculated related to the effect of utilizing brand love consumer interest is high. When all these results are considered, it can be confirmed that the use of brand love in attracting consumers has a positive effect.

Another finding of this meta-analysis is that moderator variables associated with methodological characteristics do not have a significant moderating influence. The type of research does not change the effect of its average size on visitor interest. Another methodological variable investigated for the role of moderation in this study was the 'research instrument'. According to the results, this variable is not a significant moderator. Thus, for the purpose of assessing revisiting interest, using measuring instruments prepared by the researcher from the study or instruments developed in other studies does not change the size of its effect on revisit interest. The final finding of the study was that variables related to instructional characteristics had a significant moderating influence on revisiting interest. Variables related to interest in revisiting are Brand Love Characteristics, Brand Love Consequences, Implementers, and Brand Love Connoisseurs Method. Significant differences were found between these variables. The effect size of Brand Love Consequences in the form of Positive word of mouth is higher than the effect size of other Brand Love Consequences. Similarly, AAMIR also found that the effect size of Brand Love Consequences varies. Based on the results of this study, it can be concluded that Positive word of mouth has a more positive effect in Brand Love compared to other Brand Love Consequences (Radovic et al., 2020).

Other implementers' variables, in other words using goods or services or using both, affect the average effect size on revisit interest. In studies that use brang has a positive and high effect size. However, these findings contradict a previous meta-analysis conducted by Kablan et al. in 2018. They found no significant difference between variable effect sizes regarding different brand love providers. The different revisit interests associated with these brand love providers can help us understand that different brand love providers are quite important for revisit interests. In experimental research, researchers can apply brand love tests to experimental or control groups and products can be distinguished between goods and services. All of these problems can affect interest in revisiting. In addition, the level of management skills of the researchers can affect the results. On the other hand, when only researchers manage the implementation process, activities can be carried out properly (Parmaxi and Zaphiris, 2020). In this study, 'implementers' were analyzed as moderator variables and it was found that the effect of size on revisit interest did not change when the type of product was used by

the researcher. In BANDAR research, it was found that the method of using Brand Love individually and in groups has a positive effect on the success of attracting interest in visiting again. However, in this study the method of using brand love individually has a higher effect size compared to other methods of using brand love.

CONCLUSION

The results of this meta-analysis show that the use of Brand Love has a high effect on interest in visiting again. Effect size on methodological characteristics has little effect but on instructional characteristics it has largely varied influences. Brand Love consequences have been shown to be more effective in positive word of mouth compared to other types of consequences. As a result, instructional characteristics must be considered when designing a product's Brand Love. According to the results of a meta-analysis conducted for this study, the use of Brand Love has a strong influence on interest in returning visits. However, this study has limitations, because the sample taken is research conducted in Indonesia so that the findings obtained have not been able to generalize the results of the role of brand love to the interest of tourists to revisit a tourist destination. Therefore, further research is encouraged to use a larger sample and include research outside of Indonesia, so that the results are able to generalize as a whole.

REFERENCES

Abbasi, G. A., Kumaravelu, J., Goh, Y. N., & Singh, K. 2021. Understanding The Intention To Revisit A Destination By Expanding The Theory Of Planned Behaviour (TPB). Spanish Journal of Marketing - ESIC, 25(2), 282–311. https://doi.org/10.1108/SJME-12-2019-0109

Arghashi, V., Bozbay, Z., & Karami, A. 2021. An Integrated Model of Social Media Brand Love: Mediators of Brand Attitude and Consumer Satisfaction. Journal of Relationship Marketing, 20(4), 319–348. https://doi.org/10.1080/15332667.2021.1933870

Aro, K., Suomi, K., & Saraniemi, S. 2018. Antecedents And Consequences Of Destination Brand Love — A Case Study from Finnish Lapland. Tourism Management, 67, 71–81. https://doi.org/10.1016/j.tourman.2018.01.003

Ayutthaya, P. L. N., & Khamwon, A. 2017. Brand Love, Brand Jealousy, and Purchase Intention of Big Bike Motorcycle. Proceeding of the Universal Academic Cluster International Summer Conference in Hokkaido, 2017, 120–128.

Baldinger, A. L., & Rubinson, J. 1996. Brand Loyalty: The Link Between Attitude And Behavior. Journal of Advertising Research, 36, 22–36.

Batdi, V., & Talan, T. 2019. Augmented Reality Applications: A Meta-Analysis and Thematic Analysis. Turkish Journal of Education, 8(4), 276–297.

Batra, R., Ahuvia, A., & Bagozzi, R. P. 2012. Brand love. Journal of Marketing, 76(2), 1–16. https://doi.org/10.1509/jm.09.0339

Bong, S., Sugiarto, Lemy, D. M., Nursiana, A., & Arianti, S. P. 2019. Manajemen Risiko, Krisis, & Bencana Untuk Industri Pariwisata Yang Berkelanjutan. PT Gramedia Pustaka Utama, Jakarta.

Byun, J., & Joung, E. 2018. Digital Game-Based Learning For K-12 Mathematics Education: A meta-analysis. School Science and Mathematics, 1–14.

Callaman, R. A., & Itaas, E. C. 2020. Students' Mathematics Achievement in Mindanao Context: A Meta-Analysis. Journal of Research and Advances in Mathematics Education, 5(2), 148–159.

Carroll, B. A., & Ahuvia, A. C. 2006. Some Antecedents And Outcomes Of Brand Love. Marketing Letters, 17(2), 79–89. https://doi.org/10.1007/s11002-006-4219-2

Dahlan, S. 2012. Pengantar Meta-Analisis Seri 12: Disertai Aplikasi Meta-Analisis dengan Menggunakan Program Excel. Jakarta: PT Epidemiologi Indonesia.

Fishbein, M., & Ajzen, I. 2009. Predicting and changing behavior: The reasoned action approach (1st Editio). Psychology press. https://doi.org/https://doi.org/10.4324/9780203838020

Foroudi, P., Palazzo, M., & Sultana, A. 2021. Linking Brand Attitude To Word-Of-Mouth And Revisit Intentions In The Restaurant Sector. British Food Journal, 123(13), 221–240. https://doi.org/10.1108/BFJ-11-2020-1008

Glass, G. V, McGaw, B., & Smith, M. L. 1981. Meta-Analysis In Social Research. In Beverly Hills, CA: Sage.

Gozuyesil, E., & Tanriseven, I. 2017. A Meta-analysis of the Effectiveness of Alternative Assessment Techniques. Eurasian Journal of Educational Research, 70, 37–56.

Han, H., Yu, J., Chua, B. L., Lee, S., & Kim, W. 2019. Impact Of Core-Product And Service-Encounter Quality, Attitude, Image, Trust And Love On Repurchase: Full-Service Vs Low-Cost Carriers in South

Korea. International Journal of Contemporary Hospitality Management, 31(4), 1588–1608. https://doi.org/10.1108/IJCHM-05-2018-0376

Harahap, M. S., & Dwita, V. 2020. Effect of EWOM on Revisit Intention: Attitude and Destination Image as Mediation Variables (Study in Pasaman Regency Tourism Destinations). In The Fifth Padang International …. atlantis-press.com. https://www.atlantis-press.com/article/125946718.pdf

Hasan, K. M., Abdullah, S. K., Islam, F., & Neela, N. M. 2020. An Integrated Model for Examining Tourists' Revisit Intention to Beach Tourism Destinations. Journal of Quality Assurance in Hospitality and Tourism, 21(6), 716–737. https://doi.org/10.1080/1528008X.2020.1740134

Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. 2019. The Antecedents Of Tourist Attitudes To Revisit And Revisit Intentions For Coastal Tourism. International Journal of Culture, Tourism, and Hospitality Research, 13(2), 218–234. https://doi.org/10.1108/IJCTHR-11-2018-0151

Hedges, L. V, & Olkin, I. 2014. Statistical methods for meta-analysis. Academic press.

Hegner, S. M. 2017. Using The Theory Of Planned Behaviour To Understand Brand Love. Journal of Product and Brand Management, 26(1), 26–41. https://doi.org/10.1108/JPBM-06-2016-1215

Hoque, M. Z., & Alam, M. N. 2018. What Determines The Purchase Intention Of Liquid Milk During A Food Security Crisis? The Role Of Perceived Trust, Knowledge, And Risk. Sustainability (Switzerland), 10(10). https://doi.org/10.3390/su10103722

Hunter, J. E., & Schmidt, F. L. 2004. Methods Of Meta-Analysis: Correcting Error And Bias In Research Findings. Sage.

Intayos, H., Netpradit, N., & Samutachak, B. 2021. A Causal Effect of Customer Relationship Management, Attitude, Subjective Norm, Perceived Behavioral Control of Customer Affecting Purchase Intention To Using Anti-Aging Business in Thailand. ABAC Journal, 41(1), 121–145. https://api.elsevier.com/content/abstract/scopus_id/85100656920

Koparan, T. 2017. Analysis of Teaching Materials Developed by Prospective Mathematics Teachers and Their Views on Material Development. Malaysian Online Journal of Educational Technology, 5(4), 8–28.

Kraft, M. A. 2020. Interpreting Effect Sizes of Education Interventions. Educational Researcher, 49(4), 241–253.

Kraft, M. A., & Hattie, J. 2021. Interpreting Education Research and Effect Sizes. Educational Leadership, 78(8).

Lanin, D., & Hermanto, N. 2018. The Effect Of Service Quality Toward Public Satisfaction And Public Trust On Local Government in Indonesia. International Journal of Social Economics.

Lee, K. H., & Hyun, S. S. 2016. The Effects of Perceived Destination Ability and Destination Brand Love on Tourists' Loyalty to Post-Disaster Tourism Destinations: The Case of Korean Tourists to Japan. Journal of Travel and Tourism Marketing, 33(5), 613–627. https://doi.org/10.1080/10548408.2016.1167349

Liao, Y. K., Wu, W. Y., Truong, G. N. T., Binh, P. N. M., & Vu, V. V. 2021. A Model Of Destination Consumption, Attitude, Religious Involvement, Satisfaction, And Revisit Intention. Journal of Vacation Marketing. https://doi.org/10.1177/1356766721997516

Liu, C. R., Chiu, T. H., Wang, Y. C., & Huang, W. S. 2018. Generation Y's Revisit Intention And Price Premium For Lifestyle Hotels: Brand Love As The Mediator. International Journal of Hospitality and Tourism Administration, 21(3), 242–264. https://doi.org/10.1080/15256480.2018.1464421

Madadi, R., Torres, I. M., Salehi, R. F., & Zuniga, M. A. 2021. The Effects Of Advertising Ethnic Cues On Brand Love, Brand Attachment And Attitude Toward The Brand. Spanish Journal of Marketing - ESIC, 25(2), 333–354. https://doi.org/10.1108/SJME-06-2021-0099

Maggin, D. M., Cook, B. G., & Cook, L. 2019. Making Sense of Single-Case Design Effect Sizes. Learning Disabilities Research & Practice, 34(3), 124–132.

Moraová, H. 2017. Do Authors of Online Electronic Materials for Teaching Mathematics use Their Potential to use Non-Stereotypical Cultural Settings? The Electronic. Journal of e-Learning, 15(3), 235–243.

Navaneethakrishnan, K., & Sathish, A. S. 2020. It's All About Brand Love- Expressing Through Purchase Intention, Brand Trust And Brand Attitude. In Journal of Critical Reviews (Vol. 7, Issue 4, pp. 314–318). https://doi.org/10.31838/jcr.07.04.58

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. 1985. A Conceptual Model Of Service Quality And Its Implications For Future Research. Journal of Marketing, 49(4), 41–50.

Parmaxi, A., & Zaphiris, P. 2020. Lessons Learned from a Design-Based Research Implementation: A Researcher's Methodological Account. International Journal of Research & Method in Education, 43(3), 257–270.

Passolunghi, M. C., De Vita, C., & Pellizzoni, S. 2020. Math Anxiety and Math Achievement: The Effects of Emotional and Math Strategy Training. Developmental Science, 23(6), 1–11.

Prendergast, M., Spassiani, N. A., & Roche, J. 2017. Developing a Mathematics Module for Students with Intellectual Disability in Higher Education. International Journal of Higher Education, 6(3), 169–177.

Radovic, S., Radojicic, M., Veljkovic, K., & Maric, M. 2020. Examining the Effects of GeoGebra Applets on Mathematics Learning Using Interactive Mathematics Textbook. Interactive Learning Environments, 28(1), 32–49.

Setijanto, R. D. 2019. The Role Of Attitude, Subjective Norm, And Perceived Behavioral Control (Pbc) Of Mothers On Teaching Toothbrushing To Preschool Children - Based On The Theory Of Planned Behavior: A Cross-Sectional Study. Family Medicine and Primary Care Review, 21(1), 53–57. https://doi.org/10.5114/fmpcr.2019.82974

Singh, S. S. B., Rathakrishnan, B., Sharif, S., Talin, R., & Eboy, O. V. 2016. The Effects of Geography Information System (GIS) Based Teaching on Underachieving Students' Mastery Goal and Achievement. Turkish Online Journal of Educational Technology, 15(4), 119–134.

Swanson, K. 2015. Research Notes: Place Brand Love And Marketing To Place Consumers As Tourists. Journal of Place Management and Development, 8(2), 142–146. https://doi.org/10.1108/JPMD-05-2015-0012

Swanson, K. 2017. Destination Brand Love: Managerial Implications And Applications To Tourism Businesses. In Journal of Place Management and Development (Vol. 10, Issue 1, pp. 88–97). https://doi.org/10.1108/JPMD-11-2016-0073

Yang, S. 2019. In Airbnb We Trust: Understanding Consumers' Trust-Attachment Building Mechanisms In The Sharing Economy. International Journal of Hospitality Management, 83, 198–209. https://doi.org/10.1016/j.ijhm.2018.10.016