

DAFTAR PUSTAKA

- Ansary, A., & Nik Hashim, N. M. H. (2017). Brand image and equity: the mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Review of Managerial Science*, 12(4), 969–1002. <https://doi.org/10.1007/s11846-017-0235-2>
- Aprillia, A., & Vidyanata, D. (2022). Pengaruh Perceived Quality dan Perceived Value of Cost terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Fresh.Co. *Jurnal Ilmiah Manajemen*, 19(1). <https://doi.org/10.29259/jmbt.v19i1.17758>
- Bagasworo, W. (2017). Pengaruh Customer Relationship Management dan Customer Experience Quality Ter-hadap Customer Loyalty Melalui Customer Satisfaction (Studi pada Konsumen di Tanamera Cafe Jakarta). *Jurnal Ekonomi, Manajemen Dan Perbankan*, 3(2), 89–99.
- Basuki, T. I. (2017). Pengaruh Brand Equity dan Brand Trust Terhadap Loyalitas Pelanggan Teh Botol Sosro di Kota Bandung. *Jurnal STEI Ekonomi*, 6(2), 235–265.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76, 1–16.
- Bhattacharya, C. B., & Sen, S. (2003). Consumer-Company Identification: A Framework for Understanding Consumers' Relationships with Companies. In / *Journal of Marketing* (Vol. 67).
- Brady, M. K., Cronin, J. J., Fox, G. L., & Roehm, M. L. (2008). Strategies to offset performance failures: The role of brand equity. *Journal of Retailing*, 84(2), 151–164. <https://doi.org/10.1016/j.jretai.2008.04.002>
- Chandrawati, A. A., & Vidyanata, D. (2022). Pengaruh Perceived Quality dan Perceived Value of Cost terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Fresh.Co. *Jembatan : Jurnal Ilmiah Manajemen*, 19(1), 49–68. <https://doi.org/10.29259/jmbt.v19i1.17758>
- Christiawan, C., Chang, Chandra, M. L., & Aprilia, A. (2021). PENGARUH EKUITAS MEREK TERHADAP KEPUASAN KONSUMEN DAN LOYALITAS MEREK COFFEE SHOP DI SURABAYA. *Jurnal Manajemen Perhotelan*, 7(2), 93–103. <https://doi.org/10.9744/jmhot.7.2.93-103>
- Çifci, S., Ekinci, Y., Whyatt, G., Japutra, A., Molinillo, S., & Siala, H. (2016). A cross validation of Consumer-Based Brand Equity models: Driving customer equity in retail brands. *Journal of Business Research*, 69(9), 3740–3747. <https://doi.org/10.1016/j.jbusres.2015.12.066>

- Darma, B. (2021). *Statistika Penelitian Menggunakan SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linear Sederhana, Regresi Linear Berganda, Uji t, Uji F, R2)*. Guepedia.
- Dihni, V. A. (2022, June 20). *BPS: 71,74% Usaha Makanan & Minuman di Indonesia Gunakan Media Online untuk Promosi*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/06/20/bps-7174-usaha-makanan-minuman-di-indonesia-gunakan-media-online-untuk-promosi>
- F.Hair Joseph, M.Ringle, C., & Sarstedt, M. (2021). *Partial Least Squares Structural Equation Modeling*.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Model (SEM) Berbasis Varian* (1st ed.). PT Inkubator Penulis Indonesia.
- Haryono, S. (2017). *Metode SEM untuk Penelitian Manajemen AMOS, Lisrel, PLS*. Luxia Metro Media.
- Indrawati. (2015). *Metode Penelitian Manajemen Bisnis Konvergensi Teknologi Komunikasi dan Informasi* (D. Sumayyah, Ed.; 1st ed.). PT Refika Aditama .
- Intan, P. N. F. (2022, June 11). *Peluang Pasar: Minuman Boba*. UKMINDONESIA.ID. <https://ukmindonesia.id/baca-deskripsi-posts/peluang-pasar-minuman-boba/>
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. *South Asian Journal of Business Studies*, 9(1), 62–87. <https://doi.org/10.1108/SAJBS-03-2019-0046>
- khan, M. T. (2013). Customer Loyalty: Concept & Definition (A review). *International Journal of Information, Business and Management*, 5(3).
- Kim, J., Lee, H., & Lee, J. (2020). Smartphone preferences and brand loyalty: A discrete choice model reflecting the reference point and peer effect. *Journal of Retailing and Consumer Services*, 52. <https://doi.org/10.1016/j.jretconser.2019.101907>
- Kock, N. (2021). *WarpPLS User Manual: Version 7.0*. ScriptWarp Systems.
- Komunda, M., & Osarenkhoe, A. (2012). Remedy or cure for service failure?: Effects of service recovery on customer satisfaction and loyalty. *Business Process Management Journal*, 18(1), 82–103. <https://doi.org/10.1108/14637151211215028>
- Kulo, group. (2019). *About us Xiboba*. Kulo Group. <https://kulogroup.com/xiboba/>

- Kurniawan, D. (2022, March 30). *Bisnis Kafe dan Restoran Menampaki Kebangkitan*. Voi.Id. <https://voi.id/ekonomi/151784/bisnis-kafe-dan-restoran-menapaki-kebangkitan>
- Lee, W.-K., & Park, J.-H. (2016). The Roles of Brand Loyalty and Switching Costs in the Purchase of a New Smartphone. *The Journal of Information Systems*, 25(1), 183–200. <https://doi.org/10.5859/kais.2016.25.1.183>
- Lehmann, D. R., & Srinivasan, S. (2014). Assessing Brand Equity Through Add-on Sales. *Customer Needs and Solutions*, 1(1), 68–76. <https://doi.org/10.1007/s40547-013-0002-8>
- Liu, M. T., Wong, I. A., Tseng, T. H., Chang, A. W. Y., & Phau, I. (2017). Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research*, 81, 192–202. <https://doi.org/10.1016/j.jbusres.2017.06.014>
- Long, M. M., & Schiffman, L. G. (2000). Consumption values and relationships: Segmenting the market for frequency programs. *Journal of Consumer Marketing*, 17(3), 214–232. <https://doi.org/10.1108/07363760010329201>
- Mahmudan, A. (2022, May 18). *Daftar Minuman Boba Favorit di Indonesia, Apa Saja?* DataIndonesia.Id. <https://dataindonesia.id/ragam/detail/daftar-minuman-boba-favorit-di-indonesia-apa-saja>
- Manthiou, A., Kang, J., Hyun, S. S., & Fu, X. X. (2018). The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestyle-congruence. *International Journal of Hospitality Management*, 75, 38–47. <https://doi.org/10.1016/j.ijhm.2018.03.005>
- Morgan, R. M., & Hunt, S. D. (2005). The Commitment-Trust Theory of Relationship Marketing. In *Source: Journal of Marketing* (Vol. 58, Issue 3).
- Nam, J., Ekinci, Y., & 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>
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209–224. [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)
- Nugraha, A. P., & Indrawati.** (2017). The Effect of Social Media Experiential Marketing Towards Customers' Satisfaction (A Study in Chingu Korean Fan Cafe Bandung Indonesia). *International Journal of Business and Administrative Studies*, 3(2). <https://doi.org/10.20469/ijbas.3.10002-2>
- Phau, I., Teah, M., & Chuah, J. (2015). Consumer attitudes towards luxury fashion apparel made in sweatshops. *Journal of Fashion Marketing and*

Management, 19(2), 169–187. <https://doi.org/10.1108/JFMM-01-2014-0008>

Phau, I., Teah, M., Lim, A., & Ho, R. (2015). A brief affair with underwear: Uniqueness and innovativeness in male underwear brand purchases. *Journal of Global Fashion Marketing*, 6(3), 222–235. <https://doi.org/10.1080/20932685.2015.1032314>

Prasetyo, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, Moh. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>

Ramadhani, N. (2022, July 9). *Mengenal Lebih dalam tentang Food and Beverage*. Akseleran. <https://www.akseleran.co.id/blog/beverage-adalah/>

Saleem, S., Rahman, S. U., & Umar, R. M. (2015). Measuring Customer Based Beverage Brand Equity: Investigating the Relationship between Perceived Quality, Brand Awareness, Brand Image, and Brand Loyalty. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p66>

Salehzadeh, R., & Pool, J. K. (2017). Brand Attitude and Perceived Value and Purchase Intention toward Global Luxury Brands. *Journal of International Consumer Marketing*, 29(2), 74–82. <https://doi.org/10.1080/08961530.2016.1236311>

Salim, F. F., & Dharmayanti, D. (2017). Pengaruh Brand Image dan Perceived Quality Terhadap Kepuasan dan Loyalitas Pelanggan Mobil Toyota di Surabaya. *Jurnal Strategi Pemasaran*, 2, 1–8.

Sallam, M. A. (2014). The Effects of Brand Image and Brand Identification on Brand Love and Purchase Decision Making: The Role of WOM. *International Business Research*, 7(10). <https://doi.org/10.5539/ibr.v7n10p187>

Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). Assessing the effects of perceived quality and perceived value on customer satisfaction. *Management Science Letters*, 1077–1084. <https://doi.org/10.5267/j.msl.2019.11.001>

Shirazi, A., Lorestani, H. Z., & Mazidi, A. K. (2013). Investigating the Effects of Brand Identity on Customer Loyalty from Social Identity Perspective. *Iranian Journal of Management Studies (IJMS)*, 6(2), 153–178.

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer Trust, Value, and Loyalty in Relational Exchanges. In *Journal of Marketing* (Vol. 66).

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. ALFABETA.

- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&B* (Sutopo, Ed.; 2nd ed.). ALFABETA.
- Supranto, J., & Limakrisna, N. (2011). *Perilaku Konsumen & Strategi Pemasaran Untuk Memenangkan Persaingan Bisnis Edisi 2*. Mitra Wacana Media.
- Susanty, A., & Kenny, E. (2015). The Relationship between Brand Equity, Customer Satisfaction, and Brand Loyalty on Coffee Shop: Study of Excelso and Starbucks. *ASEAN Marketing Journal*, 7(1). <https://doi.org/10.21002/amj.v7i1.4481>
- Tampubolon, A. S., & Omar Sharif, O. (2022). THE EFFECT OF INFORMATION QUALITY, SOCIAL PSYCHOLOGICAL DISTANCE, SENSE OF POWER & TRUST ON CUSTOMER PURCHASE INTENTION TOKOPEDIA CONSUMERS IN NUSA TENGGARA BARAT. *International Journal of Social Sciences and Management Review*, 05(04), 105–113.**
<https://doi.org/10.37602/IJSSMR.2022.5409>
- Tzeng, J. Y. (2011). Perceived values and prospective users' acceptance of prospective technology: The case of a career eportfolio system. *Computers and Education*, 56(1), 157–165. <https://doi.org/10.1016/j.compedu.2010.08.010>
- Walsh, G., Shiu, E., & Hassan, L. M. (2014). Replicating, validating, and reducing the length of the consumer perceived value scale. *Journal of Business Research*, 67(3), 260–267. <https://doi.org/10.1016/j.jbusres.2013.05.012>
- Widiaswara, T., & Sutopo. (2017). ANALISIS PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Studi pada Pelanggan Air Minum Dalam Kemasan Club di Semarang). *DIPONEGORO JOURNAL OF MANAGEMENT*, 6(4), 1–15. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Yobeanto, K. L. (2020). PENGARUH BRAND EXPERIENCE MELALUI CUSTOMER SATISFACTION DAN BRAND TRUST TERHADAP BRAND LOYALTY PADA MEREK SMARTPHONE SAMSUNG. *AGORA*, 8(2).