

## DAFTAR PUSTAKA

- Adhitya. (2024). *PZZA Klaim Sudah Buka 595 Restoran Pizza Hut di 36 Provinsi Indonesia*. Ipotnews. <https://shorturl.at/x44MA>
- Aditya, R. (2023). *Apa Itu Ristorante? Heboh Kabar Pizza Hut Ganti Nama, Ini Penjelasan Soal Rumor Imbas Biokot*. Suara.Com. <https://www.suara.com/lifestyle/2023/12/15/135035/apa-itu-ristorante-heboh-kabar-pizza-hut-ganti-nama-ini-penjelasan-soal-rumor-imbasi-biokot>
- Ahdiat, A. (2024). *Penjualan dan Laba/Rugi Pizza Hut Indonesia/PT Sarimelati Kencana Tbk Periode Januari-September (2019-2024)*. Databoks.
- Aksi Boikot Produk Terafiliasi Israel Dorong Masyarakat Beralih ke Produk Lokal*. (2024). Tempo.Co. <https://nasional.tempo.co/read/1909627/aksi-boikot-produk-terafiliasi-israel-dorong-masyarakat-beralih-ke-produk-lokal>
- Ali, H., Mahaputra, M. R., Saputra, F., Mahaputra, M. R., Maharani, A., Nofrialdi, R., Saputra, E. B., Yandi, A., & Satriawan, N. (2023). Influence of Brand Image: Analysis of Purchase Decision and Author Loyalty (Study on Dinasti International Journal of Management Science). *Migration Letters*, 20, 676–682.
- Alifia, S. (2024). *Pengaruh Kualitas Produk, Kualitas Layanan, Dan Store Atmosphere Serta Brand Loyalty Dan Avoidance Terhadap Keputusan Pembelian Mcdonald's Indonesia Sebelum Dan Pada Masa Boikot*. Telkom University.
- Andrian, W.P, C. I., Jumawan, & Nursal, M. F. (2022). *Perilaku Konsumen* (R. Iye & E. D. Widyawaty, Eds.). Penerbit Rena Cipta Mandiri.
- Arsika, M. P. (2024). *Setahun Serangan Israel ke Palestina Usai Peristiwa 7 Oktober*. Detik.Com. <https://www.detik.com/sumbagsel/berita/d-7573980/setahun-serangan-israel-ke-palestina-usai-peristiwa-7-oktober>

As Syihab, T. F. (2022). *Pengaruh Digital Marketing Dan Brand Loyalty Terhadap Keputusan Pembelian Layanan Video On- Demand Netflix*. Telkom University.

Binekasri, R. (2024). *Terhantam Boikot, Pizza Hut Rugi Rp58,6 M di Kuartal-I 2024*. CNBC Indonesia. <https://www.cnbcindonesia.com/market/20240430071509-17-534485/terhantam-boikot-pizza-hut-rugi-rp586-m-di-kuartal-i-2024>

Effendi, Z. R., Sentosa, E., & Nursina. (2022). Pengaruh Citra Merek, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Seikou Coffee Depok. *IKRAITH-EKONOMIKA* , 5, 31–38.

Elli, E. E., Bahfiarti, T., & Farid, M. (2023). Dampak Brand Awareness Terhadap Keputusan Pembelian Produk Big Bananas Di Kota Makassar. *Jurnal Representamen*, 9, 76–93.

Fiansyah, R. (2024). *Pizza Hut (PZZA) Rugi Rp97 Miliar, Bengkak 1,5 Kali Lipat*. IDX Channel. <https://www.idxchannel.com/market-news/pizza-hut-pzza-rugi-rp97-miliar-bengkak-15-kali-lipat>

Fitriyan, Z., & Ichsan, A. S. (2024). *Dampak Global Boikot Terhadap Perusahaan Terkait Israel*. Republika.Id. <https://www.republika.id/posts/54940/dampak-global-boikot-terhadap-perusahaan-terkait-israel>

Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26* (Cetakan X). Badan Penerbit Universitas Diponegoro Semarang.

Hapidullah, M., Wardhana, A., & PRADANA, M. (2022). The Effect of Service Quality on Customer Satisfaction and Its Impact on E-Commerce Customer Loyalty. In *3rd Asia Pacific International Conference on Industrial Engineering and Operations Management*, 4693-4698. <https://index.ieomsociety.org/index.cfm/article/view/ID/12012>. DOI: <https://doi.org/10.46254/AP03.20220796>.

Hanifah, L., & Prasetyo, H. (2024). Pengaruh Brand Loyalty, Brand Image Dan Harga Terhadap Keputusan Pembelian Kosmetik Wardah Di Kota Yogyakarta. *Muqaddimah: Jurnal Ekonomi, Manajemen, Akuntansi Dan Bisnis*, 2, 141–153.

Harahap, M. G., Krahara, Y. D., Polimpung, L. J. C., Hasanah, Ramadhi, Fikriando, E., Nurdin, Siddiqa, H., Annas, M., Rachmadi, K. R., Anggraini, D. T., Sangadah, H. A., Shofia, A., Junaida, E., Meliana, & Chakim, M. H. R. (2024). *Perilaku Konsumen Teori dan Praktik* (M. R. Kurnia, Ed.). PT Sada Kurnia Pustaka.

Hasanuddin, A. K., & Pradana, M. (2023). How Brand Image Influence Customer Loyalty: Reanalyzing the Significance of A Popular Electronic Brand. *SEIKO: Journal of Management & Business*, 6, 915–922.

Hasian, A. G., & Pramuditha, C. A. (2022). Pengaruh Brand Ambassador, Brand Awareness, Brand Image, Dan Brand Loyalty Terhadap Keputusan Pembelian Smartphone Samsung Di Palembang (Studi Kasus Pada Masyarakat Kota Palembang). *Publikasi Riset Mahasiswa Manajemen*, 3, 115–121.

Hokky, L. A., & Bernarto, I. (2021). The Role of Brand Trust and Brand Image on Brand Loyalty on Apple Iphone Smartphone Users in DKI Jakarta. *Enrichment: Journal of Management*, 12, 474–482.

Iba, Z., & Wardhana, A. (2023). *Metode Penelitian* (M. Pradana, Ed.). Eureka Media Aksara.

Jamiat, N., Hidayat, A. M., Pradana, M., & Bastio, B. S. (2020). The Influence Of Brand Image On The Decision Of Buying Converse Shoes In Students In Bandung City, Indonesia . *International Journal of Advanced Research in Engineering and Technology (IJARET)* , 11, 438–445.

*Komparasi Brand Index*. (n.d.). Top Brand Award. Retrieved 12 October 2024, from <https://www.topbrand->

award.com/komparasi\_brand/bandingkan?id\_award=1&id\_kategori=6&id\_s  
ubkategori=557

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education Limited.

Kurniawan, K. J., Wahyudi, R., & Hellyani, C. A. (2023). Pengaruh Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian Produk Mixue Di Kota Malang. *Jrime : Jurnal Riset Manajemen Dan Ekonomi*, 1, 231–242.

Lamasi, W. I., & Santoso, S. (2022). The Influence Of Promotion, Product Quality And Brand Image Towards Customer Purchase Decisions Of Wardah Cosmetic Products. *International Journal of Research in Business and Social Science* (2147- 4478), 11, 67–73.

*Leading quick service pizza chains in the United States in 2023, by sales.* (2024). Statista.com. <https://www.statista.com/statistics/261888/ranking-of-pizza-chains-based-on-us-sales/>

Liyono, A. (2022). Pengaruh Brand Image, Electronic Word Of Mouth (E-WOM) Dan Harga Terhadap Keputusan Pembelian Produk Air Minum Galon Crystalline Pada Pt. Pancaran Kasih Abadi. *Jubis*, 3.

Lubis, R. B. (2024). *Survei GoodStats: Mayoritas Warga Indonesia Dukung Aksi Boikot Produk Terafiliasi Israel.* Goodstats. <https://goodstats.id/article/survei-goodstats-mayoritas-warga-indonesia-dukung-aksi-boikot-produk-terafiliasi-israel-IOhHj>

Maftukhah, M., & Damayanti, R. W. (2024). Pengaruh Brand Image dan Harga terhadap Keputusan Pembelian pada Fenomena Pemboikotan Produk Unilever (Studi Kasus Konsumen Produk Lifebuoy dari Brand Unilever di Indonesia). *Ebisnis Manajemen*, 2, 67–79.

- Mhadhbi, A. (2024). 'Gaza hanyalah kuburan yang tersebar di mana-mana'. Bbc.Com. <https://www.bbc.com/indonesia/articles/c4g05j5214no>
- Misra, I., Wulandari, D., & Rahma, E. (2024). *Manajemen Pemasaran: Konsep dan Teori* (Muzalifah, Ed.). Penerbit K-Media.
- Munandar, A., Yaasin, M. S., & Firdaus, R. A. (2023). Analisis Sentimen Netizen Indonesia Mengenai Boikot Produk. *Tauhidinomics: Journal of Islamic Banking and Economics*, 3, 23–40.
- Naufal, I. (2023). *Pizza Hut Indonesia Hadirkan Ristorante, Manuver Cerdas Hindari Boikot Israel?* Inilah.Com. <https://www.inilah.com/pizza-hut-indonesia-hadirkan-ristorante-manuver-cerdas-hindari-boikot-israel>
- Nurfadilah, T., & Hutauruk, B. M. (2024). Pengaruh Brand Image, Brand Awareness dan Brand Loyalty terhadap Keputusan Pembelian Produk Smartphone Merek Iphone di Kota Karawang. *Jurnal Ekonomi Efektif*, 6, 499–506.
- Pakpahan, E., & Wibowo, R. A. (2020). Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Alat Laboratorium Dan Reagensia Pada Pt Rajaerba Indochem Cabang Medan. *Journal Economic And Strategy (JES)*, 1, 38–46.
- Palestinian BDS National Committee (BNC). (2024). *Act Now Against These Companies Profiting from the Genocide of the Palestinian People*. The BDS Movement. <https://bdsmovement.net/Act-Now-Against-These-Companies-Profiting-From-Genocide>
- Pizza Hut Logo*. (2024). 1000logos. <https://1000logos.net/pizza-hut-logo/>
- Prabandari, & Belia, S. (2023). *Pengaruh brand loyalty dan brand image terhadap keputusan pembelian pada konsumen mamy poko pants di Desa Bulupasar Kecamatan Pagu Kabupaten Kediri*. IAIN Kediri.
- Prasasti, T. E. (2024). Pengaruh Citra Merek Terhadap Keputusan Pembelian Konsumen Pada Restoran Mcdonald's (Studi Kasus pada Mahasiswa Kota

- Bandung Di Masa Boikot). *Frima: Festival Riset Ilmiah Manajemen Dan Akuntansi*, 7, 1393–1401.
- Prastowo, S. L., Djaenudin, E. M., & Apiyanti, N. V. (2023). Pengaruh e-Promotion, Pelayanan, Kemudahan, e-WOM Terhadap Keputusan Pembelian, melalui Perilaku Konsumen pada Marketplace Lazada. *Ecodemica: Jurnal Ekonomi, Manajemen Dan Bisnis*, 7, 130–141.
- Pratama, J. (2024). *Isu Sosial-Politik yang Mempengaruhi Perilaku Pembelian*. Markplus.Inc. <https://www.markplusinc.com/featured-insights/publications/isu-sosial-politik-yang-mempengaruhi-perilaku-pembelian>
- Pratiwi, F. (2023). *Ada di Daftar Boikot BDS, Pizza Hut Israel Pernah Mengolok-Olok Tahanan Palestina*. Republika. <https://ekonomi.republika.co.id/berita/s40b6x457/ada-di-daftar-boikot-bds-pizza-hut-israel-pernah-mengolokolok-tahanan-palestina>
- Pratiwi, S. I. (2024). *Pengaruh Brand Image, Brand Awareness, Brand Commitment, Dan Brand Loyalty Terhadap Keputusan Pembelian Ulang Produk Air Minum Dalam Kemasan Merek Aqua (Studi Kasus Isu Boikot Produk Pro Israel Di Kota Madiun)*. Universitas PGRI Madiun.
- Pujiwati, M., Dewi, R. S., & Hadi, S. P. (2023). Pengaruh Harga, Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen (Studi Pada Konsumen Oasis Bubble Milktea And Dessert Di Kota Magelang). *Jurnal Ilmu Administrasi Bisnis*, 12.
- Puspadini, M. (2023). *Bos Pizza Hut Curhat Bisnis Lesu Akibat Gerakan Boikot*. CNBC Indonesia. <https://www.cnbcindonesia.com/market/20231210134810-17-495959/bos-pizza-hut-curhat-bisnis-lesu-akibat-gerakan-boikot>
- Puspadini, M. (2024). *Daftar 10 Restoran Paling Laris di RI, Ada Starbucks & Kopi Kenangan*. CNBC Indonesia.

<https://www.cnbcindonesia.com/market/20240118092021-17-506853/daftar-10-restoran-paling-laris-di-ri-ada-starbucks-kopi-kenangan>

Putri, D. E., Sudirman, A., Suganda, A. D., Kartika, R. D., Martini, E., Susilawati, H., Bambang, Trenggana, A. F. M., Zulfikar, R., Handayani, T., Kusuma, G. P. E., Triwardhani, D., Rini, N. K., Pertiwi, W. N. B., & Roslan, A. H. (2021). *Brand Marketing*. Widinia Bhakti Persada Bandung.

Putri, Alma Amanda., Wardhana, Aditya., Pradana, Mahir. (2021) The Influence of Service Quality and Consumer Trust on Consumer Loyalty of Carousel Apps. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, Sao Paulo, Brazil, April 5 - 8, 2021, 2884-2889. <https://journal.stiem.ac.id/index.php/jurman/article/view/1910>

Putri, K. A. (2024). *Pengaruh Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian Skincare Emina Cosmetics*. Telkom University.

Putri, R. K. (2023). *Pengaruh Brand Loyalty Dan Brand Image Terhadap Keputusan Pembelian Produk Wardah Di Kota Bandung*. Telkom University.

Rahayu, S., & Afrilliana, N. (2021). *Buku Ajar Perilaku Konsumen* (Sadiman, Ed.). CV. Penerbit Anugrah Jaya.

Ramdhan, M. (2021). *Metode Penelitian* (A. A. Effendy, Ed.). Cipta Media Nusantara (CMN).

Ratriani, V. (2020). *Sejarah Pizza Hut, kisah Frank & Dan Carney rintis restoran dari pinjam uang ibu*. Kontan.Co.Id. <https://internasional.kontan.co.id/news/sejarah-pizza-hut-kisah-frank-dan-carney-rintis-restoran-dari-pinjam-uang-ibu>

Rodgers, E. (2023). *75+ Fast Food Consumption Statistics*. Driverresearch.Com. <https://www.driverresearch.com/market-research-company-blog/fast-food-consumption-statistics/#FFConsumptionStart>

- Sampurno. (2017). *Manajemen Pemasaran Farmasi*. Gadjah Mada University Press.
- Samsiyah, S., Latif, N., Aprilia, C. D., Auliansyah, A. R., Raditya, G., Zukar, M., & S, N. T. A. (2023). *Perilaku Konsumen* (A. Sofatunisa, Ed.). CV Mega Press Nusantara.
- Santoso, M. H., Nugraha, J. P., Nawiyah, N., Zed, E. Z., & Tarigan, M. I. (2023a). Influence of Brand Loyalty and Perceived Quality Analysis on Consumer Purchase Decisions. *Quantitative Economics and Management Studies*, 4, 464–473.
- Saragih, R., Liu, R., Putri, C. A., Fakhri, M., & Pradana, M. (2022). The Role Of Loyalty And Satisfaction In Forming Word-Of-Mouth Influence In A B2B Environment: Evidence From The Knitting Industry Of Indonesia. *Journal Of Eastern European And Central Asian Research* , 9, 543–553.
- Sarimelati Kencana. (2024). Wikipedia. [https://id.wikipedia.org/wiki/Sarimelati\\_Kencana](https://id.wikipedia.org/wiki/Sarimelati_Kencana)
- Sarimelati Kencana Tbk SYNERGY, P. (2023). *Laporan Tahunan 2023*.
- Segoro, W., & Nurlita, D. (2021). The Effect Of Quality Product, Brand Image, And Price Towards A Purchase Decision Of J.Co Donuts & Coffee In Tangerang. *International Journal of Science, Technology & Management*, 2, 1702–1704.
- Sembiring, T. Br., Irmawati, Sabir, M., & Tjahyadi, I. (2024). *Buku Ajar Metodologi Penelitian* (B. Ismaya, A. Maharani, A. Syatifa, & Utamirohmahsari, Eds.). CV Saba Jaya Publisher.
- Shafira, Destriana., Wardhana, Aditya., Pradana, Mahir. (2023). The Influence of Product Quality and Brand Image on Purchase Interest of Bottled Drink. *European Chemical Bulletin*, 12(Special Issue 3), 1478-1484. <https://www.eurchembull.com/archives/volume-12/special%20issue-3/1306>. DOI: <https://doi.org/10.31838/ecb/2023.12.s3.165>



- Shella, P. I. (2024). *Pengaruh Brand Image, Brand Awareness, Brand Commitment, Dan Brand Loyalty Terhadap Keputusan Pembelian Ulang Produk Air Minum Dalam Kemasan Merek Aqua (Studi Kasus Isu Boikot Produk Pro Israel di Kota Madiun)*. Universitas PGRI Madiun.
- Sholikah, Mundzir, A., Y, N., Trisavinaningdiah, A., Djaya, T. R., Ardiansyah, T. E., Purwaningsih, N., Angmalisang, S. I., Riorini, S. V., Wiliana, E., Depari, G. S., Ekopriyono, A., Mahmud, Pujiastuti, N. S., & Rahajeng, E. (2021). *Manajemen Pemasaran Saat Ini Dan Masa Depan* (E. Sudarmanto & E. Kurniawati, Eds.). Penerbit Insania.
- Simanjuntak, P., Hardilawati, W. L., & Binangkit, ntan D. (2021). Analisis Pengaruh Brand Image, Brand Awareness, Dan Brand Loyalty Terhadap Keputusan Pembelian Sabun Cuci Tangan Merek Solis Di Pekanbaru. *Economics, Accounting and Business Journal*, 1, 319–332.
- Sucidha, I. (2024). Pengaruh Kampanye Boikot Produk Kecantikan Terhadap Brand Loyalty dan Brand Image: Studi Pada Konsumen Milenial. *INNOVATIVE: Journal Of Social Science Research*, 4, 5693–5705.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif* (Cetakan ke-3). CV Alfabeta.
- Sukmana, R. (2024, October). *Pizza Hut Indonesia Ekspansi Agresif di 2024*. InfoEkonomi.Id. <https://infoekonomi.id/2024/10/pizza-hut-indonesia-ekspansi-agresif-di-2024/>
- Tentang Metodologi Survey*. (2022). Top Brand Award. <https://www.topbrand-award.com/metodologi-survei#:~:text=Top%20Brand%20Award%20menggunakan%20metodologi,%2C%20Makassar%2C%20Manado%20dan%20Denpasar.>
- Tijow, V. D., Tampi, J. R. E., & Walangitan, O. (2022). Pengaruh Brand Image Terhadap Keputusan Pembeli pada Alfamidi R.E Martadinata Branch Manado. *Productivity*, 3, 542–546.

- Ufrida, K., & Harianto, S. (2022). Konsumerisme Makanan Siap Saji Sebagai Gaya Hidup Remaja Di Kota Surabaya: Studi Kasus Siswi Sma Muhammadiyah 4 Kota Surabaya . *Jurnal Analisa Sosiologi*, 11, 137–156.
- Utama, A. P., Simon, J. C., Nurlaela, F., Iskandar, & Arsyad, A. A. J. (2023). The Impact Of The Boycott Movement On Israeli Products On Brand Perception Among Muslim Consumers: An Analysis Of Brand Image And Customer Loyalty. *Branding: Jurnal Ilmiah Manajemen Dan Bisnis*, 2, 56–69.
- Wardhana, A. (2024a). *Brand Management In The Digital Era – Edisi Indonesia* (M. Pradana, Ed.). Eureka Media Aksara.
- Wardhana, A. (2024b). *Perilaku Konsumen Di Era Digital* (M. Pradana, Ed.). Eureka Media Aksara.
- Wardhana, Aditya. Kartawinata, B.R., Akbar, A., Muslimin I. (2021). The Effect of The Use of Influencer on The Purchase Decision of MSME Culinary Products in Indonesia. (Study on Snack Product "Kripik Belings" on Instagram). *Proceedings of the International Conference on Industrial Engineering and Operations Management*, Harbin, China, July 9-11, 2021. <https://index.ieomsociety.org/index.cfm/article/view/ID/8626>
- Wardhana, A., Pradana, M., Shabira, H., Buana, D. M. A., Nugraha, D. W., & Sandi, K. (2021). The Influence of Consumer Behavior on Purchasing Decision Process of Tokopedia E-Commerce Customers in Indonesia. *Proceedings of the 11th Annual International Conference on Industrial Engineering and Operations Management (IEOM)*, 5929–5934.
- Wibowo, J. F., Setyariningsih, E., & Utami, B. (2022). Pengaruh Brand Image, Brand Trust, Dan Brand Loyalty Terhadap Keputusan Pembelian Pada Hp Oppo (Studi Pada Konsumen Oppo Di Mojokerto). *Jurnal Cakrawala Ilmiah*, 1(12), 3579–3592.
- Widyarto, S. (2023). *Pengaruh Brand Image terhadap Keputusan Pembelian pada Masa Penanganan Krisis Esteh Indonesia*. Telkom University.

Yusuf, A. (2021). The Influence of Product Innovation and Brand Image on Customer Purchase Decision on Oppo Smartphone Products in South Tangerang City. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4, 472–481.

Zulfikar, R., Sari, F. P., Fatmayati, A., Wandini, K., Haryati, T., Jumini, S., Nurjanah, Annisa, S., Kusumawardhani, O. B., Mutiah, R., Linggi, A. I., & Fadilah, H. (2024). *Metode Penelitian Kuantitatif Teori, Metode, dan Praktik* (Evi Damayanti, Ed.). Penerbit Widina Media Utama.