

## DAFTAR PUSTAKA

- A., Morissan M. dkk.2017. Metode Penelitian Survei. Jakarta: Kencana.
- Abdillah, W. and Hartono, J. (2014). Partial Least Square (PLS). Yogyakarta: Penerbit Andi.
- Ahyar, Hardani et al. 2020. Buku Metode Penelitian Kualitatif & Kuantitatif.
- Andriani, M. (n.d.). *FAKTOR PEMBENTUK BRAND LOYALTY: PERAN SELF CONCEPT CONNECTION , BRAND LOVE , BRAND TRUST ( TELAAH PADA MEREK H & M DI KOTA DKI JAKARTA )*.
- Ariadi, A., Yusniar, M. W., & Rifani, A. (n.d.). *PENGARUH BRAND AWARENESS , BRAND LOYALTY , PERCEIVED QUALITY , BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN (Studi Konsumen Sepeda Motor Matic Honda Scoopy Pada Dealer Honda Di Kota Banjarmasin)*. 252–268.
- Ardhi, F. (2013). Customer perceived value, customer satisfaction. *Ultima Management*, 5(2), 35–45.
- Ashfaq, M., Yun, J., & Yu, S. (2021). My Smart Speaker is Cool! Perceived Coolness, Perceived Values, and Users' Attitude toward Smart Speakers. *International Journal of Human-Computer Interaction*, 37(6), 560–573. <https://doi.org/10.1080/10447318.2020.1841404>
- Atilgan, E., Akinci, S., Aksoy, S., & Kaynak, E. (2009). Customer-based brand equity for global brands: A multinational approach. *Journal of Euromarketing*, 18(2), 115–132. <https://doi.org/10.1080/10496480903022253>
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Ayesh, L., & Al-Zyoud, M. F. (2021). The Influence of Brand Equity on Customer Loyalty in Starbucks Chain in Jordan. *International Journal of Business and Social Science*, 12(2), 56–69. <https://doi.org/10.30845/ijbss.v12n2p5>
- Aynie, R. Q., Hurriyati, R., & Dirgantari, P. D. (2021). Strategi pemasaran electronic word of mouth pada e-commerce dalam menghadapi era digital 4.0 di indonesia. *Jurnal Ekonomi Keuangan Dan Manajemen*, 17(1), 136–143. <http://journal.feb.unmul.ac.id/index.php/INOVASI>
- Azizan, N. S., & Yusr, M. M. (2019). the Influence of Customer Satisfaction, Brand Trust, and Brand Image Towards Customer Loyalty. *International Journal of*

*Entrepreneurship and Management Practices*, 2(7), 93–108.  
<https://doi.org/10.35631/ijemp.270010>

Bahtiar, R. A. (2020). Potensi, Peran Pemerintah, dan Tantangan dalam Pengembangan E-Commerce di Indonesia [Potency, Government Role, and Challenges of E-Commerce Development in Indonesia]. *Ekonomi & Kebijakan Publik*, 11(1), 13–25. <http://jurnal.dpr.go.id/index.php/ekp/article/view/1485>

Bayu Apriliant, H. W. & I. B. N. U. (2022). Pengaruh Commitment, Trust terhadap Customer Satisfaction dan Customer Loyalty. *Widya Manajemen*, 4(1), 1–11. <https://ejournal.unhi.ac.id/index.php/widyamanajemen/article/view/1743>

Brangsinga, G. B. Y., & Sukawati, T. G. R. (2019). Pengaruh Perceived Quality Dan Brand Image Terhadap Brand Loyalty Dan Brand Equity. *E-Jurnal Manajemen Universitas Udayana*, 8(4), 2125. <https://doi.org/10.24843/ejmunud.2019.v08.i04.p09>

Buwono, R. I., Filemon, G., Wisudawati, T., & Saputro, W. A. (2021). the Effect of Customer Satisfaction and Brand Equity on the Interest in Repurchasing Sugar. *Airlangga Journal of Innovation Management*, 2(1), 29. <https://doi.org/10.20473/ajim.v2i1.26627>

Dewiva, R., Thabran, G., Ekonomi, F., & Negeri, U. (2015). *Pengaruh Harga Dan Perceived Quality Terhadap*. 4, 61–72.

Chusnaini, A., Rasyid, R. A., & ... (2022). Pengaruh Percieved Quality, Corporate Image, Perceived Value Yang Di Mediasi Oleh Customer Satisfaction Terhadap Brand .... *Media* ..., 20(2). <http://ojs.stiemahardhika.ac.id/index.php/mahardika/article/view/394%0Ahttp://ojs.stiemahardhika.ac.id/index.php/mahardika/article/download/394/256>

Ghozali, Imam. 2016. Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro.

Gultom, J. S., Chairunnisa, T. L. T., & Tamba, M. (2021). Pengaruh Brand Awareness Dan Perceived Quality Terhadap Repurchase Intention Melalui Customer Satisfaction Pada Produk Dbd Powder Medan. *Value*, 2(2), 26–42. <https://doi.org/10.36490/value.v2i2.212>

Hair, J. F., Babin, B. J., & Krey, N. (2017a). Covariance-Based Structural Equation Modeling in the Journal of Advertising: Review and Recommendations. *Journal of Advertising*, 46(1), 163–177. doi: <http://dx.doi.org/10.1080/00913367.2017.1281777>

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017b). A primer on partial least squares structural equation modeling (PLS-SEM) (2nd ed.). Thousand Oaks, CA: Sage.

Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019), "When to use and how to report the results of PLS-SEM", European Business Review, Vol. 31 No. 1, pp. 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>

Hair, J.F., Sarstedt, M. and Ringle, C.M. (2019), "Rethinking some of the rethinking of partial least squares", European Journal of Marketing, Forthcoming. Hair, J.F., Sarstedt, M., Ringle, C.M. and Gudergan, S.P. (2018), Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM), Sage, Thousand Oaks, CA.

Harahap, D. A. (2018). Perilaku Belanja Online Di Indonesia: Studi Kasus. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 9(2), 193–213. <https://doi.org/10.21009/jrmsi.009.2.02>

HARYANTI, D. S., & HERMAWAN, E. (2021). Brand Identification, Satisfaction, Brand Trust, Dan Commitment Terhadap Customer Loyalty Pada Konsumen Motor Sport. *Media Bisnis*, 13(1), 89–100. <https://doi.org/10.34208/mb.v13i1.957>

Image, P. B., Trust, B., Brand, D. A. N., Terhadap, L., Pembelian, K., Hp, P., Studi, O., Konsumen, P., & Di, O. (2022). *3 1,2,3. 1(12)*, 3579–3592.

Indrata, S. L., Susanti, C. E., & Kristanti, M. M. (2018). Pengaruh Perceived Value Dan E-Service Quality Terhadap Customer Behavioral Intention Melalui Customer Satisfaction Pada Pengguna Gojek Di Surabaya. *Kajian Ilmiah Mahasiswa Manajemen*, 6(2), 131–147. <http://jurnal.wima.ac.id/index.php/KAMMA/article/view/1780>

Jimek, J., No, V., Merk, P. C., Dan, M., & Pembelian, K. (2022). *TERHADAP KEPUASAN KONSUMEN GENERASI MILENIAL PADA MARKETPLACE ( studi kasus generasi milenial dalam berbelanja online di market place : Tokopedia , Shopee , Bukalapak , Lazada )*. 2(2).

Jocelynn, J., & Saputro, S. (2023). *SEIKO : Journal of Management & Business Faktor yang Mempengaruhi Brand Loyalty terhadap Restoran Cepat Saji di Kota Batam Abstrak*. 6(1), 1–11. <https://doi.org/10.37531/sejaman.v6i1.2451>

Juliana, J., Noval, T., Hubner, I. B., & Bernarto, I. (2020). Ease Of Use Dan Trust Terhadap Purchase Intention Melalui Customer Satisfaction Pada Situs Web Tokopedia. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, 4(2), 217–229. <https://doi.org/10.31294/jeco.v4i2.6909>

Karlina, S., Nobelson, & Yuliniar. (2020). Analisis Perbandingan Strategi Pemasaran Pada Toko Online (Studi Pada Shopee, Bukalapak, Lazada, Dan Tokopedia). *Prosiding BIEMA (Business Management, Economic, and Accounting National Seminar)*, 1(0), 701–713. <https://conference.upnvj.ac.id/index.php/biema/article/view/918>

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>

Kennedy, F. B. (2021). *Brand Equity And Brand Loyalty : The Mediating Effect Of Customer Satisfaction A Comparative Study On Companies With Brand Change*. December 2020. <https://doi.org/10.29322/IJSRP.10.12.2020.p10850>

Khan, M. M., Memom, Z., & Kumar, S. (2019). Celebrity Endorsement and Purchase Intentions: The Role of Perceived Quality and Brand Loyalty Institute of Business Management, Karachi, Pakistan Zareena Memon Institute of Business Management Market Forces. *Market Forces (College of Management Sciences)*, 14(2), 99–120.

Kotler, Phillip & Kevin Lane Keller.(2016). Manajemen Pemasaran edisi 12 Jilid 1 & 2.Jakarta: PT. Indeks.

Kotler, Philip & Amstrong. (2017). Manajemen Pemasaran. Jakarta : Indeks.

Koyongian, Y., & Walean, R. (2021). Model Struktural Brand Loyalty Melalui Customer Satisfaction: Studi Kasus Spbu Pertamina Di Manado. *Klabat Journal of Management*, 2(1), 1. <https://doi.org/10.31154/kjm.v2i1.555.1-19>

Kurnianingsih, S. W., & Riorini, S. V. (2021). Influence of Consumer-Based Brand Equity on Brand Loyalty Through Customer Satisfaction. *Indonesian Journal of Business Analytics*, 1(2), 141–160. <https://doi.org/10.54259/ijba.v1i2.67>

Leppäniemi, M., Karjaluoto, H., & Saarijärvi, H. (2017). Customer perceived value, satisfaction, and loyalty: the role of willingness to share information. *International Review of Retail, Distribution and Consumer Research*, 27(2), 164–188. <https://doi.org/10.1080/09593969.2016.1251482>

Manthiou, A., Kang, J., Sean, S., & Xiao, X. (2018). International Journal of Hospitality Management The impact of brand authenticity on building brand love : An investigation of impression in memory and lifestyle-congruence. *International Journal of Hospitality Management*, 75(March), 38–47. <https://doi.org/10.1016/j.ijhm.2018.03.005>

- Meida, T. A., & Yusran, H. L. (2022). Pengaruh Information Quality Dan Brand Equity Melalui Perceived Value Terhadap Customer Satisfaction Pada Pengguna Aplikasi Go Food Di Masa Covid-19. *Ijd-Demos*, 4(1), 12–26. <https://doi.org/10.37950/ijd.v4i1.186>
- 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>
- Nofriyanti, A. R. (2017). Pengaruh Brand Trust, Brand Image, Perceived Quality, Brand Loyalty Terhadap Brand Equity Pengguna Telkomsel. *Jurnal Ekonomi BisnisEkonomi Bisnis*, 22(2), 130–142.
- Majir, A., & Nasar, I. (2021). Pengaruh E-Commerce Era Industri 4.0 Dan Kesiapan Menyambut Revolusi Society 5.0. *Sebatik*, 25(2), 530–536. <https://doi.org/10.46984/sebatik.v25i2.1574>
- Pamulang, U., & Selatan, T. (2020). *ICoMS2020*. 1(1), 278–283.
- Prameswari, A. A., & Santosa, B. S. (2021). Analisis Faktor Yang Mempengaruhi Loyalitas Merek Dengan Kepuasan Pelanggan Sebagai Variabel Intervening. *Diponegoro Journal of Management*, 10(2), 1–15. <http://ejournals.s1.undip.ac.id/index.php/dbr>
- Pratama, R. I., Megadini, D. D., & Kusriandini, T. (2019). Jurnal Internasional Multikultural dan Pemahaman Multireligius Pengaruh Perceived Ease of Use , Komunikasi dari Mulut ke Mulut , dan Merek. *International Journal of Multicultural and Multireligious Understanding*, 173–186.
- Rafiah, K. K. (2019). Analisis Pengaruh Kepuasan Pelanggan dan Kepercayaan Pelanggan terhadap Loyalitas Pelanggan dalam Berbelanja melalui E-commerce di Indonesia. *Al Tijarah*, 5(1), 46. <https://doi.org/10.21111/tijarah.v5i1.3621>
- Rizan, M., Haro, A., & Rahmadhina, B. (2019). Pengaruh Perceived Ease Of Use dan Service Quality Terhadap Customer Satisfaction Dengan Trust Sebagai Intervening (Studi Kasus Pada Pengguna Grab di Wilayah Jakarta). *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 10(2), 2301–8313. <http://doi.org/10.21009/JRMSIhttp://journal.unj.ac.id/unj/index.php/jrmsi>
- Rizwan, M., Javed, P. A., Aslam, J., Khan, R., & Bibi, H. (2014). The relationship of Brand Commitment, Brand Credibility, Perceived Quality, Customer Satisfaction and brand loyalty: an empirical study on Stylo shoes. *Journal of Sociological Research*, 5(1), 377–404. <https://doi.org/10.5296/jsr.v5i1.6572>

- Salim, F. F., & Dharmayanti, D. (2014). Pengaruh Brand Image dan Perceived Quality Terhadap Kepuasan dan Loyalitas Pelanggan Mobil Toyota di Surabaya. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–8.
- Sp, A. A. G. T. (2018). *PENGARUH BRAND EQUITY DAN CONSUMER SATISFACTION PADA BRAND LOYALTY* Fakultas Ekonomi dan Bisnis Universitas Udayana ( Unud ), Bali , Indonesia ABSTRAK Kondisi persaingan yang semakin ketat dengan adanya tuntutan konsumen yang semakin besar membuat tugas se. 7(1), 307–331.
- Sari, P. Y., & Sudarti, K. (2017). Peningkatan Brand Loyalty Melalui Brand Image, Brand Love, Dan Customer Satisfaction (Brand Loyalty Through Improved Brand Image, Brand Love, and Customer Satisfaction). *Fokus Ekonomi*, 11(1), 1–22.
- Sugiyono. (2014). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabeta.
- Sugiyono. 2015. Metode Penelitian Manajemen (Mix Methods). Bandung: Alfabeta.
- Susbiyantoro, S., & Ofeser, F. (2021). Pengaruh Citra Merek Dan Produk Terhadap Keputusan Pembelian Online Generasi Milenial Pada Marketplace Dengan Motivasi Pembelian Sebagai Variabel Intervening (Studi Kasus Shopee, Tokopedia, Lazada Dan Bukalapak). *Jurnal Mitra Manajemen*, 5(6), 372–389. <https://doi.org/10.52160/ejmm.v5i6.543>
- Tionardi, E. F. (2018). Calyptra: Jurnal Ilmiah Mahasiswa Universitas Surabaya Vol.7 No.2. *Calyptra*, 2(2), 1–12.
- Wiedmann, K. P., Labenz, F., Haase, J., & Hennigs, N. (2018). The power of experiential marketing: Exploring the causal relationships among multisensory marketing, brand experience, customer perceived value and brand strength. *Journal of Brand Management*, 25(2), 101–118. <https://doi.org/10.1057/s41262-017-0061-5>
- Zeithaml, V.A. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). Business Research Methods (International: 9th ed.). Canada : Cengage Learning.