

## DAFTAR PUSTAKA

- Adhikari, K., & Panda, R. K. (2019). The role of consumer-brand engagement towards driving brand loyalty. *Journal of Modelling in Management*, 14(4), 987–1005. <https://doi.org/10.1108/JM2-03-2019-0067>
- Agroindustri. (2018). *2021, Konsumsi Kopi Indonesia Diprediksi Mencapai 370 Ribu Ton*. Databoks.
- Ahn, J., & Back, K.-J. (2018). Influence of brand relationship on customer attitude toward integrated resort brands: a cognitive, affective, and conative perspective. *Journal of Travel & Tourism Marketing*, 35(4), 449–460. <https://doi.org/10.1080/10548408.2017.1358239>
- Amrhein, V. , T. D. , & G. S. (2019). Inferential Statistics as Descriptive Statistics: There Is No Replication Crisis if We Don't Expect Replication. . *American Statistician*, 73(sup1), 262–270.
- Aureliano-Silva, L., Strehlau, S., & Strehlau, V. (2018). The Relationship between Brand Attachment and Consumers' Emotional Well-Being. *Journal of Relationship Marketing*, 17(1), 1–16. <https://doi.org/10.1080/15332667.2017.1391058>
- Baek, E., Choo, H. J., Wei, X., & Yoon, S.-Y. (2020). Understanding the virtual tours of retail stores: how can store brand experience promote visit intentions? *International Journal of Retail & Distribution Management*, 48(7), 649–666. <https://doi.org/10.1108/IJRDM-09-2019-0294>
- Bahri-Ammari, N., Van Niekerk, M., Ben Khelil, H., & Chtioui, J. (2016). The effects of brand attachment on behavioral loyalty in the luxury restaurant sector. *International Journal of Contemporary Hospitality Management*, 28(3), 559–585. <https://doi.org/10.1108/IJCHM-10-2014-0508>
- Barnes, S. J., Mattsson, J., & Sørensen, F. (2014). Destination brand experience and visitor behavior: Testing a scale in the tourism context. *Annals of Tourism Research*, 48, 121–139. <https://doi.org/10.1016/j.annals.2014.06.002>

- Bebber, S., Milan, G. S., Toni, D. De, Eberle, L., & Slongo, L. A. (2017). Antecedents of Purchase Intention in the Online Context. *Journal of Relationship Marketing, 16*(1), 82–98.
- Bidmon, S. (2017). How does attachment style influence the brand attachment – brand trust and brand loyalty chain in adolescents? *International Journal of Advertising, 36*(1), 164–189. <https://doi.org/10.1080/02650487.2016.1172404>
- Bozbay, Z., Karami, A., & Arghashi, V. (2018). The Relationship between Brand Love and Brand Attitude. *2nd International Conference on Management and Business*.
- Brady, E., & Gilligan, R. (2018). The life course perspective: An integrative research paradigm for examining the educational experiences of adult care leavers? *Children and Youth Services Review, 87*, 69–77. <https://doi.org/10.1016/j.childyouth.2018.02.019>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of Marketing, 73*(3), 52–68.
- Brown, M. E. L., & Dueñas, A. N. (2020). A Medical Science Educator’s Guide to Selecting a Research Paradigm: Building a Basis for Better Research. *Medical Science Educator, 30*(1), 545–553. <https://doi.org/10.1007/s40670-019-00898-9>
- Chen, Y.-S., Hung, S.-T., Wang, T.-Y., Huang, A.-F., & Liao, Y.-W. (2017). The Influence of Excessive Product Packaging on Green Brand Attachment: The Mediation Roles of Green Brand Attitude and Green Brand Image. *Sustainability, 9*(4), 654. <https://doi.org/10.3390/su9040654>
- Chinomona, R. (2013). The Influence Of Brand Experience On Brand Satisfaction, Trust And Attachment In South Africa. *International Business & Economics Research Journal (IBER), 12*(10), 1303. <https://doi.org/10.19030/iber.v12i10.8138>
- Cho, Y. S., Rha, H.-S., & Burt, S. (2015). The impact of customer awareness of manufacturer name disclosure on retail brand attitudes and loyalty in Korea. *Journal of Retailing and Consumer Services, 22*, 128–137. <https://doi.org/10.1016/j.jretconser.2014.10.008>
- Chovanová, H. H., Korshunov, A. I., & Babčanová, D. (2015). Impact of Brand on Consumer Behavior. *Procedia Economics and Finance, 34*, 615–621. [https://doi.org/10.1016/S2212-5671\(15\)01676-7](https://doi.org/10.1016/S2212-5671(15)01676-7)
- Chuchu, T., Venter de Villiers, M., & Chinomona, R. (2018). *The influence of store environment on brand attitude, brand experience and purchase intention.*

- Cindy Mutia Annur. (2021). *Produksi Kopi Indonesia Naik Jadi 774,60 Ribu Ton pada 2021*. Databoks.
- Cuong, D. (2020). The effect of Brand Identification and Brand Trust on Brand Commitment and Brand Loyalty at Shopping Malls. *International Journal of Advanced Science and Technology*, 29, 695–706.
- Danniswara, R., Sandhyaduhita, P., & Munajat, Q. (2020). The Impact of EWOM Referral, Celebrity Endorsement, and Information Quality on Purchase Decision. In *Global Branding* (pp. 882–905). IGI Global. <https://doi.org/10.4018/978-1-5225-9282-2.ch042>
- de Oliveira Santini, F., Ladeira, W. J., Sampaio, C. H., & Pinto, D. C. (2018). The brand experience extended model: a meta-analysis. *Journal of Brand Management*, 25(6), 519–535. <https://doi.org/10.1057/s41262-018-0104-6>
- Ding, C. G., & Tseng, T. H. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*, 49(7/8), 994–1015. <https://doi.org/10.1108/EJM-04-2013-0200>
- Dong, Y. , & Q. S. J. (2018). Regression on dynamic PLS structures for supervised learning of dynamic data. *Journal of Process Control*, 68, 64–72.
- Firmansyah, M. (2019). *Buku Pemasaran Produk dan Merek*. Qiara Media.
- Gao, F., & Lan, X. (2020). Sensory Brand Experience: Development and Validation in the Chinese Context. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.01436>
- Garga, E., Maiyaki, A. A., & Sagagi, M. S. (2019). Factors Influencing Brand Switching Behaviour of Mobile Phone Users and the Mediating Effect of Customer Satisfaction: A Literature Review. *Journal of Education, Society and Behavioural Science*, 1–11. <https://doi.org/10.9734/jesbs/2019/v29i130097>
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 15(1), 16–38. <https://doi.org/10.1108/RAMJ-05-2020-0024>
- Ghozali, I. (2017a). Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24. *Badan Penerbit Universitas Diponegoro*.
- Ghozali, I. (2017b). Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24. . *Badan Penerbit Universitas Diponegoro*.
- Ghozali, I. , & L. H. (2015). Konsep, Teknik Dan Aplikasi Menggunakan Program Smart PLS 3.0. . *In Universitas Diponegoro. Semarang*.
- Hair, J. F., Babin, B. J., & Krey, N. (2017). Covariance-Based Structural Equation Modeling in the Journal of Advertising : Review and Recommendations. *Journal of Advertising*, 46(1), 163–177. <https://doi.org/10.1080/00913367.2017.1281777>

- Hair, J. F., Black, W. C., J.Babin, B., & Anderson, R. E. (2014). *Overview of Multivariate Methods* (7th ed.). Pearson Education.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Second Edition). Sage Publisher.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*. Springer.
- Hair Jr, J. F. H. , B. W. C. , B. B. J. , A. R. E. , B. W. C. , & A. R. E. (2018). Multivariate Data Analysis. *Wiley Series in Probability and Statistics*.
- Han, H., Lee, K.-S., Song, H., Lee, S., & Chua, B.-L. (2019). Role of coffeehouse brand experiences (sensory/affective/intellectual/behavioral) in forming patrons' repurchase intention. *Journal of Hospitality and Tourism Insights*, 3(1), 17–35. <https://doi.org/10.1108/JHTI-03-2019-0044>
- Han, H., Nguyen, H. N., Song, H., Chua, B.-L., Lee, S., & Kim, W. (2018). Drivers of brand loyalty in the chain coffee shop industry. *International Journal of Hospitality Management*, 72, 86–97. <https://doi.org/10.1016/j.ijhm.2017.12.011>
- Hasna Latifatunnisa. (2022). Perbedaan Data Kualitatif dan Kuantitatif: Pilih Mana? *RevoUpedia*.
- Hattox, R. S. (2014). *Coffee and Coffeeshouses The Origins of a Social Beverage in the Medieval Near East*. University of Washington Press.
- Hazzam\*, J. (2022). The moderating role of age on social media marketing activities and customer brand engagement on Instagram social network. *Young Consumers*, 23(2), 197–212. <https://doi.org/10.1108/YC-03-2021-1296>
- Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics*, 28(2), 565–580. <https://doi.org/10.1007/s00180-012-0317-1>
- Hepola, J., Karjaluoto, H., & Hintikka, A. (2017). The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. *Journal of Product & Brand Management*, 26(3), 282–293. <https://doi.org/10.1108/JPBM-10-2016-1348>
- Hossan, D., Aktar, A., & Zhang, Q. (2020). study on partial least squares structural equation modeling (PLS-SEM) as emerging tool in action research. *LC International Journal of Stem*, 1(4), 130–145.

- Hung, H.-Y., & Lu, H.-T. (2018). The rosy side and the blue side of emotional brand attachment. *Journal of Consumer Behaviour*, 17(3), 302–312. <https://doi.org/10.1002/cb.1712>
- Hwang, J., Choe, J. Y. (Jacey), Kim, H. M., & Kim, J. J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99, 103050. <https://doi.org/10.1016/J.IJHM.2021.103050>
- Hwang, J., Han, H., & Choo, S. (2016). An investigation of the formation of rapport between players and dealers in the casino industry. *Journal of Destination Marketing & Management*, 5(2), 97–106. <https://doi.org/10.1016/j.jdmm.2015.11.004>
- Hwang, J., & Hyun, S. S. (2012). The Antecedents and Consequences of Brand Prestige in Luxury Restaurants. *Asia Pacific Journal of Tourism Research*, 17(6), 656–683. <https://doi.org/10.1080/10941665.2011.640697>
- Hwang, J., & Hyun, S. S. (2017). First-class airline travelers' tendency to seek uniqueness: how does it influence their purchase of expensive tickets? *Journal of Travel & Tourism Marketing*, 34(7), 935–947. <https://doi.org/10.1080/10548408.2016.1251376>
- Hwang, J., Lee, J.-S., & Kim, H. (2019). Perceived innovativeness of drone food delivery services and its impacts on attitude and behavioral intentions: The moderating role of gender and age. *International Journal of Hospitality Management*, 81, 94–103. <https://doi.org/10.1016/j.ijhm.2019.03.002>
- Hwang, J., & Lee, K.-W. (2018). The antecedents and consequences of golf tournament spectators' memorable brand experiences. *Journal of Destination Marketing & Management*, 9, 1–11. <https://doi.org/10.1016/j.jdmm.2017.09.001>
- Jamshidi, D., & Roustia, A. (2021). Brand Commitment Role in the Relationship between Brand Loyalty and Brand Satisfaction: Phone Industry in Malaysia. *Journal of Promotion Management*, 27(1), 151–176. <https://doi.org/10.1080/10496491.2020.1809596>
- Jin, N. (Paul), Line, N. D., & Goh, B. (2013). Experiential Value, Relationship Quality, and Customer Loyalty in Full-Service Restaurants: The Moderating Role of Gender. *Journal of Hospitality Marketing & Management*, 22(7), 679–700. <https://doi.org/10.1080/19368623.2013.723799>
- Jung, N. Y., & Seock, Y.-K. (2016). The impact of corporate reputation on brand attitude and purchase intention. *Fashion and Textiles*, 3(1), 20. <https://doi.org/10.1186/s40691-016-0072-y>
- Kamar, K., Novitasari, D., Asbari, M., Winanti, W., & Goestjahjanti, F. S. (2020). Enhancing Employee Performance During the Covid-19 Pandemic: the Role

- of Readiness for Change Mentality. *Jurnal Dinamika Manajemen*, 11(2), 154–166. <https://doi.org/10.15294/jdm.v11i2.25279>
- Kang, J., Manthiou, A., Sumarjan, N., & Tang, L. (Rebecca). (2017). An Investigation of Brand Experience on Brand Attachment, Knowledge, and Trust in the Lodging Industry. *Journal of Hospitality Marketing & Management*, 26(1), 1–22. <https://doi.org/10.1080/19368623.2016.1172534>
- Keller, K. L. (2013). *Strategic Brand Management: Building Measuring, and Managing Brand Equity* (Global Edition). Pearson Education .
- Kim, D., & Park, B.-J. (Robert). (2017). The moderating role of context in the effects of choice attributes on hotel choice: A discrete choice experiment. *Tourism Management*, 63, 439–451. <https://doi.org/10.1016/j.tourman.2017.07.014>
- Kim, H., Kim, J. J., & Asif, M. (2019). The Antecedents and Consequences of Travelers' Well-Being Perceptions: Focusing on Chinese Tourist Shopping at a Duty Free. *International Journal of Environmental Research and Public Health*, 16(24), 5081. <https://doi.org/10.3390/ijerph16245081>
- Kim, J. J., Steinhoff, L., & Palmatier, R. W. (2021). An emerging theory of loyalty program dynamics. *Journal of the Academy of Marketing Science*, 49(1), 71–95. <https://doi.org/10.1007/s11747-020-00719-1>
- Kock, N. (2015). Common Method Bias in PLS-SEM. *International Journal of E-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>
- Kotler, P., & Keller, K. L. (2016). *Marketing management 15th ed* (15th ed.). Pearson.
- Krystallis, A., & Chrysochou, P. (2014). The effects of service brand dimensions on brand loyalty. *Journal of Retailing and Consumer Services*, 21(2), 139–147. <https://doi.org/10.1016/j.jretconser.2013.07.009>
- Kumar, P., & Kumar Baradiya, V. (2019). Construction Risk Assessment through Partial Least Square Technique. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3353125>
- Lee, L. , P. S. , F. D. , & R. S. (2011). On the use of partial least squares path modeling in accounting research. *International Journal of 116 Accounting Information Systems*, 12(4), 305–328.
- Lee, W. S., Moon, J., & Song, M. (2018). Attributes of the coffee shop business related to customer satisfaction. *Journal of Foodservice Business Research*, 21(6), 628–641. <https://doi.org/10.1080/15378020.2018.1524227>
- Levy, S., & Hino, H. (2016). Emotional brand attachment: a factor in customer-bank relationships. *International Journal of Bank Marketing*, 34(2), 136–150. <https://doi.org/10.1108/IJBM-06-2015-0092>
- Mandagi, D. W. (2022). Destination brand gestalt and its effects on brand attachment and brand loyalty. *Philippine Management Review*, 29(1), 1–24.

- Martins, H., Carvalho, P., & Almeida, N. (2021). Destination Brand Experience: A Study Case in Touristic Context of the Peneda-Gerês National Park. *Sustainability*, 13(21), 11569. <https://doi.org/10.3390/su132111569>
- Miao, L., Lehto, X., & Wei, W. (2014). The Hedonic Value of Hospitality Consumption: Evidence From Spring Break Experiences. *Journal of Hospitality Marketing & Management*, 23(2), 99–121. <https://doi.org/10.1080/19368623.2013.766582>
- Mishra, P. , P. C. M. , S. U. , G. A. , S. C. , & K. A. (2019). Annals of Cardiac Anaesthesia. *Descriptive Statistics and Normality Tests for Statistical Data.*, 22(1), 67–72.
- Monavia Ayu Rizaty. (2021). Starbucks Miliki 32,8 Ribu Gerai Resmi di Seluruh Dunia, Terbanyak di AS. *Databoks*.
- Moussa, S., & Touzani, M. (2017). The moderating role of attachment styles in emotional bonding with service providers. *Journal of Consumer Behaviour*, 16(2), 145–160. <https://doi.org/10.1002/cb.1605>
- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262–270. <https://doi.org/10.1016/j.jretconser.2016.02.002>
- Nysveen, H., Pedersen, P. E., & Skard, S. (2013). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. *Journal of Brand Management*, 20(5), 404–423. <https://doi.org/10.1057/bm.2012.31>
- Pearl, J. (2012). The causal foundations of structural equation modeling. *Handbook of Structural Equation Modeling*, 68–91.
- Pedeliento, G., Andreini, D., Bergamaschi, M., & Salo, J. (2016). Brand and product attachment in an industrial context: The effects on brand loyalty. *Industrial Marketing Management*, 53, 194–206. <https://doi.org/10.1016/j.indmarman.2015.06.007>
- Pekovic, S., & Rolland, S. (2020). Recipes for achieving customer loyalty: A qualitative comparative analysis of the dimensions of customer experience. *Journal of Retailing and Consumer Services*, 56, 102171. <https://doi.org/10.1016/j.jretconser.2020.102171>
- Rather, R. A., & Sharma, J. (2016). Brand Loyalty with Hospitality Brands: The Role of Customer Brand Identification, Brand Satisfaction and Brand Commitment. *Pacific Business Review International*, 1(3).
- Ray, A., Bala, P. K., & Rana, N. P. (2021). Exploring the drivers of customers' brand attitudes of online travel agency services: A text-mining based approach. *Journal of Business Research*, 128, 391–404. <https://doi.org/10.1016/J.JBUSRES.2021.02.028>

- Rizaty, M. A. (2022, March 26). *7 Kedai Kopi Lokal Favorit Masyarakat Indonesia, Apa Saja?* Databoks.
- Rizvi, W. H., Memon, S., & Dahri, A. S. (2020). Brand Experience Clustering and Depiction of Brand Satisfaction, Brand Loyalty and Emotional Confidence. *Foundations of Management*, 12(1), 111–124. <https://doi.org/doi:10.2478/fman-2020-0009>
- Rönkkö, M., & Cho, E. (2022). An Updated Guideline for Assessing Discriminant Validity. *Organizational Research Methods*, 25(1), 6–14. <https://doi.org/10.1177/1094428120968614>
- Safeer, A. A., Yuanqiong, H., Abrar, M., Shabbir, R., & Rasheed, H. M. W. (2021). Role of brand experience in predicting consumer loyalty. *Marketing Intelligence & Planning*, 39(8), 1042–1057. <https://doi.org/10.1108/MIP-11-2020-0471>
- Sammut-Bonnici, T. (2015). Strategic Management. In *Wiley Encyclopedia of Management* (pp. 1–4). John Wiley & Sons, Ltd. <https://doi.org/10.1002/9781118785317.weom060194>
- Sander, T. , & T. P. L. (2014). SmartPLS for the human resources field to evaluate a model. *New Challenges of Economic and Business Development*.
- Sekaran and Bougie. (2016). Etika Pengumpulan Data. *Angewandte Chemie International Edition*, 6(11), 951–952.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th Edition). John Wiley & Sons.
- Smith, T. A. (2020). The role of customer personality in satisfaction, attitude-to-brand and loyalty in mobile services. *Spanish Journal of Marketing - ESIC*, 24(2), 155–175. <https://doi.org/10.1108/SJME-06-2019-0036>
- Song, H., Wang, J., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79, 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D*. Alfabeta.
- Sugiyono. (2017). *Metode penelitian kualitatif dan R&D*. Alfabeta.
- Thaichon, P., Lobo, A., & Mitsis, A. (2014). An empirical model of home internet services quality in Thailand. *Asia Pacific Journal of Marketing and Logistics*, 26(2), 190–210. <https://doi.org/10.1108/APJML-05-2013-0059>
- Toffin Indonesia. (2020). *Toffin Indonesia Merilis Riset “2020 Brewing in Indonesia.”* <https://insight.toffin.id/toffin-stories/toffin-indonesia-merilis-riset-2020-brewing-in-indonesia/>



- Veloutsou, C. (2015). Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships. *Journal of Consumer Marketing*, 32(6), 405–421. <https://doi.org/10.1108/JCM-02-2014-0878>
- Verkijika, S. F., & De Wet, L. (2019). Understanding word-of-mouth (WOM) intentions of mobile app users: The role of simplicity and emotions during the first interaction. *Telematics and Informatics*, 41, 218–228. <https://doi.org/10.1016/j.tele.2019.05.003>
- Wang, W., Chen, J. S., Fan, L., & Lu, J. (2012). Tourist experience and Wetland parks: A case of Zhejiang, China. *Annals of Tourism Research*, 39(4), 1763–1778. <https://doi.org/10.1016/j.annals.2012.05.029>
- Wang, X. (2014). *How to build brand loyalty: facilitated by brand experience*. 31–40. <https://doi.org/10.2495/SSSIT20130051>
- Wang, X.-W., Cao, Y.-M., & Park, C. (2019). The relationships among community experience, community commitment, brand attitude, and purchase intention in social media. *International Journal of Information Management*, 49, 475–488. <https://doi.org/10.1016/j.ijinfomgt.2019.07.018>
- Wong, H., Wong, R. S., & Leung, S. M. Y. (2019). Enhancing Sustainability in Banking Industry: Factors Affecting Customer Loyalty. *Academy of Accounting and Financial Studies Journal*, 23.
- Yahaya, M. L. , O. O. , & O. H. N. (2019). Evaluating Factors Affecting Transaction Costs of Contractors in Public Procurement in Nigeria: PLS-SEM Approach. *FUTY Journal of the Environment*, 13(1), 46–64.
- Yamin S. (2021). SMARTPLS 3, AMOS & STATA: OLAH DATA STATISTIK (MUDAH & PRAKTIS). . *Dewangga Energi Internasional Publishing*.
- Yosepha Pusparisa. (2021). *Inilah Merek Cepat Saji Terbaik di Indonesia pada 2021, Mana Kesukaanmu?* Databoks.
- Yu, J. (2019). Exploring the Role of Healthy Green Spaces, Psychological Resilience, Attitude, Brand Attachment, and Price Reasonableness in Increasing Hotel Guest Retention. *International Journal of Environmental Research and Public Health*, 17(1), 133. <https://doi.org/10.3390/ijerph17010133>
- Yusoff, A. S. M., Peng, F. S., Razak, F. Z. A., & Mustafa, W. A. (2020). Discriminant Validity Assessment of Religious Teacher Acceptance: The Use of HTMT Criterion. *Journal of Physics: Conference Series*, 1529(4), 042045. <https://doi.org/10.1088/1742-6596/1529/4/042045>
- Zhang, X. (2019). Research on the Influence Factors of Brand Experience on Consumers' Brand Loyalty. *Open Journal of Business and Management*, 07(02), 556–561. <https://doi.org/10.4236/ojbm.2019.72038>