

REFERENCE

- Arlanda, R. E. Z. H. A., & Suroso, A. G. U. S. (2018). The influence of food & beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. *Journal of Research in Management*, 1(1), 28-37.
- Asman, N., & Apriliani, N. (2020). Pengaruh Harga dan Promosi Terhadap Keputusan Pembelian Sim Card Axis. *Syntax Literate ; Jurnal Ilmiah Indonesia*, 5(7). <https://doi.org/10.36418/syntax-literate.v5i7.1469>
- Atmaja, J. (2018). Kualitas pelayanan dan kepuasan nasabah terhadap loyalitas pada bank BJB. *Jurnal Ecodemica*, 2(1), 49-63.
- Bhasin, H. (2020, March 4). Causal research - meaning, explanation, examples, components. *Marketing91*. <https://www.marketing91.com/causal-research/>
- Dewi, I. G. A. P. R., & Ni, W. (2019). Peran Kepuasan Konsumen Memediasi Pengaruh Brand Image terhadap Repurchase Intention. *Jurnal Manajemen*, 8(5), 2722-2752.
- Dewi, I. P. R. P., & Ekawati, N. W. (2019). Peran Kepuasan Konsumen Memediasi Pengaruh Brand Image Terhadap Repurchase Intention (Doctoral dissertation, Udayana University).
- Firmansyah, A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: Deepublish Publisher

- Gunawan, P. I. W. A., & Wayan, E. N. (2022). Role of Brand Image and Brand Trust in Mediating e-WOM on Repurchase Intention of Chatime Drink in Denpasar. *Russian Journal of Agricultural and Socio-Economic Sciences*, 7(127), 41-332.
- Harun, A., Mahmud, M., Othman, B., Ali, R., & Ismael, D. (2020). Understanding experienced consumers towards repeat purchase of 146 counterfeit products: The mediating effect of attitude. *Management Science Letters*, 10(1), 13-28.
- Haryanto, A. T., Triono, B. R. M. S., & Penawan, A. (2020). Pengaruh Kualitas Produk Dan Nilai Nasabah Terhadap Kepuasan Dan Loyalitas Nasabah Kredit Pada Pd. Bpr Bank Daerah Sukoharjo. *ProBank*, 5(1), 45–54.
- Hidayati, A. N. (2021). The Effect of Nostalgia Emotion to Brand Trust and Brand Attachment towards Repurchase Intention. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 4492-4503.
- Horng, S.-M. (2020). How Does Social Identification Moderate the Repurchase Intention?: From the Perspect of OGB. *Journal of Organizational and End User Computing (JOEUC)*, 32(4), 1–25.
- Javed, M. K., & Wu, M. (2020). Effects of online retailer after delivery services on repurchase intention: An empirical analysis of customers' experience and future confidence with the retailer. *Journal of Retailing and Consumer Services*, 54, 101942.

- Julian, T., & Ferdinan, B. (2021). The Influence Of Brand Image And Product Quality On Brand Loyalty Through Brand Trust In Goldstar Chicken Nuggets In Surabaya. *Journal of Business and Management*, 23(5), 22-33.
- Kasmir. (2017). *Customer Service Excellent Teori dan Praktik*. Raja Grafindo Persada.
- Mahendrayanti, M., & Wardana, I. M. (2021). The Effect of Price Perception, Product Quality, and Service Quality on Repurchase Intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(1)
- Khadim, R. A., Hanan, M. A., Arshad, A., Saleem, N., & Khadim, N. A. (2018). Revisiting antecedents of brand loyalty: Impact of perceived social media communication with brand trust and brand equity as mediators. *Academy of Strategic Management Journal*, 17(1), 1-13.
- Kumar, D. S., & Lakshmibala, D. M. (2019). Impact Of Perceived Quality, Brand Image And Brand Trust On Customer Satisfaction and Loyalty: A Study of Selected Diary Products in Chennai. *Journal of The Gujarat Research Society* ISSN: 0374-8588 Volume 21 Issue 14, December 2019, 1073-1083.
- Laksono, A. W., & Suryadi, N. (2020). Pengaruh Citra Merek, Kepercayaan Merek, Dan Kualitas Merek Terhadap Loyalitas Merek Pada Pelanggan Geprek Benu Di Kota Malang. *Holistic Journal of Management Research*, 1(1), 8-16.

- Levina, G., Purnamasari, I., & Kristanti, M. (2019). Pengaruh service recovery terhadap kepuasan dan repurchase intention. *Jurnal Hospitality dan Manajemen Jasa*, 7(2).
- Loh, Z., & Hassan, S. H. (2021). Consumers' attitudes, perceived risks and perceived benefits towards repurchase intention of food truck products. *British Food Journal*.
- Mcleod, S. (2020, September 18). What are Independent and Dependent Variables?
- Mendoza, E. C. (2021). A study of online customers repurchase intention using the 4rs of marketing framework. *International Review of Management and Marketing*, 11(2). <https://doi.org/10.32479/irmm.11009>
- Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen. (2020). (n.p.): Deepublish
- Muskat, B., Hörtnagl, T., Prayag, G., & Wagner, S. (2019). Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions. *Journal of Vacation Marketing*, 25(4), 480-498.
- Mutiawati, Cut, Fikrika Mita Suryani, Renni Anggraini & Azmeri. (2019). *Kinerja Pelayanan Angkutan Umum Jalan Raya*. Penerbit Deepublish Publisher, Yogyakarta.
- Nugraha, R., & Wiguna, L. D. (2021). The Influences of Product Quality, Perceived Value, Price Fairness, EWOM and Satisfaction Towards Repurchase

Intention at Xing Fu Tang. *Jurnal Ilmiah Manajemen Fakultas Ekonomi*, 7(1), 89-98.

Nurhasanah, Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The effect of E-WOM, Brand Trust, and Brand Ambassador on purchase decisions at Tokopedia online shopping site. *IOP Conference Series*, 1071(1), 012017. <https://doi.org/10.1088/1757-899x/1071/1/012017>

Perumal, S., Ali, J., & Shaarih, H. (2021). Exploring nexus among sensory marketing and repurchase intention: Application of SOR Model. *Management Science Letters*, 11(5), 1527-1536.

Pratiwi, D. R., & Wardi, Y. (2019). The Influence of Brand Personality, Service Quality, and Store Atmosphere toward Repurchase Intention Ethic Barbershop Padang. *Jurnal Kajian Manajemen dan Wirausaha*, 1(1), 1-7.

Pratiwi, H., Rosmawati, P., & Usman, O. (2019). Effect of price, promotion, brand trust, and customer satisfaction on customer loyalty in packaging products mineral water aqua. *Promotion, Brand Trust, and Customer Satisfaction on Customer Loyalty in Packaging Products Mineral Water Aqua* (January 8, 2019).

Pratiwi, R. S., Soebandi, S., & Dharmani, I. A. N. (2020). The Influence of Service Quality, Price Perception, and Store Atmosphere On Repurchase Intention (Case Study at The Teras Atas Cafe Surabaya). *Quantitative Economics and Management Studies*, 1(2), 147-156.

- Ramya, N., Kowsalya, A., & Dharanipriya, K. (2019). Service quality and its dimensions. *EPRA International Journal of Research & Development*, 4, 38-41.
- Ristanti, D., Arifin, R., & Hufron, M. (2019). Pengaruh Brand Image, Brand Trust, Brand Awareness Dan Product Quality Terhadap Brand Loyalty Sari Roti (Studi Pada Konsumen Sari Roti Mahasiswa Universitas Islam Malang). *Jurnal Ilmiah Riset Manajemen*, 8(09).
- Sarwar, M. A., Awang, Z., Habib, M. D., Nasir, J., & Hussain, M. (2020). Why did I buy this? Purchase regret and repeat purchase intentions: A model and empirical application. *Journal of Public Affairs*, e2357.
- Shinde, R., Chavan, P., & Ali, M. M. (2018). Assessing the role of customer satisfaction in attaining customer loyalty: a study of fast food restaurant in Kolhapur City. *International Journal Of Multidisciplinary Research*. April.
- Sholikin, A. (2021). Analisis pengaruh Brand Experience, Product Quality, dan Service Quality terhadap Brand Loyalty dengan Customer Satisfaction Sebagai Variabel Intervening: studi pada pelanggan GEPREK BENSU di Surabaya (Doctoral dissertation, UIN Sunan Ampel Surabaya)
- Shukla, S. (2020). *Research Methodology and Statistics. Concept Of Population and Sample*. Ahmedabad: Rishit Publications. Conference Paper. https://www.researchgate.net/publication/346426707_Concept_Of_Population_And_Sample

Sitanggang, J. M., Sinulingga, S., & Fachruddin, K. A. (2019). Analysis Of The Effect Of Product Quality On Customer Satisfaction And Customer Loyalty Of Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia. *American International Journal of Business Management (AIJBM)*, 2(3), 26–37.

Syahputri, R.D. (2019). Pengaruh Green Brand Positioning, Green Brand Knowledge, Attitude Toward Green Brand, dan Green Brand Equity terhadap Green Purchase Intention: Studi penelitian Pada brand Innisfree. STIE Indonesia Banking School.

Syahsudarmi, S. (2022). The Influence of Service Quality on Customer Satisfaction: A Case Study. <https://journal.adpebi.com/index.php/ijibr/article/view/253>.

Terblanche, N.S, 2018, Revisiting the Supermarket in-store customer shopping experience, *Journal of Retailing and Customer Service*, Volume 40

Utami, G. R., & Saputri, M. E. (2020). Pengaruh Social Media Marketing Terhadap Customer Engagement Dan Loyalitas Merek Pada Akun Instagram Tokopedia. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(2), 185-198.

Van Oanh, D., & Long, N. H. (2021). Effect of Value Equity on Repurchase Intention—A Study at the Manwah Restaurant Chain. *VNU Journal of Science: Economics and Business*, 37(5).

Wijayanti, C. A. (2020). The influence of service quality and satisfaction on brand loyalty of restaurant of Pizza E-Birra. *Klabat Journal of Management*, 1(1), 11-42.

Yusuf, I. M., & Purwanto, S. (2023). The Influence of Brand Trust and Brand Image on Brand Loyalty of Sunlight Soap in Sidoarjo Regency. *Journal of Social Research*, 2(7), 2326-2347.

