

DAFTAR PUSTAKA

- Ali, H. (2019). Building Repurchase Intention and Purchase Decision: Brand Awareness and Brand Loyalty Analysis (Case Study Private Label Product in Alfamidi Tangerang). *Saudi Journal of Humanities and Social Sciences*, 4(9), 623-634.
- Asadollahi, A., Jani, M., Mojaveri, P. P., & Allahabadi, F. B. (2012). Investigating the Effect of Brand Satisfaction, Brand Trust and Brand Attachment on Purchase Behavior of Customers. *Research Journal of Applied Sciences, Engineering and Technology*, 4(17), 3182-3187.
- Becheur, I., Bayarassou, O., & Ghrib, H. (2017). Beyond Brand Personality: Building Consumer-Brand Emotional Relationship. *Global Business Review*, 18(3S).
- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion - An Integrated Marketing Communications Perspective* (11th ed.). McGraw-Hill.
- Bruhn, M., & Schnebelen, S. (2017). Integrated marketing communication - from an instrumental to a customer-centric perspective. *European Journal of Marketing*, 51(3).
- Crocker, L., & Algina, J. (1986). *Introduction to Classical and Modern Test Theory*. Forth Worth: Holt, Rinehart, and Winston Inc.
- Data Industri. (2021). *Tren Data Pertumbuhan Industri Penyedia Makanan Minuman, Restoran, dan Sejenisnya, 2011-2021*. Dipetik Oktober 26, 2021, dari Data Industri: <https://www.dataindustri.com/produk/tren-data-pertumbuhan-industri-penyediaan-makanan-minuman-restoran-dan-sejenisnya/>
- El Naggar, R. A., & Bendary, N. (2017). The impact of experience and brand trust on brand loyalty, while considering the mediating effect of brand equity dimensions: an empirical study on mobile operator subscribers in Egypt. *The Business & Management Review*, 9(2), 16-25.
- Erciş, A., Ünal, S., Candan, B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust, and brand commitment on loyalty and repurchase intentions. *Procedia - Social and Behavioral Sciences*, 58, 1395-1404.
- Ferdinand, A. (2002). *Structural Equation Modeling Dalam Penelitian Manajemen*. Semarang: Fakultas Ekonomi Undip.
- Fullerton, G. (2003). When Does Commitment Lead to Loyalty. *Journal of Service Research*, 5(4), 333-344.
- Fullerton, G. (2005). The Impact of Brand Commitment on Loyalty to Retail Service Brands. *Canadian Journal of Administrative Sciences*, 22(2), 97-110.
- Ganiyu, R. A., Uche, I. I., & Elizabeth, A. O. (2012). Is Customer Satisfaction an Indicator of Customer Loyalty? *Australian Journal of Business and Management Research*, 2(7), 14-20.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 - Untuk Penelitian Empiris*. Semarang: Badan Penerbit Undip.
- Ha, H., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction, and brand trust. *Journal of Consumer Behaviour*, 4(6), 438-451.

- Hair, J., Sarstedt, M., & Ringle, C. (2019). Rethinking some of the rethinking of partial least squares. *European Journal of Marketing*.
- Jamshidi, D., & Rousta, A. (2020). Brand commitment role in the relationship between brand loyalty and brand satisfaction: phone industry in Malaysia. *Journal of Promotion Management*.
- Joseph, J., Sivakumaran, B., & Mathew, S. (2020). Does Loyalty Matter? Impact of Brand Loyalty and Sales Promotionon Brand Equity. *Journal of Promotion Management*, 26(4), 524-543.
- Kamran-Disfani, O., Mantrala, M. K., & Izquierdo-Yusta, A. (2017). The impact of retail store format on the satisfaction-loyalty link: An empirical investigation. *Journal of Business Research*, 77, 14-22.
- Kang, K. (2021). Strategic orientation, integrated marketing communication, and relational performance in E-commerce brands: Evidence from Japanese Consumers' perception. *Business Communication Research and Practice*, 4(1), 28-40.
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227-261.
- Kwon, W. (2013, Agustus 12). *Why consistency matters most in successful communication*. Dipetik Oktober 20, 2021, dari Birmingham Blogging Academy: <https://birminghamblogging.com/2013/08/12/why-consistency-matters-most-in-successful-communication/>
- Liao, S. H., Chung, Y. C., Hung, Y. R., & Widowati, R. (2010). The Impacts of Brand Trust, Customer Satisfaction, and Brand Loyalty on Word-of-Mouth. *IEEE IEEM*, (hal. 1319-1323).
- Lu, Q. S., & Miller, R. (2019). How Social Media Communications Combine with Customer Loyalty Management to Boost Green Retail Sales. *Journal of Interactive Marketing*, 46, 87-100.
- Mattila, A. S. (2006). How affective commitment boosts guest loyalty (and promotes frequent-guest programs). *Cornell Hotel and Restaurant Administration Quarterly*, 47(2), 174-181.
- Melewar, T. C., Foroudi, P., Gupta, S., Kitchen, P. J., & Foroudi, M. M. (2017). Integrating identity, strategy, and communications for trust, loyalty, and commitment. *European Journal of Marketing*, 51(3), 572-604.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.
- 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), 76-86.
- Rather, R. A., Tehseen, S., & Parrey, S. H. (2018). Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity. *Spanish Journal of Marketing*, 22(3), 321-339.
- Rodríguez-Molina, M. A., Frías-Jamilena, D. M., Del Barrio-García, S., & Castañeda-García, J. A. (2019). Destination brand equity-formation: Positioning by tourism type and message consistency. *Journal of Destination Marketing & Management*, 12, 114-124.

- Šerić, M., Ozretić-Došen, Đ., & Škare, V. (2020). How can perceived consistency in marketing communication influence customer-brand relationship outcomes? *European Management Journal*, 38(2), 335-343.
- Setyawan, A. A., Kussudiyarsana, & Imronudin. (2015). Brand trust and brand loyalty, an empirical study in Indonesia consumers. *British Journal of Marketing Studies*, 4(3), 37-47.
- Traveloka. (2021). *Direktori Restoran di Indonesia*. Dipetik Oktober 27, 2021, dari Traveloka: <https://www.traveloka.com/id-id/restaurants>
- Wang, G. (2002). Attitudinal correlates of brand commitment. *Journal of Relationship Marketing*, 1(2), 57-75.
- Yuniari, W., Yasa, N. N., Giantari, I. G., Ekawati, N. W., & Setini, M. (2020). The Role of Customer Brand Engagement and Affective Brand Commitment in Mediating the Relationship between Value Congruity and Brand Loyalty. *Journal of Advanced Research in Dynamical and Control System*, 12(4), 1963-1973.
- Zeren, D., & Kara, A. (2020). Effects of brand heritage on intentions to buy of airline services: the mediating roles of brand trust and brand loyalty. *Sustainability*, 13(1), 1-15.
- Zomato. (2021). *Japanese Restaurants in Jakarta serving Buffet*. Dipetik Oktober 18, 2021, dari Zomato: <https://www.zomato.com/jakarta/restoran/jepang?buffet=1>