

DAFTAR PUSTAKA

- Adi Adnyana, D. G., & Sri Suprapti, N. W. (2018). Pengaruh Kualitas Pelayanan dan Persepsi Harga Terhadap Kepuasan dan Loyalitas Pelanggan Gojek di Kota Denpasar. *E-Jurnal Manajemen Unud*.
- Adiputra, I. M. S., Trisnadewi, N. W., Oktaviani, N. P. W., Munthe, S. A., Hulu, V. T., Budiastutik, I., Faridi, A., Ramdany, R., Fitriani, R. J., Tania, P. O. A., Rahmiati, B. F., Lusiana, S. A., Susilawaty, A., Sianturi, E., & Suryana. (2021). *Metodologi Penelitian Kesehatan* (R. Watrianthos & J. Simarmata, Eds.).
- Afifi, I., & Amini, A. (2018). Factors Affect to Relationship Marketing for Creating Customer Loyalty in Hospital Services Business. *ASEAN Marketing Journal*, 10(2). <https://doi.org/10.21002/amj.v10i2.9111>
- AlOmari, F. (2022). The mediating role of hospital image: The impact of care cost and service quality on patient satisfaction. *Journal of Innovation in Business and Economics*, 6(01), 1–16. <https://doi.org/10.22219/jibe.v6i01.18475>
- Apriliani, D., Baqiyatus S, N., Febila, R., & Sanjaya, V. F. (2020). Pengaruh kepuasan pelanggan, brand image, dan kepercayaan pelanggan terhadap loyalitas pelanggan pada membercard. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, 20–30. <https://doi.org/10.37631/e-bisma.v1i1.214>
- Aryamti, A. S., & Suyanto, A. (2019). Analisis Kualitas Produk, Kualitas Pelayanan dan Citra Merek Pada Kepuasan Pelanggan Klinik Kecantikan dan Pengaruhnya Terhadap Loyalitas Pelanggan. *E-Proceeding of Management*.
- Bianchi, E., Bruno, J. M., & Sarabia-Sanchez, F. J. (2019). The impact of perceived CSR on corporate reputation and purchase intention. *European Journal of Management and Business Economics*, 28(3), 206–221. <https://doi.org/10.1108/EJMBE-12-2017-0068>
- BPS. (2022). *Badan Pusat Statistik*. BPS. <https://www.bps.go.id/indicator/30/1402/1/unmet-need-pelayanan-kesehatan-menurut-provinsi.html>
- Cahya, N., & Shihab, M. S. (2018). Pengaruh Persepsi Harga, Kualitas Produk, Citra merek dan Layanan Purna Jual Terhadap Keputusan Pembelian dan Dampaknya Terhadap Kepuasan Pelanggan Smartphone ASUS Studi Kasus di PT. Datascrip. *Journal of Entrepreneurship, Management, and Industry (JEMI)*.

- Cruz, N. da, & Natividade da, M. A. A. (2022). Pengaruh Brand Image Terhadap Loyalitas Pelanggan (Studi Kausalitas Brand Image Terhadap Loyalitas Pelanggan Tpay). *E-Proceeding of Management*.
- Dhisasmito, P. P., & Kumar, S. (2020). Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia). *British Food Journal*, 122(7), 2253–2271. <https://doi.org/10.1108/BFJ-10-2019-0763>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis 7th Edition*. Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. L. (2006). *Multivariate Data Analysis* (P. P. Hall & U. S. River (eds.)).
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2017). *Multivariate Data Analysis* (W. C. Black, Ed.; Seven Edition, Vol. 7th).
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Ayu Aryani, M. G., & Wandira, R. K. (2020). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of Islamic Marketing*, 12(7), 1295–1315. <https://doi.org/10.1108/JIMA-11-2019-0235>
- Hermawan, B., Basalamah, S., Djamereng, A., & Plyriadi, A. (2017). Effect of Service Quality and Price Perception on Corporate Image, Customer Satisfaction and Customer Loyalty among Mobile Telecommunication Services Provider. *IRA-International Journal of Management & Social Sciences (ISSN 2455-2267)*, 8(1), 62. <https://doi.org/10.21013/jmss.v8.n1.p7>
- Huang, C., & Nuangjamnong, C. (2022). Analyzing Factors Influencing Customer Satisfaction towards Customer Purchase Intention in Louisa Coffee. *Global Scientific and Academic Research Journal of Multidisciplinary Studies*. <https://www.researchgate.net/publication/366529313>
- Bernarto, Innocentius., Margaretha Pink Berlianto, Yohana F. Cahya Palipi Meilani, Ronnie Resdianto Masman, & Ian Nurpatria Suryawan. (2020). The Influence Of Brand Awareness, Brand Image, And Brand Trust On Brand Loyalty. *Jurnal Manajemen*, 24(3), 412–426. <https://doi.org/10.24912/jm.v24i3.676>
- Kastulani, R. P., & Septiana, M. (2019). Consumer Satisfaction Analysis of Scarlett WhiteningProducts Through Brand Image, Price, Product Quality, and Digital Marketing Factors. *EVOLUSI: Jurnal Sains Dan Manajemen*, 7(2). <https://doi.org/10.31294/evolusi.v7i2.6755>
- Kotler, P., & Keller, K. L. (2016). *Marketing management*.
- Lee, H. J. (2022). A Study on the Effect of Customer Habits on Revisit Intention Focusing on Franchise Coffee Shops. *Information (Switzerland)*, 13(2). <https://doi.org/10.3390/info13020086>

- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4). <https://doi.org/10.6007/ijarbss/v7-i4/2821>
- Mahanani, P., Id, P. A., & Karya, D. F. (2016). Pengaruh Kualitas Layanan BPJS Kesehatan Terhadap Loyalitas Pasien Rawat Inap di RSI Jemursari Surabaya. *Business and Finance Journal*. www.jawawapos.com,
- Munawaroh, N. A., & Widuri, T. (2022). Understanding Customer Loyalty Through Customer Satisfaction (The Case of Coffee Shop Industry in Kediri City). *SEIKO: Journal of Management & Business*, 5(1), 2022–2698. <https://doi.org/10.37531/sejaman.v5i1.2104>
- Murhadi, W. R., & Reski, E. C. (2022). Pengaruh E-Service Quality, Kesadaran Merek, Kepercayaan, Word of Mouth dan Kepuasan Terhadap Loyalitas Pelanggan pada Tiktok Shop - Studi Pada Pelanggan Tiktok Shop. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*.
- Putri, F. O. I., Nur, C., & Berlianto, M. P. (2022). Faktor-Faktor yang Mempengaruhi Loyalitas Konsumen di Siloam Hospitals Kebon Jeruk dan Lippo Village. *Jurnal Manajemen Kesehatan Indonesia*.
- Servera-Francés, D., & Piqueras-Tomás, L. (2019). The effects of corporate social responsibility on consumer loyalty through consumer perceived value. *Economic Research-Ekonomska Istrazivanja*, 32(1), 66–84. <https://doi.org/10.1080/1331677X.2018.1547202>
- Sjukriana, J., Falaq, M., & Nashar, M. (2023). Pengaruh Persepsi Harga, Kualitas Layanan dan Sarana Wisata Terhadap Kepuasan Pengunjung. *Journal of Hospitality and Tourism*, 1(2), 95–113.
- Smith, A. (2005). *An Inquiry Into The Nature and Causes of The Wealth of Nations*.
- Soumokil, Y., Syafar, M., & Yusuf, A. (2021). Analisis Kepuasan Pasien Di Rumah Sakit Umum Daerah Piru. *Jurnal Ilmiah Kesehatan Sandi Husada*, 10(2), 543–551. <https://doi.org/10.35816/jiskh.v10i2.645>
- Zehir, C., Şahin, A., Kitapçı, H., & Özcahin, M. (2011). The effects of brand communication and service quality in building brand loyalty through brand trust; the empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1218–1231. <https://doi.org/10.1016/j.sbspro.2011.09.142>
- Forbes. Top Global 2000 diakses pada 1 Mei 2023, dari <https://www.forbes.com/lists/global2000/?sh=3842d7b5ac04>
- Aaker, D. A. (1995). *Measuring Brand Equity Across Products and Markets*.

- Alam, S. S., & Yasin, N. M. (2010). Pasitikėjimo internetinės prekes ženklui praeitis: Malaizijos pavyzdys. *Journal of Business Economics and Management*, 11(2), 210–226. <https://doi.org/10.3846/jbem.2010.10>
- Alif Fianto, A. Y., Hadiwidjojo, D., Aisjah, S., & Solimun, S. (2014). The Influence of Brand Image on Purchase Behaviour Through Brand Trust. *Business Management and Strategy*, 5(2), 58. <https://doi.org/10.5296/bms.v5i2.6003>
- Alkhawaldeh, A., Alsaad, A., Taamneh, A., & Alhawamdeh, H. (2020). Examining antecedents and consequences of university brand image. *Management Science Letters*, 10(5), 953–960. <https://doi.org/10.5267/j.msl.2019.11.016>
- Alkhawaldeh, A. M., Al-Salaymeh, M., Alshare, F., Mohammad Eneizan, B., & Professor, A. (2017). The Effect of Brand Awareness on Brand Loyalty: Mediating Role of Brand Commitment. In *European Journal of Business and Management* www.iiste.org ISSN (Vol. 9, Issue 36). Online. <https://ssrn.com/abstract=3097398>
- Ashley, C., & Leonard, H. A. (2009). Betrayed by the Buzz? Covert Content and Consumer-Brand Relationships. In *Source: Journal of Public Policy & Marketing* (Vol. 28, Issue 2). http://www.jstor.orgURL:http://www.jstor.org/stable/25651625http://www.jstor.org/stable/25651625?seq=1&cid=pdf-reference#references_tab_contents
- 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>
- BİLGİN, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- ÇELİK, Z. (2022). THE MODERATING ROLE OF INFLUENCER ATTRACTIVENESS IN THE EFFECT OF BRAND LOVE, BRAND TRUST, BRAND AWARENESS AND BRAND IMAGE ON BRAND LOYALTY. *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, 21(43), 148–167. <https://doi.org/10.46928/itucusbe.1050122>
- Chang, W. J. (2021). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*, 123(1), 209–223. <https://doi.org/10.1108/BFJ-01-2020-0014>
- Chen, C. C., Chung, J. Y., Gao, J., & Lin, Y. H. (2017). Destination familiarity and favorability in a country-image context: examining Taiwanese travelers' perceptions of China. *Journal of Travel and Tourism Marketing*, 34(9), 1211–1223. <https://doi.org/10.1080/10548408.2017.1330172>

- Chinomona, R. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(1), 124–139. <https://doi.org/10.1108/AJEMS-03-2013-0031>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Esch, F. R., Langner, T. L., Schmitt, B. H., & Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product and Brand Management*, 15(2), 98–105. <https://doi.org/10.1108/10610420610658938>
- Fakhruddin Mudzakkir, M., & Nurfarida, I. N. (n.d.). *The Influence of Brand Awareness on Brand Trust Through Brand Image*. <https://ssrn.com/abstract=2670597>
- Fournier, S. (1998). Consumers and Their Brands: eve lopin Relationship Theory i n Consumer esearch. In *JOURNAL OF CONSUMER RESEARCH* (Vol. 24).
- Herrera, C. F., & Blanco, C. F. (2011). Consequences of consumer trust in PDO food products: The role of familiarity. *Journal of Product and Brand Management*, 20(4), 282–296. <https://doi.org/10.1108/1061042111148306>
- Hsieh, M. H., Pan, S. L., & Setiono, R. (2004). Product-, corporate-, and country-image dimensions and purchase behavior: A multicountry analysis. In *Journal of the Academy of Marketing Science* (Vol. 32, Issue 3, pp. 251–270). <https://doi.org/10.1177/0092070304264262>
- Issalillah, F., Darmawan, D., & Khairi, & M. (2022). The Role of Brand Image and Brand Communications on Brand Trust. In *Technology and Society* (Vol. 3, Issue 1).
- Jara, M., & Cliquet, G. (2012). Retail brand equity: Conceptualization and measurement. *Journal of Retailing and Consumer Services*, 19(1), 140–149. <https://doi.org/10.1016/j.jretconser.2011.11.003>
- Keller, K. L. (1993). *Conceptualizing, Measuring, and Managing Customer-Based Brand Equity*.

- Kim, S. (Sam), Choe, J. Y. (Jacey), & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing and Management*, 9, 320–329. <https://doi.org/10.1016/j.jdmm.2018.03.006>
- Lee, H. J., & Jee, Y. (2016). The impacts of brand asset of domestic screen golf playing systems upon brand trust and brand loyalty. *International Journal of Sports Marketing and Sponsorship*, 17(4), 320–332. <https://doi.org/10.1108/IJSMS-11-2016-021>
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmrv.2015.03.005>
- Marliawati, A., & Cahyaningdyah, D. (2020). Management Analysis Journal Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust Article Information. In *Management Analysis Journal* (Vol. 9, Issue 2). <http://maj.unnes.ac.id>
- Molinillo, S., Japutra, A., Nguyen, B., & Chen, C. H. S. (2017). Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty. *Marketing Intelligence and Planning*, 35(2), 166–179. <https://doi.org/10.1108/MIP-04-2016-0064>
- Nguyen, T. D., Barrett, N. J., & Miller, K. E. (2011). Brand loyalty in emerging markets. *Marketing Intelligence & Planning*, 29(3), 222–232. <https://doi.org/10.1108/02634501111129211>
- Oliver, richard, rust, roland, & variki, sajeev. (1997). Customer Delight: Foundations, Findings, and Managerial Insights. In *New Zealand Journal of Retailing* (Vol. 73, Issue 3).
- Pappu, R., & Quester, P. G. (2016). How does brand innovativeness affect brand loyalty? *European Journal of Marketing*, 50(1–2), 2–28. <https://doi.org/10.1108/EJM-01-2014-0020>
- Park, C. I., & Namkung, Y. (2022). The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. *Sustainability (Switzerland)*, 14(3). <https://doi.org/10.3390/su14031657>
- Park, J., & Stoel, L. (2005). Effect of brand familiarity, experience and information on online apparel purchase. *International Journal of Retail and Distribution Management*, 33(2), 148–160. <https://doi.org/10.1108/09590550510581476>
- Pratama, H., & Suprapto, B. (2017). *Global Journal of Business and Social Science Review The Effect of Brand Image, Price, and Brand Awareness on Brand*

Loyalty: The Rule of Customer Satisfaction as a Mediating Variable.
www.gatreenterprise.com/GATRJournals/index.html

Saeed, R., Lodhi, R. N., Mehmood, A., Ishfaque, U., Dustgeer, F., Sami, A., Mahmood, Z., & Ahmad, M. (2013). Effect of brand image on brand loyalty and role of customer satisfaction in it. *World Applied Sciences Journal*, 26(10), 1364–1370. <https://doi.org/10.5829/idosi.wasj.2013.26.10.1343>

Tu, Y.-T., Wang, C.-M., & Chang, H.-C. (2012). Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. In *Journal of Social and Development Sciences* (Vol. 3, Issue 1).

Van der Westhuizen, L. M. (2018). Brand loyalty: exploring self-brand connection and brand experience. *Journal of Product and Brand Management*, 27(2), 172–184. <https://doi.org/10.1108/JPBM-07-2016-1281>

Yanuar, T., & Reza Hilmy, M. (2020). Social Media Marketing Relations, Brand Awareness to Brand Loyalty Through The Brand Image. *Journal of Multidisciplinary Academic*, 4(4).