

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of Brand Name*, New York, NY, The Free Press
- Ajzen, I. (1991). The Theory of Planned Behaviour: Some Unresolved Issues. *Organizational Behaviour Human Decision Processes*, 50, 179-211.
- Albani, V., Butler, L., Traill, W. B., & Kennedy, O. B. (2018). Understanding fruit and vegetable consumption in children and adolescents. the contributions of affect, self-concept, and habit strength. *Appetite*, 120, 398-408. <https://doi.org/10.1016/j.appet.2017.09.018>
- Amin, F. and Nika, F. A. (2019). Brand experience and brand equity. *Vision: The Journal of Business Perspective*, 23(4), 410-417. <https://doi.org/10.1177/0972262919860963>
- Annur, C. (2023, August). *Merek Susu Tumbuh kembang anak Yang Paling Sering Digunakan konsumen Indonesia, SGM TERATAS: Databoks*. Pusat Data Ekonomi dan Bisnis Indonesia. <https://databoks.katadata.co.id/datapublish/2023/08/02/merek-susu-tumbuh-kembang-anak-yang-paling-sering-digunakan-konsumen-indonesia-sgm-teratas>
- Apta, A. (2021, January 6). *The importance of growing up milk*. Apta Africa. <https://www.aptafrica.com/en/toddlers/importance-of-growing-up-milk/#:~:text=Importance%20of%20Growing%20Up%20Milk%20in%20the%20toddler's%20diet&text=Sometimes%2C%20some%20nutrients%20are%20not,diet%20to%20your%20little%20ones.>
- Arif, I. (2013). *Persaingan produk SUSU tumbuh kembang anak*. Scribd. <https://www.scribd.com/doc/154164430/PErsaingan-Produk-Susu-Tumbuh-kembang-anak>
- Banton, C. (2022, October 20). *Economic value: Definition, examples, ways to estimate*. Investopedia. <https://www.investopedia.com/terms/e/economic-value.asp>
- Barger, V. A., Peltier, J. W., & Schultz, D. E. (2016). Social media and consumer engagement: a review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), 268-287. <https://doi.org/10.1108/jrim-06-2016-0065>

- Baregheh, A., Rowley, J., & Sambrook, S. (2009). *Towards a multidisciplinary definition of Innovation. Management Decision*. 47(8), 1323-1339.
- Başer, I., Cintamür, İ. G., & Arslan, F. M. (2016). Examining the effect of brand experience on consumer satisfaction, brand trust and brand loyalty. *İktisadi Ve İdari Bilimler Dergisi*, 37(2), 101. <https://doi.org/10.14780/iibd.51125>
- Becker, M.H., Maiman, L.A., Kirscht, J.P., Haefner, D.P., Drachman, R.H. (2013). The health belief model and prediction of dietary compliance: A field experiment. *J. Health Soc. Behav*, 18, 348–366.
- Bennett, T. (2018, August 15). *What is a healthy personal value system? this is a clear classification of principles that guide your behavior and keep your life on the right track*. Thriveworks. <https://thriveworks.com/blog/healthy-personal-value-system-behavior-life-right-track/#:~:text=Healthy%20values%20are%20ones%20that,well%20as%20those%20around%20them>.
- Bougie, R. & Sekaran, U. (2020). *Research Methods for Business: A Skill Building Approach* (8th ed.). Wiley.
- Business, P. (2023). *Marketing and advertising*. Practical Business Skills. <https://www.practicalbusinessskills.com/managing-a-business/promoting-a-business/marketing-and-advertising#:~:text=Advertising%20is%20one%20aspect%20of,usually%20requires%20a%20financial%20investment>.
- Bradford, A., & Harvey, A. (2023, January 31). *The Five (and more) human senses*. LiveScience. <https://www.livescience.com/60752-human-senses.html>
- 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. <https://doi.org/10.1509/jmkg.73.3.52>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeck, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. doi:10.1016/j.jbusres.2011.07.029
- Brady, M. T., Byington, C. L., Davies, H. D., Edwards, K. M., Glode, M. P., Jackson, M. A., Keyserling, H. L., Maldonado, Y. A., Murray, D. L., Orenstein, W. A., Schutze, G. E., Willoughby, R. E., Zaoutis, T. E., Bhatia, J. J. S., Abrams, S. A., Corkins, M. R., de Ferranti, S. D., Golden, N. H., Magge, S. N., & Schwarzenberg,

- S. J. (2014). Consumption of raw or unpasteurized milk and milk products by pregnant women and children. *Pediatrics*, 133(1), 175–179. <https://doi.org/10.1542/peds.2013-3502>
- Cheung, K. Y., Petrou, L., Helfer, B., Porubayeva, E., Dolgikh, E., Ali, S., Ali, I., Archibald-Durham, L., Brockway, M. (Merilee), Bugaeva, P., Chooniedass, R., Comberati, P., Cortés-Macías, E., D’Elios, S., Feketea, G., Hsu, P., Kana, M. A., Kriulina, T., Kunii, Y., ... Munblit, D. (2023). Health and Nutrition claims for infant tumbuh kembang anak: International Cross Sectional Survey. *BMJ*. <https://doi.org/10.1136/bmj-2022-071075>
- Chevtchouk, Y., Veloutsou, C., & Paton, R. A. (2021). The experience – economy revisited: an interdisciplinary perspective and research agenda. *Journal of Product & Brand Management*, 30(8), 1288-1324. <https://doi.org/10.1108/jpbm-06-2019-2406>
- Churchill Jr, G. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research (JMR)*, 16, 1, pp. 64–73.
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd Edition) (2nd ed.). Routledge.
- Compass, E. (2022, March 16). *What is social value?: Social Value Practice*. Executive Compass. <https://www.executivecompass.co.uk/social-value-practice/what-is-social-value/>
- Creswell, J. W. (2003). *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed* (Edisi Ketiga). Pustaka Pelajar.
- Ctfassets, A. (2022). Usage & Attitude Study for Formula & Growing up milk powder in Malaysia. https://assets.ctfassets.net/pn8wbiqtnzw9/7kpKxv2BysNxr7JQjH61Br/a0297f982d832b67e9c0d48d127b5d78/IFFO_GUMP_Consumer_research_findings_Malaysia_market_-_FULL_report_2022-1.pdf
- Cuboh, C. (2023). What does FMCG mean? exploring the world of fast-moving consumer goods. <https://www.cuboh.com/blog/what-does-fmccg-mean>
- Dessart, L. (2017). Social Media engagement: A model of antecedents and relational outcomes. *Journal of Marketing Management*, 1–25. <https://doi.org/10.1080/0267257x.2017.1302975>

- Dewi, A. P. (2021, April 29). *UNICEF: 50 persen bayi indonesia USIA 6-11 Bulan Minum Susu tumbuh kembang anak*. Antara News. <https://www.antaraneews.com/berita/2129126/unicef-50-persen-bayi-indonesia-usia-6-11-bulan-minum-susu-tumbuh-kembang-anak>
- Dijkstra, T. K. and Henseler, J. (2015). Consistent partial least squares path modeling. *MIS Quarterly*, 39(2), 297-316. <https://doi.org/10.25300/misq/2015/39.2.02>
- Dziallas, M., & Blind, K. (2019). Innovation indicators throughout the Innovation Process: An extensive literature analysis. *Technovation*, 80–81, 3–29. <https://doi.org/10.1016/j.technovation.2018.05.005>
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–353. <https://doi.org/10.1086/209515>
- García-Salirrosas, E. E., & Gordillo, J. M. (2021). Brand personality as a consistency factor in the pillars of csr management in the new normal. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 134.
- Geissinger, A., & Laurell, C. (2016). User engagement in social media: An explorative study of Swedish fashion brands. *Journal of Fashion Marketing and Management: An International Journal*, 20(2), 177–190. doi:10.1108/jfmm-02-2015-0010
- Gould, S.J. (1988). *Consumer attitudes toward health and health care: A differential perspective*. *J. Consum. Aff*, 22, 96–118.
- Hair, J. F., Sarstedt, M., Matthews, L., & Ringle, C. M. (2016). Identifying and treating unobserved heterogeneity with fimix-pls: part i – method. *European Business Review*, 28(1), 63-76. <https://doi.org/10.1108/eb-09-2015-0094>
- Hair Jr, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2018). *Advanced issues in partial least squares structural equation modeling*. saGe publications.
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2019). Rethinking some of the rethinking of partial least squares. *European Journal of Marketing*, 53(4), 566–584.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., and Sarstedt, M.(2022) *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 3rd Ed., Sage, Thousand Oaks,)

- Hamzah, Z. L., Wahab, H. A., & Waqas, M. (2021). Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts. *Journal of Research in Interactive Marketing*, 15(2), 336-358. <https://doi.org/10.1108/jrim-05-2020-0113>
- Hariandja, E. S. and Sartika, L. (2022). Effects of brand innovation and marketing dynamic capability on the performance of international hotels. *Innovative Marketing*, 18(1), 63-78. [https://doi.org/10.21511/im.18\(1\).2022.06](https://doi.org/10.21511/im.18(1).2022.06)
- Hayat, A. A., Shateri, K., Fard, S. K., Babak, E. S. S., & Dehsorkhi, H. F. (2023). Psychometric properties of the persian version of the physician teaching self-efficacy questionnaire. *BMC Medical Education*, 23(1). <https://doi.org/10.1186/s12909-023-04130-6>
- Hofmann, W., Malte, F., & Reinout, W. W. (2008). Impulsive versus Reflective Influences on Health Behavior: A Theoretical Framework and Empirical Review. *Health Psychology Review*. <https://doi.org/10.1080/17437190802617668>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149-165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Huang, C. H. (2014). Relationships between consumers' nutritional knowledge, social interaction, and health-conscious correlates toward the restaurants. *J. Int. Manage. Studies* 9, 59-67
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of mini on facebook. *Journal of Product & Brand Management*, 22(5/6), 342-351. <https://doi.org/10.1108/jpbm-05-2013-0299>
- Hwang, J. and Han, H. (2016). A study on the application of the experience economy to luxury cruise passengers. *Tourism and Hospitality Research*, 18(4), 478-491. <https://doi.org/10.1177/1467358416682068>
- Mariyudi, M. (2021). The mediating role of customer satisfaction and brand trust between the relationship of perceived value and brand loyalty. *Asian Journal of Economics Business and Accounting*, 21-33. <https://doi.org/10.9734/ajeba/2021/v21i1930503>

- Ilmiah, P. (2022, December 24). *Pengertian accidental sampling Dan 2 Contohnya*. penelitianilmiah.com - Penelitian Ilmiah. <https://penelitianilmiah.com/accidental-sampling/>
- Indeed, I. (2022, July). *Products of innovation: Definition, examples and benefits*. What is product innovation? <https://www.indeed.com/career-advice/career-development/products-of-innovation>
- Jonathan, S., & Tjokrosaputro, M. (2021). *The effect of attitude, health consciousness, and environmental concern*. The Effect of Attitude, Health Consciousness, and Environmental Concern on the Purchase Intention of Organic Food in Jakarta. <https://www.researchgate.net/publication/360605623> The Effect of Attitude Health Consciousness and Environmental Concern on the Purchase Intention of Organic Food in Jakarta
- KALcare, Kal. (2020, July 7). *Kandungan Susu Tumbuh kembang anak Untuk Kesehatan Si Kecil*. KALCare. <https://www.kalcare.com/artikel/kandungan-susu-tumbuh-kembang-anak-untuk-kesehatan-si-kecil>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. doi: 10.1016/j.bushor.2009.09.003
- Keller, K. L. (2003), *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, 2nd Ed, Prentice-Hall, Englewood Cliffs, NJ
- Kenton, W. (2023). Fast-moving consumer goods (FMCG) industry: Definition, types, and profitability. Investopedia. <https://www.investopedia.com/terms/f/fastmoving-consumer-goods-fmkg.asp>
- Klaus, P. & Maklan, S. (2011). EXQ: a multiple-scale for assessing service experience. *Journal of Service Management*, 23, 1.
- Kock, N., & Hadaya, P. (2016). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261. <https://doi.org/10.1111/isj.12131>
- Kraft, F.B., Goodell, P.W. (1993). *Identifying the health conscious consumer*. *J. Health Care Market*. 13, 18–25.\
- Lawless, H. T., & Heymann, H. (2010). *Sensory evaluation of food: Principles and practices*. Ithaca, NY: Springer Science & Business Media

- Liu, B. (2012). Sentiment Analysis and Opinion Mining. *Synthesis Lectures on Human Language Technologies*, 5(1), 1-167.
- Llamas, M. (2023, April). *Baby tumbuh kembang anak: Types & how to choose the best baby tumbuh kembang anak*. Drugwatch.com. <https://www.drugwatch.com/baby-tumbuh-kembang-anak/#:~:text=Baby%20tumbuh+kembang+anaks%20come%20in%20three,ready%2Dto%2Dfeed%20bottles.>
- Marliawati, A. and Cahyaningdyah, D. (2020). Impacts the brand of experience and brand image on brand loyalty: mediators brand of trust. *Management Analysis Journal*, 9(2), 140-151. <https://doi.org/10.15294/maj.v9i2.36945>
- Michaelidou, N. and Hassan, L. (2007). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies*, 32(2), 163-170. <https://doi.org/10.1111/j.1470-6431.2007.00619.x>
- Milhausen, R.R., Reece, M., & Perera, B. (2006). A theory-based approach to understanding sexual behaviour at Mardi Gras. *The Journal of Sex Research*, 43, 97- 107.
- Muttaqin, D. and Ripa, S. (2021). Psychometric properties of the Indonesian version of the depression anxiety stress scale: factor structure, reliability, gender, and age measurement invariance. *Psikohumaniora: Jurnal Penelitian Psikologi*, 6(1), 61-76. <https://doi.org/10.21580/pjpp.v6i1.7815>
- Nutritionals, K. (2023). *Tentang Kami*. Kalbe Nutritionals. <https://kalbenutritionals.com/id/tentang-kami/umum>
- NHS, N. (2023). *Types of tumbuh kembang anak*. NHS choices. <https://www.nhs.uk/conditions/baby/breastfeeding-and-bottle-feeding/bottle-feeding/types-of-tumbuh-kembang-anak/>
- Nysveen, H., Oklevik, O., & Pedersen, P. E. (2018). Brand satisfaction. *International Journal of Contemporary Hospitality Management*, 30(9), 2908-2924. <https://doi.org/10.1108/ijchm-05-2017-0280>
- Oliver, Roland T. Rust, and Sajeew Varki (1997). "Customer Delight: Foundations, Findings, and Managerial Insight," *Journal of Retailing*, 73 (3), 311–36.

- Orami, O. (2023, April 5). *5 Tanda Bayi tidak cocok SUSU tumbuh kembang anak, Waspada Moms!*. Orami. <https://www.arami.co.id/magazine/tanda-bayi-tidak-cocok-susu-tumbuh-kembang-anak>
- Padoa-Schioppa, C. and Assad, J. A. (2006). Neurons in the orbitofrontal cortex encode economic value. *Nature*, 441(7090), 223-226. <https://doi.org/10.1038/nature04676>
- Pappu, R. and Quester, P. (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>
- Pryzrembel, H., & Agostoni, C. (2013). Growing-up milk: a necessity or marketing?. *World review of nutrition and dietetics*, 108, 49-55. <https://doi.org/10.1159/000351484>
- Ramaseshan, B. and Stein, A. (2014). Connecting the dots between brand experience and brand loyalty: the mediating role of brand personality and brand relationships. *Journal of Brand Management*, 21(7-8), 664-683. <https://doi.org/10.1057/bm.2014.23>
- Rasyid, F. (2009, May 1). *Social Media Marketing: Definisi, Konsep Dan Aplikasinya*. Fikri Rasyid. <https://fikirasyid.com/social-media-marketing-definisi-konsep-dan-aplikasinya/>
- Review, F. (2012). *Industri Susu, SEPUTAR Inovasi & Isu Keamanan*. Industri Susu, Seputar Inovasi & Isu Keamanan. <https://www.foodreview.co.id/blog-56621-Industri-Susu-Seputar-Inovasi--Isu-Keamanan.html>
- Sarndal CE, Swesson B, Wretman J (1992). *Model assisted survey sampling*. Springer
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*, 1-40. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology & Marketing*, 39(5), 1035-1064. <https://doi.org/10.1002/mar.21640>
- Schmitt, B.H. (1999) Experiential Marketing. *Journal of Marketing Management*, 15, 53-67. <http://dx.doi.org/10.1362/026725799784870496>

- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A *Theory of Consumption Values*. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Sheth, J. N., & Uslay, C. (2022). Creating Enduring Customer Value. *Journal of Creating Value*, 8(2), 241-252. <https://doi.org/10.1177/23949643221121865>
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J.-H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/ejm-02-2019-0189>
- Statistics, Canada (2010). *Survey methods and practices. Catalogue no. 12-587-X*.
- Strating, M., van Schurr, W., Suurmeijer, T., 2006. Contribution of partner support in selfmanagement of rheumatoid arthritis patients. An application of the theory of planned behaviour. *J. Behav. Med.* 29 (1), 51–60.
- Talwar, S., Talwar, M., Kaur, P., & Dhir, A. (2020). Consumers’ resistance to digital innovations: A systematic review and framework development. *Australasian Marketing Journal (AMJ)*, 28(4), 286-299.
- Terblanche, N. & Boshoff, C. (2008). Improved scale development in marketing. *International Journal of Market Research*, 50, 1, pp. 105–119
- Tran, T., Sen, S., & Steenburg, E. V. (2023). This ad’s for you: how personalized sns advertisements affect the consumer–brand relationship. *Journal of Consumer Marketing*, 40(4), 458-469. <https://doi.org/10.1108/jcm-12-2021-5070>
- Triandis, H.C. (1977). *Interpersonal Behaviour*. Monterey, C.A: Brook/Cole.
- Vale, L. and Fernandes, T. (2017). Social media and sports: driving fan engagement with football clubs on facebook. *Journal of Strategic Marketing*, 26(1), 37-55. <https://doi.org/10.1080/0965254x.2017.1359655>
- Walsh, G. & Beatty, S. (2007) Customer-based corporate reputation of a service firm: scale development and validation. *Journal of the Academy of Marketing Science*, 35, 1, pp. 127– 143.
- Westhuizen, L. v. d. (2018). Brand loyalty: exploring self-brand connection and brand experience. *Journal of Product & Brand Management*, 27(2), 172-184. <https://doi.org/10.1108/jpbm-07-2016-1281>

Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020). Price perception and price appearance on repurchase intention of gen y: do brand experience and brand preference mediate?. *Heliyon*, 6(11), e05532. <https://doi.org/10.1016/j.heliyon.2020.e05532>

Zailani, S., Iranmanesh, M., Sean Hyun, S., & Ali, M. H. (2019). Applying the *Theory of Consumption Values* to explain drivers' willingness to pay for biofuels. *Sustainability*, 11(3), 668.

