

## DAFTAR PUSTAKA

- Abror, A., Patrisia, D., Engriani, Y., Evanita, S., Yasri, Y., & Dastgir, S. (2020). Service quality, religiosity, customer satisfaction, customer engagement and Islamic bank's customer loyalty. *Journal of Islamic Marketing*, 11(6), 1691–1705. <https://doi.org/10.1108/JIMA-03-2019-0044>
- Aityassine, F. L., Al-Ajlouni, M. M., & Mohammad, A. (2022). The Effect of Digital Marketing Strategy on Customer and Organizational Outcomes. *Marketing and Management of Innovations*, 13(4), 45–54. <https://doi.org/10.21272/mmi.2022.4-05>
- Alreddy, S. K., Siriguppi, D., & Menon, M. J. (2019). Moderation Effect of Perceived Benefits of Loyalty Programs on the Link between Store Attributes and Customer Loyalty. *Theoretical Economics Letters*, 09(06), 2110–2125. <https://doi.org/10.4236/tel.2019.96133>
- Altaf, M., Iqbal, N., Mohd. Mokhtar, S. S., & Sial, M. H. (2017). Managing consumer-based brand equity through brand experience in Islamic banking. *Journal of Islamic Marketing*, 8(2), 218–242. <https://doi.org/10.1108/JIMA-07-2015-0048>
- Antikasari, R., Baktiono, A., Arimbawa, I. G., & Damayanti, E. (2021). The Influence of Product, Restaurant Atmosphere, Customer Value, and Customer Loyalty through Customer Satisfaction as Mediation (Case study on Choie Dimsum Surabaya). *Quantitative Economics and Management Studies*, 2(4), 244–250. <https://doi.org/10.35877/454ri.qems321>
- Azhar, M. E., Jufrizen, J., Prayogi, M. A., & Sari, M. (2018a). The role of marketing mix and service quality on tourist satisfaction and loyalty at Samosir. *Revista Hospitalidade*, 15(2), 124–137. <https://doi.org/10.21714/2179-9164.2018v15n2.007>
- Azhar, M. E., Jufrizen, J., Prayogi, M. A., & Sari, M. (2018b). The role of marketing mix and service quality on tourist satisfaction and loyalty at Samosir. *Revista Hospitalidade*, 15(2), 124–137. <https://doi.org/10.21714/2179-9164.2018v15n2.007>
- Bapat, D., & Thanigan, J. (2016). Exploring Relationship among Brand Experience Dimensions, Brand Evaluation and Brand Loyalty. *Global Business Review*, 17(6), 1357–1372. <https://doi.org/10.1177/0972150916660401>
- Başgöze, P., Atay, Y., Metin Camgöz, S., & Hanks, L. (2021). The mediating effects of program loyalty in loyalty rewards programs: an experimental design in coffee shops. *Journal of Service Theory and Practice*, 31(6), 932–949. <https://doi.org/10.1108/JSTP-01-2021-0020>

- Beattie, J., Baron, J., Hershey, J. C., & Spranca, M. D. (1994). Psychological Determinants of Decision Attitude. In *Journal of Behavioral Decision Making* (Vol. 7).
- Beig, F. A., & Nika, F. A. (2022). Impact of Brand Experience on Brand Equity of Online Shopping Portals: A Study of Select E-Commerce Sites in the State of Jammu and Kashmir. *Global Business Review*, 23(1), 156–175.  
<https://doi.org/10.1177/0972150919836041>
- Bernard, R., Hutomo, E., Maduretno, P., & Sheellyana Junaedi, M. F. (2022). Exploring the Effects of Coffee Shop Brand Experience on Loyalty: The Roles of Brand Love and Brand Trust. *Gadjah Mada International Journal of Business*, 24(3). <http://journal.ugm.ac.id/gamaijb>
- Eatandtravelsstory. (2022). *BEST HOT POT - Review Eatandtravelsstory di restoran Haidilao Hot Pot, Alam Sutera, Tangerang.*  
<https://pergikuliner.com/restaurants/tangerang/haidilao-hot-pot-alam-sutera/reviews/9850312164>
- Bimaruci, H., Mahaputra, M. R., & Ilhamalimy, R. R. (2021). Model Of Purchasing Decisions And Customer Satisfaction: Analysis Of Brand Image And Product Quality (Marketing Management Literature Review). *Dinasti International Journal of Economics, Finance & Accounting*, 1(6), 1124–1136.
- Brakus, J., Schmitt, B. H., Zarantonello, L., & Simon, W. E. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73, 1547–7185.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271.  
<https://doi.org/10.1177/1094670511411703>
- Cachero-Martínez, S., & Vázquez-Casielles, R. (2017). Living positive experiences in store: how it influences shopping experience value and satisfaction? *Journal of Business Economics and Management*, 18(3), 537–553. <https://doi.org/10.3846/16111699.2017.1292311>
- Carlson, J., Rahman, M. M., Taylor, A., & Voola, R. (2017). Feel the VIBE: Examining value-in-the-brand-page-experience and its impact on satisfaction and customer engagement behaviours in mobile social media. *Journal of Retailing and Consumer Services*, 46, 149–162.  
<https://doi.org/10.1016/j.jretconser.2017.10.002>
- Chandra, J. W., & Keni, K. (2021). *BRAND EXPERIENCE UNTUK MEMPREDIKSI BRAND ATTITUDE PADA KONSUMEN SPORTING BRAND* (Vol. 23, Issue 1). <http://jurnaltsm.id/index.php/JBA>

- Commey, N. O., & Adom, K. (2020). Relationship Marketing and Customer Retention in the Ghanaian Banking Industry. *European Journal of Business and Management*. <https://doi.org/10.7176/ejbm/12-29-01>
- Creswell, J. W., & Creswell, J. D. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*.
- Curatman, A., Suroso, A., Junaedi, J., Maulana, Y., Rahmadi, R., & Maulany, S. (2019, April 5). *Could the Loyalty Program Increase Store Loyalty?* <https://doi.org/10.2991/isseh-18.2019.29>
- Curatman, A., Suroso, A., & Suliyanto, S. (2022). Loyalty program and communication effectiveness as drivers of store loyalty. *Measuring Business Excellence*, 26(4), 417–432. <https://doi.org/10.1108/MBE-11-2020-0154>
- Daoud, J. I. (2018). Multicollinearity and Regression Analysis. *Journal of Physics: Conference Series*, 949(1). <https://doi.org/10.1088/1742-6596/949/1/012009>
- De Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. In *Journal of the Academy of Marketing Science* (Vol. 48, Issue 6, pp. 1211–1228). Springer. <https://doi.org/10.1007/s11747-020-00731-5>
- Demangeot, C., & Broderick, A. J. (2016). Engaging customers during a website visit: a model of website customer engagement. *International Journal of Retail & Distribution Management*, 44(8), 814–839. <https://doi.org/10.1108/IJRDM-08-2015-0124>
- Desna Maura, N., Wibowo, J., Candraningrat, C., & Yanu Alif Fianto, A. (2022). *Analysis the effect of brand experience and brand innovation on brand loyalty with brand trust as a mediation variable*.
- Donthu, N., & Gustafsson, A. (2020). Effects of COVID-19 on business and research. In *Journal of Business Research* (Vol. 117, pp. 284–289). Elsevier Inc. <https://doi.org/10.1016/j.jbusres.2020.06.008>
- Dwivedi, A. (2015). A higher-order model of consumer brand engagement and its impact on loyalty intentions. *Journal of Retailing and Consumer Services*, 24(C), 100–109. <https://doi.org/10.1016/j.jretconser.2015.02.007>
- Enrique Bigné, J., Sánchez, I., & Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 103–115. <https://doi.org/10.1108/17506180910962113>

- Fernandes, T., & Matos, M. A. de. (2023). Towards a better understanding of volunteer engagement: self-determined motivations, self-expression needs and co-creation outcomes. *Journal of Service Theory and Practice*, 33(7), 1–27. <https://doi.org/10.1108/JSTP-09-2022-0215>
- Garson, G. D. (2016). *PARTIAL LEAST SQUARES (PLS-SEM)*. Access date 10 December 2023, from [www.statisticalassociates.com](http://www.statisticalassociates.com)
- Gunasekar, S., Ray, S., Dixit, S. K., & PA, M. R. (2023). AI-enables product purchase on Amazon: what are the consumers saying? *Foresight*, 25(2), 185–193. <https://doi.org/10.1108/FS-10-2021-0212>
- Ha, J., & Jang, S. C. S. (2013). Variety seeking in restaurant choice and its drivers. *International Journal of Hospitality Management*, 32(1), 155–168. <https://doi.org/10.1016/j.ijhm.2012.05.007>
- Haidilao. (2023). *Brand story* Diakses November 2023 dari <https://www.haidilao.com/about/brand>
- Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2019). *Multivariate data analysis* (Eight). Cengage Learning.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Third).
- Hair, J. F., Hult, G. T. M., Sarstedt, M., & Ringle, C. M. (2014). *A primer on partial least squares structural equations modeling (PLS-SEM)*. SAGE.
- 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>
- Halik, B. E. D., Octavia, C., Julian, J., & Berlianto, M. P. (2021). PERAN DARI DIMENSI BRAND EXPERIENCE RESTORAN DALAM MENCiptakan BRAND LOYALTY DAN DAMPAKNYA TERHADAP BRAND EQUITY. In *Indonesian Marketing Journal* (Vol. 1, Issue 2).
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality and Tourism Research*, 33(4), 487–510. <https://doi.org/10.1177/1096348009344212>
- Handayani, D. F. R., PA, R. W., & Nuryakin, N. (2021). The influence of e-service quality, trust, brand image on Shopee customer satisfaction and

- loyalty. *Jurnal Siasat Bisnis*, 25(2), 119–130.  
<https://doi.org/10.20885/jsb.vol25.iss2.art3>
- Hao, F. (2020). The landscape of customer engagement in hospitality and tourism: a systematic review. *International Journal of Contemporary Hospitality Management*, 32(5), 1837–1860. <https://doi.org/10.1108/IJCHM-09-2019-0765>
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Hoe, L. C., & Mansori, S. (2018). The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial Marketing*, 3(1), 20.  
<https://doi.org/10.5296/ijim.v3i1.13959>
- Hoffman, K., & Bateson, J. (2016). *Services Marketing*.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. In *Journal of Marketing Management* (Vol. 27, Issues 7–8, pp. 785–807). <https://doi.org/10.1080/0267257X.2010.500132>
- Homburg, C., & Giering, A. (2001). Personal Characteristics as Moderators of the Relationship Between Customer Satisfaction and Loyalty-An Empirical Analysis. In *Psychology & Marketing* (Vol. 18, Issue 1). John Wiley & Sons, Inc.
- Hu, Y., Zhao, L., Luo, X. (Robert), Gupta, S., & He, X. (2021). Trialing or combining? Understanding consumer partial switching in mobile application usage from the variety seeking perspective. *Internet Research*, 31(5), 1769–1802. <https://doi.org/10.1108/INTR-09-2019-0368>
- Huang, Z. T., Liang, Y. S., Weinberg, C. B., & Gorn, G. J. (2019). The sleepy consumer and variety seeking. *Journal of Marketing Research*, 56(2), 179–196. <https://doi.org/10.1177/0022243718811334>
- Hunt, H. K. (1997). CS/D-overview and future research directions. In K. H. Hunt (Ed.). *Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*, 455–488.
- Hussein, A. S. (2018). Effects of brand experience on brand loyalty in Indonesian casual dining restaurant: Roles of customer satisfaction and brand of origin. *Tourism and Hospitality Management*, 24(1), 119–132.  
<https://doi.org/10.20867/thm.24.1.4>

- 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. <https://doi.org/10.1016/j.ijhm.2021.103050>
- Hwang, J., & Hyun, S. S. (2012). The Antecedents and Consequences of Brand Prestige in Luxury Restaurants. In *Asia Pacific Journal of Tourism Research* (Vol. 17, Issue 6, pp. 656–683).  
<https://doi.org/10.1080/10941665.2011.640697>
- Järvi, H. (2019). Customer engagement in the hotel industry: perceptions of hotel staff and guests. In *Int. J. Business Innovation and Research* (Vol. 18, Issue 1).
- Jiang, I. (2019). *Haidilao Review: Robots, Hand Massages, Dancing Noodles*. Businessinsider.Com. <https://www.businessinsider.com/haidilao-review-robots-hand-massages-dancing-noodles-2019-11>
- Kahn, B. E. (1995). *Consumer variety-seeking among goods and services: An integrative review* (Vol. 2, Issue 3).
- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 12(6), 346–351.  
<https://doi.org/10.1108/09596110010342559>
- Kang, J., Alejandro, T. B., & Groza, M. D. (2015). Customer-company identification and the effectiveness of loyalty programs. *Journal of Business Research*, 68(2), 464–471. <https://doi.org/10.1016/j.jbusres.2014.06.002>
- KHU, S., & Sukesi, S. (2020). ANALYSIS OF THE EFFECT OF BRAND EXPERIENCE ON BRAND LOYALTY THROUGH BRAND SATISFACTION AND BRAND TRUST IN WAKOEL REMPAH RESTAURANT SURABAYA. *Ekspektra : Jurnal Bisnis Dan Manajemen*, 4(1), 65–83. <https://doi.org/10.25139/ekt.v4i1.2656>
- Kim, J. (2020). Impact of the perceived threat of COVID-19 on variety-seeking. *Australasian Marketing Journal*, 28(3), 108–116.  
<https://doi.org/10.1016/j.ausmj.2020.07.001>
- Kim, J., Kim, P. B., & Kim, J. E. (2018). Different or Similar Choices: The Effect of Decision Framing on Variety Seeking in Travel Bundle Packages. *Journal of Travel Research*, 57(1), 99–115.  
<https://doi.org/10.1177/0047287516684977>

- Kim, Y. K. (2002). Consumer value: An application to mall and Internet shopping. *International Journal of Retail & Distribution Management*, 30(12), 595–602. <https://doi.org/10.1108/09590550210453075>
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3), 297–310. <https://doi.org/10.1177/1094670510375602>
- Kumar, V., Rajan, B., Gupta, S., & Pozza, I. D. (2019). Customer engagement in service. *Journal of the Academy of Marketing Science*, 47(1), 138–160. <https://doi.org/10.1007/s11747-017-0565-2>
- Li, Q. (2013). A novel Likert scale based on fuzzy sets theory. *Expert Systems with Applications*, 40(5), 1609–1618. <https://doi.org/10.1016/j.eswa.2012.09.015>
- Liang, Y., Huang, Z., & Su, L. (2023). Too Time-Crunched to Seek Variety: The Influence of Parenting Motivation on Consumer Variety Seeking. *Journal of Marketing Research*, 60(4), 812–833. <https://doi.org/10.1177/00222437221136491>
- Liu, Y., & Felicen, S. S. (2021). Customer dining experience among ethnic Asian cuisine restaurant in Changde City, China. *International Journal of Research Studies in Management*, 9(3). <https://doi.org/10.5861/ijrsm.2021.m7723>
- Liu, Z., Feng, J., & Liu, B. (2019). Pricing and service level decisions under a sharing product and consumers' variety-seeking behavior. *Sustainability (Switzerland)*, 11(24). <https://doi.org/10.3390/SU11246951>
- Lu, W., Han, Y., & Chen, S. (2021). Examining How Brand Co-Creation and Virtual Brand Community Affect Brand Commitment. *E3S Web of Conferences*, 235. <https://doi.org/10.1051/e3sconf/202123502045>
- Maladi, M., Nirwanto, N., & Firdiansjah, A. (2019). The Impact of Service Quality, Company Image and Switching Barrier on Customer Retention: Mediating Role of Customer Satisfaction. *STIEI Banjarmasin*.
- Marist, A. I., Yulianti, L. N., & Najib, M. (2014). The Role of Event in Building Brand Satisfaction, Trust and Loyalty of Isotonic Drink. *International Journal of Marketing Studies*, 6(6). <https://doi.org/10.5539/ijms.v6n6p57>
- 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>

- Martini, E., Naufal Shidqi, M., Hurriyati, R., & Widjajanta, B. (2022). *The Impact of Brand Experience on Consumer Engagement*.
- Maslow, A. (1954). Motivation and personality. *New York, NY: Harper & Row Publishers*.
- Maslow, A. H. (1943). A Theory of Human Motivation. *Brooklyn College*
- Mcalister, L., Pessemier, E., & Sloan, A. P. (1982). *Variety Seeking Behavior: An Interdisciplinary Review*. <http://jcr.oxfordjournals.org/>
- Mckinsey. (2022, October). *Survey: Indonesian consumer sentiment during the coronavirus crisis*. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/survey-indonesian-consumer-sentiment-during-the-coronavirus-crisis#/>
- Menidjel, C., Hollebeek, L. D., Urbonavicius, S., & Sigurdsson, V. (2023). Why switch? The role of customer variety-seeking and engagement in driving service switching intention. *Journal of Services Marketing*.  
<https://doi.org/10.1108/JSM-04-2022-0122>
- Nugroho, R. A., & Suprapti, N. W. S. (2022). The Role of Customer Engagement in Mediating the Influence of Brand Experience and Customer Satisfaction on the Customer Loyalty of Full-Service Airline in Indonesia. *Journal of Business and Management Review*, 3(2), 138–157.  
<https://doi.org/10.47153/jbmr32.3132022>
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 460–469.
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14.  
<https://doi.org/10.1002/dir.20015>
- Rai, M., Khadivi, A., & Khdaie, R. (2014). THE EFFECT OF EMPLOYEES' CUSTOMER ORIENTATION, CUSTOMER'S SATISFACTION AND COMMITMENT ON CUSTOMER'S SUSTAINABILITY. In *No. Arabian Journal of Business and Management* (Vol. 4).
- Roggeveen, A. L., & Sethuraman, R. (2020). How the COVID-19 Pandemic May Change the World of Retailing. In *Journal of Retailing* (Vol. 96, Issue 2, pp. 169–171). Elsevier Ltd. <https://doi.org/10.1016/j.jretai.2020.04.002>
- Roy, A. (2019). Customer Engagement: Contemporary Issues and Challenges. *Journal of International Consumer Marketing*, 31(4), 377–378.  
<https://doi.org/10.1080/08961530.2019.1589923>

- 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>
- Salanova, M., Agut, S., & Peiró, J. M. (2005). Linking organizational resources and work engagement to employee performance and customer loyalty: The mediation of service climate. In *Journal of Applied Psychology* (Vol. 90, Issue 6, pp. 1217–1227). <https://doi.org/10.1037/0021-9010.90.6.1217>
- Salim, A., Setiawan, M., Rofiaty, R., & Rohman, F. (2018). Focusing on Complaints Handling for Customer Satisfaction and Loyalty: The Case of Indonesian Public Banking. In *European Research Studies Journal: Vol. XXI* (Issue 3).
- Santouridis, I., & Trivellas, P. (2010). Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece. *The TQM Journal*, 22(3), 330–343. <https://doi.org/10.1108/17542731011035550>
- Sarstedt, M., Hair, J. F., Pick, M., Lienggaard, 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 and Marketing*, 39(5), 1035–1064. <https://doi.org/10.1002/mar.21640>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–40). Springer International Publishing. [https://doi.org/10.1007/978-3-319-05542-8\\_15-1](https://doi.org/10.1007/978-3-319-05542-8_15-1)
- Sekaran, U., & Bougie, R. (2016). *Research Methods of Business* (Seventh).
- Sela, A., Hadar, L., Morgan, S., & Maimaran, M. (2019). Variety-Seeking and Perceived Expertise. *Journal of Consumer Psychology*, 29(4), 671–679. <https://doi.org/10.1002/jcpy.1110>
- Shang, W., Tong, S., & Wang, Y. (2022). Duopolistic positioning and pricing competition with variety-seeking and strategic consumers. *Naval Research Logistics*, 69(2), 257–270. <https://doi.org/10.1002/nav.22014>
- Silalahi, J. M., Alfansi, L., & Wiardi, A. H. (2017). *The Role of Brand Trust in Determining The Relationship Between Brand Affection and Loyalty Programs on Customer Loyalty*. <http://hubud.dephub.go.id/?id/news/detail/2366>
- Simon, F., & Tossan, V. (2018). Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media.

- Journal of Business Research*, 85, 175–184.  
<https://doi.org/10.1016/j.jbusres.2017.12.050>
- Siti Jahroh, S. S. C. I. F. (2019). How Important Is Green Marketing Mix For Consumer? Lesson From The Body Shop. *Jurnal Manajemen*, 23(2), 321. <https://doi.org/10.24912/jm.v23i2.504>
- Siyoto, S., & Sodik, A. (2015). *Dasar Metodologi Penelitian*. Penerbit: Literasi Media Publishing, Sleman
- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *Journal of Marketing*, 60(3), 15–32. <https://doi.org/10.2307/1251839>
- Sumarliah, E., Usmanova, K., Mousa, K., & Indriya, I. (2022). E-commerce in the fashion business: the roles of the COVID-19 situational factors, hedonic and utilitarian motives on consumers' intention to purchase online. *International Journal of Fashion Design, Technology and Education*, 15(2), 167–177. <https://doi.org/10.1080/17543266.2021.1958926>
- Taber, K. S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48(6), 1273–1296. <https://doi.org/10.1007/s11165-016-9602-2>
- 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 Tonder, E., & Petzer, D. J. (2018). The interrelationships between relationship marketing constructs and customer engagement dimensions. *Service Industries Journal*, 38(13–14), 948–973. <https://doi.org/10.1080/02642069.2018.1425398>
- Van Trijp, H. C. M., Hoyer, W. D., & Inman, J. J. (1996). *Why Switch? Product Category-Level Explanations for True Variety-Seeking Behavior*.
- Venkatesan, R. (2017). Executing on a customer engagement strategy. In *Journal of the Academy of Marketing Science* (Vol. 45, Issue 3, pp. 289–293). Springer New York LLC. <https://doi.org/10.1007/s11747-016-0513-6>
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). CUSTOMER ENGAGEMENT: EXPLORING CUSTOMER RELATIONSHIPS BEYOND PURCHASE. *Source: Journal of Marketing Theory and Practice*, 20(2), 127–145. <https://doi.org/10.2753/MTP>
- Wang, J., & Jin, F. (2022). Power and variety-seeking: A compensatory perspective. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.928958>

Wang, M., Jap, W., Zhou, J., Gao, F., & Lan, X. (2020). *Sensory Brand Experience: Development and Validation in the Chinese Context*.  
<https://doi.org/10.3389/fpsyg.2020.01436>

Widya, S., & Mugiono, S. S. (2018). The Effect of Service Quality on Customer Retention Through Commitment THE EFFECT OF SERVICE QUALITY ON CUSTOMER RETENTION THROUGH COMMITMENT AND SATISFACTION AS MEDIATION VARIABLES IN JAVA EATING HOUSES. *Journal of Applied Management (JAM)*, 16(4).  
<https://doi.org/10.21776/ub.jam.2018>

Wirtz, J., & Lovelock, C. H. (2017). *Services marketing : people, technology, strategy*.

Zwanka, R. J., & Buff, C. (2021). COVID-19 Generation: A Conceptual Framework of the Consumer Behavioral Shifts to Be Caused by the COVID-19 Pandemic. *Journal of International Consumer Marketing*, 33(1), 58–67.  
<https://doi.org/10.1080/08961530.2020.1771646>