## **BIBILIOGRAPHY**

- Aaker, D. A. (1992). The value of brand equity. *Journal of Business Strategy*, 13(4), 27–32.
- Aaker, D. A., Biel, A. L., & Biel, A. (2013). Brand equity & advertising: advertising's role in building strong brands. Psychology Press.
- Aaker, D. A., & Equity, M. B. (1991). Capitalizing on the Value of a Brand Name. *New York*, 28(1), 35–37.
- Aaker, D. A., & Joachimsthaler, E. (2000). Brand leadership-the new imperative.

  Brand Leadership, 97–128.
- Aditama, P. T. R. (n.d.). Ajzen, I. 2005. Attitudes, Personality and Behavior Second Edition. New York: Open University Press. Neuman, W. Lawrence. 2013. Metodologi Penelitian Sosial: Pendekatan Kualitatif dan Kualitatif Edisi &. Jakarta. PT. Indeks Jakarta. Sugiyono. Prof, Dr.(2012). Metode Penelitian Kuantitatif, Kualitatif, Dan R&D.
- Ailawadi, K. L., Lehmann, D. R., & Neslin, S. A. (2003). Revenue premium as an outcome measure of brand equity. *Journal of Marketing*, 67(4), 1–17.
- Ambler, T., & Barrow, S. (1996). The employer brand. *Journal of Brand Management*, 4, 185–206.
- Ambler, T., Bhattacharya, C. B., Edell, J., Keller, K. L., Lemon, K. N., & Mittal, V. (2002). Relating brandand customer perspectives on marketing management. *Journal of Service Research*, 5(1), 13–25.

- Belaid, S., & Temessek Behi, A. (2011). The role of attachment in building consumerbrand relationships: an empirical investigation in the utilitarian consumption context. *Journal of Product & Brand Management*, 20(1), 37–47.
- Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science*, 28, 128–137.
- Bettman, J. R., & Park, C. W. (1980). Effects of prior knowledge and experience and phase of the choice process on consumer decision processes: A protocol analysis. *Journal of Consumer Research*, 7(3), 234–248.
- Bloemer, J. M., & Kasper, H. D. P. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology*, *16*(2), 311–329.
- Brady, M. K., Cronin Jr, J. J., & Brand, R. R. (2002). Performance-only measurement of service quality: a replication and extension. *Journal of Business Research*, 55(1), 17–31.
- 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.
- Brunetti, F., Confente, I., & Kaufmann, H. R. (2019). The human dimension of a brand influences brand equity: an empirical examination in the context of a luxury and a convenience brand. *Journal of Brand Management*, 26, 634–645.
- Budi, S. C., Hidayat, Z., & Mani, L. (2021). The effects of experience and brand relationship to brand satisfaction, trust and loyalty shopping distribution of consumer philips lighting product in Indonesia. *Journal of Distribution Science*, 19(1), 115–124.

- Buil, I., Martínez, E., & De Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of Consumer Marketing*, 30(1), 62–74.
- Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.
- Chinomona, R. (2013). The influence of brand experience on brand satisfaction, trust and attachment in South Africa. *International Business & Economics Research Journal (IBER)*, 12(10), 1303–1316.
- Christodoulides, G., Cadogan, J. W., & Veloutsou, C. (2015). Consumer-based brand equity measurement: lessons learned from an international study. *International Marketing Review*, 32(3/4), 307–328.
- Cleff, T., Lin, I. C., & Walter, N. (2014). Can you feel it?-the effect of brand experience on brand equity. *IUP Journal of Brand Management*, 11(2), 7.
- Close, A. G., Finney, R. Z., Lacey, R. Z., & Sneath, J. Z. (2006). Engaging the consumer through event marketing: Linking attendees with the sponsor, community, and brand. *Journal of Advertising Research*, 46(4), 420–433.
- Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24(3), 25–40.
- Crano, W. D., & Prislin, R. (2006). Attitudes and persuasion. *Annu. Rev. Psychol.*, *57*, 345–374.
- Cronin Jr, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218.

- Dai, W., & Lee, J.-H. (2018). Effects of website characteristics and delivery service quality on repurchase intention. *The Journal of Industrial Distribution* & *Business*, 9(5), 17–24.
- DAM, T. C. (2020). The effect of brand image, brand love on brand commitment and positive word-of-mouth. *The Journal of Asian Finance, Economics and Business* (*JAFEB*), 7(11), 449–457.
- Darsono, L. I., & Junaedi, M. (2006). An examination of perceived quality, satisfaction, and loyalty relationship: Applicability of comparative and noncomparative evaluation. *An Examination of Perceived Quality, Satisfaction, and Loyalty Relationship: Applicability of Comparative and Noncomparative Evaluation*, 8(3), 323–342.
- De Chernatony, L., Harris, F., & Christodoulides, G. (2004). Developing a brand performance measure for financial services brands. *The Service Industries Journal*, 24(2), 15–33.
- Demircioglu, A., Bhatti, F., & Ababneh, B. (2021). Improving student satisfaction through social media marketing activities: The mediating role of perceived quality. *International Journal of Data and Network Science*, 5(2), 143–150.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). Consumer behavior. 8th, forth worth. Dryden Press, Texas.
- Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice*, 9(3), 61–75.
- Farquhar, P. H. (1989). Managing brand equity. *Marketing Research*, 1(3).

- Fazio, R. H., Powell, M. C., & Williams, C. J. (1989). The role of attitude accessibility in the attitude-to-behavior process. *Journal of Consumer Research*, 16(3), 280–288.
- Feiz, D., & Moradi, H. (2020). Creating consumer-based brand equity for customers by brand experience: Evidence from Iran banking industry. *Journal of Islamic Marketing*, 11(6), 1443–1464.
- Feldwick, P. (1996). What is brand equity anyway, and how do you measure it? *Market Research Society. Journal.*, 38(2), 1–17.
- Fennell, G. (1978). Consumers' Perceptions of the Product—Use Situation: A conceptual framework for identifying consumer wants and formulating positioning options. *Journal of Marketing*, 42(2), 38–47.
- Ferdinand, A. (2014a). *Metode Penelitian Manajemen. BP Universitas Diponegoro*. Semarang.
- Ferdinand, A. (2014b). Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan disertasi ilmu manajemen.
- Fong, C.-H., & Goh, Y.-N. (2021). Why brand equity is so important for private healthcare? View from an emerging market. *International Journal of Healthcare Management*, 14(4), 1198–1205.
- Garvin, D. A. (1984). Product quality: An important strategic weapon. *Business Horizons*, 27(3), 40–43.
- Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience::

  An overview of experience components that co-create value with the customer.

  European Management Journal, 25(5), 395–410.

- Ghozali, I., & Fuad, M. (2008). Structural equation modeling. *Edisi II, Universitas*Diponegoro, Semarang.
- Greene, J. D., & Stock, J. S. (1966). Brand attitudes as measures of advertising effects. *Journal of Advertising Research*.
- GU, W., BAO, P., & LEE, J.-H. (2019). A Study on the continuance intention of O2O fresh agricultural products E-commerce. *The Journal of Industrial Distribution* & *Business*, 10(10), 35–44.
- Gupta, S. (2003). Event marketing: Issues and challenges. *IIMB Management Review*, 15(2), 87–96.
- 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: An International Research Review*, 4(6), 438–452.
- Ha, H.-Y., Janda, S., & Muthaly, S. (2010). Development of brand equity: evaluation of four alternative models. *The Service Industries Journal*, 30(6), 911–928.
- Ha, M. (2020). Investigating green brand equity and its driving forces. *Management Science Letters*, 10(10), 2385–2394.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. (2010).

  Multivariate Data Analysis (ed.): Pearson Prentice Hall.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121.
- Haryono, S. (2017). Metode SEM untuk penelitian manajemen dengan AMOS LISREL PLS. *Luxima Metro Media*, 450.

- Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand management: Mastering research, theory and practice*. Routledge.
- Holt, D. B. (2004). *How brands become icons: The principles of cultural branding*. harvard business press.
- Huang, C.-C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, *55*(5), 915–934.
- Huang, Z. J., & Cai, L. A. (2015). Modeling consumer-based brand equity for multinational hotel brands—When hosts become guests. *Tourism Management*, 46, 431–443.
- Hur, W.-M., Kim, M., & Kim, H. (2014). The role of brand trust in male customers' relationship to luxury brands. *Psychological Reports*, *114*(2), 609–624.
- Husain, R., Paul, J., & Koles, B. (2022). The role of brand experience, brand resonance and brand trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66, 102895.
- Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, 96, 343–354.
- Imaningsih, E. S., & Vega, Y. (2020). Toward brand equity: The effect of brand awareness, perceived quality, brand association, and brand loyalty in boutique bakery company. *Journal of Marketing and Consumer Research*, 10(3), 12–23.

- Kamins, M. A., & Assael, H. (1987). Moderating disconfirmation of expectations through the use of two-sided appeals: A longitudinal approach. *Journal of Economic Psychology*, 8(2), 237–253.
- Kapferer, J.-N. (2008). The new strategic brand management: Creating and sustaining brand equity long term. Kogan Page Publishers.
- Kapferer, J.-N. (2012). The new strategic brand management: Advanced insights and strategic thinking. Kogan page publishers.
- Katadata. (2021a). Louis Vuitton, Produk Mewah dengan Nilai Merek Terbesar pada 2021.
- Katadata. (2021b). 10 Kabupaten/Kota dengan Nilai Konsumsi Masyarakat Terbesar
- Katadata. (2021c). 10 Merek Parfum Terlaris di Shopee dan Tokopedia Menurut Pangsa Pasar.
- Katz, D. (1960). The functional approach to the study of attitudes. *Public Opinion Quarterly*, 24(2), 163–204.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, *57*(1), 1–22.
- Keller, K. L., & Brexendorf, T. O. (2019). Measuring brand equity. *Handbuch Markenführung*, 1409–1439.
- Keller, K. L., & Lehmann, D. R. (2006a). Brands and branding: Research findings and future priorities. *Marketing Science*, *25*(6), 740–759.
- Keller, K. L., & Lehmann, D. R. (2006b). Brands and branding: Research findings and future priorities. *Marketing Science*, *25*(6), 740–759.

- Khan, I., & Rahman, Z. (2015a). Brand experience anatomy in retailing: An interpretive structural modeling approach. *Journal of Retailing and Consumer Services*, 24, 60–69.
- Khan, I., & Rahman, Z. (2015b). Brand experience formation mechanism and its possible outcomes: A theoretical framework. *The Marketing Review*, 15(2), 239–259.
- Khaulia, S. (2021). The Effect of Attitude, Subjective Norm, and Perceived Behavioral Control on Purchase Intention of Halal Cosmetic Products with Country Of Origin and Brand Equity as Moderating (Survey on Muslim Women in Semarang District). *Social Science Studies*, 1(3), 145–161.
- Khawaja, L., Ali, A., & Mostapha, N. (2021). The mediating effect of customer satisfaction in relationship with service quality, corporate social responsibility, perceived quality and brand loyalty. *Management Science Letters*, 11(3), 763–772.
- Klaus, P. 'Phil,' & Maklan, S. (2013). Towards a better measure of customer experience. *International Journal of Market Research*, 55(2), 227–246.
- Kotler, P., & Keller, K. L. (2000). Manajemen Pemasaran, PT. Prenhallindo, Jakarta.
- Kotler, P., & Keller, K. L. (2008). Manajemen Pemasaran (Erlangga. Edisi.
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th global ed.). *England: Pearson*, 803–829.
- Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing*, 25(6), 59–62.

- Le Monkhouse, L., Barnes, B. R., & Stephan, U. (2012). The influence of face and group orientation on the perception of luxury goods: A four market study of East Asian consumers. *International Marketing Review*, 29(6), 647–672.
- LEE, J.-M. (2019). The affect of family restaurant customer's experiences on customer satisfaction, brand attitude, and revisit intentions. *The Journal of Economics, Marketing and Management*, 7(2), 7–14.
- Leone, R. P., Rao, V. R., Keller, K. L., Luo, A. M., McAlister, L., & Srivastava, R. (2006). Linking brand equity to customer equity. *Journal of Service Research*, 9(2), 125–138.
- Liao, J., & Wang, L. (2009). Face as a mediator of the relationship between material value and brand consciousness. *Psychology & Marketing*, 26(11), 987–1001.
- Liu, K.-N., Hu, C., Lin, M.-C., Tsai, T.-I., & Xiao, Q. (2020). Brand knowledge and non-financial brand performance in the green restaurants: Mediating effect of brand attitude. *International Journal of Hospitality Management*, 89, 102566.
- Lowry, R. (2014). Concepts and applications of inferential statistics.
- Lutz, R. J. (1975). Changing brand attitudes through modification of cognitive structure. *Journal of Consumer Research*, 1(4), 49–59.
- MacKenzie, S. B., & Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *Journal of Marketing*, 53(2), 48–65.
- Madden, T. J., Fehle, F. R., & Fournier, S. (2002). Brands matter: an empirical investigation of brand-building activities and the creation of shareholder value. Division of Research, Harvard Business School.

- Mai, L.-W., & Ness, M. R. (2006). A structural equation model of customer satisfaction and future purchase of mail-order speciality food. *International Journal of Business Science and Applied Management*, *I*(1), 1–13.
- Mizik, N. (2014). Assessing the total financial performance impact of brand equity with limited time-series data. *Journal of Marketing Research*, 51(6), 691–706.
- Momen, M. A., Sultana, S., & Haque, A. K. M. A. (2020). Web-based marketing communication to develop brand image and brand equity of higher educational institutions: A structural equation modelling approach. *Global Knowledge, Memory and Communication*, 69(3), 151–169.
- Morgan-Thomas, A., & Veloutsou, C. (2013). Beyond technology acceptance: Brand relationships and online brand experience. *Journal of Business Research*, 66(1), 21–27.
- Motameni, R., & Shahrokhi, M. (1998). Brand equity valuation: a global perspective. *Journal of Product & Brand Management*, 7(4), 275–290.
- Mourad, M., Meshreki, H., & Sarofim, S. (2020). Brand equity in higher education: comparative analysis. *Studies in Higher Education*, 45(1), 209–231.
- M'zungu, S. D. M., Merrilees, B., & Miller, D. (2010). Brand management to protect brand equity: A conceptual model. *Journal of Brand Management*, 17, 605–617.
- Nelson, P. (1970). Information and consumer behavior. *Journal of Political Economy*, 78(2), 311–329.
- Nesset, E., Nervik, B., & Helgesen, Ø. (2011). Satisfaction and image as mediators of store loyalty drivers in grocery retailing. *The International Review of Retail*,

- *Distribution and Consumer Research*, *21*(3), 267–292. https://doi.org/10.1080/09593969.2011.588716
- Nguyen, O. T. (2020). Factors affecting the intention to use digital banking in Vietnam. The Journal of Asian Finance, Economics and Business, 7(3), 303–310.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4\_suppl1), 33–44.
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing & Management*, 27(7), 755–774.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Alternative scales for measuring service quality: a comparative assessment based on psychometric and diagnostic criteria. *Journal of Retailing*, 70(3), 201–230.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135–145.
- Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010).
  Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing*, 74(6), 1–17.
- Percy, L., & Rossiter, J. R. (1992a). A model of brand awareness and brand attitude advertising strategies. *Psychology & Marketing*, 9(4), 263–274.
- Percy, L., & Rossiter, J. R. (1992b). A model of brand awareness and brand attitude advertising strategies. *Psychology & Marketing*, 9(4), 263–274.

- Pham, C. H. (2019). Antecedents of consumer based brand equity of consumer goods retailers in vietnam: an empirical study. *Academy of Entrepreneurship Journal*, 25(2), 1–11.
- Quan, N., Chi, N., Nhung, D., Ngan, N., & Phong, L. (2020). The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction. *Management Science Letters*, 10(1), 63–76.
- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill Book Company.
- Safeer, A. A., He, Y., & Abrar, M. (2021). The influence of brand experience on brand authenticity and brand love: an empirical study from Asian consumers' perspective. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1123–1138.
- Sanyal, S. N., Datta, S. K., & Banerjee, A. K. (2014). Attitude of Indian consumers towards luxury brand purchase: an application of 'attitude scale to luxury items.' *International Journal of Indian Culture and Business Management 5*, 9(3), 316–339.
- Schiffman, L., & Kanuk, L. L. (2008). Consumer behaviour 7th edition (Perilaku Konsumen). *Jakarta: PT. Indeks*.
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1–3), 53–67.
- Seguro, W. (2011). Pengaruh Persepsi Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pelanggan: Suatu Penelitian Pada Penyedia Jasa Telepon Selular Di Jawa Barat. *Jurnal Ilmiah Ekonomi Bisnis*, *13*(3).

- Šerić, M., & Gil-Saura, I. (2019). Understanding brand equity in hotel firms. What is the role of brand loyalty and satisfaction? *International Journal of Contemporary Hospitality Management*, 31(9), 3526–3546.
- Šeric, M., Gil-Saura, I., & Mollá-Descals, A. (2016). Can advanced technology affect customer-based brand equity in service firms? An empirical study in upscale hotels. *Journal of Service Theory and Practice*, 26(1), 2–27.
- Shekhar Kumar, R., Dash, S., & Chandra Purwar, P. (2013). The nature and antecedents of brand equity and its dimensions. *Marketing Intelligence & Planning*, 31(2), 141–159.
- Sheth, J. N., Mittal, B., & Newman, B. I. (1999). *Customer behavior: Consumer behavior and beyond*. Dryden Press Fort Worth, TX.
- Shimul, A. S., & Phau, I. (2018). Consumer advocacy for luxury brands. *Australasian Marketing Journal*, 26(3), 264–271.
- Siu, N. Y.-M., Kwan, H. Y., & Zeng, C. Y. (2016). The role of brand equity and face saving in Chinese luxury consumption. *Journal of Consumer Marketing*, 33(4), 245–256.
- Sneath, J. Z., Finney, R. Z., & Close, A. G. (2005). An IMC approach to event marketing: The effects of sponsorship and experience on customer attitudes.

  \*Journal of Advertising Research\*, 45(4), 373–381.
- Snoj, B., Korda, A. P., & Mumel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management*, 13(3), 156–167.

- Sohaib, M., Mlynarski, J., & Wu, R. (2022). Building Brand Equity: The Impact of Brand Experience, Brand Love, and Brand Engagement—A Case Study of Customers' Perception of the Apple Brand in China. *Sustainability*, 15(1), 746.
- Sprotles, G. B., & Kendall, E. L. (1986). A methodology for profiling consumers' decision-making styles. *Journal of Consumer Affairs*, 20(2), 267–279.
- Srivastava, R. K., & Shocker, A. D. (1991). Brand equity: a perspective on its meaning and measurement.
- Stahl, F., Heitmann, M., Lehmann, D. R., & Neslin, S. A. (2012). The impact of brand equity on customer acquisition, retention, and profit margin. *Journal of Marketing*, 76(4), 44–63.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.
- Tolba, A. H., & Hassan, S. S. (2009). Linking customer-based brand equity with brand market performance: a managerial approach. *Journal of Product & Brand Management*, 18(5), 356–366.
- Tran, V. D. (2020). The relationship among product risk, perceived satisfaction and purchase intentions for online shopping. *The Journal of Asian Finance, Economics and Business*, 7(6), 221–231.
- TRUONG, H. T., & NGUYEN, T. X. (2018). Factors Affecting Organic Food Purchasing Decisions of Kindergarten Schools in Ho Chi Minh City, Vietnam. KODISA ICBE (International Conference on Business and Economics), 2018(1), 125–133.

- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International Journal of Consumer Studies*, 30(2), 207–217.
- Verma, P. (2021). The effect of brand engagement and brand love upon overall brand equity and purchase intention: A moderated–mediated model. *Journal of Promotion Management*, 27(1), 103–132.
- Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, 11(6), 484–506.
- Vijay Anand, S., & Selvaraj, M. (2013). The impact of service quality on customer satisfaction and loyalty in Indian banking sector: an empirical study through SERVPERF. *International Journal of Management and Business Research*, 2(2), 151–163.
- Wang, Y., Kandampully, J. A., Lo, H.-P., & Shi, G. (2006). The roles of brand equity and corporate reputation in CRM: a Chinese study. *Corporate Reputation Review*, 9, 179–197.
- Wang, Y., Sun, S., & Song, Y. (2011). Chinese luxury consumers: Motivation, attitude and behavior. *Journal of Promotion Management*, 17(3), 345–359.
- Weber, A. L. (1991). *HarperCollins College Outline Introduction to Psychology*. HarperCollins. https://books.google.co.id/books?id=MlkeAAAACAAJ
- Wu, P.-H., Huang, C.-Y., & Chou, C.-K. (2014). Service expectation, perceived service quality, and customer satisfaction in food and beverage industry. *International Journal of Organizational Innovation (Online)*, 7(1), 171.
- WU, W.-Y., DO, T.-Y., NGUYEN, P.-T., Anridho, N., & VU, M.-Q. (2020). An integrated framework of customer-based brand equity and theory of planned

- behavior: A meta-analysis approach. *The Journal of Asian Finance, Economics and Business*, 7(8), 371–381.
- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1–14.
- Yüksel, A., & Yüksel, F. (2001). The expectancy-disconfirmation paradigm: a critique.

  \*Journal of Hospitality & Tourism Research, 25(2), 107–131.
- Zarantonello, L., & Schmitt, B. H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*, 17, 532–540.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a meansend model and synthesis of evidence. *Journal of Marketing*, *52*(3), 2–22.
- Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the Academy of Marketing Science*, 28, 67–85.