

DAFTAR PUSTAKA

- Abdullah, D., Hamir, N., Nor, N. M., Krishnaswamy, J., & Rostum, A. M. M. (2018). Food Quality, Service Quality, Price Fairness and Restaurant Re-Patronage Intention: The Mediating Role of Customer Satisfaction. *International Journal of Academic Research in Business & Social Sciences*. <https://doi.org/http://dx.doi.org/10.6007/IJARBSS/v8-i17/5226>
- Abrantes Ferreira, D., Gonçalves Avila, M., & Dias de Faria, M. (2010). Corporate social responsibility and consumers' perception of price. *Social Responsibility Journal*, 6(2), 208-221. <https://doi.org/10.1108/17471111011051720>
- Adams, J. S. (1963). Toward An Understanding of Inequity. *Journal of Abnormal and Social Psychology*. <https://doi.org/10.1037/h0040968>
- Alić, A., Činjarević, M., & Agić, E. (2020). The role of brand image in consumer-brand relationships: similarities and differences between national and private label brands. *Management & Marketing. Challenges for the Knowledge Society*, 15(1), 1-16. <https://doi.org/10.2478/mmcks-2020-0001>
- Anisimova, T. (2016). Integrating Multiple Factors Affecting Consumer Behavior Toward Organic Foods: The Role of Healthism, Hedonism, and Trust in Consumer Purchase Intentions of Organic Foods. *Journal of Food Products Marketing*, 22(7), 809-823. <https://doi.org/10.1080/10454446.2015.1121429>
- Ashley, C., & Leonard, H. A. (2009). Betrayed by the Buzz? Covert Content and Consumer–Brand Relationships. *Journal of Public Policy & Marketing*, 28. <https://doi.org/https://doi.org/10.1509/jppm.28.2.212>
- Ashworth, L., & McShane, L. (2012). Why Do We Care What Others Pay? The Effect of Other Consumers' Prices on Inferences of Seller (Dis)Respect and Perceptions of Deservingness Violation. *Journal of Retailing*, 88(1), 145-155. <https://doi.org/10.1016/j.jretai.2011.10.004>
- Baltas, G., & Argouslidis, P. C. (2007). Consumer characteristics and demand for store brands. *International Journal of Retail & Distribution Management*, 35(5), 328-341. <https://doi.org/10.1108/09590550710743708>
- Casteran, G., & Ruspil, T. (2021). How can an organic label help a private label? *Journal of Consumer Marketing*, 38(2), 191-200. <https://doi.org/10.1108/jcm-08-2019-3374>
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2). <https://doi.org/https://doi.org/10.1509/jmkg.65.2.81.18255>
- Erdem, T., Zhao, Y., & Valenzuela, A. (2004). Performance of Store Brands: A Cross-Country Analysis of Consumer Store-Brand Preferences, Perceptions, and Risk. *Journal of Marketing Research*. <https://doi.org/https://doi.org/10.1509/jmkr.41.1.86.25087>
- Fu, Y.-K. (2023). Airline brand image, passenger perceived value and loyalty towards full-service and low-cost carriers. *Tourism Review*. <https://doi.org/10.1108/tr-07-2022-0369>

- Giampietri, E., Verneau, F., Del Giudice, T., Carfora, V., & Finco, A. (2018). A Theory of Planned behaviour perspective for investigating the role of trust in consumer purchasing decision related to short food supply chains. *Food Quality and Preference*, 64, 160-166. <https://doi.org/10.1016/j.foodqual.2017.09.012>
- Habel, J., Schons, L. M., Alavi, S., & Wieseke, J. (2016). Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers' Perceived Price Fairness. *Journal of Marketing*, 80(1), 84-105. <https://doi.org/10.1509/jm.14.0389>
- Hartmann, M., Klink, J., & Simons, J. (2015). Cause related marketing in the German retail sector: Exploring the role of consumers' trust. *Food Policy*, 52, 108-114. <https://doi.org/10.1016/j.foodpol.2014.06.012>
- Hasan, A. A.-T. (2022). Perceived value and behavioral intentions toward dining at Chinese restaurants in Bangladesh: the role of self-direction value and price fairness. *South Asian Journal of Marketing*, 3(2), 116-134. <https://doi.org/10.1108/sajm-12-2021-0140>
- Hoskins, J. D. (2016). Offering value and capturing surplus: A strategy for private label sales in a new customer loyalty building scenario. *Journal of Retailing and Consumer Services*, 28, 274-280. <https://doi.org/10.1016/j.jretconser.2015.06.006>
- Hwang, J., Choe, J. Y., 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>
- Islam, S., Zahin, M., & Rahim, S. B. (2023). Investigating how consumer-perceived value and store image influence brand loyalty in emerging markets. *South Asian Journal of Business Studies*. <https://doi.org/10.1108/sajbs-04-2023-0097>
- Izogo, E. E., Ogbu, I.-E., & Nwekpa, K. C. (2016). Correlates of the determinants of relationship marketing in the retail sector: the Nigerian case. *African Journal of Economic and Management Studies*, 7(1), 30-53. <https://doi.org/10.1108/ajems-04-2014-0023>
- Japutra, A., Vidal-Branco, M., Higuera-Castillo, E., & Molinillo, S. (2021). Unraveling the mechanism to develop health consciousness from organic food: a cross-comparison of Brazilian and Spanish millennials. *British Food Journal*, 124(1), 197-220. <https://doi.org/10.1108/bfj-10-2020-0952>
- Kataria, S., & Saini, V. (2019). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty. *South Asian Journal of Business Studies*, 9(1), 62-87. <https://doi.org/10.1108/sajbs-03-2019-0046>
- Kaul, S., Sahay, A., & Koshy, A. (2010). Impact of initial-trust-image on shopper trust and patronage intentions. *International Journal of Retail & Distribution Management*, 38(4), 275-296. <https://doi.org/10.1108/09590551011032090>
- Kearney, A. T. (2021). The 2021 Global Retail Development Index. <https://www.kearney.com/industry/consumer-retail/global-retail-development-index/2021>

- Keshavarz, Y., Aziz, Y. A., Jamshidi, D., & Ansari, Z. (2019). A comparative study of outcome quality, perceived value, and loyalty in four-star and five-star hotels. *International Journal of Tourism Cities*, 5(2), 270-287. <https://doi.org/10.1108/ijtc-07-2018-0048>
- Keshavarz, Y., & Jamshidi, D. (2018). Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty. *International Journal of Tourism Cities*, 4(2), 220-244. <https://doi.org/10.1108/ijtc-09-2017-0044>
- Khalid, A., Awan, R. A., Ali, R., & Sarmad, I. (2023). The antecedent cognitions of brand love and its impact on brand loyalty: the moderating role of sustainability marketing. *Corporate Governance: The International Journal of Business in Society*. <https://doi.org/10.1108/cg-06-2023-0230>
- Khan, M. T. (2013). Customers Loyalty: Concept & Definition (A Review). *International Journal of Information, Business and Management*, 5.
- Konuk, F. A. (2019). The impact of retailer innovativeness and food healthiness on store prestige, store trust and store loyalty. *Food Res Int*, 116, 724-730. <https://doi.org/10.1016/j.foodres.2018.09.003>
- Konuk, F. A. (2021). Trust transfer, price fairness and brand loyalty: the moderating influence of private label product type. *International Journal of Retail & Distribution Management*, 50(5), 658-674. <https://doi.org/10.1108/ijrdm-03-2021-0138>
- Konuk, F. A. (2023). Trustworthy brand signals, price fairness and organic food restaurant brand loyalty. *Management Decision*, 61(10), 3035-3052. <https://doi.org/10.1108/md-07-2022-0889>
- Kukar-Kinney, M., Xia, L., & Monroe, K. B. (2007). Consumers' perceptions of the fairness of price-matching refund policies. *Journal of Retailing*, 83(3), 325-337. <https://doi.org/10.1016/j.jretai.2007.03.005>
- Ladwein, R., & Sánchez Romero, A. M. (2021). The role of trust in the relationship between consumers, producers and retailers of organic food: A sector-based approach. *Journal of Retailing and Consumer Services*, 60. <https://doi.org/10.1016/j.jretconser.2021.102508>
- Lam, T., Heales, J., & Hartley, N. (2023). The role of positive online reviews in risk-based consumer behaviours: an information processing perspective. *Aslib Journal of Information Management*. <https://doi.org/10.1108/ajim-03-2023-0102>
- Lau, G. T., & Lee, S. H. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*. <https://doi.org/https://doi.org/10.1023/A:1009886520142>
- Malc, D., Mumel, D., & Pisnik, A. (2016). Exploring price fairness perceptions and their influence on consumer behavior. *Journal of Business Research*, 69(9), 3693-3697. <https://doi.org/10.1016/j.jbusres.2016.03.031>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). The Academy of Management Review. <https://doi.org/https://doi.org/10.2307/258792>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N.-u.-A., & Javed, M. K. (2021). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific*

- Journal of Marketing and Logistics*, 34(10), 2184-2206.
<https://doi.org/10.1108/apjml-03-2021-0221>
- Mishra, S., Malhotra, G., & Saxena, G. (2020). In-store marketing of private labels: applying cue utilisation theory. *International Journal of Retail & Distribution Management*, 49(1), 145-163. <https://doi.org/10.1108/ijrdm-04-2020-0152>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*.
<https://doi.org/https://doi.org/10.2307/1252308>
- Narwal, P., & Nayak, J. K. (2019). How consumers respond to social norms: an evidence from pay-what-you-want (PWYW) pricing. *Journal of Consumer Marketing*, 36(4), 494-505. <https://doi.org/10.1108/jcm-05-2018-2677>
- Ngobo, P.-V., & Jean, S. (2012). Does store image influence demand for organic store brands? *Journal of Retailing and Consumer Services*, 19(6), 621-628. <https://doi.org/10.1016/j.jretconser.2012.08.003>
- Nguyen, N. T., Zhang, Q., Rehman, S. U., Usman, M., & Palmucci, D. N. (2022). Organic food and obesity: factors influencing actual purchase of organic food in COVID-19 pandemic with moderating role of organic food availability. *British Food Journal*, 125(6), 2190-2216. <https://doi.org/10.1108/bfj-02-2022-0120>
- Nieslen. (2022). How inflation is impacting private label sales trends globally.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63. <https://doi.org/https://doi.org/10.2307/1252099>
- Park, C. L., & Nunes, M. F. (2024). Vegan luxury for non-vegan consumers: Impacts on brand trust and attitude towards the firm. *Journal of Retailing and Consumer Services*, 77. <https://doi.org/10.1016/j.jretconser.2023.103669>
- Perrini, F., Castaldo, S., Misani, N., & Tencati, A. (2010). The impact of corporate social responsibility associations on trust in organic products marketed by mainstream retailers: a study of Italian consumers. *Business Strategy and the Environment*, 19(8), 512-526. <https://doi.org/10.1002/bse.660>
- Porral, C. C., & Levy-Mangin, J.-P. (2016). Food private label brands: the role of consumer trust on loyalty and purchase intention. *British Food Journal*, 118(3), 679-696. <https://doi.org/10.1108/bfj-08-2015-0299>
- Rasoolimanesh, S. M., Iranmanesh, M., Amin, M., Hussain, K., Jaafar, M., & Ataeishad, H. (2020). Are functional, emotional and social values interrelated? A study of traditional guesthouses in Iran. *International Journal of Contemporary Hospitality Management*, 32(9), 2857-2880. <https://doi.org/10.1108/ijchm-03-2020-0193>
- Rubio, N., Oubiña, J., & Gómez-Suárez, M. (2015). Understanding brand loyalty of the store brand's customer base. *Journal of Product & Brand Management*, 24(7), 679-692. <https://doi.org/10.1108/jpbm-03-2015-0822>
- Rubio, N., Villaseñor, N., & Yagüe, M. J. (2017). Creation of consumer loyalty and trust in the retailer through store brands: The moderating effect of choice of store brand name. *Journal of Retailing and Consumer Services*, 34, 358-368. <https://doi.org/10.1016/j.jretconser.2016.07.014>

- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. John Wiley & Sons Ltd.
- Singh, G., Slack, N. J., Sharma, S., Aiyub, A. S., & Ferraris, A. (2021). Antecedents and consequences of fast-food restaurant customers' perception of price fairness. *British Food Journal*, 124(8), 2591-2609. <https://doi.org/10.1108/bfj-03-2021-0286>
- Stewart, K. J. (2003). Trust Transfer on the World Wide Web. *Organization Science*, 14(1), 5-17. <https://doi.org/10.1287/orsc.14.1.5.12810>
- Tavoletti, E., Cohen, E. D., Dong, L., & Taras, V. (2023). Revisiting equity theory in the global virtual teams. *Management Research Review*. <https://doi.org/10.1108/mrr-05-2023-0334>
- Valaskova, K., Kliestikova, J., & Krizanova, A. (2018). Consumer Perception of Private Label Products: An Empirical Research. *Journal of Competitiveness*, 10(3), 149-163. <https://doi.org/10.7441/joc.2018.03.10>
- Wang, N., Shen, X.-L., & Sun, Y. (2013). Transition of electronic word-of-mouth services from web to mobile context: A trust transfer perspective. *Decision Support Systems*, 54(3), 1394-1403. <https://doi.org/10.1016/j.dss.2012.12.015>
- Xia, L., B., Monroe, & Cox, J. L. (2004). The Price Is Unfair! A Conceptual Framework of Price Fairness Perceptions. *Journal of Marketing*. <https://doi.org/10.1509/jmkg.68.4.1.42733>
- Xiao, L., Fu, B., & Liu, W. (2018). Understanding consumer repurchase intention on O2O platforms: an integrated model of network externalities and trust transfer theory. *Service Business*, 12(4), 731-756. <https://doi.org/10.1007/s11628-018-0370-0>
- Yu, L., Cao, X., Liu, Z., Gong, M., & Adeel, L. (2018). Understanding mobile payment users' continuance intention: a trust transfer perspective. *Internet Research*, 28(2), 456-476. <https://doi.org/10.1108/IntR-11-2016-0359>
- Yuningsih, N., & Osinski, J. (2023). United States Department of Agriculture (USDA) : Retail Foods Edisi Juli 2023. <https://fas.usda.gov/data/indonesia-retail-foods-5>
- 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). <https://doi.org/10.3390/su13010303>