

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. The Free Press.
- Arbuckle, J. L. (2022). *IBM SPSS Amos 29 User's Guide* (29th ed.). IBM Corporation.
- Byrne, B. M. (2016). *Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming* (3rd ed.). Routledge.
<https://doi.org/10.4324/9781315757421>
- 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, 81–93.
- Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *Journal of International Management Studies*, 4(1), 135–144.
- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does brand trust matter to brand equity? *Journal of Product and Brand Management*, 14(3), 187–196.
<https://doi.org/10.1108/10610420510601058>
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal*

of *Hospitality Management*, 76, 271–285.
<https://doi.org/10.1016/j.ijhm.2018.05.016>

Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications, Inc.

Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92–99. <https://doi.org/10.1016/j.jbusres.2011.02.003>

Hutapea, M. S., & Adialita, T. (2025). The Effect of Green Product and Brand Trust on Customer Loyalty of AMDK Aqua Products. *COSTING: Journal of Economic, Business and Accounting*, 8(6), 138–149.

Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H. (2011). The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker's Model in the Automobile Industry. *International Business and Management*, 2(2), 149–158. www.cscanada.org

Junaid, M., Hou, F., Hussain, K., & Kirmani, A. A. (2019). Brand love: the emotional bridge between experience and engagement, generation-M perspective. *Journal of Product and Brand Management*, 28(2), 200–215. <https://doi.org/10.1108/JPBM-04-2018-1852>

- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22.
- Kim, J. H. (2015). Self-congruity effects: A critical review and an integrative model. In *Japanese Psychological Research* (Vol. 57, Number 4, pp. 348–362). <https://doi.org/10.1111/jpr.12084>
- Lee, S., & Saktiana, G. M. (2024). Mediasi Brand Trust: Faktor-Faktor yang Memengaruhi Loyalitas Krispy Kreme di Jakarta. *Jurnal Manajerial dan Kewirausahaan*, 6(1), 170–184.
- Mahendra, I. A., & Ridanasti, E. (2024). The Influence Of Social Media Marketing, Brand Loyalty, Brand Trust On Value Co-Creation In The Aerostreet Brand. *International Journal of Economics, Business and Innovation Research*, 3(6), 629–645. <https://doi.org/10.63922/ijebir.v3i06.1299>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Nguyen, D. T., Le, D. H. A., Truong, L. G., Truong, N. G., & Vu, V. V. (2023). The effect of Generation Z's perceptions of brand activism on brand loyalty: evidence from Vietnam. *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1494–1512. <https://doi.org/10.1108/APJML-02-2022-0165>
- Nurkhalis, M., Udayana, I., & Welsa, H. (2024). Pengaruh Brand Image, Brand Trust Terhadap Brand Loyalty Dan Keputusan Pembelian (Pada Pelanggan

Burger King Yogyakarta). *Quranomic: Jurnal Ekonomi dan Bisnis Islam*, 3(1), 51–65. <https://doi.org/10.37252/jebi.v3i1.525>

Oktiani, A., & Khadafi, R. (2018). Pengaruh Brand Awareness dan Brand Image serta Word of Mouth terhadap Brand Trust dan Pembentukan Brand Loyalty pada Pelanggan Cbezt Fried Chicken Kecamatan Genteng Banyuwangi. *Journal of Economic, Bussines and Accounting (COSTING)*, 1(2), 269–282. <https://doi.org/10.31539/costing.v1i2.259>

Ole, H. C., Sakka, E. W. M., & Mandagi, D. W. (2025). Perceived Quality, Brand Trust, Image, and Loyalty as Key Drivers of Fast Food Brand Equity. *Indonesian Journal of Islamic Economics and Finance*, 5(1), 99–124. <https://doi.org/10.37680/ijief.v5i1.7012>

Oliver, R. L. (1999). Fundamental Issues and Directions for Marketing. *Source: Journal of Marketing*, 63, 33–44.

Rehman, A. U., & Elahi, Y. A. (2024). How semiotic product packaging, brand image, perceived brand quality influence brand loyalty and purchase intention: a stimulus-organism-response perspective. *Asia Pacific Journal of Marketing and Logistics*, 36(11), 3043–3060. <https://doi.org/10.1108/APJML-12-2023-1237>

Sekaran, U., & Bougie, R. (2013). *Research Methods for Business: A Skill-Building Approach* (6th ed.). John Wiley & Sons, Inc.

- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research*, 9(3), 287–300.
<https://doi.org/10.1086/208906>
- Sirgy, M. J. (1985). Using Self-Congruity and Ideal Congruity to Predict Purchase Motivation. *Journal of Business Research*, 13(2), 195–206.
[https://doi.org/10.1016/0148-2963\(85\)90001-3](https://doi.org/10.1016/0148-2963(85)90001-3)
- Steven, S., & Ruslim, T. S. (2023). Brand Awareness, Brand Image, Perceived Value, and Perceived Quality Towards Brand Loyalty. *International Journal of Application on Economics and Business (IJAEB)*, 1(1), 2987–1972.
<https://doi.org/10.24912/ijaeb.v1i1.635-642>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (19th ed.). Alfabeta.
- Viranti, A. N. A., & Rohman, F. (2023). Pengaruh Brand Image, Brand Awareness dan Brand Ambassador Terhadap Customer Loyalty. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(4), 861–872.
<https://doi.org/10.21776/jmppk.2023.02.4.02>