

## **DAFTAR PUSTAKA**

- Alizadeh, M., Azizi-Lalabadi, M., & Kheirouri, S. (2014). Impact of Using Stevia on Physicochemical, Sensory, Rheology and Glycemic Index of Soft Ice Cream. *Food and Nutrition Sciences*, 05(04), 390–396.  
<https://doi.org/10.4236/fns.2014.54047>
- Amelia, A., Suhud, U., & Monoarva, T. (2023). JOURNAL ANALYZING THE INFLUENCE OF CUSTOMER SATISFACTION AND REPURCHASE INTENTION ON “ICE CREAM & TEA” BEVERAGE PRODUCTS. *International Journal of Current Economics & Business Ventures*, 3(2), 204–220.
- Bagnulo, E., Giulia Strocchi, Bicchi, C., & Liberto, E. (2024). Industrial food quality and consumer choice: Artificial intelligence-based tools in the chemistry of sensory notes in comfort foods (coffee, cocoa and tea). *Trends in Food Science and Technology*, 104415–104415.  
<https://doi.org/10.1016/j.tifs.2024.104415>
- Balakrishnan, S., & Jain, M. (2024). A RELATIONSHIP BETWEEN BRAND IMAGE AND BRAND LOYALTY (A STUDY WITH REFERENCE TO FMCG CONSUMERS IN KANCHEEPURAM DISTRICT).
- Benhardy, K. A., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, 3425–3432.  
<https://doi.org/10.5267/j.msl.2020.5.035>

*Data pertumbuhan industri makanan dan minuman 2011 - 2024 / pusat data industri indonesia.* (2024, January 1). DataIndustri.com.

<https://www.dataindustri.com/produk/data-pertumbuhan-industri-makanan-dan-minuman/>

Dharma, A., Sekolah, N., Ilmu, T., & Wiyatamandala, E. (2020). *PENGARUH BRAND IMAGE GOJEK TERHADAP LOYALITAS KONSUMEN (STUDI KASUS EFEK COVID-19 KONSUMEN KARAWACI TEGAL BARU TANGERANG)*. 9(1), 17–29.

Espinosa, J. A., Ortinau, D. J., Krey, N., & Monahan, L. (2018). I'll have the usual: how restaurant brand image, loyalty, and satisfaction keep customers coming back. *Journal of Product & Brand Management*, 27(6), 599–614.

<https://doi.org/10.1108/jpbm-10-2017-1610>

GoodStats. (2024, January 2). *Top 5 Brand Es Krim Pilihan Anak Muda Indonesia*.

GoodStats. <https://goodstats.id/article/5-top-brand-es-krim-pilihan-anak-muda-indonesia-cek-merek-kesukaanmu-cXlrD>

Ha, J., & Jang, S. (Shawn). (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29(3), 520–529.

<https://doi.org/10.1016/j.ijhm.2009.12.005>

Hair, J. F., Black, W. C., & Babin, B. J. (2019). *Multivariate data analysis* (8th ed.).

Cengage Learning Emea.

Hallikainen, H., Luongo, M., Dhir, A., & Laukkanen, T. (2022). Consequences of personalized product recommendations and price promotions in online

- grocery shopping. *Journal of Retailing and Consumer Services*, 69, 103088.  
<https://doi.org/10.1016/j.jretconser.2022.103088>
- Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82–92.  
<https://doi.org/10.1016/j.ijhm.2017.03.006>
- Huang, Y., Zhang, Y., & Quan, H. (2019). The relationship among food perceived value, memorable tourism experiences and behaviour intention: the case of the Macao food festival. *International Journal of Tourism Sciences*, 19(4), 258–268. <https://doi.org/10.1080/15980634.2019.1706028>
- Ilyas, G. B., & Mustafa, H. (2022). Price, Promotion, and Supporting Facilities on Customer Satisfaction. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(1), 01-11. <https://doi.org/10.52970/grmapb.v2i1.65>
- Jalilvand, M. R., Salimipour, S., Elyasi, M., & Mohammadi, M. (2017). Factors influencing word of mouth behaviour in the restaurant industry. *Marketing Intelligence & Planning*, 35(1), 81–110. <https://doi.org/10.1108/mip-02-2016-0024>
- Johari, A. (2012). *Examining the Product Quality Attributes That Influences Customer Satisfaction Most When the Price Was Discounted: A Case Study in Kuching Sarawak*.
- Kaur, H., & Kaur, K. (2019). Connecting the dots between brand logo and brand image. *Asia-Pacific Journal of Business Administration*, 11(1), 68–87. emerald. <https://doi.org/10.1108/apjba-06-2018-0101>

- Keni, K., & Wilson, N. (2021, May 9). *The Role of Consumers' Perceived Risk and Sales Promotion Towards Consumers' Intention to Visit in the Fast-Food Restaurant Sector During the Current COVID-19 Pandemic*. [Www.atlantis-Press.com](http://www.atlantis-Press.com); Atlantis Press. <https://doi.org/10.2991/aebmr.k.210507.002>
- Kitjaroenchai, M., & Chaipoopiratana, S. (2022). MIXED METHOD: ANTECEDENTS OF ONLINE REPURCHASE INTENTION OF GENERATION Y TOWARDS APPAREL PRODUCTS ON E-COMMERCE IN THAILAND. *ABAC Journal*, 42(1), 73–95.
- Kotler, P., & Keller, K. L. (2022). *Marketing Management, Global Edition*. Pearson Education Limited.
- Kristia, K., Kovács, S., & László, E. (2023). Food delivery platform and food waste: Deciphering the role of promotions, knowledge, and subjective norms among Indonesian generation Z. *Cleaner and Responsible Consumption*, 11, 100152. <https://doi.org/10.1016/j.clrc.2023.100152>
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *The TQM Journal*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/tqm-05-2019-0150>
- Le Borgne, G., Sirieix, L., & Costa, S. (2018). Perceived probability of food waste: Influence on consumer attitudes towards and choice of sales promotions. *Journal of Retailing and Consumer Services*, 42, 11–21. <https://doi.org/10.1016/j.jretconser.2018.01.004>

- Lu, C. Y., Suhartanto, D., Gunawan, A. I., & Chen, B. T. (2020). Customer Satisfaction toward Online Purchasing Services: Evidence from Small & Medium Restaurants. *International Journal of Applied Business Research*, 2(01), 1–14. <https://doi.org/10.35313/ijabrv2i01.89>
- M. Rizaldi Septian, & Titik Desi Harsoyo. (2023). The Effect of Experiential Marketing, Customer Perceived Value and Brand Image on Customer Satisfaction. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1613–1620. <https://doi.org/10.37641/jimkes.v11i3.2378>
- Malhotra, N. K. (2020). *Marketing research : an applied orientation* (7th ed.). Harlow, England Pearson.
- Muhajir, Mohc. V., & Indarwati, T. A. (2021). The Effect of Corporate Social Responsibility (CSR), Food Quality, and Perceived Value on Repurchase Intention Through Customer Satisfaction as Intervening Variables in The Pandemi Covid-19 Era (Study On “Chatime” Bubble Drink Products). *Journal of Business and Behavioural Entrepreneurship*, 5(1), 60–77. <https://doi.org/10.21009/jobbe.005.1.04>
- Muhlisoh, & Soepatini, Ph.D. (2017). The Effects Of Price Promotions On Customer Evaluations In Mom Milk Surakarta - UMS ETD-db. *Ums.ac.id*. <http://eprints.ums.ac.id/57701/1/JURNAL%20PUBLIKASI.pdf>
- Nurhilalia, N., & Saleh, Y. (2024). The Impact of Consumer Behavior on Consumer Loyalty. *Golden Ratio of Mapping Idea and Literature Format*, 4(2), 140–153. <https://doi.org/10.52970/grmilf.v4i2.357>

- Rusmahafi, F. A., & Wulandari, R. (2020). THE EFFECT OF BRAND IMAGE, SERVICE QUALITY, AND CUSTOMER VALUE ON CUSTOMER SATISFACTION. *International Review of Management and Marketing*, 10(4), 68–77. <https://doi.org/10.32479/irmm.9939>
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2020). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/bfj-09-2020-0771>
- Song, H., Wang, J., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79, 50–59.
- Suhud, U., & Wibowo, A. (2016). Predicting Customers' Intention to Revisit A Vintage-Concept Restaurant. *Journal of Consumer Sciences*, 1(2), 56. <https://doi.org/10.29244/jcs.1.2.56-69>
- Tanner, D. (2016). Food Quality, Storage, and Transport. *Reference Module in Food Science*. <https://doi.org/10.1016/b978-0-08-100596-5.03336-9>
- Tong, M. (2022). Customers' craft beer repurchase intention: the mediating role of customer satisfaction. *International Journal of Food Properties*, 25(1), 845–856. <https://doi.org/10.1080/10942912.2022.2066122>
- Tua Pandiangan, S. M. (2022). Effect of Packaging Design on Repurchase Intention to the Politeknik IT&B Medan Using E-Commerce Applications. *Journal Pengaruh Price Promotion..., Audy Ihsan Nugraha, Universitas Multimedia Nusantara*

*of Production, Operations Management and Economics*, 21, 15–21.

<https://doi.org/10.55529/jpome21.15.21>

Uzir, Md. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020).

Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12), e05710.

Sciencedirect. <https://doi.org/10.1016/j.heliyon.2020.e05710>

Xu, Y., & Huang, J.-S. (2014). Effects of Price Discounts and Bonus Packs on Online Impulse Buying. *Social Behavior and Personality: An International Journal*, 42(8), 1293–1302. <https://doi.org/10.2224/sbp.2014.42.8.1293>

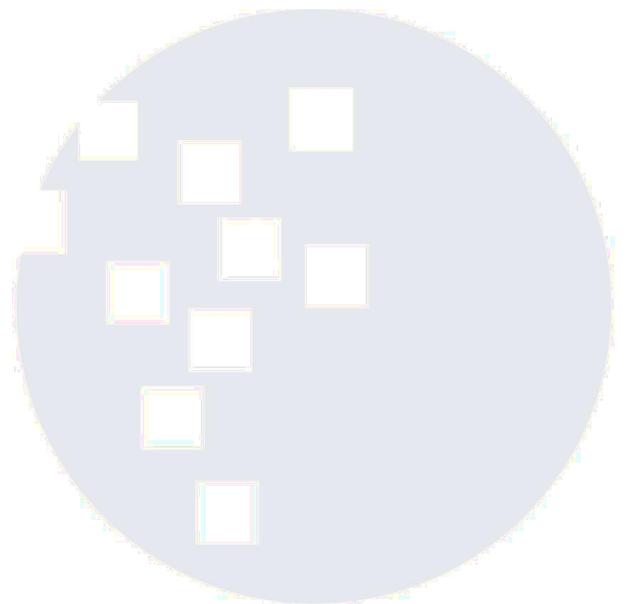
Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020). Price perception and price appearance on repurchase intention of Gen Y: do brand experience and brand preference mediate? *Heliyon*, 6(11), e05532.

<https://doi.org/10.1016/j.heliyon.2020.e05532>

Yohana F. C. P. Meilani, I. B., Margaretha P. Berlianto, & Ian N. Suryawan, R. R. M. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>

Zhang, Q., & Prasongsukarn, K. (2017). A RELATIONSHIP STUDY OF PRICE PROMOTION, CUSTOMER QUALITY EVALUATION, CUSTOMER SATISFACTION AND REPURCHASE INTENTION: A CASE STUDY OF STARBUCKS IN THAILAND 1. *International Journal of Management and Applied Science*, 9, 2394–7926.

Zhang, Z. (2023). Customer Perceived Value of Blind Box to Customer Satisfaction and Customer Loyalty. *SHS Web of Conferences*, 165, 01002.  
<https://doi.org/10.1051/shsconf/202316501002>



**UMN**  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA