

## DAFTAR PUSTAKA

- Aaker, D. A. (1996). *Building Strong Brands*.
- Anderson, E. W., & Sullivan, M. W. (1993). *The Antecedents and Consequences of Customer Satisfaction for Firms*. September 2014.
- Araújo, J., Pereira, I. V., & Santos, J. D. (2023). *The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction*. *Administrative Sciences*, 13(5).  
<https://doi.org/10.3390/admsci13050118>
- BackScoop. (2024). *Outside: The founding story of Asia's most popular oat milk*. Backscoop.Com. <https://www.backscoop.com/newsletter-posts/outside-the-founding-story-of-asias-most-popular-oat-milk>
- Bangkokpost. (2022). *Introducing OATSIDE, a new oat milk born in Singapore and made delicious*. Bangkokpost.Com.  
<https://www.bangkokpost.com/thailand/pr/2328508/introducing-outside-a->
- Blut, M., Chaney, D., Lunardo, R., Mencarelli, R., & Grewal, D. (2023). *Customer Perceived Value: A Comprehensive Meta-analysis*. *Journal of Service Research*, 27(October 2022), 501–524.  
<https://doi.org/10.1177/10946705231222295>
- Borders, C. (2023). *Oat Milk and Blood Sugar: What You Need to Know*. Nutrisense.  
[https://www.nutrisense.io/blog/does-oat-milk-spike-blood-sugar?srsltid=AfmBOopvUIQSrqIZsG3pDL6RonJ9010oNiig0\\_9LUkhFYpXfxIw\\_Vdpf&utm](https://www.nutrisense.io/blog/does-oat-milk-spike-blood-sugar?srsltid=AfmBOopvUIQSrqIZsG3pDL6RonJ9010oNiig0_9LUkhFYpXfxIw_Vdpf&utm)
- Carrascosa-López, C., Carvache-Franco, M., & Carvache-Franco, W. (2021). *Perceived Value and Its Predictive Relationship with Satisfaction and Loyalty in Ecotourism: A Study in the Posets-Maladeta Natural Park in Spain. Sustainability (Switzerland)*, 13(14). <https://doi.org/10.3390/su13147860>

- Casaca, J. A., & Miguel, L. P. (2024). *The Influence of Personalization on Consumer Satisfaction: Trends and Challenges*. In *Data-Driven Marketing for Strategic Success* (Issue July). <https://doi.org/10.4018/979-8-3693-3455-3.ch010>
- Celuch, K., Goodwin, S., & Taylor, S. A. (2005). *Understanding Small Scale Industrial User Internet Purchase and Information Management Intentions: A Test of Two Attitude Models*. June 2004. <https://doi.org/10.1108/10610420410546934>
- Chaudhuri, A., & Holbrook, M. B. (2001). *The Chain of Effects From Brand Trust and Brand Affect to Brand Performance : ... Journal of Marketing*, 70(01), 34–49.
- Civelek, M. E., & Ertemel, A. V. (2019). *The Role of Brand Equity and Perceived Value for Stimulating Purchase Intention in B2C e-Commerce Web Sites*. 10(1), 233–243. <https://doi.org/10.20409/berj.2019.165>
- cnnindonesia. (2024). *Survei Ungkap Tingkat Konsumsi Susu di Indonesia Rendah*. Cnnindonesia.Com. <https://www.cnnindonesia.com/gaya-hidup/20241004141553-255-1151537/survei-ungkap-tingkat-konsumsi-susu-di-indonesia-rendah>
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.).
- Cronin, 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*. 76(2), 193–218.
- Dairy Australia. (2025). *How Much Protein is in Milk?* Www.Dairy.Com.Au. <https://www.dairy.com.au/dairy-matters/you-ask-we-answer/how-much-protein-is-in-milk?>
- DAM, T. C. (2020). *Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention*. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>

- Dandis, A. O., Wright, L. T., Wallace-williams, D. M., Al, M., Eid, H., Cai, H. H., Omar, A., Wright, L. T., Wallace-williams, D. M., Al, M., Eid, H., Huifen, H., & Enhancing, C. (2021). *Enhancing Consumers' Self-Reported Loyalty Intentions in Islamic Banks: The Relationship Between Service Quality and the Mediating Role of Customer Satisfaction*. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1892256>
- Dhaigude, A. S., Vinod Tapar, A., Shameem Jawed, M., & Kamath, G. B. (2023). *Is Perceived Value Enough to Create Loyalty for M-Wallets? Exploring the Role of Trust and Satisfaction*. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2281050>
- Dick, A. S., & Basu, K. (1994). *Customer Loyalty: Toward an Integrated Conceptual Framework*. *Journal of the Academy of Marketing Science*, 22(2), 99–113. <https://doi.org/10.1177/0092070394222001>
- Djunaidi, Fi. G., & Umanailo, M. C. B. (2021). *The Effect of Customer Satisfaction on Customers Loyalty at the Green Mart Supermarket in Namrole City*. 6143–6153.
- Doe, R., Landrum, B. A., Lewis, K. M., Glenn, M. E., & Smith, J. D. (2022). *Likert Items: Should (n't) We Really Care?* 11(1), 32–38. <https://doi.org/10.11114/ijsss.v11i1.5747>
- Drewnowski, A. (2021). *Perspective: Identifying Ultra-Processed Plant-Based Milk Alternatives in the USDA Branded Food Products Database*. *Advances in Nutrition*, 12(6), 2068–2075. <https://doi.org/10.1093/advances/nmab089>
- Elshaer, I. A., Azazz, A. M. S., Fayyad, S., Aljoghaiman, A., Fathy, E. A., & Fouad, A. M. (2025). *From Asymmetry to Satisfaction: The Dynamic Role of Perceived Value and Trust to Boost Customer Satisfaction in the Tourism Industry*. 1–38.
- Eugine Tafadzwa Maziriri, Tinashe Chuchu, & Tarisai Fritz Rukuni. (2023). *An Empirical Appraisal of Electronic Service Quality, Customer Satisfaction and*

- Behavioral Intentions within Online Shopping in South Africa. Journal of Consumer Sciences*, 8(3), 234–256. <https://doi.org/10.29244/jcs.8.3.234-256>
- fatsecret. (2022). *Oat Milk Nutrition Facts*. Www.Fatsecret.Com. <https://www.fatsecret.com/calories-nutrition/generic/milk-oat?portionamount=100.000&portionid=53545916&utm>
- Fornell, C., & D. Johnson, M. (1996). *The American Customer Satisfaction Index: Nature, Purpose, and Findings. Marketing*, 60, 12. <https://doi.org/https://doi.org/10.2307/1251898>
- Fortune Business Insights. (2025). *Oat Milk Market Size, Share & Industry Analysis, By Nature (Organic and Conventional), By Packaging Type (Cartons and Bottles), By Flavor (Flavored and Non-Flavored), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online Retail, a.* Fortunebusinessinsights.Com. <https://www.fortunebusinessinsights.com/oat-milk-market-110935>
- García-salirrosas, E. E., Escobar-farfán, M., Esponda-perez, J. A., Haro-zea, K. L., Gallardo-canales, R., & Peira, G. (2024). *The Impact of Perceived Value on Brand Image and Loyalty: A Study of Healthy Food Brands in Emerging markets. October*, 1–15. <https://doi.org/10.3389/fnut.2024.1482009>
- Garland, R. (1991). *The Mid-Point on a Rating Scale: Is it Desirable?* 3–6.
- Ge, Y., Yuan, Q., Wang, Y., & Park, K. (2021). *The Structural Relationship Among Perceived Service Quality, Perceived Value, and Customer Satisfaction-Focused on Starbucks Reserve Coffee Shops in Shanghai, China. Sustainability (Switzerland)*, 13(15). <https://doi.org/10.3390/su13158633>
- Goldbach, M. (2025). *Why I'm No Longer Adding Oat Milk To My Coffee*. Vogue.Com. <https://www.vogue.com/article/oat-milk-good-for-you?utm>
- Grand View Research. (2022). *Oat Milk Market Size Worth \$6.45 Billion By 2028 | CAGR: 14.2%*. Grandviewresearch.Com. <https://www.grandviewresearch.com/press-release/global-oat-milk-market>

- Grimm, K. J., & Widaman, K. (2012). *Construct validity*. January 2012. <https://doi.org/10.1037/13619-033>
- Habibi, S., & Zakipour, M. (2023). *The Effect of Perceived Value on Customer Loyalty by Examining the Mediating Role of Electronic Word-of-Mouth Advertising and Customer Satisfaction: Case Study of Jabama Company*. *International Journal of Applied Research in Management and Economics*, 5(4), 59–77. <https://doi.org/10.33422/ijarme.v5i4.971>
- Hair, J., & Alamer, A. (2022). *Research Methods in Applied Linguistics Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research : Guidelines using an applied example*. 1(July), 1–16.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis.pdf* (p. 761).
- Hair, J. F., & Ringle, C. M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. January.
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2010). *An Assessment of the Use of Partial Least Squares Structural Equation An assessment of the use of partial least squares structural equation modeling in marketing research*. September 2014. <https://doi.org/10.1007/s11747-011-0261-6>
- Harlan, J. (2021a). *How to Make Oat Milk*. [Www.Allrecipes.Com](http://www.allrecipes.com). <https://www.allrecipes.com/article/how-to-make-oat-milk/>
- Harlan, J. (2021b). *What Is Oat Milk?* [Www.Allrecipes.Com](http://www.allrecipes.com). <https://www.allrecipes.com/article/what-is-oat-milk/?>
- Harvard T.H. Chan School of Public Health. (2023). *Fats and Cholesterol: Coconut Oil*. [NutritionSource.Hsph.Harvard.Edu](http://NutritionSource.Hsph.Harvard.Edu). <https://nutritionsource.hsph.harvard.edu/food-features/coconut-oil/>
- Hasanah, N., Yanuar, T., Syah, R., Astuti, P., & Suyitno, E. (2024). *A Review of The Factors That Form The Brand Equity Of Public Hospitals: A Quantitative*

*Study In Tangerang City*. 5(2), 9622–9638.

Heikal, J. (2024). *The Influence of Offering Equity , Brand Equity , and Relationship Equity on Customer Satisfaction and Customer Loyalty*. 3(2), 110–128.

Hidayat, K. (2019). *Milk in the Prevention and Management of Type 2 Diabetes: The Potential Role of Milk Proteins*. *Diabetes Research*.  
<https://doi.org/https://doi.org/10.1002/dmrr.3187>

Hung, D. K. M., Sin, L. G., Yuan, N. Z., Ni, N. L. Y., Wen, N. K., Fang, N. S., Rayhan, M., Ali, M. H., Yose, J. W., & Muhsyi, U. A. (2023). *The Influence of Customer Satisfaction, brand trust and Brand Loyalty on Purchase Intention: A Study of McDonald's in Malaysia*. *International Journal of Tourism & Hospitality in Asia Pasific*, 6(2), 88–101.  
<https://doi.org/10.32535/ijthap.v6i2.2343>

Iglesias, O., Batista-foguet, J. M., & Singh, J. J. (2011). *The Role of Brand Experience and Affective Commitment in Determining Brand Loyalty*. 18(8), 570–582. <https://doi.org/10.1057/bm.2010.58>

Inês, A., & Moreira, A. C. (2023). *The Influence of Perceived Value and Brand Equity on Loyalty Intentions. The Case of Plant-Based Beverages' Consumers*. 27(1), 0–2. <https://doi.org/10.17512/pjms.2023.27.1.06>

Intuluck, W., Srisakun, C., & Tadawattanawit, S. (2023). *The Mediating Role of Perceived Value, Brand Awareness, and Brand Loyalty in Tourism Revisit Intention among High-Quality Tourists in Thailand*. *Thammasat Review*, 26(2), 395–422. <https://doi.org/10.14456/tureview.2023.26>

Jiang, F., Huang, R., Chen, Q., & Zhang, J. (2023). *Brand Equity , Tourist Satisfaction and Travel Intentions in a UNESCO Creative City of Gastronomy : A Case Study of*.

jiwagroup. (2022). *Kolaborasi Janji Jiwa X Oatside Kenalkan Tiga Varian Menu Baru Berbahan Dasar Oat Milk*. Jiwagroup.Com.  
<https://jiwagroup.com/id/whaton/detail/49/KOLABORASIJANJIJIWAXOA>

TSIDEKENALKANTIGAVARIANMENUBARUBERBAHANDASAROA  
TMILK

- Joeyceline, R., Aritonang, A. I., & Tjahyana, L. J. (2024). *The Effectiveness of Using Maudy Ayunda as a Brand Ambassador of Outside Milk for Indonesian People*. 2(3), 219–234.
- Karami, M. (2022). *Brand Equity, Brand Loyalty and the Mediating Role of Customer Satisfaction : Evidence from Medical Cosmetics Brands*. September. <https://doi.org/10.17261/Pressacademia.2022.1627>
- Kegoro, H. O., & Justus, M. (2020). *Critical Review of Literature on Brand Equity and Customer Loyalty*. *International Journal of Business, Economics and Management*, 7(3), 146–165. <https://doi.org/10.18488/journal.62.2020.73.146.165>
- Kevin Lane, K. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education (fourth). South Asia; Pearson India Education Services. <http://thuvienso.thanglong.edu.vn//handle/TLU/7052>
- Khusun, H., Anggraini, R., Februhartanty, J., Mognard, E., Fauzia, K., Maulida, N. R., Linda, O., & Poulain, J. (2023). *Breakfast-Consumption-and-Quality-of-Macro-and-Micronutrient-Intake-in-Indonesia-A-Study-from-the-Indonesian-Food-Barometer\_2023\_Multidisciplinary-Digital-Publishing-Institute-MDPI.pdf*. 1–16.
- Kompas.com. (2024). *Kolaborasi Terbaru Krispy Kreme dan Outside Hadirkan Sentuhan Berbeda pada Menu Camilan Favorit*. Biz.Kompas.Com. <https://biz.kompas.com/read/2024/01/19/180219928/kolaborasi-terbaru-krispy-kreme-dan-outside-hadirkan-sentuhan-berbeda-pada-menu>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2016). *Marketing Management*. <https://app.box.com/s/jl6fgnp2rxpv0evjq6jlicklh7d3s0e>

- Kubala, J. (2023). *Is Canola Oil Healthy? All You Need to Know*. Healthline.Com. <https://www.healthline.com/nutrition/is-canola-oil-healthy>
- Lemon8. (2023). *Outside Mini Viral! Varian Apa Yang Paling Enak?* Lemon8-App.Com. [https://www.lemon8-app.com/shanicefaith\\_/7247787831068967425?region=id](https://www.lemon8-app.com/shanicefaith_/7247787831068967425?region=id)
- Likert, R. (1932). *A Technique For The Measurement Of Attitudes*.
- Ling Dang, H. (2024). *OATSIDE's rapid growth in Asia fuelled by "comprehensive marketing strategy" and targeted flavour innovation*. Foodnavigator-Asia.Com. <https://www.foodnavigator-asia.com/Article/2024/08/19/oatside-s-rapid-growth-in-asia-fuelled-by-comprehensive-marketing-strategy-and-targeted-flavour-innovation/>
- Liputan6.com. (2021). *9 Jenis Susu dan Manfaat yang Anda Dapatkan Jika Mengonsumsinya*. Liputan6.Com. <https://www.liputan6.com/citizen6/read/4497779/9-jenis-susu-dan-manfaat-yang-anda-dapatkan-jika-mengonsumsinya?page=6>
- Mae, C., Mendoza, D., Berania, I. G., Mae, R., Gado, S., & Vertucio, M. M. (2025). *Brand equity and brand value of Kalap product center*.
- Mäkinen, O. E. (2015). *Foods for Special Dietary Needs: Non-dairy Plant-based Milk Substitutes and Fermented Dairy-type Products*. <https://doi.org/https://doi.org/10.1080/10408398.2012.761950>
- Mäkinen, O. E., Wanhalinna, V., Zannini, E., & Arendt, E. K. (2016). *Foods for Special Dietary Needs: Non-dairy Plant-based Milk Substitutes and Fermented Dairy-type Products*. *Critical Reviews in Food Science and Nutrition*, 56(3), 339–349. <https://doi.org/10.1080/10408398.2012.761950>
- Makudza, F. (2021). *Augmenting Customer Loyalty Through Customer Experience Management in the Banking Industry*. *Journal of Asian Business and Economic Studies*, 28(3), 191–203. <https://doi.org/10.1108/JABES-01-2020-0007>

- Malhotra, N. K. (2020). *Marketing Research: An Applied Orientation* (7th ed.). Pearson. [https://archive.org/details/isbn\\_9788131723173/page/n5/mode/2up](https://archive.org/details/isbn_9788131723173/page/n5/mode/2up)
- Malthaner, K. (2024). *OG Oat Milk Hater*. Tiktok.Com. <https://www.tiktok.com/@healthcoachkait/video/7426316885660028167?q=kaith+malthaner+oatmilk&t=1745424516714>
- Marianslactationboost. (2022). *Oatside Chocolate*. Marianslactationboost.Com. <https://www.marianslactationboost.com/oatside-chocolate>
- Matzler, K., & Grabner-Kräuter, S. (2006). *Individual Determinants of Brand Affect: The Role of the Personality Traits of Extraversion and Openness to Experience* *Journal of Product & Brand Management Experience Article information: December 2006*. <https://doi.org/10.1108/10610420610712801>
- Maxham, J. G., & Netemeyer, R. G. (2002). *Modeling Customer Perceptions of Complaint Handling Over Time: The Effects*. *Journal of Retailing*, 78, 239–252.
- mayo clinic. (2022). *Diabetic Ketoacidosis*. Www.Mayoclinic.Org. <https://www.mayoclinic.org/diseases-conditions/diabetic-ketoacidosis/symptoms-causes/syc-20371551>
- Meutia, I. (2023). *Oat Milk: Pengertian, Manfaat, dan Cara Membuatnya* No Title. Glints.Com. <https://glints.com/id/lowongan/oat-milk-adalah/?utm>
- Milk.co.uk. (2021). *The Nutritional Composition of Dairy Products*. Milk.Co.Uk. <https://milk.co.uk/nutritional-composition-of-dairy/milk/>
- Mittal, V., Han, K., Frennea, C., Blut, M., & Shaik, M. (2023). *Customer Satisfaction, Loyalty Behaviors, and Firm Financial Performance: What 40 Years of Research Tells Us*. *Marketing Letters*, 34(2), 171–187. <https://doi.org/10.1007/s11002-023-09671-w>
- Mizukoshi, K. (2025). *Exploring the Effects of Trust and Perceived Values on Consumer Brand-Related Activities (COBRAs): A Study of LINE and Facebook Users in Japan*. *Journal of Marketing Analytics*, 0123456789.

<https://doi.org/10.1057/s41270-025-00405-7>

Mokha, A. K. (2021). *Brand Equity, Brand Satisfaction, and Brand Loyalty*. *International Journal of Online Marketing*, 11(3), 34–50. <https://doi.org/10.4018/ijom.2021070103>

Mridul, A. (2023). *Asian Oat Milk Leader Oatside Raises \$35M in Potential \$74M Series B Round*. Greenqueen.Com. <https://www.greenqueen.com.hk/outside-oat-milk-asia-pacific-35m-series-b-funding-singapore/>

Muzayyana, K. (2024). *Oatside Diperkuat Pendanaan Seri B: Ekspansi Susu Oat di Asia Kian Pesat*. Javatekno.Co.Id. <https://javatekno.co.id/news/oatside-diperkuat-pendanaan-seri-b-ekspansi-susu-oat-di-asia-kian-pesat>

Nabhani, A. (2024). *Bersama Duo DesBoi - Oatside Luncurkan Lini Produk Kopi Susu Baru*. Neraca.Co.Id. <https://www.neraca.co.id/article/200880/bersama-duo-desboi-oatside-luncurkan-lini-produk-kopi-susu-baru>

National Institute of Diabetes and Digestive and Kidney Diseases. (2021). *Diabetes, Heart Disease, & Stroke*. Www.Niddk.Nih.Gov. <https://www.niddk.nih.gov/health-information/diabetes/overview/preventing-problems/heart-disease-stroke>

Nergui, A., Myagmarsuren, O., & Ulaankhuu, K. (2023). *Domestic Travelers ' Perceived Value , Satisfaction and Loyalty Intentions*. 1053–1061. <https://doi.org/10.4236/ojbm.2023.113058>

Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). *Developing and Validating Measures of Facets of Customer-Based Brand Equity*. 2963(October 2017). [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)

Nur Aisyah, Wi. (2024). *Kenali Makanan Ultra-Proses & Dampaknya pada Kesehatan Anda*. Dietplus.Id. <https://dietplus.id/artikelsehat/gaya-hidup/kesehatan/kenali-makanan-ultra-proses-dampaknya-pada-kesehatan-anda/>

- Outside. (2023). *File:Outside Logo.webp*. Commons.Wikimedia.Org.  
[https://commons.wikimedia.org/wiki/File:Outside\\_logo.webp](https://commons.wikimedia.org/wiki/File:Outside_logo.webp)
- Oliver. (1980). *A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions*. *Journal of Marketing Research*, 17(4), 460–469.
- Oliver, R. L. (1997a). *Satisfaction: A Behavioral Perspective on the Consumer: A Behavioral Perspective on the Consumer* (Second). Routledge.  
<https://books.google.co.id/books?id=TzrfBQAAQBAJ&lpg=PP1&hl=id&pg=PR3#v=onepage&q&f=false>
- Oliver, R. L. (1997b). *Satisfaction: A Behavioral Perspective on the Consumer* (2nd ed.). Routledge. <https://doi.org/https://doi.org/10.4324/9781315700892>
- Oliver, R. L. (1999). *Whence Consumer Loyalty ? Marketing*, 63, 33–44.
- Osnato, J. (2021). *6 Mistakes That Make Oat Milk Unhealthy*. Livestrong.Com.  
[https://www.livestrong.com/article/13731884-how-to-buy-oat-milk-ingredients/#google\\_vignette](https://www.livestrong.com/article/13731884-how-to-buy-oat-milk-ingredients/#google_vignette)
- Pane, dr. M. D. C. (2024). *Amankah Penggunaan Bahan Pengawet dalam Makanan?* Alodokter.Com. <https://www.alodokter.com/amankah-penggunaan-bahan-pengawet-dalam-makanan?>
- Perez-Cueto, F. J. A. (2020). *Sustainability, Health and Consumer Insights for Plantbased Food Innovation*. *International Journal of Food Design*, 5(1–2), 139–148. [https://doi.org/10.1386/IJFD\\_00017\\_3](https://doi.org/10.1386/IJFD_00017_3)
- Portal, W. C. (2022). *Singapore's Outside secures \$65.5m for Asia markets growth*. World Coffee Portal.  
[https://www.worldcoffeeportal.com/Latest/News/2022/September/Singapore-s-Outside-secures-\\$65-5m-for-Asia-market](https://www.worldcoffeeportal.com/Latest/News/2022/September/Singapore-s-Outside-secures-$65-5m-for-Asia-market)
- Porto, R. B. (2019). *Consumer-Based Brand Equity: Benchmarking the Perceived Performance of Brands*. *Revista Brasileira de Marketing*, 18(4), 51–74.  
<https://doi.org/10.5585/remark.v18i4.16383>

- Qiao, Y., Yin, X., & Xing, G. (2022). *Impact of Perceived Product Value on Customer-Based Brand Equity: Marx's Theory – Value-Based Perspective*. *Frontiers in Psychology*, 13(June), 1–15. <https://doi.org/10.3389/fpsyg.2022.931064>
- Rady, A., Abdelaziz, M., & Touni, R. (2023). *The Impact of Price Fairness on the Perceived Value and Customer Satisfaction Under the Exchange Rate Change in Hotels in Egypt*. *Journal of Association of Arab Universities for Tourism and Hospitality*, 25(2), 68–104. <https://doi.org/10.21608/jaauth.2024.254341.1534>
- reddit.com. (2024a). *Oatly to Close its Singapore Plant, 34 Employees Affected*. Reddit.Com. [https://www.reddit.com/r/singapore/comments/1hh19jw/oatly\\_to\\_close\\_its\\_singapore\\_plant\\_34\\_employees/](https://www.reddit.com/r/singapore/comments/1hh19jw/oatly_to_close_its_singapore_plant_34_employees/)
- reddit.com. (2024b). *Outside Chocolate*. Reddit.Com. [https://www.reddit.com/r/CoffeePH/comments/1dfccxg/outside\\_chocolate/](https://www.reddit.com/r/CoffeePH/comments/1dfccxg/outside_chocolate/)
- reddit.com. (2024c). *Questions about business - Selley and Outside*. Reddit.Com. [https://www.reddit.com/r/askSingapore/comments/1fi289e/questions\\_about\\_business\\_selley\\_and\\_outside/](https://www.reddit.com/r/askSingapore/comments/1fi289e/questions_about_business_selley_and_outside/)
- reddit.com. (2025a). *Bad Batch of Outside? + Guide on the good batches!* Reddit.Com. [https://www.reddit.com/r/CoffeePH/comments/1j4r6tj/bad\\_batch\\_of\\_outside\\_guide\\_on\\_the\\_good\\_batches/](https://www.reddit.com/r/CoffeePH/comments/1j4r6tj/bad_batch_of_outside_guide_on_the_good_batches/)
- reddit.com. (2025b). *Outside*. Reddit.Com. <https://www.reddit.com/r/CoffeePH/comments/1j348nd/outside/>
- Rolando, B., Mulyono, H., & Pasaribu, J. P. K. (2024). *The Role of Brand Equity and Perceived Value on Student Loyalty: A Case Study of Private Universities in Indonesia*. *Jurnal Ilmiah Manajemen Dan Kewirausahaan (JUMANAGE)*, 3(1), 359–369. <https://doi.org/10.33998/jumanage.2024.3.1.1611>

- Sayekti, I. M. S. (2023). *Pasar Makanan Berbasis Nabati Diperkirakan Tumbuh Lebih dari 2X Lipat di 2028*. Pressrelease.Kontan.Co.Id. <https://pressrelease.kontan.co.id/news/pasar-makanan-berbasis-nabati-diperkirakan-tumbuh-lebih-dari-2x-lipat-di-2028#:~:text=18%3A38-,Pasar Makanan Berbasis Nabati Diperkirakan Tumbuh Lebih dari 2X Lipat,seluruh dunia pada tahun 2028.>
- Seratafoods. (2022). *Outside Oat Milk*. Seratafoods.Com. <https://seratafoods.com/products/outside-oat-milk-barista-blend-1-1>
- Sethi, S. et. a. (2016). *Plant-Based Milk Alternatives an Emerging Segment of Functional Beverages: A Review*. *Food Science and Technology*. <https://doi.org/10.1007/s13197-016-2328-3>
- Song, Y., Hur, W.-M., & Kim, M. (2012). *Brand Trust and Affect in the Luxury Brand-Customer Relationship*. 40. <https://doi.org/https://doi.org/10.2224/sbp.2012.40.2.331>
- Steenkamp, J. E. M., Alden, D. L., & Batra, R. (2003). *How Perceived Brand Globalness Creates Brand Value*. February. <https://doi.org/10.2139/ssrn.339365>
- Stoddart, E. (2024). *Why We Shouldn't Demonise Oat Milk*. Www.Harpersbazaar.Com. <https://www.harpersbazaar.com/uk/beauty/fitness-wellbeing/a46767640/oat-milk-debate/>
- Storhaug, C. L., Fosse, S. K., & Fadnes, L. T. (2017). *Country, Regional, and Global Estimates for Lactose Malbsorption in Adults: A Systematic Review and Meta-Analysis*. *The Lancet Gastroenterology and Hepatology*, 2(10), 738–746. [https://doi.org/10.1016/S2468-1253\(17\)30154-1](https://doi.org/10.1016/S2468-1253(17)30154-1)
- Suheriadi. (2024). *Tiga Tahun di Indonesia, Outside Luncurkan Lini Produk Kopi Susu*. Fortuneidn.Com. <https://www.fortuneidn.com/business/tiga-tahun-di-indonesia-oatside-luncurkan-lini-produk-kopi-susu-00-ccw2k-mcmbhv>

- Sweeney, J. C. (2001). *Consumer Perceived Value: The Development of a Multiple Item Scale*. *Retailing*, 77(2). [https://doi.org/https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/https://doi.org/10.1016/S0022-4359(01)00041-0)
- Teng, A. (2022). *This 31-Yr-Old Raised S\$22M to Build a S'pore Oat Milk Brand: Selling at Fairprice, Cold Storage*. *Vulcanpost.Com*. <https://vulcanpost.com/785908/outside-founder-oat-milk-singapore-growth-plans/>
- Thanushan, K., & Kennedy, F. B. . (2020). *Brand Equity And Brand Loyalty: The Mediating Effect Of Customer Satisfaction*. *International Journal of Scientific and Research Publications (IJSRP)*, 10(12), 456–469. <https://doi.org/10.29322/ijsrp.10.12.2020.p10850>
- The Good Food Institute. (2021). *U.S. Retail Market Insights for the Plant-Based Industry*. The Good Food Institute. <https://gfi.org/marketresearch/?utm>
- vegconomist.com. (2022). *Ex CFO of Heinz Indonesia Secures \$65.6M for OATSIDE, Singapore's First Oat Milk Brand*. *Vegconomist.Com*. <https://vegconomist.com/food-and-beverage/milk-and-dairy-alternatives/65-6m-singapores-first-oat-milk-brand-outside/>
- Victory. (2024). *Bagaimana Perkembangan \_Plant-Based Food\_ Di Tahun 2025?* 2025.Co.Id. [https://2025.co.id/bagaimana-perkembangan-\\_plant-based-food\\_-di-tahun-2025](https://2025.co.id/bagaimana-perkembangan-_plant-based-food_-di-tahun-2025)
- Willmoth, H. (2024). *Is Oat Milk Healthy? Nutritionist Warns Against "Lie."* *Www.Newsweek.Com*. <https://www.newsweek.com/nutritionist-warns-against-lie-oat-milk-healthy-1973766>
- Wood, Z. (2025). *Oat milk rises to top as Britain's preferred plant-based drink*. *Theguardian.Com*. <https://www.theguardian.com/business/2025/apr/19/oat-milk-rises-to-top-as-britains-preferred-plant-based-drink?>
- World Health Organization. (2021). *Diabetes*. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/diabetes>

- Yan, B. (2019). *Research on the Influence of Customer Perceived Value on Brand Equity*. *American Journal of Industrial and Business Management*, 09(03), 609–626. <https://doi.org/10.4236/ajibm.2019.93042>
- Yazdi, A., Ramachandran, S., Mohsenifard, H., & Nawaser, K. (2024). *The Ebb and Flow of Brand Loyalty : A 28- Year Bibliometric and Content Analysis*. *Tuijin Jishu/Journal of Propulsion Technology*, 45(1).
- Yoo, B., Donthu, N., & Lee, S. (2000). *Journal of the Academy of Marketing Science*. February 2014. <https://doi.org/10.1177/0092070300282002>
- Yuliarti, O. (2020). *Textural Characteristics of Indonesian Foods* (K. Nishinari (ed.); 10th ed.). <https://doi.org/https://doi.org/10.1002/9781119430902.ch10>
- Yum, K., & Kim, J. (2024). *The Influence of Perceived Value , Customer Satisfaction , and Trust on Loyalty in Entertainment Platforms*.
- Yustika Lintin, I. (2024). *Compas.co.id Bedah Data Brand Viral: The Originote & Outside dalam Markplus Conference 2024*. Compas.Co.Id. <https://compas.co.id/article/data-brand-the-originote-oatside-di-ecommerce/>
- Zehir, C., & Narc, E. (2016). *ScienceDirect E-Service Quality and E-Recovery Service Quality : Effects on Value Perceptions and Loyalty Intentions*. 229, 427–443. <https://doi.org/10.1016/j.sbspro.2016.07.153>
- Zehir, C., Sehitoglu, Y., Narcikara, E., & Zehir, S. (2014). *E-S-Quality , Perceived Value and Loyalty Intentions Relationships in Internet E-S-Quality , Perceived Value and Loyalty Intentions Relationships in Internet Retailers*. *Procedia - Social and Behavioral Sciences*, 150(September 2014), 1071–1079. <https://doi.org/10.1016/j.sbspro.2014.09.120>
- Zeithaml, V. A. (1988). *Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence*. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). *The Behavioral*



UMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA