

## DAFTAR PUSTAKA

- Ahmed, I. & Ishtiaq, S. (2021). Reliability and validity: Importance in Medical Research. In *Journal of the Pakistan Medical Association* (Vol. 71, Issue 10, pp. 2401–2406). Pakistan Medical Association. <https://doi.org/10.47391/JPMA.06-861>
- Ahrens, R. de B., Lirani, L. da S. & de Francisco, A. C. (2020). Construct validity and reliability of the work environment assessment instrument WE-10. *International Journal of Environmental Research and Public Health*, 17(20), 1–19. <https://doi.org/10.3390/ijerph17207364>
- Akoglu, H. E. & Özbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2130–2148. <https://doi.org/10.1108/APJML-05-2021-0333>
- Al-Abdallah, G. & Ababakr, J. (2023). Brand Experience and Customer Loyalty in Dentistry: The Role of Perceived Brand Authenticity. *International Journal of Dentistry*, 2023. <https://doi.org/10.1155/2023/2541243>
- Alijoyo, F. A. & Puri, F. N. (2023). The Influence of Brand Experience Towards Brand Trust on New Entry Sport Product. *Journal of World Science*, 2(8), 1201–1213. <https://doi.org/10.58344/jws.v2i8.406>
- Amoako, G. K., Doe, J. K. & Neequaye, E. K. (2023). Online innovation and repurchase intentions in hotels: the mediating effect of customer experience. *International Hospitality Review*, 37(1), 28–47.
- Anastasya, A. (2024, 23. August). *Dampak Urbanisasi Terhadap Status Gizi di Negara Berkembang*. <https://www.kompasiana.com/aldaanastasya7598/66c7f929c925c464901c9122/dampak-urbanisasi-terhadap-status-gizi-di-negara-berkembang>
- Andrade, E. P., Pereira, J. dos S., Rocha, A. M. & Nascimento, M. L. F. (2022). An exploratory analysis of Brazilian universities in the technological innovation process. *Technological Forecasting and Social Change*, 182, 121876. <https://doi.org/https://doi.org/10.1016/j.techfore.2022.121876>
- Annur, C. M. (2022). *Pendapatan Penjualan Sejumlah Merek Mi Instan di E-Commerce Indonesia (Januari-Agustus 2022)*. <https://databoks.katadata.co.id/food-beverage-tobacco/statistik/231a85524b0ad34/gaet-nct-compas-dashboard-temukan-penjualan-mi-instan-lemonilo-melonjak-154>
- Anubha & Shome, S. (2021). Intentions to use travel eWOM: mediating role of Indian urban millennials' attitude. *International Journal of Tourism Cities*, 7(3), 640–661. <https://doi.org/10.1108/IJTC-04-2020-0073>
- 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>
- Arifa, S. N. (2022, 22. September). Jakarta Masuk Peringkat 20 Besar Kota dengan Gaya Hidup Sehat di Dunia. *Good News From Indonesia*.

- <https://www.goodnewsfromindonesia.id/2022/09/22/jakarta-masuk-peringkat-20-besar-kota-dengan-gaya-hidup-sehat-di-dunia>
- Avcı, İ. & Yıldız, S. (2023). The Effects Of Online Second-Hand Product Purchase Motivations On Sustainable Consumption Behavior And Online Repurchase Intention In Consumer-To-Consumer Electronic Commerce (C2c) And The Mediating Role Of Electronic Word Of-Mouth Marketing. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 16(1).
- Bae, B. R. & Kim, S. E. (2023). Effect of brand experiences on brand loyalty mediated by brand love: the moderated mediation role of brand trust. *Asia Pacific Journal of Marketing and Logistics*, 35(10), 2412–2430. <https://doi.org/10.1108/APJML-03-2022-0203>
- Bae, J. H. & Jeon, H. M. (2022). Exploring the Relationships among Brand Experience, Perceived Product Quality, Hedonic Value, Utilitarian Value, and Brand Loyalty in Unmanned Coffee Shops during the COVID-19 Pandemic. *Sustainability (Switzerland)*, 14(18). <https://doi.org/10.3390/su141811713>
- BBC News Indonesia. (2020). Covid-19 Indonesia mencapai setengah juta kasus positif, 25% di antaranya ada di Jakarta. *BBC News Indonesia*. <https://www.bbc.com/indonesia/indonesia-51850113>
- Benhardy, K. A., Hardiyansyah, Putranto, A. & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Berger-Grabner, D. (2021). *Strategic retail management and brand management: Trends, tactics, and examples*. Walter de Gruyter GmbH & Co KG.
- Bernarto, I., Berlianto, M. P., Melani, Y. F. C. P., Masman, R. R. & Suryawan, I. N. (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>
- Bismoaziiz, B., Suhud, U. & Saparuddin, S. (2021). Influence Of Social Media Marketing, Electronic Word Of Mouth And Consumer Engagement To Brand Loyalty In Indonesia Grab Company. *International Journal of Business and Social Science Research*, 16–26. <https://doi.org/10.47742/ijbssr.v2n2p3>
- Bu, Y., Parkinson, J. & Thaichon, P. (2021). Digital content marketing as a catalyst for e-WOM in food tourism. *Australasian Marketing Journal*, 29(2), 142–154.
- Candra, S., Ayudina, M. & Arashi, M. A. (2021). The Impact of Online Food Applications during the Covid-19 Pandemic. *International Journal of Technology*, 12(3), 472–484. <https://doi.org/10.14716/ijtech.v12i3.4195>
- Chen, R., Yuan, R., Huang, B. & Liu, M. J. (2023). Feeling warm or skeptical? An investigation into the effects of incentivized eWOM programs on customers' eWOM sharing intentions. *Journal of Business Research*, 167. <https://doi.org/10.1016/j.jbusres.2023.114178>
- Chetioui, Y., Benlafqih, H. & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>

- Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D. & Kasemsarn, N. (2021). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. *Journal of Enterprise Information Management*, 34(3), 838–859. <https://doi.org/10.1108/JEIM-04-2019-0118>
- Dash, G., Chakraborty, D. & Alhathal, F. (2022). Assessing Repurchase Intention of Learning Apps during COVID-19. *Electronics (Switzerland)*, 11(9). <https://doi.org/10.3390/electronics11091309>
- Daskalovska, N., Hadzi-Nikolova, A. & Alogjozovska, N. J. (2023). The Use of Metacognitive Listening Strategies By English Language Learners. *European Journal of English Language Teaching*, 8(1). <https://doi.org/10.46827/ejel.v8i1.4648>
- Databoks. (2023). *Merek Mi Instan Paling Sering Dikonsumsi Masyarakat Indonesia Setahun Terakhir (Desember 2022)*. <https://databoks.katadata.co.id/food-beverage-tobacco/statistik/e2fcc5dcdb524a7/indomie-merek-mi-istan-yang-paling-banyak-dikonsumsi-masyarakat-indonesia-setahun-terakhir>
- Databoks. (2024). *Alasan yang Membuat Responden Tidak Membeli Produk Berkelanjutan (2021)*. <https://databoks.katadata.co.id/produk-konsumen/statistik/e922b7a1c6a8bc8/kenapa-konsumen-indonesia-tak-beli-produk-berkelanjutan-ini-surveinya>
- Dawadi, S., Shrestha, S. & Giri, R. A. (2021). Mixed-Methods Research: A Discussion on its Types, Challenges, and Criticisms. *Journal of Practical Studies in Education*, 2(2), 25–36. <https://doi.org/10.46809/jpse.v2i2.20>
- Dewi, T. C. C. & Kuswati, R. (2024). *Analysis the Effect of Brand Experience on e-WOM: Brand Love as Mediating* (pp. 270–283). [https://doi.org/10.2991/978-94-6463-204-0\\_24](https://doi.org/10.2991/978-94-6463-204-0_24)
- Dinas Kesehatan Jakarta Selatan. (2024, 23. November). *Mendorong Gaya Hidup Sehat di Jakarta Selatan*. <https://dinkesjakartaselatan.org/2024/11/mendorong-gaya-hidup-sehat-di-jakarta-selatan/>
- Dirgantari, P. D., Widjajanta, B. & Zunilda, A. (2024). *Effect of Brand Image on Repurchase Intention* (pp. 604–613). [https://doi.org/10.2991/978-94-6463-443-3\\_79](https://doi.org/10.2991/978-94-6463-443-3_79)
- Doeim, A. R., Hassan, T. H., Helal, M. Y., Saleh, M. I., Salem, A. E. & Elsayed, M. A. S. (2022). Service Value and Repurchase Intention in the Egyptian Fast-Food Restaurants: Toward a New Measurement Model. *International Journal of Environmental Research and Public Health*, 19(23). <https://doi.org/10.3390/ijerph192315779>
- Ezzat, M., Abd, M., Monem, E., Abd, E. & Salam, E. (2022). Minia Journal of Tourism and Hospitality Research Impact of Electronic Word of Mouth on Purchase Intention: Mediating Role of Brand Image and Brand Trust of Tourist Destinations and Hospitality Establishments in Egypt. *Minia Journal of Tourism and Hospitality Research*, 14.
- Fadli, R. (2021). Kata Dokter: Sibuk Bekerja, Begini Cara Mengatur Pola Hidup yang Sehat. *Halodoc*. <https://www.halodoc.com/artikel/kata-dokter-sibuk->

- bekerja-begini-cara-mengatur-pola-hidup-yang-sehat?srsltid=AfmBOoobLtCFWXm4g7HSaeSZ2ne63V3gZHcBimqXo9a4ZjMemjEquZ2N
- Fadli, R. (2023). Mengenal Pedoman Gizi Seimbang dan Manfaat untuk Kesehatan. *Halodoc*. <https://www.halodoc.com/artikel/mengenal-pedoman-gizi-seimbang-dan-manfaat-untuk-kesehatan?srsltid=AfmBOoqgIU42asB1K7E60Z7pHM81mxHVcLFiD8omCIDJnhT69jjkBDN9>
- Fahira, A. & Djamaludin, Moh. D. (2023). The Influence of Brand Trust and Satisfaction towards Consumer Loyalty of a Local Cosmetic Products Brand X among Generation Z. *Journal of Consumer Sciences*, 8(1), 27–44. <https://doi.org/10.29244/jcs.8.1.27-44>
- Fatma, M. & Khan, I. (2023). Corporate Social Responsibility and Brand Advocacy among Consumers: The Mediating Role of Brand Trust. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15032777>
- Garcia, J. M., Freire, O. B. D. L., Santos, E. B. A. & Andrade, J. (2020). Factors affecting satisfaction and loyalty to online group buying. *Revista de Gestao*, 27(3), 211–228. <https://doi.org/10.1108/REGE-02-2018-0037>
- García-Salirrosas, E. E., Escobar-Farfán, M., Veas-González, I., Esponda-Perez, J. A., Gallardo-Canales, R., Ruiz-Andía, R., Fernandez-Daza, V. M. & Zabalaga-Davila, R. F. (2024). Purchase Intention of Healthy Foods: The Determinant Role of Brand Image in the Market of a Developing Country. *Foods*, 13(20), 3242. <https://doi.org/10.3390/foods13203242>
- Garson, G. D. (2022). *Factor analysis and dimension reduction in R: A social scientist's toolkit*. Routledge.
- Gelaidan, H. M., Mabkhot, H. A. & Al-Kwif, O. S. (2021). The mediation role of brand trust and satisfaction between brand image and loyalty. *Journal for Global Business Advancement*, 14(6), 845–862. <https://doi.org/10.1504/JGBA.2021.125010>
- Gómez-Rico, M., Molina-Collado, A., Santos-Vijande, M. L., Molina-Collado, M. V. & Imhoff, B. (2023). The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries. *Current Psychology*, 42(15), 12711–12727. <https://doi.org/10.1007/s12144-021-02656-w>
- Grab. (2021). *GrabNEXT: 72% keluarga Indonesia memesan layanan pesan-antar makanan lebih banyak selama pandemi*. <https://www.grab.com/id/press/tech-product/grabnext-72-keluarga-indonesia-memesan-layanan-pesan-antar-makanan-lebih-banyak-selama-pandemi/>
- Guci, D. A., Ghazali, P. L., Nst, A. M., Fajrillah, Abas, S. & Fadhli, M. (2020). Analyze the Relationship of Brand Image and Advertisement towards Decision to Become a Customer on Bank BNI Batam Branch. *Journal of Physics: Conference Series*, 1477(2). <https://doi.org/10.1088/1742-6596/1477/2/022008>
- Gunawan, P. I. W. A. & Wayan, E. N. (2022a). Role of Brand Image and Brand Trust in Mediating E-WOM on Repurchase Intention of Chatime Drink in Denpasar. *RJOAS*, 7(127), 41–332. <https://doi.org/10.18551/rjoas.2022-07.05>

- Gunawan, P. I. W. A. & Wayan, E. N. (2022b). Role Of Brand Image And Brand Trust In Mediating E-Wom On Repurchase Intention Of Chatime Drink In Denpasar. *RJOAS*, 7(127), 41–332. <https://doi.org/10.18551/rjoas.2022-07.05>
- Habib, S., Hamadneh, N. N. & Khan, M. A. (2021). Influence of electronic word of mouth (Ewom) and relationship marketing on brand resonance: A mediation analysis. *Sustainability (Switzerland)*, 13(12). <https://doi.org/10.3390/su13126833>
- Haryono, J. (2024). *Building a healthy lifestyle trend with Indonesian flavor* (The Jakarta Post, Trans.). <https://www.thejakartapost.com/opinion/2024/08/31/building-a-healthy-lifestyle-trend-with-indonesian-flavor.html>
- Herbalife. (2023). *Konsumen di Asia Pasifik Semakin Sadar Akan Menjaga Kesehatan*. <https://www.herbalife.com/id-id/about-herbalife/press-room/press-releases/consumers-apac-increasingly-aware-health>
- Heryana, D. K. (2020). Effect of electronic word of mouth on repurchase intention mediated by brand attitude. *International Research Journal of Management, IT and Social Sciences*. <https://doi.org/10.21744/irjmis.v7n2.854>
- Hidayati, A. N., Isabela, B. A., Yuwananda, Y. S. & Gunadi, W. (2021). The Effect of Nostalgia Emotion to Brand Trust and Brand Attachment towards Repurchase Intention. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 3).
- Home Tester Club. (2024). *Lemonilo Mie Instan Spektarasa Kuah Ramen Jepang*. <https://www.hometesterclub.com/id/id/reviews/lemonilo-mie-instan-spektarasa-kuah-ramen-jepang?review-page=2>
- Hsu, T. H., Chen, C. H. & Yang, Y. W. (2021). A decision analysis model for the brand experience of branded apps using consistency fuzzy linguistic preference relations. *Symmetry*, 13(7). <https://doi.org/10.3390/sym13071151>
- Hutasoit, A. & Tryani, N. (2023, 4. August). *Jadi Tren, Praktisi Kuliner Ungkap Alasan Anak Muda Suka Makanan Instan*. <https://era.id/kuliner/132549/jadi-tren-praktisi-kuliner-ungkap-alasan-anak-muda-suka-makanan-instan>
- Hwang, J., Choe, J. Y. J., 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, 103050.
- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R. & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>
- Jeljeli, R., Farhi, F. & Hamdi, M. E. (2022). The mediating role of gender in social media shopping acceptance: from the WOM perspective. *Heliyon*, 8(10). <https://doi.org/10.1016/j.heliyon.2022.e11065>
- Jevtic, M., Matkovic, V., Paut Kusturica, M. & Bouland, C. (2022). Build Healthier: Post-COVID-19 Urban Requirements for Healthy and Sustainable Living. In *Sustainability (Switzerland)* (Vol. 14, Issue 15). MDPI. <https://doi.org/10.3390/su14159274>

- Kamalasena, B. D. T. M. & Sirisena, A. B. (2021). The Impact of Online Communities and E-Word of Mouth on Purchase Intention of Generation Y: The Mediating Role of Brand Trust. *Sri Lanka Journal of Marketing*, 7(1), 92–116. <https://doi.org/10.4038/sljmuok.v7i1.58>
- Khan, I. & Fatma, M. (2023). Understanding the Influence of CPE on Brand Image and Brand Commitment: The Mediating Role of Brand Identification. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15032291>
- Khan, M. A., Panditharathna, R. & Bamber, D. (2020). Online Store Brand Experience Impacting On Online Brand Trust And Online Repurchase Intention: The Moderating Role Of Online Brand Attachment. *European Journal of Management and Marketing Studies*, 5. <https://doi.org/10.5281/zenodo.3668792>
- Khoirunnisa, A. & Astini, R. (2021). The Effects of Experiential Marketing and Social Media Marketing on Repurchase Intention with Brand Trust as Variable Mediation for Wearing Klamby Hijab Fashion Products. *European Journal of Business and Management Research*, 6(6), 35–41. <https://doi.org/10.24018/ejbmr.2021.6.6.1145>
- Krishna, P. P., Arulmozi, S., Ram, M. S. & ... (2020). Sensory perception in blind bilinguals and monolinguals. *Journal of ...* <https://doi.org/10.1007/s10936-020-09689-5>
- Krissanya, N., Sholikhah, S., Berutu, M. B. & Sari, D. A. P. (2023). Exploring the role of green brand positioning in determining green product purchase intention. *International Journal of Applied Economics, Finance and Accounting*, 15(2), 88–95. <https://doi.org/10.33094/ijaefa.v15i2.838>
- Kristianto, I. (2022). *Pola Makan Berubah di Era Pandemi? Ini Kata Ahli Gizi*. <https://review.bukalapak.com/>
- Lasputra, G. P., Pujangkoro, S. A. & Sembiring, B. K. F. (2024). *The Effects of Social Media Marketing and Experiential Marketing on Repurchase Intention with Brand Trust on Full-Service Airline* (pp. 700–709). [https://doi.org/10.2991/978-94-6463-234-7\\_73](https://doi.org/10.2991/978-94-6463-234-7_73)
- Lavenia, E. R. & Rodhiah, R. (2024). The Influence of Brand Leadership and Brand Experience on Satisfaction and Repurchase Intention on E-commerce Brand. *International Journal of Social Science Research and Review*, 7(5), 142–153. <https://doi.org/10.47814/ijssrr.v7i5.2126>
- Leite, Á., Rodrigues, A. & Lopes, S. (2024). Customer Connections: A Cross-Cultural Investigation of Brand Experience and Brand Love in the Retail Landscape. *Administrative Sciences*, 14(1). <https://doi.org/10.3390/admsci14010011>
- Lenstore. (2021). *Healthy Lifestyle Cities Report 2021*. *Lenstore*. <https://www.lenstore.co.uk/research/healthy-lifestyle-report/>
- Ling, S., Zheng, C. & Cho, D. (2023). How Brand Knowledge Affects Purchase Intentions in Fresh Food E-Commerce Platforms: The Serial Mediation Effect of Perceived Value and Brand Trust. *Behavioral Sciences*, 13(8). <https://doi.org/10.3390/bs13080672>

- Liu, Y. (2022). Paradigmatic Compatibility Matters: A Critical Review of Qualitative-Quantitative Debate in Mixed Methods Research. *SAGE Open*, 12(1). <https://doi.org/10.1177/21582440221079922>
- Loganathan, D. D. (2022). Consumer Behaviour: Infrere Role of Brand Trust between Personality and Loyalty. *Vellore Institute of Technology, Chennai*.
- Luo, R., Sriboonlue, U. & Onputtha, S. (2024). The Mediating Role of Perceived Value in the Relationship Between Brand Image and Repurchase Intention: A Case Study of the Chinese Tea Market. *Journal of Applied Data Sciences*, 5(2), 756–770. <https://doi.org/10.47738/jads.v5i2.227>
- Lyu, J. (2021). Will Marketing Automation Encourage Repurchase Intention Through Enhancing Brand Experience? An Empirical Study of Omni-Channel Retailing in China. *Smart Innovation, Systems and Technologies*, 205, 401–412. [https://doi.org/10.1007/978-981-33-4183-8\\_32](https://doi.org/10.1007/978-981-33-4183-8_32)
- Machmudi, M. I. Al. (2025, 20. January). *Gaya Hidup Sehat Perkotaan dengan Kudapan Sayur*. <https://mediaindonesia.com/jelita/736257/gaya-hidup-sehat-perkotaan-dengan-kudapan-sayur>
- Mafazah, A. & Mukaram. (2023). Analysis of The Effect Of Product Quality on Consumer Satisfactioninstant Noodles. *Applied Business and Administration Journal (ABAJ)*, 3(1), 13–25.
- Mahmud, M. S., Islam, M. N., Ali, M. R. & Mehjabin, N. (2024). Impact of Electronic Word of Mouth on Customers' Buying Intention Considering Trust as a Mediator: A SEM Approach. *Global Business Review*, 25(2\_suppl), S184–S198. <https://doi.org/10.1177/0972150920976345>
- Majeed, M., Asare, C., Fatawu, A. & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2028331>
- Mariatin, E. & Novliadi, F. (2023). Impact Of Brand Trust On Repurchase Intention Of Tokopedia. *International Journal of Progressive Sciences and Technologies (IJPSAT)*, 38(2), 397–401.
- Marliawati, A. & Cahyaningdyah, D. (2020). Management Analysis Journal Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust Article Information. In *Management Analysis Journal* (Vol. 9, Issue 2). <http://maj.unnes.ac.id>
- Maulidya, S. A. T. (2023). *The Influence Of Celebrity Endorsers, Brand Image, And Brand Trust On Purchasing Decision Of Wardah Lightening Serum Ampoule Products In Surabaya*. 3(2). <https://doi.org/10.53067/ije3.v3i2>
- Maya, D. F., Lod, S. & Aam, B. (2021). Mediating Effect of Brand Image and Brand Trust Between E-WOM on Smartphone Buy Interest in Tangerang City. *Russian Journal of Agricultural and Socio-Economic Sciences*, 119(11), 74–80. <https://doi.org/10.18551/rjoas.2021-11.08>
- Maya Permatasari, F. & Dwita, V. (2020). *The Effect of Brand Communication, Brand Image and Perceived Social Media on Brand Loyalty With Brand Trust as a Variable of Mediation in Rendang Asese in Padang City*.

- Mitra, S. & Jenamani, M. (2020). OBIM: A computational model to estimate brand image from online consumer review. *Journal of Business Research*, 114, 213–226. <https://doi.org/10.1016/j.jbusres.2020.04.003>
- Mufashih, M., Maulana, A. & Shihab, M. S. (2023). The Influence of Product Quality, Electronic Word of Mouth and Brand Image on Repurchase Intention in Coffee-To-Go Stores with Consumer Satisfaction as Intervening Variables. *International Journal of Social Service and Research*, 3(8), 1958–1970. <https://doi.org/10.46799/ijssr.v3i8.498>
- Muhiban, A. & Nugraha, N. N. (2023). The Effect of Advertising and Brand Awareness on Purchasing Decisions for Lemonilo Noodle Products (Case Study on Students of the Faculty of Economics, PASIM National University). *International Journal of Integrative Sciences*, 2(9), 1385–1408. <https://doi.org/10.55927/ijis.v2i9.6063>
- Mybest. (2024). *10 Rekomendasi Mie Instan Tanpa MSG Terbaik (Terbaru Tahun 2024)*. <https://id.my-best.com/139314>
- Na, M., Rong, L., Ali, M. H., Alam, S. S., Masukujjaman, M. & Ali, K. A. M. (2023). The Mediating Role of Brand Trust and Brand Love between Brand Experience and Loyalty: A Study on Smartphones in China. *Behavioral Sciences*, 13(6). <https://doi.org/10.3390/bs13060502>
- Nabila, E. Y., Listiana, E., Purmono, B. B., Fahrana, Y. & Rosnani, T. (2023). Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace. *East African Scholars Journal of Economics, Business and Management*, 6(1), 29–36. <https://doi.org/10.36349/easjebm.2023.v06i01.004>
- Nagoya, R. & Wanasida, A. S. (2021). Exploring Intention to Enroll University Using an Extended Stimulus-Organism-Response Model. In *Marketing Management and Strategic Planning* (Vol. 20, Issue 2).
- Narimane, G. & Lahcen, A. (2021). *The Effect of Brand Experience on Brand Loyalty With the Mediating Role of Brand Trust*.
- Nasir, M., Adil, M. & Dhamija, A. (2021). The synergetic effect of after sales service, customer satisfaction, loyalty and repurchase intention on word of mouth. *International Journal of Quality and Service Sciences*, 13(3), 489–505.
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M. & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>
- Nguyen, T. T. & Phan, H. T. T. (2022). Impact of COVID-19 anxiety on functional foods consuming intention: role of electronic word of mouth. *Heliyon*, 8(11). <https://doi.org/10.1016/j.heliyon.2022.e11344>
- Norawati, S., Ali, A., Ihsan, A. & Putra, E. (n.d.). *Analysis of Product Variation, Quality of Service and Their Effect on Customer Satisfaction*.
- Obilor, E. I. (2023). Convenience and purposive sampling techniques: Are they the same. *International Journal of Innovative Social & Science Education Research*, 11(1), 1–7.
- Odor, B. C. & Ekeke, J. N. (2020). Brand Experience and Customers' Repurchase Intentions in Upscale Restaurants in Port Harcourt South-South Nigeria:

- Mediating Role of Customer Satisfaction. *Transatlantic Journal of Multidisciplinary Research*, 2(3). <https://doi.org/10.5281/zenodo.4054065>
- Ofem, B. I. & Mchi, A. A. (2023). Variable Conceptualisation and Measurement in Environmental Research. *International Journal of Methodology*, 2(1), 2–11. <https://doi.org/10.21467/ijm.2.1.5991>
- Palaniswamy, N. & Duraiswamy, M. (2023). Enhancing Brand Image: Brand Trust, Brand Loyalty, and Social Media Influences on Building a Brand Image. *Springer Proceedings in Business and Economics*, 233–243. [https://doi.org/10.1007/978-981-99-0197-5\\_14](https://doi.org/10.1007/978-981-99-0197-5_14)
- Pandey, V., Mohan, R., Kumar, A., Gangadevi, P. & Kurien, N. (2023). The Impact of the COVID-19 Outbreak on Lifestyle-Related Behavior Among the General Population. *Cureus*. <https://doi.org/10.7759/cureus.45756>
- Populix. (2022). *Unveiling Indonesian Beauty & Dietary Lifestyle*.
- Prasastisiwi, A. H. (2024). *Angka Harapan Hidup Wanita Lebih Tinggi 5 Tahun Dibandingkan Pria, Mengapa?* <https://goodstats.id/article/angka-harapan-hidup-wanita-lebih-tinggi-5-tahun-dibandingkan-pria-mengapa-d2fZF>
- Pratama, A. B. & Giantari, I. G. A. K. (2021). The Role of Consumer Satisfaction in Mediating The Effect of Perceived Service Quality and Brand Image on Repurchase Intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 114(6), 147–156. <https://doi.org/10.18551/rjoas.2021-06.16>
- Prodia OHI. (2023). *Mengenal Berbagai Aspek Gizi dan Perannya*. <https://prodiaohi.co.id/mengenal-berbagai-aspek-gizi-dan-perannya>
- Putri, K. A. M. A. & Yasa, N. N. K. (2022). The Role of Customer Satisfaction as Mediating Variable on the Effect of Brand Image towards Coffee Shop Customer's Repurchase Intention. *European Journal of Business and Management Research*, 7(2), 149–154. <https://doi.org/10.24018/ejbmr.2022.7.2.1271>
- Putri, L. M. & Rahyuda, K. (2021). The Role of Brand Image Mediates The Effect of E-WOM on Purchase Intention. *American Journal of Humanities and Social Sciences Research*, 5, 531–541. [www.ajhssr.com](http://www.ajhssr.com)
- Ramadani, P. A. & Hardini, R. (2024). *The Influence of Online Trust, Sales Promotion and Electronic Word of Mouth on Repurchase Intention* (pp. 208–214). [https://doi.org/10.2991/978-94-6463-394-8\\_21](https://doi.org/10.2991/978-94-6463-394-8_21)
- Ridhwan, R. M., Moko, W. & Hadiwidjojo, D. (2021). The impact of e-brand experience on e-brand loyalty mediated e-brand love and e-brand trust. *International Journal of Research in Business and Social Science* (2147-4478), 10(3), 132–138. <https://doi.org/10.20525/ijrbs.v10i3.1154>
- Rohman, M., Kholis, N. & Baskoro, F. (2022). *Development Of Employability Of Fresh Graduate Alumni Through Tracer Study By Evaluating The Likert Scale Method*.
- Saima & Khan, M. A. (2020). Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility. *Journal of Promotion Management*, 27(4), 503–523. <https://doi.org/10.1080/10496491.2020.1851847>
- Salirrosas, E. E. G., Farfán, M. E., González, I. V., Perez, J. A. E., Canales, R. G., Andia, R. R., Daza, V. M. F. & Davila, R. F. Z. (2024). Purchase Intention of

- Healthy Foods: The Determinant Role of Brand Image in the Market of a Developing Country. *Foods*, 13(20), 3242. <https://doi.org/10.3390/foods13203242>
- Santi, Ig. A. P. C., Suasana, I. & Suasana, I. A. G. K. G. (2021). The Role of Brand Image Mediates The Effect of Electronic Word of Mouth on Repurchase Intention in Starbucks Coffee. In *International Journal of Management and Commerce Innovations* (Vol. 9). [www.researchpublish.com](http://www.researchpublish.com)
- Sari, N. N., Fauzi, A. & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81–91. <https://doi.org/10.52403/ijrr.20210912>
- Sarmad, M., Ahmad, N., Khan, M., Irfan, M. & Atta, H. (2020). Investigating The Moderating Role of Trust Between Social Media Capabilities and Consumer Brand Engagement Across Textile Sector of Pakistan. *International Review of Management and Marketing*, 10(4), 53–62. <https://doi.org/10.32479/irmm.9894>
- Sarstedt, M., Ringle, C. M. & Hair, J. F. (2022). Partial Least Squares Structural Equation Modeling. In C. Homburg, M. Klarmann & A. Vomberg (Eds.), *Handbook of Market Research* (pp. 587–632). Springer International Publishing. [https://doi.org/10.1007/978-3-319-57413-4\\_15](https://doi.org/10.1007/978-3-319-57413-4_15)
- Shukla, M., Misra, R. & Singh, D. (2023). Exploring relationship among semiotic product packaging, brand experience dimensions, brand trust and purchase intentions in an Asian emerging market. *Asia Pacific Journal of Marketing and Logistics*, 35(2), 249–265. <https://doi.org/10.1108/APJML-10-2021-0718>
- Statista.com. (2024). *Purchase criteria for food in Indonesia as of July 2024*. <https://www.statista.com/forecasts/1348188/purchase-criteria-for-food-in-indonesia>
- Suhud, U., Allan, M., Rahayu, S. & Prihandono, D. (2022). When Brand Image, Perceived Price, and Perceived Quality Interplay in Predicting Purchase Intention: Developing a Rhombus Model. *Academic Journal of Interdisciplinary Studies*, 11(1), 232–245. <https://doi.org/10.36941/ajis-2022-0021>
- Sun, K. A. & Moon, J. (2024). Relationships between Psychological Risk, Brand Trust, and Repurchase Intentions of Bottled Water: The Moderating Effect of Eco-Friendly Packaging. *Sustainability (Switzerland)*, 16(13). <https://doi.org/10.3390/su16135736>
- Sürücü, L. & Maslakçı, A. (2020). Validity And Reliability In Quantitative Research. *Business & Management Studies: An International Journal*, 8(3), 2694–2726. <https://doi.org/10.15295/bmij.v8i3.1540>
- Susanti, N. F. & Wulandari, R. (2021). How Does The Electronic Word of Mouth (E-WOM) Build Brand Trust in Increasing Buying Interest During The Covid-19 Pandemic? *International Journal of Economics, Business and Management Research*, 5(03), 2021. <https://www.researchgate.net/publication/349702951>
- Tavakol, M. & Wetzel, A. (2020). Factor Analysis: a means for theory and instrument development in support of construct validity. In *International*

- journal of medical education* (Vol. 11, pp. 245–247). NLM (Medline). <https://doi.org/10.5116/ijme.5f96.0f4a>
- The Impact of Digital Media Advertising on Consumer Behavior Intention: The Moderating Role of Brand Trust. (2020). *Journal of Marketing and Consumer Research*. <https://doi.org/10.7176/jmcr/68-04>
- Tian, H., Siddik, A. B. & Masukujjaman, M. (2022a). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, 12(2). <https://doi.org/10.3390/bs12020050>
- Tian, H., Siddik, A. B. & Masukujjaman, M. (2022b). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, 12(2). <https://doi.org/10.3390/bs12020050>
- Venegas-Carro, M., Kramer, A., Moreno-Villanueva, M. & Gruber, M. (2022). Test–Retest Reliability and Sensitivity of Common Strength and Power Tests over a Period of 9 Weeks. *Sports*, 10(11). <https://doi.org/10.3390/sports10110171>
- Verma, D. & Dewani, P. P. (2021). E-WOM Credibility: A Comprehensive Framework and Literature Review. *Online Information Review*, 3, 45. <https://doi.org/10.1108/OIR>
- Verma, J. P. & Verma, P. (2023). *Understanding structural equation modeling: A manual for researchers*. Springer Nature.
- Wahyuni, D., Adi, H. & Afif, N. C. (2022). The Effect Of Brand Experience And Familiarity On Brand Attachment With Brand Trust As a Variable Mediation On The Brand Ms Glow. *International Conference on Sustainable Competitive Advantage 2022*. [www.Bisnis.com](http://www.Bisnis.com)
- Wang, J., Xu, S., Zhang, S., Sun, C. & Wu, L. (2023). Research on the Impact of Consumer Experience Satisfaction on Green Food Repurchase Intention. *Foods*, 12(24). <https://doi.org/10.3390/foods12244510>
- Wang, Y., Peng, K. L. & Lin, P. M. C. (2021). Resilience of tourists' repurchase intention during the COVID-19 pandemic: The shared accommodation sector. *Sustainability (Switzerland)*, 13(21). <https://doi.org/10.3390/su132111580>
- Widyasari, G. N. & Wirawanda, Y. (2022). *Representation of a Healthy Lifestyle in Lemonilo Noodles Advertisement "Lemonilo Towards a Great Generation."*
- Widyasari, K. A. & Suparna, G. (2022a). The Role of Brand Image in Mediating the Effect of Celebrity Endorsers on Repurchase Intention. *European Journal of Business and Management Research*, 7(3), 179–183. <https://doi.org/10.24018/ejbmr.2022.7.3.1441>
- Widyasari, K. A. & Suparna, G. (2022b). The Role of Brand Image in Mediating the Effect of Celebrity Endorsers on Repurchase Intention. *European Journal of Business and Management Research*, 7(3), 179–183. <https://doi.org/10.24018/ejbmr.2022.7.3.1441>
- World Economic Forum. (2023). *How the new future of nutrition puts holistic health first*. <https://www.weforum.org/agenda/2023/01/davos23-future-of-nutrition-holistic-health/>

- Wu, L. & Liu, Z. (2022). The Influence of Green Marketing on Brand Trust: The Mediation Role of Brand Image and the Moderation Effect of Greenwash. *Discrete Dynamics in Nature and Society*, 2022. <https://doi.org/10.1155/2022/6392172>
- 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). <https://doi.org/10.1016/j.heliyon.2020.e05532>
- Youtube. (2022). *Mengapa Lemonilo Yang Beda dan Sehat, Penjualanya Kalah Dari Mie Sedap Yang Cuma Meniru Indomie*. <https://www.youtube.com/watch?app=desktop&v=hPDZdplKO3k>
- Zhang, S., Peng, M. Y. P., Peng, Y., Zhang, Y., Ren, G. & Chen, C. C. (2020). Expressive Brand Relationship, Brand Love, and Brand Loyalty for Tablet PCs: Building a Sustainable Brand. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.00231>
- Zulkarnain, Ginting, E. D., Novliadi, F. & Siahaan, S. (2020). *Outcome or process regret: Consequences of brand trust to consumer purchase regret*. <http://www.iaras.org/iaras/journals/ijems>

