

DAFTAR PUSTAKA

- 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>
- Akpianto, A., & Yulianto. (2024). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Minuman *Bubble Tea* Onezo Ketapang Di Jakarta Barat. In 277| *Jurnal Administrasi Bisnis* (Vol. 4). <http://ojs.stiami.ac.id/index.php/JAMBIS>
- Alfita, A., Jurusan, H., Niaga, A., & Bandung, P. N. (2022). The Influence Of Product Quality And Consumer Satisfaction For Halsean Coffee And Resto In Cimahi City, Indonesia Pengaruh Kualitas Produk Dan Kepuasan Konsumen Halsean Coffee & Resto Di Kota Cimahi, Indonesia. *International Journal Administration, Business And Organization (IJABO)* |, 3(3), 14–29. <https://ijabo.a3i.or.id>
- 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. <https://doi.org/10.1108/Ihr-02-2021-0008>
- Anggadwita, G., Ramadhanti, N., & Ghina, A. (2022). Pengaruh Persepsi Sosial Dan Orientasi Kewirausahaan Terhadap Niat Wirausaha Wanita Di Bandung. *Adbispreneur*, 6(3), 269. <https://doi.org/10.24198/Adbispreneur.V6i3.35063>
- Apritama, N. A., & Susila, I. (2023). Analisis Pengaruh Brand Image, Customer Service, Dan E-Wom Terhadap Repurchase Intention Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. In *Customer Service*. <https://jurnal.univpgri-palembang.ac.id/index.php/ekonomika/index>
- Aqila, N. F., Rakib, M., & Jufri, M. (2025). The Influence Of Product Innovation And Customer Satisfaction Level On Repurchase Intention: A Study On The Markikas Kitchen Catering Culinary Business In Makassar City. *International Journal Of Current Science Research And Review*, 08(07). <https://doi.org/10.47191/Ijcsrr/V8-I7-31>
- Ardianto, K., Putri Nuriska, F., & Nirawati, L. (2020). *Ulasan Produk Terhadap Minat Beli Ulang Emina Pada Official Store Shopee Di Kota Surabaya*. www.kemenperin.go.id
- Babu, D., & George, A. P. (2022). *Impact Of Brand Parity On Brand-Related Factors–Customer Satisfaction–Repurchase Intention Continuum: An Empirical Study On Deodorant Brands*.

- Badan Pusat Statistik. (2023). *Statistik Penyediaan Makanan Dan Minuman Food And Beverage Service Activities Statistics*.
- Badan Pusat Statistik. (2024). *Produk Domestik Regional Bruto Per Kapita Atas Dasar Harga Berlaku Menurut Provinsi (Ribu Rupiah), 2024*. <https://www.bps.go.id/statistics-table/3/Ywtoqlrvzznimu5qu1voslrfezfzitr4vdjotvvumdkjmw%3D%3D/Produk-Domestik-Regional-Bruto-Per-Kapita-Atas-Dasar-Harga-Berlaku-Menurut-Provinsi--Ribu-Rupiah---2024.html?Year=2024>.
- Badan Pusat Statistik Kepulauan Seribu. (2024). *Kabupaten Kepulauan Seribu Dalam Angka 2024*. <https://kepulauanseribukab.bps.go.id/publication/2024/02/28/2b382fb3a36981d62dae3640/kabupaten-kepulauan-seribu-dalam-angka-2024.html>.
- Berliana, F., & Mashadi, M. (2022). Pengaruh Service Quality Dan Customer Satisfaction Terhadap Repurchase Intention Pada Restaurant Pochajjang Bogor Di Masa Pasca Pandemi Covid-19. *Jurnal Ilmiah Manajemen Kesatuan*, 10(2), 285–292. <https://doi.org/10.37641/jimkes.V10i2.1388>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal Of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Cahya, W. P., Sabil Hussein, A., & Yuniarinto, A. (2022). *The Effect Of Brand Experience On Customer Satisfaction In Indonesian Automotive Industry: The Mediating Role Of Brand Loyalty And Brand Trust*.
- Cairo Food. (2021). *Sejarah Dan Fakta Bubble Tea Atau Boba*. Diakses 2 Desember Dari, <https://cairofood.id/sejarah-fakta-bubble-tea-boba/?srsltid=Afmboorqzu1xolhrtneed1yccqgmqcoq3jjtcloqfo859ibpmowtgxjg>.
- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors Affecting Repurchase Intentions In Retail Shopping: An Empirical Study. *Heliyon*, 8(9). <https://doi.org/10.1016/j.heliyon.2022.E10619>
- Cuong, D. T. (2020). The Impact Of Customer Satisfaction, Brand Image On Brand Love And Brand Loyalty. *Jour Of Adv Research In Dynamical & Control Systems*, 12. <https://doi.org/10.5373/JARDCS/V12I6/S20201280>
- Damayanti, S., Sucipto, A., Metty, & Oktanti, S. (2023). Analisis Faktor Yang Mempengaruhi Minum Minuman Kekinian Pada Mahasiswa Keperawatan. *Menavigasi Ekonomi Digital: Strategi Bisnis Dan Pemasaran Di Era Teknologi Lanjutan*, 5(2).

- Dandis, A. O., Wallace-Williams, D. M., Ni, A. K., Wright, L. T., & Abu Siam, Y. I. (2023). The Effect Of Brand Experiences And Relational Benefits On Loyalty In The Fast-Food Restaurants. *TQM Journal*, 35(7), 2028–2051. <https://doi.org/10.1108/TQM-03-2022-0091>
- Dash, G., & Paul, J. (2021). CB-SEM Vs PLS-SEM Methods For Research In Social Sciences And Technology Forecasting. *Technological Forecasting And Social Change*, 173. <https://doi.org/10.1016/j.techfore.2021.121092>
- 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>
- Digdownseiso, K. (2017). *Metodologi Penelitian Ekonomi Dan Bisnis*.
- Duong, N. H., Duong, C. V., Nguyen Ba, T. K., Tran, B. T., & Thai, M. C. (2025). The Influence Of Unverified News And Electronic Word-Of-Mouth On Customer Satisfaction And Purchase Intention: An Empirical Study On The Food And Beverage Industry. *Innovative Marketing*, 21(1), 142–156. [https://doi.org/10.21511/Im.21\(1\).2025.12](https://doi.org/10.21511/Im.21(1).2025.12)
- Fahria, S., & Ruhana, A. (2022). Konsumsi Minuman Manis Kemasan Pada Mahasiswa Prodi Gizi Universitas Negeri Surabaya. In *Jurnal Gizi Unesa* (Vol. 02).
- Faizal, S. M. (2023). SEIKO : Journal Of Management & Business The Influence Of Brand Experience And Product Quality On Customer Satisfaction And Its Impact On Repurchase Interest In Ades Mineral Water In Cilegon City. *SEIKO : Journal Of Management & Business*, 6(2), 544–561.
- Firmansyah, A. M. (2019). *Pemasaran Produk Dan Merek (Planning & Strategy)*.
- 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>
- Hafni Sahir, S. (2021). *Metodologi Penelitian*. www.penerbitbukumurah.com
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition*. www.cengage.com/highered
- Hair, J. F., Hult, M. T. G., & Sarstedt Marko. (2022). *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*.
- Han, H., Lee, K. S., Song, H. J., Lee, S., & Chua, B. L. (2020). Role Of Coffeehouse Brand Experiences (Sensory/Affective/Intellectual/Behavioral) In Forming

- Patrons' Repurchase Intention: Impact Of Switching Costs. *Journal Of Hospitality And Tourism Insights*, 3(1), 17–35.
<https://doi.org/10.1108/JHTI-03-2019-0044>
- Haryono, S. (2016). *Metode SEM Untuk Penelitian Manajemen Dengan AMOS, LISREL, PLS*.
- Hassan, M., Kaszmi, S., Rehman, M. A., Amaad, H., & Padlee, S. F. (2021). The Online Shoppers' Behavioral Intentions, E-Satisfaction, The Pathway To Repurchase Behavior: A Quantitative Analysis. *Estudios De Economia Aplicada*, 39(4). <https://doi.org/10.25115/Eea.V39i4.4493>
- Hien, N. N., Phuong, N. N., Van Tran, T., & Thang, L. D. (2020). The Effect Of Country-Of-Origin Image On Purchase Intention: The Mediating Role Of Brand Image And Brand Evaluation. *Management Science Letters*, 10(6), 1205–1212. <https://doi.org/10.5267/J.Msl.2019.11.038>
- Hikmah, J. W., & Fahrullah, A. (2024). Pengaruh Label Halal, Harga, Dan Lifestyle Terhadap Keputusan Pembelian Chatime Di Surabaya. In *Jurnal Ekonomika Dan Bisnis Islam* (Vol. 1, Number 1). <https://journal.unesa.ac.id/index.php/jei>
- Ho, S. P. S., & Chow, M. Y. C. (2024). The Role Of Artificial Intelligence In Consumers' Brand Preference For Retail Banks In Hong Kong. *Journal Of Financial Services Marketing*, 29(2), 292–305. <https://doi.org/10.1057/S41264-022-00207-3>
- Hussain, S., & Ahmed, R. R. (2020). Smartphone Buying Behaviors In A Framework Of Brand Experience And Brand Equity. *Transformations In Business & Economics*, 19(2), 220–242.
- Iba, Z., & Wardhana, A. (2023). *Metode Penelitian*.
- Indriaty, L., Mulya, F. R. Q., Tjiu, H., Santy, S., Susiani, & Akbar, A. (2023). *Pengaruh Pendapatan Dan Harga Terhadap Daya Beli Masyarakat*.
- Iqbal, M., & Ngizan, F. N. (2023). Hubungan Gaya Hidup “Nongkrong”, Aktivitas Sedentary, Dan Konsumsi Minuman Manis Dengan Status Gizi Pada Mahasiswa. *Jurnal Nutrisia*, 25(1), 1–11. <https://doi.org/10.29238/jnutri.V25i1.315>
- Izza, E.-N., Thoriqotul, D., Islamiyyah, I., Ardiansyah, R. M., Sajda, J. R., & Amrozi, Y. (2023). Analisis Perbandingan Penggunaan Perangkat Lunak Analisis Data SEM-PLS Dan AMOS Grafis. *Media Elektrika*, 16(2). <http://jurnal.unimus.ac.id>
- Junaidi. (2021). *Aplikasi AMOS Dan Structural Equation Modeling*.

- Kalimasada. (2022). *Pengaruh Brand Awareness Terhadap Repurchase Intention Yang Dimediasi Oleh Brand Loyalty (Studi Pada Konsumen Kalimasada Cookies Blitar)*.
- Kawan Lama Group. (2022). *Chatime - Minuman Kekinian Halal Dari Daun Teh Pilihan*. Diakses 4 November 2025 Dari, <https://www.kawanlamagroup.com/brand/chatime>.
- Kusuma, B. A. (2022). *Pengaruh Pengalaman Merek, Kepercayaan Merek, Dan Kepuasan Merek Terhadap Pembangunan Loyalitas Merek*.
- Le, T. T., Phan, H. N., Vo, H. T. U., Bui, L. K. L., & Tran, H. T. (2025). How Brand Experience And Perceived Value Drive Word-Of-Mouth And Repurchase Intention In F&B Industry. *British Food Journal*, 127(7), 2399–2416. <https://doi.org/10.1108/BFJ-10-2024-1091>
- Le, T. T., Tiwari, A. K., Behl, A., & Pereira, V. (2022). Role Of Perceived Corporate Social Responsibility In The Nexus Of Perceived Cause-Related Marketing And Repurchase Intention In Emerging Markets. *Management Decision*, 60(10), 2642–2668. <https://doi.org/10.1108/MD-08-2021-1122>
- Lubis, A., Dalimunthe, R., Absah, Y., & Fawzee, B. K. (2020). The Influence Of Customer Relationship Management (CRM) Indicators On Customer Loyalty Of Sharia Based Banking System. *GATR Journal Of Management And Marketing Review*, 5(1), 84–92. [https://doi.org/10.35609/Jmmr.2020.5.1\(8\)](https://doi.org/10.35609/Jmmr.2020.5.1(8))
- Lượng, Q. V., Nguyễn, H. V., & Nguyễn, L. T. (2022). The Impact Of Customer Experience On Online Repurchase Intention: The Mediating Role Of Trust And Customer Satisfaction. *Science & Technology Development Journal - Economics - Law And Management*. <https://doi.org/10.32508/Stdjelm.V6i3.1044>
- Mahardhika, D., Nurmahdi, A., & Mahardhika, D. (2022). *Analysis Of Price Perception, Brand Awareness, Delivery Quality On Customer Satisfaction And Repurchase Intention (Case Study On Consumers Of Menantea Products In Pajajaran, Bogor)*. <https://doi.org/10.31933/Dijemss.V4i3>
- Mary, M., & Nuangjamnong, C. (2022). Factors Affecting Customer Satisfaction And Customer Loyalty Toward Myanmar Green Tea. In *Www.Ijbmm.Com International Journal Of Business Marketing And Management* (Vol. 7). [Www.Ijbmm.Com](http://www.Ijbmm.Com)
- Maulana, I. Y., Hidayati, N., & Sunaryo, H. (2025). *The Effect Of Brand Image And Brand Trust On Customer Satisfaction Through Purchasing Decisions As An Intervening Variable At Ancient Art Shop II*.

- Maulani Hasanah. (2026). *Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Melalui Aplikasi Alfagift Pada Masyarakat Kecamatan Cisarua Kabupaten Bandung Barat* (Vol. 9, Number 2).
- Menukuliner.Net. (2025). *Daftar Harga Menu Delivery Quickly, Bonnet Swalayan, Surabaya Terbaru 2025*. <https://Menukuliner.Net/>.
- 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>
- Momentum Works. (2021). *Jumlah Gerai Bubble Tea (Boba) Di Asia Tenggara Berdasarkan Perusahaan* (2021). Diakses 3 Januari, Dari <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/1f102d1ecd22f2b/mixue-memiliki-jejaring-boba-terbanyak-di-asia-tenggara>
- Nilawati, & Fati Nelzi. (2023). *Buku Ajar Metodologi Penelitian*. <http://ppnp.ac.id>
- Nurulia, M., Endang Prihatini, A., Purbawati, D., & Nurseto, S. (2023). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Supermi Di Kota Semarang. In *Jurnal Ilmu Administrasi Bisnis* (Vol. 12, Number 3). <https://ejournal3.undip.ac.id/index.php/jiab>
- Odor, B. C., & Ekeke, J. N. (2020). *Transatlantic Journal Of Multidisciplinary Research Brand Experience And Customers' Repurchase Intentions In Upscale Restaurants In Port Harcourt, South-South Nigeria: Mediating Role Of Customer*. <https://doi.org/10.5281/zenodo.4048943>
- Oliver, R. L. (1980). A Cognitive Model Of The Antecedents And Consequences Of Satisfaction Decisions. In *Source: Journal Of Marketing Research* (Vol. 17, Number 4).
- Panjaitan Romainson. (2017). *Metodologi Penelitian*.
- Pina, R., & Dias, Á. (2021). The Influence Of Brand Experiences On Consumer-Based Brand Equity. *Journal Of Brand Management*, 28(2), 99–115. <https://doi.org/10.1057/S41262-020-00215-5>
- Purnamasari, D. S., & Fadli, J. A. (2024). The Influence Of Perceived Quality On Repurchase Intention With The Mediating Customer Satisfaction And Perceived Value Of Cosmetic Products In Jabodetabek. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3). <https://doi.org/10.37641/jimkes.V11i3.2311>
- Qomariyah, L., & Haryadi, D. (2022). Meningkatkan Loyalitas Merek Dengan Pengalaman Merek Melalui Cinta Merek Dan Kepercayaan Merek. *Jurnal*

Ilmiah Manajemen Dan Bisnis, 23(1).
<https://doi.org/10.30596/jimb.v23i1.9421>

- Rakib, M., Azis, M., Putera, W., Samad, S., Jusuf, Y., & Iriani, N. (2023). Available Online Muhammad Rakib. In *International Journal Of Public Administration And Management Research (IJPAMR)* (Vol. 8, Number 6). <https://sdbindex.com/sourceid/00000429>,
- Salsabilla, R. A., Gafaruddin, A., & Limi, A. M. (2024). *Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Terhadap Pembelian Frozen Food Secara Online Di Kota Kendari*. 3003–3018. <https://j-innovative.org/index.php/innovative>
- Saptutyningsih, E. D., & Setyaningrum Esty. (2019). *Penelitian Kuantitatif Metode Dan Alat Analisis*.
- Seminari, N. K., Rahyuda, I. K., Sukaatmadja, I. P. G., & Sukawati, T. G. R. (2023). The Role Of Self-Brand Connection To Mediate The Effect Of Customer Satisfaction On Repurchase Intention In Moderation Of Lovemark. *International Journal Of Data And Network Science*, 7(3), 1295–1302. <https://doi.org/10.5267/j.ijdns.2023.4.009>
- Serra-Cantallops, A., Ramón Cardona, J., & Salvi, F. (2020). Antecedents Of Positive Ewom In Hotels. Exploring The Relative Role Of Satisfaction, Quality And Positive Emotional Experiences. *International Journal Of Contemporary Hospitality Management*, 32(11), 3457–3477. <https://doi.org/10.1108/IJCHM-02-2020-0113>
- Sevima. (2024, May 27). *Food And Beverages (Fnb): Definisi, Tugas, Jenis Pekerjaan & Peluang Karier*. <https://sevima.com/food-and-beverages-fnb-definisi-tugas-jenis-pekerjaan-peluang-karier/>
- Shen, Y., & Ahmad, R. (2022). The Influence Of Brand Image And Favorability Toward Citizens In A Product's Country Of Origin On Product Evaluation: Moderating Effects Of Switching Costs. *Frontiers In Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.740269>
- Shukla, A. (2025). *Expectation Confirmation Theory Expectation Confirmation Theory Explains How Individuals' Post-Purchase Satisfaction And Repurchase Intentions Depend On The Pre-Purchase Expectations And Subsequent Experiences With Products Or Services*. <https://open.ncl.ac.uk>
- Siregar, Z. M. E., Parlaungan, A., Supriadi, Y. N., Ende, & Pristiyono. (2021). *Structural Equation Modeling Konsep Dan Implementasinya Pada Kajian Ilmu Manajemen Dengan Menggunakan AMOS*.

- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. [Www.Cvalfabeta.Com](http://www.cvalfabeta.com)
- Sutanto, W. D. R., & Kussudyarsana, K. (2024). The Role Of Brand Trust, Brand Image, Brand Equity On Repurchase Intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 119–128. <https://doi.org/10.37641/jimkes.V12i1.2395>
- Tarigan, T. R., Sembiring Fawzee Karina Beby, & Situmorang Helmi Syafrizal. (2024). The Effect Of Servicescape And Brand Image On Repurchase Intention Through Customer Satisfaction On Maxx Coffee Customers. *International Journal Of Economics And Management Sciences*, 2(1), 100–112. <https://doi.org/10.61132/ijems.V2i1.429>
- Tech In Asia. (2025). *Data Industri Makanan & Minuman Indonesia: Panduan Lengkap*. Diakses 23 November 2025 Dari, <https://id.techinasia.com/data-industri-makanan-minuman-indonesia-panduan-lengkap>.
- Thoa, N. K., & Cuong, D. T. (2024). The Impact Of Brand Experience On Ewom: Brand Love And Brand Loyalty As Mediators In Consumer Electronics. *Global Business And Finance Review*, 29(5), 176–186. <https://doi.org/10.17549/gbfr.2024.29.5.176>
- 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>
- Top Brand Award. (2025). *Komparasi Brand Index*. Diakses 25 November 2025, Dari https://www.topbrand-award.com/komparasi_brand/bandingkan?Id_Award=3&Id_Kategori=2&Id_Subkategori=174.
- Tran, V. D., & Nguyen, N. T. T. (2022). Investigating The Relationship Between Brand Experience, Brand Authenticity, Brand Equity, And Customer Satisfaction: Evidence From Vietnam. *Cogent Business And Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2084968>
- Trisnayani, P. E., Gusti, I., Imbayani, A., Made, I., & Prayoga, S. (2023). *Pengaruh Product Quality, Brand Image Dan Location Terhadap Repurchase Intention Pada Konsumen Restoran Happy Chappy Canggü Plaza*. 4.
- Vijay, J. G., & Mohan Kumar, P. (2025). *Expectation Confirmation Theory: A Service Perspective*. <https://www.gapbodhitaru.org/>
- Wang, Y., Zhang, Z., Zhu, M., & Wang, H. (2020). The Impact Of Service Quality And Customer Satisfaction On Reuse Intention In Urban Rail Transit In Tianjin, China. *SAGE Open*, 10(1). <https://doi.org/10.1177/2158244019898803>

- Wardhana, A. (2024). *Brand Management In The Digital Era – Edisi Indonesia*.
- Wati, Z., Lubis, A. R., Roli, T., & Putra, I. (2020). The Model Of Brand Image As Moderation And Customer Relationship Management As Mediation In Impacting Customer Loyalty On Tiensi Products In Banda Aceh. *International Journal Of Scientific And Management Research*, 3.
- Wekke Suardi Ismail. (2019). *Metode Penelitian Sosial*. <https://www.researchgate.net/publication/344211045>
- Widodo, S., Ladyani, F., Asrianto, L. O., Rusdi, Khairunnisa, Lestari, S. M. P., Wijayanti, D. R., Devriany, A., Hidayat, A., Dalfian, Nurcahyati, S., Sjahriani, T., Armi, Widya, N., & Rogayah. (2023). *Buku Ajar Metode Penelitian*.
- Wiranata, A. K., Agung, P. A. A., & Prayoga, S. M. I. (2021). *Pengaruh Digital Marketing, Quality Product Dan Brand Image Terhadap Keputusan Pembelian Roti Di Holland Bakery Batubulan*.
- Wirtz, Jochen., & Lovelock, C. H. . (2021). *Services Marketing : People, Technology, Strategy*. World Scientific.
- 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>
- Yuke, P., Erawan, P., Wahyuni, N. M., Luh, N., & Indiani, P. (2024). *The Influence Of Brand Image And Green Marketing On Purchasing Decisions, Which Are Mediated By Customer Satisfaction In The Coffee Shop Industry In Denpasar*.
- Yum, K., & Kim, J. (2024). The Influence Of Perceived Value, Customer Satisfaction, And Trust On Loyalty In Entertainment Platforms. *Applied Sciences (Switzerland)*, 14(13). <https://doi.org/10.3390/app14135763>
- Yusoff, S. (2025). Bubble Milk Tea And Consumer Behavior: A Preliminary Study Of Purchasing Patterns In Kota Kinabalu. *BASKARA : Journal Of Business And Entrepreneurship*, 8(1). <https://doi.org/10.54268/Baskara.V8i1.29039>

Intelligentia - Dignitas