

## DAFTAR PUSTAKA

- Ajzen, I. (1985). *From intentions to actions: A theory of planned behavior*. In J. Kuhl, & J. Beckmann (Eds.), *Action control* (pp. 11–39). Berlin: Springer Berlin Heidelberg.
- Arizona. (2020). Analisa kepercayaan merek dan pengalaman terhadap loyalitas konsumen PT. XYZ. *Jurnal Abiwarra: Jurnal Vokasi Administrasi Bisnis*, 2(1), 59-73.
- Ashari, Reza & Angela, Saskia. (2007). Proses Pembentukan Kepercayaan Merek Studi Kasus pada Sebuah Usaha Kecil Menengah Percetakan Digital di Bandung. *Business Strategy and Marketing research Group Sekolah Bisnis dan Manajemen Institute Teknologi Bandung*, 6(2).
- Azwar, S. (2015). *Reliabilitas dan validitas edisi keempat*. Yogyakarta: Pustaka Pelajar.
- Azwar, S. (2016). *Penyusunan skala psikologi*. Yogyakarta: Pustaka Pelajar.
- Berry, L. L. (1995). Relationship marketing of services—growing interest, emerging perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236–245.
- Carnegie, D. D., Carnegie, D., & Center, R. (1936). *How to Win Friends and Influence People*. New York: Simon & Schuster.
- Covey, S. R. (1989). *The 7 Habits of Highly Effective People*. New York: Simon & Schuster.
- Ferrinadewi, Erna. (2008). *Merek dan Psikologi Konsumen*. Cetakan ke – 1. Yogyakarta: Graha Ilmu.
- Fornell, C., Johnson, M.D., Anderson, E.W., Cha, J. & Everitt Bryant, B. (1996). The American customer satisfaction index: nature, purpose, and findings. *Journal of Marketing*, 60(4), 7-18.
- Gaffar, V. (2007). *Manajemen Bisnis*. Bandung: Alfabeta.
- Gamble, T., Gilmore, A., McCartan-Quinn, D., & Durkan, P. (2016). The Relationship Between Consumer Trysr, Satisfaction and Loyalty Within Craft Beer Industry. *Journal of Reatiling and Consumer Service*, 30, 1-10.
- Garbarino, Ellen & Johnson, Mark S. (1999). The Different Roles of Statisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63, 70-87.
- Griffin, J. (2002). *Customer loyalty: menumbuhkan & mempertahankan kesetiaan pelanggan*. Jakarta: Erlangga.

- Hadi, S. (2015). *Metodologi riset*. Yogyakarta: Pustaka Pelajar.
- Huang, L., Liu, Y., Yang, L., & Wang, C. (2019). The Impact of Psychological Factors on Consumer Trust and Loyalty: Perceived Risk, Self-Esteem, and Affiliation Needs. *Frontiers in Psychology*, 10, 2131.
- iNewsdepok.id. (2023, 19 april). Inilah Sosok di Balik Kesuksesan mixue, Miliki 30 Ribu Gerai di 11 Negara Asia. Diakses pada 19 April 2023, dari <https://depok.inews.id/read/238114/inilah-sosok-di-balik-kesuksesan-mixue-miliki-30-ribu-gerai-di-11-negara-asia>
- Kahneman, D. (2011). *Fast and slow thinking*. Allen Lane and Penguin Books, New York.
- Kim, J., Park, J., & Jeong, D. (2016). The Effect of Service Quality Factors and Trust on Consumer Satisfaction and Customer Loyalty in the Korean Context. *International Journal of Social Science and Humanity*, 6(2), 84-89.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1e22.
- Keller, K. L. (1993). *How to Manage Brand Equity*. Diambil dari: <http://www.merekbrandiamge.blogspot.com/2012/12/2-kepercayaanmerek.html>.
- Kotler, P. (1973). Atmospherics as a Marketing Tool. *Journal of Retailing*, 49, 48-64.
- Kumar, V. & Pansari, A. (2016). Competitive advantage through engagement. *Journal of marketing research*, 53(4), 497-514.
- Kumar, V., Kumar, S., & Chatterjee, R. (2018). Role Of Social Media & Digital Marketing For Customer Loyalty. *International Journal of Advanced Research*, 6(9), 1012–1016. <https://doi.org/10.21474/IJAR01/7764>
- Lu Yibei. (2022). Bubble tea chain Mixue Bingcheng is expanding rapidly in Southeast Asia. *Jiemian [Internet]*; Available from: <https://en.jiemian.com/article/7626576.html>
- Maddatuang, B., Syukur, A. Karim, A. (2021). The Role of BUMDes in Sustainable Economic at Enrekang Regency. *Indian Journal of Economics and Business*, 20(2), pp. 345-358.
- Mas'ud, A. (2020). Potensi Pertumbuhan Industri Makanan dan Minuman di Indonesia. *Jurnal Ekonomi dan Bisnis*, 15(2), 120-134.
- Mayer et al. (1995). *Marketing Research an Applied Orientation*. Prentice Hall: New Jersey.

- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model Of Organizational Trust. *Academy Of Management Review*, 20(3), 709–734. <https://doi.org/10.5465/AMR.1995.9508080335>.
- Mayer, T. (1960). Plant and equipment lead times. *The Journal of Business*, 33(2), 127-132.
- Monroe, K. B. (2002). *Pricing: Making Profitable Decisions*. McGraw-Hill Education.
- Morgan, R.M. & SD. Hunt. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58 (3), 20-38.
- N.P.S. Supertini, N.L.W.S. Telagawathi, N.N. Yulianthini. (2020). Pengaruh Kepercayaan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Pusaka Kebaya Di Singaraja. *Prospek: Jurnal Manajemen dan Bisnis*, 2(1).
- Oliver, R.L. (1997). *Satisfaction: A Behavioral Perspective on the Customer*. New York: NY.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal Of Marketing*, 63, 33. <https://doi.org/10.2307/1252099>
- Peters, M. (1980). Why the preferred hand taps more quickly than the non-preferred hand: Three experiments on handedness. *Canadian Journal of Psychology/Revue canadienne de psychologie*, 34(1), 62.
- Rahman, M. M., Jahan, S., & Islam, M. M. (2018). Exploring the Relationship between Customer Trust, Satisfaction, and Loyalty in the Coffe Shop Industry. *Journal of Business and Tourism*, 6(1), 25-35.
- Rahman, D. F. (2022). Profil Mixue, Perusahaan Es Krim dan Teh Tiongkok yang Aktif Ekspansi. [Katadata.Co.Id](https://www.katadata.co.id).
- Rosmayanti. (2023). Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian Konsumen Mixue. *Journal of Education*, 5(3).
- Sinek, S. (2009). Start with Why: How great Leaders Inspire Everyone to Take Action. *Portofolio*.
- Siregar. (2021). Hubungan Antara Kepercayaan Pelanggan Dengan Loyalitas Pelanggan Terhadap Online Shop. *Jurnal Penelitian Pendidikan, Psikologi Dan Kesehatan (J-P3K)*, 2 (1), 83-88.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif, dan r & d*. Bandung: Alfabeta.

- Sulaiman, Ahmad & Asmawi. (2022). Strategi Pengembangan usaha Dalam Meningkatkan Loyalitas Konsumen dan Profitabilitas Pada Rich's Coffe. *Equilibrium*, 11(1), 19-29.
- Thomson, M., D.J. MacInnis, dan C.W. Park (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology*, 15: 77–91.
- Verhoef, P. C., Reinartz, W. J., & Krafft, M. (2010). Customer Engagement as a New Perspective in Customer Management. *Journal of Service Research*, 13(3), 247-252. <https://doi.org/10.1177/1094670510375461>
- Weber, M. (1920). *Economy and Society: An Outlie of Interpretive Sociology*. University of California Press.
- Zeithaml, V.A., Berry, L.L., Parasuraman, A., (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60, 31–46.
- Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *J. Mark*, 52 (3), 2–22.
- Zhao, Jiaying. (2022). Marketing Strategy and the U.S. Market Based on the Performances of Existing Chinese Milk Tea Brands. *Highlights in Business, Economics and Management*, 2, 289-296.