

## DAFTAR PUSTAKA

- Alexander, N. (2009). Brand authentication: Creating and maintaining brand auras. *European Journal of Marketing*, 43(3/4), 551–562. <https://doi.org/10.1108/03090560910935578>
- Anisah Salsabila Nasution, Devi Nadya Hasibuan, Windi Mayani Dalimunthe, & Purnama Ramadani Silalahi. (2022). Peningkatan Kinerja Industri Makanan dan Minuman Melalui Transformasi Digital di Indonesia. *Trending: Jurnal Manajemen Dan Ekonomi*, 1(1), 165–176. <https://doi.org/10.30640/trending.v1i1.493>
- Anwar, A., Gulzar, A., Sohail, F. B., & Akram, S. N. (2011). Impact Of Brand Image, Trust And Affect On Consumer Brand Extension Attitude: The Mediating Role Of Brand Loyalty. *International Journal of Economics and Management Sciences*, 1(5).
- Barclay, Lewis, & Thompson. (2012). Does PLS Have Advantages for Small Sample Size or Non-Normal Data? *MIS Quarterly*, 36(3), 981. <https://doi.org/10.2307/41703490>
- Barokah, L. N., & Riptiono, S. (2019). *Analisis Pengaruh Brand Trust, Brand Satisfaction dan Brand Affect terhadap Brand Loyalty (Studi pada Konsumen Frisian Flag di Kecamatan Kebumen)*. Universitas Putra Bangsa.
- Buchmann, A., Moore, K., & Fisher, D. (2010). Experiencing Film Tourism. *Annals of Tourism Research*, 37(1), 229–248. <https://doi.org/10.1016/j.annals.2009.09.005>
- detikfood.com 2022, S. *Bedanya Kopitiam Vs Coffee Shop, Kamu Pilih yang Mana?* detikfood. Retrieved June 27, 2024, from <https://food.detik.com/info-kuliner/d-6418477/bedanya-kopitiam-vs-coffee-shop-kamu-pilih-yang-mana>
- Eggers, F., O'Dwyer, M., Kraus, S., Vallaster, C., & Guldenberg, S. (2013). The impact of brand authenticity on brand trust and SME growth: A CEO perspective. *Journal of World Business*, 48(3), 340–348. <https://doi.org/10.1016/j.jwb.2012.07.018>
- Erdem, T., & Swait, J. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal of Consumer Research*, 31(1), 191–198. <https://doi.org/10.1086/383434>
- Febriana, A. (2018). Pengaruh Brand Affect terhadap Consumer Brand Extension Attitude dengan Brand Loyalty sebagai Variabel Mediasi (Studi pada Merek Zara di Kota Surabaya). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 7(1).

- Ferdinand, A. (2014). *Metode Penelitian Manajemen Pedoman Penelitian Untuk Penulisan Skripsi Tesis Dan Disertasi Ilmu Manajemen*. Universitas Diponegoro.
- Firmansyah, M. A. (2019). *Pemasaran Produk Dan Merek (Planning & Strategy)*. CV. Penerbit Qiara Media.
- Ghozali, I. (2021). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)*. Universitas Diponegoro.
- Hair, J. F. J., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: Updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107. <https://doi.org/10.1504/IJMDA.2017.087624>
- Hajli, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387–404. <https://doi.org/10.2501/IJMR-2014-025>
- Hardilawati, W. L. (2020). Strategi Bertahan UMKM di Tengah Pandemi Covid-19. *Jurnal Akuntansi*, 10(1).
- Haudi, H., Handayani, W., Suyoto, M., Yohanes Totok, Prasety, T., Pitaloka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3), 222–238. <https://doi.org/10.1108/EJMBE-10-2017-0027>
- Huang, C.-C., Fang, S.-C., Huang, S.-M., Chang, S.-C., & Fang, S.-R. (2014). The impact of relational bonds on brand loyalty: The mediating effect of brand relationship quality. *Managing Service Quality*, 24(2), 184–204. <https://doi.org/10.1108/MSQ-04-2013-0072>
- Hwang, J., Choe, J. Y. (Jacey), 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. <https://doi.org/10.1016/j.ijhm.2021.103050>
- Ibrahim, B., Aljarah, A., & Ababneh, B. (2020). Do Social Media Marketing Activities Enhance Consumer Perception of Brands? A Meta-Analytic Examination. *Journal of*

*Promotion Management*, 26(4), 544–568.  
<https://doi.org/10.1080/10496491.2020.1719956>

Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking Social Media Marketing Activities to Revisit Intention through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages: Exploring Sequential Mediation Mechanism. *Sustainability*, 13(4), 2277. <https://doi.org/10.3390/su13042277>

Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144. <https://doi.org/10.1108/APJML-10-2015-0154>

Jang, S. (Shawn), Liu, Y., & Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: Investigating Chinese restaurants. *International Journal of Contemporary Hospitality Management*, 23(5), 662–680. <https://doi.org/10.1108/09596111111143395>

Kasiha, W. N. T., Lumanauw, B., & Raintung, M. Ch. (2023). Pengaruh Brand Experience, Affective Commitment, dan Brand Trust terhadap Brand Loyalty pada Konsumen Cafe Ngopi Jo Manado. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(3), 644–655. <https://doi.org/10.35794/emba.v11i3.49963>

Kates, S. M. (2004). The Dynamics of Brand Legitimacy: An Interpretive Study in the Gay Men's Community: Table 1. *Journal of Consumer Research*, 31(2), 455–464. <https://doi.org/10.1086/422122>

Kim, A. J., & Ko, E. (2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *Journal of Global Fashion Marketing*, 1(3), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>

Kim, S.-H., Kim, M., Holland, S., & Townsend, K. M. (2021). Consumer-Based Brand Authenticity and Brand Trust in Brand Loyalty in The Korean Coffee Shop Market.

- Journal of Hospitality & Tourism Research*, 45(3), 423–446.  
<https://doi.org/10.1177/1096348020980058>
- Kocak Alan, A., & KABADAYI, E. (2012). Brand Trust And Brand Affect: Their Strategic Importance On Brand Loyalty. *Journal of Global Strategic Management*, 1, 80–80.  
<https://doi.org/10.20460/JGSM.2012615788>
- Kompas Pedia, 2023. *Potret, Tantangan, dan Kebijakan Pengembangan Industri Makanan dan Minuman – Kompaspedia*. Retrieved August 29, 2024, from <https://kompaspedia.kompas.id/baca/paparan-topik/potret-tantangan-dan-kebijakan-pengembangan-industri-makanan-dan-minuman>
- Kompas.com 2021. *7 Perbedaan Kopitiam dengan Cafe Kopi Halaman all—Kompas.com*. Retrieved July 24, 2024, from <https://www.kompas.com/food/read/2021/03/10/131600875/7-perbedaan-kopitiam-dengan-cafe-kopi?page=all#>
- Kumaran.com 2024. *Uncle Z Kopitiam, Tempat Nongkrong Estetik Masa Kini*. kumaran. Retrieved May 28, 2024, from <https://kumaran.com/seputar-jakarta/uncle-z-kopitiam-tempat-nongkrong-estetik-masa-kini-22HJB4PEcz>
- Lestari, A. A. (2022). Pengaruh Citra Merek Dan Loyalitas Merek Terhadap Ekuitas Merek Pada Sabun Muka Citra Di Kalangan Mahasiswa Di Kota Sungai Penuh. *Jurnal Ekonomi Sakti (JES)*, 11(2), 82. <https://doi.org/10.36272/jes.v11i2.237>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Lu, A. C. C., Gursoy, D., & Lu, C. Y. (2015). Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants. *International Journal of Hospitality Management*, 50, 36–45. <https://doi.org/10.1016/j.ijhm.2015.07.008>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing research: An applied approach* (Fifth Edition). Pearson.
- Manuaba, I. B. G. B. (2015). Analisis Tingkat Brand Loyalty Konsumen Sepeda Motor Merek Honda di PT. Tri Mitra Bali Motor Semabaung Gianyar. *Jurnal Jurusan Pendidikan Ekonomi Undiksha*, 5(1).

- Marsella, E., & Halimatussakdiah. (2024). Pengaruh Pengalaman Merek dan Persepsi Nilai terhadap Loyalitas Merek yang Dimediasi oleh Kepercayaan Merek pada Skincare Somethinc. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 9(1). <https://doi.org/10.24815/jimen.v9i1.27567>
- Mochaddin 2017, B. *Bisnis Kedai Kopi Jadi Favorit, Memangnya Menguntungkan?* detikfinance. Retrieved July 2, 2024, from <https://finance.detik.com/perencanaan-keuangan/d-3555135/bisnis-kedai-kopi-jadi-favorit-memangnya-menguntungkan>
- Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, 25(2), 200–218. <https://doi.org/10.1016/j.jcps.2014.11.006>
- Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6), 1090–1098. <https://doi.org/10.1016/j.jbusres.2013.06.001>
- Nisa, D. M. N. N. K., & Sari, D. K. (2023). Perilaku Konsumen: Keputusan Pembelian Produk Perawatan Kulit di Sidoarjo. *UMSIDA Preprints Server*. <https://doi.org/10.21070/ups.932>
- Rahmawati, A., & Hidayati, D. (2023). Penerapan Digital Marketing Sebagai Sistem Informasi Manajemen Pada Penerimaan Peserta Didik Baru Di Sekolah Swasta Kota Bandung. *Academy of Education Journal*, 14(2), 704–713. <https://doi.org/10.47200/aoej.v14i2.1878>
- Rahmawati, M., Setyawati, S. M., & Afif, N. C. (2019). Pengaruh Brand Characteristic Terhadap Brand Loyalty Dimediasi Oleh Brand Trust Dan Brand Affect. *Jurnal Ekonomi, Bisnis, Dan Akuntansi*, 21(3). <https://doi.org/10.32424/jeba.v21i3.1375>
- Rusfian, E. Z., & Alessandro, J. D. (2021). *The Influence of Social Media's Marketing Activity on Local Brand Equity and Consumer Response: Using Mix Method Approach*.
- Singh, J. J., Iglesias, O., & Batista-Foguet, J. M. (2012). Does Having an Ethical Brand Matter? The Influence of Consumer Perceived Ethicality on Trust, Affect and Loyalty. *Journal of Business Ethics*, 111(4), 541–549. <https://doi.org/10.1007/s10551-012-1216-7>

- 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. <https://doi.org/10.1016/j.ijhm.2018.12.011>
- Sugiyono, 2014. *Metode Penelitian Kuantitatif, Kualitatif, Dan R & D*. Retrieved July 5, 2024, from [https://www.scribd.com/embeds/391327717/content?%20start\\_page=1&view\\_mode=scroll&access\\_key=ke%20y-fFexxf7rlbzEfWu3HKwf](https://www.scribd.com/embeds/391327717/content?%20start_page=1&view_mode=scroll&access_key=ke%20y-fFexxf7rlbzEfWu3HKwf)
- Weisberg, J., Te'eni, D., & Arman, L. (2011). Past purchase and intention to purchase in e-commerce: The mediation of social presence and trust. *Internet Research*, 21(1), 82–96. <https://doi.org/10.1108/10662241111104893>
- Wibisono, S., Clarita, T., & Sulistiono, S. (2023). Pengaruh Brand Association, Brand Reliability, Dan Brand Intention Terhadap Brand Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 9(3), 673–682. <https://doi.org/10.37641/jimkes.v9i3.2062>
- Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., & Ruangkanjanes, A. (2020). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability*, 13(1), 189. <https://doi.org/10.3390/su13010189>