

### DAFTAR PUSTAKA

- Andervazh, L., Gaskari, R., & Shyani, M. (2021). the Influence of Brand Image on Customer Satisfaction and Customer Loyalty. *Journal of Basic and Applied Scientific Research*, 2(4), 3552–3556.
- Arikunto. (2006). *Prosedur Penelitian Suatu Pendekatan Praktek*. PT Rineka Cipta.
- Arikunto. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Buchari, A. (2012). *Manajemen Pemasaran dan Pemasaran jasa (V)*. Alfabetha.
- Delima, A., Ashary, H. M., & Usman, O. (2019). Influence of Service Quality, Product Quality, Price, Brand Image, and Promotion to Consumer Satisfaction Affecting on Consumer Loyalty (Online Shop). *SSRN Electronic Journal*, 1–15. <https://doi.org/10.2139/ssrn.3308707>
- Durianto, D. S. & T. S. (2013). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek (V)*. Gramedia Pustaka.
- Fadillah, R., & Sari, D. K. (2025). *Pengaruh Citra Merek dan Kepercayaan Merek terhadap Loyalitas Merek Konsumen Muda Kota Padang di Kafe Lokal Modern House of Musi*. 7(5), 3959–3970.
- Fauziah, F. (2024, November 4). dr. Incognito tanggap isu COSRX tidak BPOM, skincare Korea yang kerap atasi masalah wajah: Sedeng semuanya. *Hops.Id*, 1–2. <https://www.hops.id/unik/29413874763/dr-incognito-tanggap-isu-cosrx-tidak-bpom-skincare-korea-yang-kerap-atasi-masalah-wajah-sedeng-semuanya>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Griffin, R., & Moorhead, G. (2017). *Organizational Behavior: Managing People and Organizations*. South-Western Collage Pub.
- Hair, Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). *Multivariate Data Analysis*. <https://doi.org/10.1002/9781119409137.ch4>
- Iskandar, N., Setiawan, A., Sumardi, K., Pendidikan, D., Mesin, T., & Indonesia, U. P. (2016). *Identifikasi faktor-faktor yang mempengaruhi siswa smk memilih program keahlian teknik mesin*. 3(2), 220–224.
- John C, Mowen, & M. M. (2014). *Consumer Behavior (Fifth)*. Prentice-Hall.
- Kotler, P., & Armstrong, G. (2010). Principles of Marketing. In *World Wide Web Internet And Web Information Systems*. <https://doi.org/10.2307/1250103>
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Global Edition (Vol. 15E, Issue 4)*. <https://doi.org/10.1080/08911760903022556>
- Kotler, P., Keller, K. L., Brady, M., Victor Goodman, M. R., & Hansen, T. (2019). Marketing management 4th European edition. In *Soldering & Surface Mount Technology (Vol. 13, Issue 3)*.

- Kotler Philip, A. G. (2021). Principles of Marketing. In *Pearson Education* (18e Global). Pearson Education.
- Lai, F., Griffin, M., & Babin, B. J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research*, 62(10), 980–986. <https://doi.org/10.1016/j.jbusres.2008.10.015>
- Lu, J., & Xu, Y. (2015). Chinese young consumers' brand loyalty toward sportswear products: A perspective of self-congruity. *Journal of Product and Brand Management*, 24(4), 365–376. <https://doi.org/10.1108/JPBM-05-2014-0593>
- Pearson, A., Tadisina, S., & Griffin, C. (2012). The Role of E-Service Quality and Information Quality in Creating Perceived Value: Antecedents to Web Site Loyalty. *Information Systems Management*, 29(3), 201–215. <https://doi.org/10.1080/10580530.2012.687311>
- Rachma, M. A., & Apriadi, D. (2025). Analisis Pengaruh Citra Merek Dan Kepercayaan Merek Terhadap Loyalitas Merek Pada Brand Lokal Eiger di Kabupaten Cianjur. 5(September), 508–518.
- Rahmat, R., & Marso, M. (2020). Hubungan Brand Experience, Brand Image, Brand Satisfaction, Dan Brand Loyalty Dalam Pespektif Four-Stage Loyalty Model (Studi Terhadap Mahasiswa Pengguna Smartphone Di Tarakan). *Jurnal Manajemen Pemasaran*, 14(1), 17–24. <https://doi.org/10.9744/pemasaran.14.1.17-24>
- Ririn, P. A., & Harti. (2021). Pengaruh Citra Merek Dan Electronic Word of Mouth Terhadap Loyalitas Merek Pada Klinik Kecantikan Nanisa Jombang. ... *Manajemen Dan Ekonomi ...*, 9(2), 1307–1313.
- Sekaran, U. (2017). *Research Methods for Business A Skill Building Approach* (14th ed.). John Wiley & Sons Inc.
- Song, H. J., Wang, J. H., & 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(June 2018), 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>
- Sudiby, K. D. P., & Pamikatsih, T. R. (2023). Analisis Pengaruh Citra Merek, Kepuasan Merek Dan Kepercayaan Merek Terhadap Loyalitas Merek J&T Express. *J-MIND (Jurnal Manajemen Indonesia)*, 8(1), 43. <https://doi.org/10.29103/j-mind.v8i1.10838>
- Suliyanto. (2013). Pengaruh Nilai Pelanggan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan: Switching Cost Sebagai Variabel Moderasi. *Jurnal Ekonomi Dan Bisnis*, 12(1), 11–18.
- Suntoro, W., & Silintowe, Y. B. R. (2020). Analisis Pengaruh Pengalaman Merek, Kepercayaan Merek, dan Kepuasan Merek terhadap Loyalitas Merek. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 32(1), 25–41. <http://ojs.uajy.ac.id/index.php/modus/article/view/3194>

- Swastha, B. & I. (2012). *Manajemen Pemasaran Modern* (VIII). Liberty.
- Tjiptono, Fandy & Gregorius, C. (2012). *Pemasaran Strategik* (Cetakan 2). Bayumedia.
- Utomo, I. W. (2017). Pengaruh Brand Image, Brand Awareness dan Brand Trust Terhadap Brand Loyalty Pelanggan Online Shopping (Studi Kasus Karyawan di BSI Pemuda). *Komunikasi*, VIII(1), 78. <https://ejournal.bsi.ac.id/ejurnal/index.php/jkom/article/view/2327/1607>
- Wardani, K. E., Febrilia, I., & Rahmi. (2023). Pengaruh Brand Image dan Brand Trust Terhadap Customer Loyalty Pelanggan Kopi di Jakarta Dengan Customer Satisfaction Sebagai Variabel Intervening. *Jurnal Bisnis, Manajemen Dan Keuangan*, 4(1), 36–46.
- Winarno, W. W. (2014). *Analisis Ekonometrika dan Statistika dengan Menggunakan Eviews* (Cetakan 5). UPP STIM YKPN.
- Windyastari, P. I. (2024). *Pengaruh Citra Merek Dan Kepercayaan Merek Terhadap Loyalitas Pelanggan Produk Le Minerale ( Studi Pada Mahasiswa Politeknik Negeri Malang )*. 2(10), 42–54.
- Wirtz, J., & Lovelock, C. (2011). Service Marketing People, Technology, Strategy. In *Services Marketing: People, Technology, Strategy* (Seventh Ed, Issue January). Prentice-Hall. <https://www.researchgate.net/publication/263523474>
- Wirtz, J., & Lovelock, C. (2021). Services Marketing. In *Services Marketing* (Issue November 2021). <https://doi.org/10.1142/y0024>
- Yohana F. C. P. Meilani, I. B. M. P. B., & Ian N. Suryawan, R. R. M. (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>