

DAFTAR PUSTAKA

- Abadi, R. R., Nursyamsi, I., & Syamsuddin, A. R. (2020). Effect of customer value and experiential marketing to customer loyalty with customer satisfaction as intervening variable (case study on gojek makassar consumers). *The Asian Journal of Technology Management*, 13(1), 82–97.
- Adiani, W., Aprianingsih, A., Fachira, I., Debby, T., & Maharatie, A. P. (2024). Social influence, financial benefit, and e-wallet multi-brand loyalty: The mediating impact of commitment. *Cogent Business & Management*, 11(1), 2290228.
- Aditya, W. (2025). Consumer Behavior in The Digital Era 4.0. *Iaa Journal of Art and Humanities*, 12(1), 77–83. <https://doi.org/10.59298/iaajah/2025/1217783>
- Afifudin, N., Badriah, L. S., & Wibowo, A. A. (2022). Teori nilai konsumsi dalam perilaku konsumsi masyarakat untuk pembelian barang virtual pada game online. *Proceeding of Midyear International Conference*, 1.
- Agyeiwaah, E., & Zhao, Y. (2024). A moderated mediation model of tourist cultural worldviews, perceived social relations, self-esteem, and prosocial behaviors - analyzing competing models. *Journal of Sustainable Tourism*, 32(8), 1584–1604. <https://doi.org/10.1080/09669582.2023.2253501>
- Ahmad, F., Mustafa, K., Hamid, S. A. R., Khawaja, K. F., Zada, S., Jamil, S., Qaisar, M. N., Vega-Muñoz, A., Contreras-Barraza, N., & Anwer, N. (2022). Online customer experience leads to loyalty via customer engagement: Moderating role of value co-creation. *Frontiers in Psychology*, 13, 897851.
- Al-Dmour, R., AlShaar, F., Al-Dmour, H., Masa'Deh, R., & Alshurideh, M. T. (2021). The effect of service recovery justices strategies on online customer engagement via the role of “customer satisfaction” during the Covid-19 pandemic: An empirical study. In *The effect of coronavirus disease (COVID-19) on business intelligence* (pp. 325–346). Springer.
- Alfarisi, A. H., Suryawan, M. E., & Febrilia, I. (2022). Pengaruh nilai-nilai fungsional, sosial, dan emosional terhadap niat beli barang virtual game online. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 3(1), 297–313.
- Alzaydi, Z. M., Al-Hajla, A., Nguyen, B., & Jayawardhena, C. (2018). A review of service quality and service delivery: Towards a customer co-production and customer-integration approach. *Business Process Management Journal*, 24(1), 295–328. <https://doi.org/10.1108/BPMJ-09-2016-0185>
- Anastasiadou, S. D., Papalexandris, S., & Konteos, G. (2022). The Effect of Emotional Intelligence on Perceived e-Service Quality, Consumers' Perceived Value, Purchase, Loyalty Intentions and Satisfaction. *CEUR Workshop Proceedings*, 3293, 151–161.
- Anisimova, T., & Weiss, J. (2023). Toward a better understanding of the attitude–behavior gap in organic food conative loyalty: a moderation and moderated mediation analysis. *Asia Pacific Journal of Marketing and Logistics*, 35(6),

1474–1493.

- Arkadan, F., Macdonald, E. K., & Wilson, H. N. (2024). Customer experience orientation: Conceptual model, propositions, and research directions. *Journal of the Academy of Marketing Science*, 52(6), 1560–1584.
- Armstrong, G., Kotler, P., & Opresnik, M. O. (2019). *Marketing: An Introduction, Global Edition*. Pearson.
- Arora, S. V., Kalro, A. D., & Sharma, D. (2023). Positioning products through names: effect of sound symbolism on perception of products with blended brand names. *Journal of Product & Brand Management*, 32(3), 361–378.
- Arslanagic-Kalajdzic, M., & Zabkar, V. (2017). Is perceived value more than value for money in professional business services? *Industrial Marketing Management*, 65, 47–58. <https://doi.org/https://doi.org/10.1016/j.indmarman.2017.05.005>
- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived Quality and Emotional Value that Influence Consumer's Purchase Intention towards American and Local Products. *Procedia Economics and Finance*, 35, 639–643. [https://doi.org/https://doi.org/10.1016/S2212-5671\(16\)00078-2](https://doi.org/https://doi.org/10.1016/S2212-5671(16)00078-2)
- Assimos, B. M., Pinto, M. de R., Leite, R. S., & Andrade, M. L. de. (2019). Conspicuous consumption and its relation to brand consciousness, status consumption and self-expression. *BBR. Brazilian Business Review*, 16, 350–368.
- Audyanova, S., & Fadli, J. A. (2025). Pengaruh perceived value dan customer experience terhadap customer loyalty melalui customer satisfaction. *J-CEKI: Jurnal Cendekia Ilmiah*, 5(1), 1269–1286.
- Aykaç, Ö. S. (2025). Digital Customer Experience and Personalization. *Online Retail Marketing Practice: Technology, Operations, and Globalization*, 1.
- Bahagio, D. A., Adilla, F., & Setiawan, Z. (2026). The Exploring the Influence of Perceived Value on Customer Loyalty: The Mediating Role of Emotional and Social Value in Driving Satisfaction and Repeat Purchase Intention. Evidence from PT. BPR Ekadharma Bhinaraharja, East Java, Indonesia. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(4), 338–346.
- Bao, H., Deng, S., Xu, S., & Peng, Y. (2017). Conspicuous consumption behavior of land-lost farmers: A perspective of social identity. *Cities*, 66, 81–90. <https://doi.org/https://doi.org/10.1016/j.cities.2017.04.003>
- Barua, P., & Kwong, S. C. M. (2026). The Effects of Customer Perceived Value and Customer Engagement on Customer Loyalty: The Mediating Role of Customer Satisfaction. *Research Journal in Business and Economics*, 4(1), 139–154.
- Bas, Abdullah, & Dölarslan, Emre Sahin. (2026). The Holistic Effect of Brand Innovativeness and Value Co-creation on the Relationship Between

- Perceived Value, Brand Trust and Brand Loyalty. *Journal of Creating Value*, 23949643261425370. <https://doi.org/10.1177/23949643261425370>
- Basaran, U., & Aksoy, R. (2017). The effect of perceived value on behavioural intentions. *Journal of Management Marketing and Logistics*, 4(1), 1–16.
- Bigné, J. E., Mattila, A. S., & Andreu, L. (2008). The impact of experiential consumption cognitions and emotions on behavioral intentions. *Journal of Services Marketing*, 22(4), 303–315.
- Boone, H. N. J., & Boone, D. A. (2012). Analyzing likert data. *The Journal of Extension*, 50(2), 48.
- Bourdeau, B. L., Joseph Cronin, J., & Voorhees, C. M. (2024). Customer loyalty: A refined conceptualization, measurement, and model. *Journal of Retailing and Consumer Services*, 81, 104020. <https://doi.org/https://doi.org/10.1016/j.jretconser.2024.104020>
- Bui, T. T., Tran, Q. T., Alang, T., & Le, T. D. (2023). Examining the relationship between digital content marketing perceived value and brand loyalty: Insights from Vietnam. *Cogent Social Sciences*, 9(1), 2225835.
- Busacca, B., & Bertoli, G. (2025). LEVERAGING LOYALTY TO CREATE VALUE. *Economics & Management 1/2025: January-March 2025*, 7.
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652–661.
- Carlos, J. F. R., Sanchez Garcia, J., Angel Moliner Tena, M., & Llorens Monzonis, J. (2006). Customer perceived value in banking services. *International Journal of Bank Marketing*, 24(5), 266–283. <https://doi.org/10.1108/02652320610681729>
- Chang, J., Morrison, A. M., Lin, S. H.-H., & Ho, C.-Y. (2021). How do food consumption motivations and emotions affect the experiential values and well-being of foodies? *British Food Journal*, 123(2), 627–648.
- Chen, C.-F. (2008). Investigating structural relationships between service quality, perceived value, satisfaction, and behavioral intentions for air passengers: Evidence from Taiwan. *Transportation Research Part A: Policy and Practice*, 42(4), 709–717. <https://doi.org/https://doi.org/10.1016/j.tra.2008.01.007>
- Chiu, C.-M., Wang, E. T. G., Fang, Y.-H., & Huang, H.-Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24(1), 85–114. <https://doi.org/https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- Choi, H., Park, J., Oh, E. A., & Yu, J. (2024). Elderly tourism using virtual reality: Verification of strategies to build loyalty using the loyalty chain stages theory. *Global Business & Finance Review*, 29(9), 58.

- Chuah, S. H.-W., Aw, E. C.-X., & Cheng, C.-F. (2022). A silver lining in the COVID-19 cloud: examining customers' value perceptions, willingness to use and pay more for robotic restaurants. *Journal of Hospitality Marketing & Management*, 31(1), 49–76.
- Conny, C. (2025). EMOTIONAL VALUE INFLUENCE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AND CORPORATE IMAGE MODERATION EFFECTS. *ECOTECHNOPRENEUR: Journal Economics, Technology And Entrepreneur*, 4(04), 404–415.
- Cox, J., & Dale, B. G. (2007). Related Research and concepts Service quality and e-commerce: an exploratory analysis. *Managing Service Quality*, 11(2), 121–131.
- Cui, H., Zhang, K., Ke, C., Duan, R., & Gui, Y. (2026). How Eco-Designed Retail Packaging Shapes Purchase Intention: Exploring the Mediating Role of Green Perceived Value. *Sustainability (Switzerland)*, 18(3). <https://doi.org/10.3390/su18031261>
- Dallegrand, J. P. (2024). *Intergenerational Brand Attachment: a Comparison of Brand Loyalty Between Generation X and the Millennials*. Keiser University.
- Dang, V. T., Nguyen, N., & Wang, J. (2021). The impact of retailers' indoor environmental quality on consumer purchase decision. *International Journal of Retail & Distribution Management*, 49(6), 772–794.
- Danopa, F. M. K., & Hernita, N. (2024). The Effect of Emotional Value and Perceived System Quality on Recommendation Intention on Customer Online Travel Services. *Finance and Business Management Journal*, 2(2), 109–116.
- Dara, R., Edyansyah, T., Bahri, S., & Roni, M. (2025). *THE INFLUENCE OF CUSTOMER EXPERIENCE VALUES ON LOYALTY TO MAKE OVER COSMETIC PRODUCTS IN THE PANTON LABU CITY COMMUNITY , NORTH ACEH REGENCY*. 7(7), 1036–1045.
- Eboli, L., & Mazzulla, G. (2012). Performance indicators for an objective measure of public transport service quality. *European Transport - Trasporti Europei*, 51, 1–21.
- Etikan, I., & Bala, K. (2017). Sampling and sampling methods. *Biometrics & Biostatistics International Journal*, 5(6), 149.
- Fakfare, P., Rittichainuwat, B., Manosuthi, N., & Wattanacharoensil, W. (2024). Customer service experience for a smart automated coffee vending machine. *International Journal of Retail & Distribution Management*, 52(7–8), 786–800.
- Fakhrurozi, R. N., Dewi, N. I. K., Prayustika, P. A., & Riyasa, I. A. P. W. (2025). Exploring the Role of Experiential and Emotional Marketing in Building Customer Satisfaction and Loyalty in Coffee Shop. *Binus Business Review*,

16(3), 275–289.

- Fang, J., George, B., Shao, Y., & Wen, C. (2016). Affective and cognitive factors influencing repeat buying in e-commerce. *Electronic Commerce Research and Applications*, 19, 44–55. <https://doi.org/https://doi.org/10.1016/j.elerap.2016.08.001>
- Febrianto, K. W., & Artanti, Y. (2019). Pengaruh nilai konsumsi terhadap niat beli virtual item kustomisasi hero (Studi pada pemain Defence of the Ancient 2). *Jurnal Ilmu Manajemen (JIM)*, 7(2).
- Femina, E. P., & Santhi, P. (2024). Effects of perceived value dimensions on customer brand loyalty towards luxury cars. *Rajagiri Management Journal*, 18(4), 274–286.
- Firmansyah, M. A. (2023). *Pemasaran produk dan merek: Planning & strategy*. Penerbit Qiara Media.
- Fonda, B. C., & Antonio, T. (2020). Pengaruh Functional Value, Emotional Value Dan Value for Money Terhadap Minat Beli Ulang Apartemen Di Surabaya. *Jurnal Performa: Jurnal Manajemen Dan Start-up Bisnis*, 5(3), 194–203.
- Gahler, M., Klein, J. F., & Paul, M. (2023). Customer experience: conceptualization, measurement, and application in omnichannel environments. *Journal of Service Research*, 26(2), 191–211.
- García-Salirrosas, E. E., Escobar-Farfán, M., Esponda-Perez, J. A., Millones-Liza, D. Y., Villar-Guevara, M., Haro-Zea, K. L., & Gallardo-Canales, R. (2024). The impact of perceived value on brand image and loyalty: a study of healthy food brands in emerging markets. *Frontiers in Nutrition*, 11, 1482009.
- García-Salirrosas, E. E., Millones-Liza, D. Y., Esponda-Pérez, J. A., Acevedo-Duque, Á., Müller-Pérez, J., & Sánchez Díaz, L. C. (2022). Factors influencing loyalty to health food brands: an analysis from the value perceived by the Peruvian consumer. *Sustainability*, 14(17), 10529.
- Ghozali, I. (2006). *Aplikasi analisis multivariate dengan program SPSS*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018a). Analisis Multivariate Program IBM SPSS 25 (9th Editio). *Badan Penerbit Universitas Diponegoro*.
- Ghozali, I. (2018b). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Universitas Diponegoro.
- Ghozali, I. (2018c). *Multivariate analysis application with IBM SPSS 25 program*.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26* (10 (ed.)). Badan Penerbit Universitas Diponegoro.
- Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics*. McGraw-Hill.
- Gunawan, C. (2018). *Mahir menguasai SPSS (mudah mengolah data dengan IBM SPSS Statistic 25)*. Deepublish.

- Hair, J., & Alamer, A. (2022). *Research Methods in Applied Linguistics*.
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, 117(3), 442–458.
- Hans, A. (2020). Pengaruh Consumer Value dan Brand Identification terhadap Brand Loyalty pengguna iPhone pada mahasiswa Program Studi Manajemen Universitas Kristen Petra. In *Jurnal Strategi Pemasaran* (Vol. 7, Issue 1, pp. 1–3).
- Harijanto, F. R., Lawrence, J., & Aprilia, A. (2024). Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen di Welabajo Hotel Labuan Bajo. *Jurnal Manajemen Perhotelan*, 10(2), 91–105.
- Harijanto, R. F. (2023). Pengaruh brand image terhadap minat beli konsumen pada produk Evolene Whey Protein dengan customer value proposition sebagai variabel intervening. *Jurnal Strategi Pemasaran*, 10(1), 11.
- Hasfar, M., Militina, T., & Noorlitaria Achmad, G. (2020). EFFECT OF CUSTOMER VALUE AND CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION AND LOYALTY PT MERATUS SAMARINDA. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4. <https://doi.org/10.29040/ijebar.v4i01.909>
- Heryuana, D., Bulan, T. P. L., & Zati, M. R. (2025). How do coffeeshop atmosphere, product quality, and location drive customer loyalty? *International Journal of Advances in Social Sciences*, 2(1), 45–58. <https://doi.org/10.62941/ijass.v2i1.124>
- Hlee, S., Park, J., Park, H., Koo, C., & Chang, Y. (2023). Understanding customer's meaningful engagement with AI-powered service robots. *Information Technology & People*, 36(3), 1020–1047.
- Hollebeek, L. D., Sprott, D. E., Andreassen, T. W., Costley, C., Klaus, P., Kuppelwieser, V., Karahasanovic, A., Taguchi, T., Ul Islam, J., & Rather, R. A. (2019). Customer engagement in evolving technological environments: synopsis and guiding propositions. *European Journal of Marketing*, 53(9), 2018–2023.
- Homburg, C., Jozić, D., & Kuehnl, C. (2017). Customer experience management: toward implementing an evolving marketing concept. *Journal of the Academy of Marketing Science*, 45(3), 377–401. <https://doi.org/10.1007/s11747-015-0460-7>
- Hwang, J., & Choi, L. (2020). Having fun while receiving rewards?: Exploration of gamification in loyalty programs for consumer loyalty. *Journal of Business Research*, 106, 365–376.
- Ikramuddin, Adam, M., Sofyan, H., & Faisal. (2017). The Relationship of Perceived Value, Service Quality, Brand Trust, and Brand Loyalty. A Literature Review. *Expert Journal of Marketing*, 5(2), 72–77.

- Irwan, B., Widiawati, A., & Latief, F. (2023). PENGARUH KUALITAS PELAYANAN DAN NILAI PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA KOPI ILBS DI GOWA. *Nobel Management Review*, 4(2), 337–347.
- Islam, S., Zahin, M., & Rahim, S. B. (2024). Investigating how consumer-perceived value and store image influence brand loyalty in emerging markets. *South Asian Journal of Business Studies*, 13(4), 505–526.
- Jokom, J. P. S. T. S. R. (2020). PENGARUH PERSEPSI NILAI TERHADAP KEPUASAN KONSUMEN DI JOKOPI UNTUNG SUROPATI SURABAYA. *Jurnal Hospitality Dan Manajemen Jasa*, Vol 8, No 1 (2020): *Jurnal Hospitality dan Manajemen Jasa*.
- Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert scale: Explored and explained. *British Journal of Applied Science & Technology*, 7(4), 396–403.
- Kesuma, A. P. (2021). *Pengaruh Nilai Fungsional, Nilai Emosional Dan Nilai Epistemik Terhadap Niat Pembelian Daring Di Marketplace (Studi Pada Pengguna Marketplace)*. STIE YKPN.
- Khan, S. N., & Mohsin, M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behavior. *Journal of Cleaner Production*, 150, 65–74. <https://doi.org/https://doi.org/10.1016/j.jclepro.2017.02.187>
- Konuk, F. A. (2021). The moderating impact of taste award on the interplay between perceived taste, perceived quality and brand trust. *Journal of Retailing and Consumer Services*, 63, 102698.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Editi). Pearson Education Limited.
- Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2022). *Marketing management: an Asian perspective*.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management Sixteenth*. United Kingdom: Pearson Education Limited.
- Kotronoulas, G., Miguel, S., Dowling, M., Fernández-Ortega, P., Colomer-Lahiguera, S., Bağcıvan, G., Pape, E., Drury, A., Semple, C., & Dieperink, K. B. (2023). An overview of the fundamentals of data management, analysis, and interpretation in quantitative research. *Seminars in Oncology Nursing*, 39(2), 151398.
- Kuo, Y.-F., Wu, C.-M., & Deng, W.-J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25(4), 887–896. <https://doi.org/https://doi.org/10.1016/j.chb.2009.03.003>

- Leary, M. R., Jongman-Sereno, K. P., & Diebels, K. J. (2014). *The Pursuit of Status: A Self-presentational Perspective on the Quest for Social Value BT - The Psychology of Social Status* (J. T. Cheng, J. L. Tracy, & C. Anderson (eds.); pp. 159–178). Springer New York. https://doi.org/10.1007/978-1-4939-0867-7_8
- Lee, S. Y., & Kim, J. H. (2014). Effects of servicescape on perceived service quality, satisfaction and behavioral outcomes in public service facilities. *Journal of Asian Architecture and Building Engineering*, 13(1), 125–131. <https://doi.org/10.3130/jaabe.13.125>
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Li, Jie, Zhang, Xin-An, & Sun, Gong. (2015). Effects of “Face” Consciousness on Status Consumption among Chinese Consumers: Perceived Social Value as a Mediator. *Psychological Reports*, 116(1), 280–291. <https://doi.org/10.2466/17.07.PR0.116k11w3>
- Li, M., Choe, Y. H., & Gu, C. (2024). How perceived sustainability influences consumers’ clothing preferences. *Scientific Reports*, 14(1), 1–22. <https://doi.org/10.1038/s41598-024-80279-4>
- Li, Z., Shu, S., Shao, J., Booth, E., & Morrison, A. M. (2021). Innovative or not? The effects of consumer perceived value on purchase intentions for the palace museum’s cultural and creative products. *Sustainability (Switzerland)*, 13(4), 1–19. <https://doi.org/10.3390/su13042412>
- Lima, A. L. de S., & Gresse von Wangenheim, C. (2022). Assessing the Visual Esthetics of User Interfaces: A Ten-Year Systematic Mapping. *International Journal of Human–Computer Interaction*, 38(2), 144–164. <https://doi.org/10.1080/10447318.2021.1926118>
- Liu, D., Son, S., & Zhu, Y. (2026). From perceived value to customer loyalty behavioral intentions: a social exchange theory perspective on value-based selling. *Journal of Business & Industrial Marketing*, 41(3), 413–428.
- Liu, H., Xiao, Q., & Wang, H. (2024). Understanding customer experience for sustainable innovation: An integration of conscious and unconscious perspectives of theme hotel guests. *Sustainability*, 16(13), 5274.
- Liu, J., & Chelliah, S. (2025). Personal brand and consumer purchase intention: The mediating role of perceived emotional value. *Journal of Ecohumanism*, 4(1), 3907–3919.
- Lorens, M. N. (2023). *Pengaruh kepercayaan merek, kepuasan merek, citra merek dan word of Mouth terhadap loyalitas merek pada Kopi Kenangan di kota Makassar*. Universitas Hasanuddin.
- Louis, J., Praja, E., & Panggabean, A. (2026). *Examining the Impact of Store Atmosphere , Self-Reward Behavior , and Supporting Facilities on Customer*

- Loyalty in Coffee Shops : A Study in Medan*. 6(1), 92–104.
- Lupiyoadi, R. (2018). *Manajemen pemasaran jasa: Berbasis kompetensi; edisi 3*.
- Marzuki, M., & Imaningsih, E. S. (2026). CSR, Social Media, Perceived Value, and Customer Loyalty in Fast-Food SMEs. *Enrichment: Journal of Multidisciplinary Research and Development*, 3(11), 4110–4128.
- Meeprom, S., & Kokkhangplu, A. (2025). Customer experience and satisfaction in coffee consumption: an experiential marketing perspective. *Cogent Business & Management*, 12(1), 2450296. <https://doi.org/10.1080/23311975.2025.2450296>
- Mensah, I., & Mensah, R. D. (2018). Effects of Service Quality and Customer Satisfaction on Repurchase Intention in Restaurants on University of Cape Coast Campus Urban Tourism and Sustainable development in Ghana View project Effects of Service Quality and Customer Satisfaction on Repurcha. *Journal of Tourism, Heritage & Services Marketing*, 4(1), 27–36.
- Mukhlishin, M. (2024). Effectiveness of Productive Zakat in Increasing the Welfare of Mustahik. *Syarah*, 13(2).
- Munawwar, H., & Saefuloh, D. (2019). Pengaruh Nilai yang Dirasakan terhadap Kepuasan dan Loyalitas Pelanggan Sepatu Olahraga Merek Lokal dan Internasional. *Prosiding Industrial Research Workshop and National Seminar*, 10(1), 851–861.
- Muslimin, M. A. (2025). Nilai dan Kepuasan Pelanggan: Strategi Meningkatkan Loyalitas Pelanggan Melalui Nilai dan Kepuasan di Era Digital. *Maliki Interdisciplinary Journal*, 3(5).
- Nguyen, D. H. A. (2026). The impact of perceived value on satisfaction and purchase intention towards eco-friendly brands. *GAS Journal of Economics and Business Management (GASJEBM)*, 3(1), 233–254.
- Nguyen, Q., Nisar, T. M., Knox, D., & Prabhakar, G. P. (2018). Understanding customer satisfaction in the UK quick service restaurant industry: The influence of the tangible attributes of perceived service quality. *British Food Journal*, 120(6), 1207–1222. <https://doi.org/10.1108/BFJ-08-2017-0449>
- Nizam, K., Liaqat, O., Saleem, H., Haq, F., & Masood, H. (2022). *The Influence Of Customer Values And Brand Identification On Brand Loyalty And Purchase Intention*. 1, 41–52.
- Novitasari, E., & Vedy, N. K. (2023). EFEK NILAI EMOSIONAL DAN NILAI FUNGSIONAL DALAM MENDORONG PENINGKATAN LOYALITAS KONSUMEN. *Journal of Management and Industrial Engineering (JMIE, Vol 2, Nom(1)*, 13–24.
- Nwankwo, C. A., & Kanyangale, M. I. (2023). Customer experience management: analysis of customer retention in restaurants in Anambra State, Nigeria. *Marketing Instytucji Naukowych i Badawczych*, 49(3), 1–26.

- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262–270.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33–44.
- Oliver, R. L. (2010). Customer satisfaction. *Wiley International Encyclopedia of Marketing*.
- Ooi, S. K., Yeap, J. A. L., & Hor, S. P. (2026). Assessing functional and relational drivers of telco brand loyalty: the role of consumer brand engagement. *Quality & Quantity*. <https://doi.org/10.1007/s11135-026-02707-z>
- Opoku, E. K., Tham, A., Morrison, A. M., & Wang, M. S. (2023). An exploratory study of the experiencescape dimensions and customer revisit intentions for specialty urban coffee shops. *British Food Journal*, 125(5), 1613–1630.
- Özkan, P., Süer, S., Keser, İ. K., & Kocakoç, İ. D. (2020). The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation. *International Journal of Bank Marketing*, 38(2), 384–405.
- Pane, N. N. (2024). *Pengaruh pengalaman pelanggan, kualitas pelayanan, dan fasilitas terhadap loyalitas pelanggan kafe kopi ogut Tangerang*. KODEUNIVERSITAS041060# UniversitasBuddhiDharma.
- Pina, R., & Dias, Á. (2021). The influence of brand experiences on consumer-based brand equity. *Journal of Brand Management*, 28(2), 99–115.
- Prakash, G. (2019). Understanding service quality: insights from the literature. *Journal of Advances in Management Research*, 16(1), 64–90. <https://doi.org/10.1108/JAMR-01-2018-0008>
- Pratama, M. R. A., Puspaningrum, A., & Prabandari, S. P. (2025). Perceived value, emotional bonds, and pop culture: Drivers of brand loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 13(5), 3473–3484.
- Pratminingsih, S. A., Munawar, F., & Rudatin, C. L. (2025). Creative tourism experience: exploring the influence of novelty-seeking, perceived coolness and servicescape on behavioral intention. *Cogent Business and Management*, 12(1). <https://doi.org/10.1080/23311975.2024.2447906>
- Purnama, A. R. (2020). Peran moderasi usia dalam pengaruh nilai konsumen terhadap loyalitas merek. *Journal Of Business, Finance, and Economics (JBFE)*, 1(2).
- Putri, S. P., Sulistiyani, R., & Purnomo, B. R. (2026). ANALYSIS OF BRAND IMAGE, SOCIAL MEDIA, AND VALUE PERCEPTION ON CONSUMER LOYALTY MEDIATED BY CONSUMER PREFERENCE FOR HEALTHY INSTANT NOODLE PRODUCTS. *SOSIOEDUKASI: JURNAL ILMIAH ILMU PENDIDIKAN DAN SOSIAL*, 15(1), 1351–1366.

- Putri, Y., Yudana, W. A., Erwin, E., & Rahman, V. S. (2026). Nilai , Kepuasan , dan Loyalitas Pelanggan pada Coffee Shop Lokal. *Jurnal Inovasi Manajemen, Kewirausahaan, Bisnis Dan Digital*, 3(1), 38–43. <https://doi.org/https://doi.org/10.61132/jimakebidi.v3i1.1230>
- Rahmawati, A., Purbawati, D., & Listyorini, S. (2024). Pengaruh Kualitas Produk dan Promosi Penjualan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Nasabah Pengguna Tabungan Emas PT Pegadaian Cabang Blora). *Jurnal Ilmu Administrasi Bisnis*, 13(4), 823–834.
- Rasoolimanesh, S. M., Iranmanesh, M., Amin, M., Hussain, K., Jaafar, M., & Ataeishad, H. (2020). Are functional, emotional and social values interrelated? A study of traditional guesthouses in Iran. *International Journal of Contemporary Hospitality Management*, 32(9), 2857–2880.
- Rather, R. A., & Hollebeek, L. D. (2021). Customers' service-related engagement, experience, and behavioral intent: Moderating role of age. *Journal of Retailing and Consumer Services*, 60, 102453.
- Rather, R. A., & Jaziri, D. (2022). *Unveiling the customer experience–loyalty nexus in tourism during crises*.
- Raza, M. A., & Siddiquei, A. N. (2012). *Relationship between service quality, perceived value, satisfaction and revisit intention in hotel industry*. 788–805.
- Saeed, H., & Siddiqui, S. M. F. E. A. (2026). Determinants of Trust in Sustainable Brands: Effects of Perceived Value, Satisfaction, Customer Care, and Brand Image on Purchase Intention and Brand Loyalty. *The Critical Review of Social Sciences Studies*, 4(1), 3806–3831.
- Samudro, A., & Susanti, V. (2021). The model development of industrial brand loyalty: Assessing the rational and emotional aspects as antecedents of loyalty. *Cogent Business & Management*, 8(1), 1896871.
- Sang, V. M., & Cuong, M. C. (2025). The influence of brand experience on brand loyalty in the electronic commerce sector: the mediating effect of brand association and brand trust. *Cogent Business & Management*, 12(1), 2440629.
- Saputri, S. A. (2017). PENGARUH NILAI EMOSIONAL, NILAI PENGORBANAN DAN LOYALITAS MEREK TERHADAP KEPUASAAN KONSUMEN MC'DONALDS DI SIDOARJO. *E-Journal Manajemen" BRANCHMARCK"*, 3(2).
- Sari, A. H., & Kuswati, R. (2026). Sharia-Ethical Self-Identity and Sustainable Brand Loyalty: The Nexus of Green Brand Love. *BANCO: Jurnal Manajemen Dan Perbankan Syariah*, 8(1), 15–26.
- Sekaran, U. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Setyowati, A. F., Redjeki, S., & Hidayanti, D. M. (2025). The Effect Of Product

- Quality And Product Price On Purchasing Decisions At Street Bar Coffee Jember. *International Journal Of Economics And Management Research*, 4(3), 194–202.
- Sharma, P., & Bhargav, S. (2023). Unlocking customer engagement: The power of mobile apps in enhancing customer experience. *International Journal of Frontiers in Medicine and Surgery Research*, 5(3), 88–94.
- Shin, Y. H., Kim, H., & Severt, K. (2019). Consumer values and service quality perceptions of food truck experiences. *International Journal of Hospitality Management*, 79(October 2018), 11–20. <https://doi.org/10.1016/j.ijhm.2018.12.008>
- Silalahi, R. V., & Novenson, N. (2024). Unlocking customer loyalty in Indonesian local coffee shops: An in-depth analysis of the influential factors. *Jurnal Manajemen Bisnis*, 15(2), 419–446.
- Simanjuntak, S. M., Luthfiyyah, S. P., Wulanda, A., & Situmorang, S. H. (2024). The Impact of Online Reviews and Volume Reviews on Consumer Purchase Decisions in Shopee: A Quantitative Analysis. *MORFAI JOURNAL, Volumes 4*.
- Slack, N., & Brandon-Jones, A. (2022). *Operations Management*. Pearson Education.
- Soeharso, S. Y. (2024). Customer satisfaction as a mediator between service quality to repurchase intention in online shopping. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2336304>
- Solomon, M. R. (2002). The value of status and the status of value. In *Consumer value* (pp. 79–100). Routledge.
- Subying, C., & Yoopetch, C. (2026). Exploring the Effects of Satisfaction, Cognitive Loyalty, Affective Loyalty, and Conative Loyalty on Behavioral Loyalty of Hotel Customers. *Review of Integrative Business and Economics Research*, 15(2), 512–521.
- Sударso, A., Suryati, L., Saragih, L. M. S., Ginting, M., Wardana, W., Lenggogeni, & Zahara, R. (2023). Customer Satisfaction Mediates the Effect of Service Quality and Customer Value on Customer Loyalty. *Sosiohumaniora: Jurnal Ilmu-Ilmu Sosial Dan Humaniora*, 25(3), 410–418. <https://doi.org/10.24198/sosiohumaniora.v25i3.46323>
- sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Sugiyono, P. (2011). Metodologi penelitian kuantitatif kualitatif dan R&D. *Alfabeta, Bandung*, 62, 70.
- Sugiyono, P. (2016). Metode penelitian kuantitatif kualitatif dan R&D. *Alfabeta, Bandung*.
- Sung, E. (Christine), Kwon, O., & Sohn, K. (2023). NFT luxury brand marketing in the metaverse: Leveraging blockchain-certified NFTs to drive consumer

- behavior. *Psychology & Marketing*, 40(11), 2306–2325. <https://doi.org/https://doi.org/10.1002/mar.21854>
- Suryanti, A., Wiyadi, & Kuswati, R. (2024). The Elucidating of Customer Value and Customer Loyalty for Halal Cosmetic: The Empirical Evidence of Indonesian Female. *Journal of Business and Management Studies*, 6(1), 171–181. <https://doi.org/10.32996/jbms.2024.6.1.10>
- Susanti, H., & Dermawan, R. (2026). The Influence of Brand Experience, Perceived Value, and Brand Trust on Brand Loyalty of Glad2Glow Products among Gen Z in Surabaya. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 9(1), 193–203.
- Syahputri, R., Hakim, L., & Harahap, D. A. (2026). *THE EVOLUTION OF CUSTOMER EXPERIENCE (CX) CONSTRUCT: AN INTEGRATIVE CONCEPTUAL FRAMEWORK*. 5(5), 2221–2228.
- Taherdoost, H. (2021). Data collection methods and tools for research; a step-by-step guide to choose data collection technique for academic and business research projects. *International Journal of Academic Research in Management (IJARM)*, 10(1), 10–38.
- Tama, A. W., & Untoro, W. (2016). Faktor-Faktor Pembentuk Loyalitas Merek Pada Pengguna Ponsel Smartfren. *Jurnal Economia*, 12(2), 97–112.
- Tamamekeng, K. J. P., Moniharapon, S., & Roring, F. (2024). Pengaruh Persepsi Kualitas, Komitmen Afektif, Dan Brand Experience Terhadap Loyalitas Merek (Studi Pada Konsumen J&T Manado) the Effect of Quality Perceptions, Affective Commitment, and Brand Experience on Brand Loyalty (Study on J&T Manado Consumers). *Jurnal EMBA: Jurnal ...*, 12(01), 237–248.
- Tjiptono, F. (2020). *Strategi Pemasaran, Prinsip Dan Penerapan*. Andi Offset.
- Tjiptono, F., & Diana, A. (2022). *MANAJEMEN DAN STRATEGI KEPUASAN PELANGGAN*. Penerbit Andi.
- Tuncer, I., Unusan, C., & Cobanoglu, C. (2021). Service Quality, Perceived Value and Customer Satisfaction on Behavioral Intention in Restaurants: An Integrated Structural Model. *Journal of Quality Assurance in Hospitality and Tourism*, 22(4), 447–475. <https://doi.org/10.1080/1528008X.2020.1802390>
- Udayana, I. B. N., & Ridho, M. R. (2023). Nilai-Nilai Yang Dirasakan Pengguna Iphone Dalam Mempengaruhi Customer Loyalty Melalui Customer Saticfaction. *Reslaj : Religion Education Social Laa Roiba Journal*, 5(3), 917–929. <https://doi.org/10.47467/reslaj.v5i3.1694>
- Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12). <https://doi.org/10.1016/j.heliyon.2020.e05710>
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian,

- N., & Haenlein, M. (2021). Digital transformation and customer experience: The service ecosystem perspective. *Journal of Business Research*, 122, 889–906.
- Wang, W., Cao, D., & Ameen, N. (2023). Understanding customer satisfaction of augmented reality in retail: a human value orientation and consumption value perspective. *Information Technology & People*, 36(6), 2211–2233.
- Wang, X., Sung, B., & Phau, I. (2024). How rarity and exclusivity influence types of perceived value for luxury. *Journal of Brand Management*, 31(6), 576–592. <https://doi.org/10.1057/s41262-024-00359-8>
- Wardana, Y., Edyansyah, T., & Heikal, M. (2023). *THE EFFECT OF EXPERIENCE VALUE CUSTOMER TO LOYALTY PRODUCT GARNIER BRAND COSMETICS IN THE COMMUNITY OF LHOKSEUMAWE CITY*. 1307–1312.
- Wardhana, R. E. (2016). Pengaruh customer experience terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening (Studi pada konsumen Mie Rampok Tahanan Surabaya). *Jurnal Ilmu Manajemen (JIM)*, 4(3).
- Weits, E. (2025). *The role of gamification in shaping the brand loyalty of Generation Z consumers*.
- Widhy, A., Yuliantoro, N., & Goeltom, V. A. H. (2025). From Experience to Loyalty: Investigating Customer Retention Drivers in Coffee Shops. *Jurnal Ilmiah Multidisiplin Indonesia (JIM-ID)*, 4(10), 1530–1542.
- Wiedmann, K.-P., Hennigs, N., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology & Marketing*, 26(7), 625–651. <https://doi.org/https://doi.org/10.1002/mar.20292>
- Wong, K. H., Chang, H. H., & Yeh, C. H. (2019). The effects of consumption values and relational benefits on smartphone brand switching behavior. *Information Technology & People*, 32(1), 217–243.
- Wu, C. H. J., & Liang, R. Da. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. *International Journal of Hospitality Management*, 28(4), 586–593. <https://doi.org/10.1016/j.ijhm.2009.03.008>
- Wu, X., Xiong, J., Yan, J., & Wang, Y. (2021). Perceived quality of traceability information and its effect on purchase intention towards organic food. *Journal of Marketing Management*, 37(13–14), 1267–1286. <https://doi.org/10.1080/0267257X.2021.1910328>
- Wu, Y., & Huang, H. (2023). Influence of Perceived Value on Consumers' Continuous Purchase Intention in Live-Streaming E-Commerce—Mediated by Consumer Trust. *Sustainability (Switzerland)*, 15(5). <https://doi.org/10.3390/su15054432>
- Xie, Y. (2024). Enhancing the Effectiveness of Digital Museum Services:

- Through a Study of Perceived Value Theory. *Journal of the Knowledge Economy*, 15(3), 13701–13726. <https://doi.org/10.1007/s13132-023-01633-x>
- Xu, X., & Hu, Z. (2022). Effect of introducing virtual community and community group buying on customer's perceived value and loyalty behavior: A convenience store-based perspective. *Frontiers in Psychology*, 13, 989463.
- Yan, J., Ali, I., Ali, R., & Chang, Y. (2022). The power of affection: exploring the key drivers of customer loyalty in virtual reality-enabled services. *Frontiers in Psychology*, 13, 850896.
- Yang, H., Zhang, P., & Liu, H. (2023). The influence of the brand image of green agriculture products on China's consumption intention The mediating role of perceived value. *Plos One*, 18(10), e0292633.
- Yeh, C.-H., Wang, Y.-S., & Yieh, K. (2016). Predicting smartphone brand loyalty: Consumer value and consumer-brand identification perspectives. *International Journal of Information Management*, 36(3), 245–257.
- Yu, S., & Lee, J. (2019). The effects of consumers' perceived values on intention to purchase upcycled products. *Sustainability*, 11(4), 1034.
- Yuan, C., Wang, S., & Yu, X. (2020). The impact of food traceability system on consumer perceived value and purchase intention in China. *Industrial Management and Data Systems*, 120(4), 810–824. <https://doi.org/10.1108/IMDS-09-2019-0469>
- Zhang, M., Guo, X., Guo, X., & Jolibert, A. (2023). Consumer purchase intention of intangible cultural heritage products (ICHP): effects of cultural identity, consumer knowledge and manufacture type. *Asia Pacific Journal of Marketing and Logistics*, 35(3), 726–744. <https://doi.org/10.1108/APJML-11-2021-0831>
- Zhang, N., Liu, R., Zhang, X. Y., & Pang, Z. L. (2021). The impact of consumer perceived value on repeat purchase intention based on online reviews: by the method of text mining. *Data Science and Management*, 3(October), 22–32. <https://doi.org/10.1016/j.dsm.2021.09.001>
- Zhang, Y., Zhao, H., Hu, Y., & Yao, G. (2021). Smart community service brand functional value and sustainable brand relationship—The mediating role of customer emotional cognition. *Sustainability*, 13(4), 1833.
- Zhong, L., Zhang, X., Rong, J., Chan, H. K., Xiao, J., & Kong, H. (2020). Construction and empirical research on acceptance model of service robots applied in hotel industry. *Industrial Management and Data Systems*, 121(6), 1325–1352. <https://doi.org/10.1108/IMDS-11-2019-0603>