

Daftar Pustaka

- Aprilia, Y., & Andarini, S. (2023). Pengaruh Product Quality dan Brand Trust terhadap Repurchase Intention Melalui Customer Satisfaction sebagai Variabel Intervening pada Produk Kecantikan Brand Somethinc. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(6), 3193–3205. <https://doi.org/10.47467/alkharaj.v5i6.3649>
- Azzam, H. A., Widjayanti, A., Stia, P., & Jakarta, L. (2024). Brand Experience, Brand Trust, and the Effect on Brand Loyalty (Study of Mie Gacoan Restaurants in Jakarta). *Journal of Business Administration Economic & Entrepreneurship*, 6(1), 13.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing*, 76(2), 1–16. <https://doi.org/10.1509/jm.09.0339>
- 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>
- Cahyo, S. D., Maziyah, S., & Patmasari, E. K. (2025). Pengaruh Brand Experience dan Trust Terhadap Customer Satisfaction dengan Mediasi Brand Love. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 1265–1280. <https://doi.org/10.31004/riggs.v4i3.2046>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Cooper, D. R., & Schindler, P. S. (2019). *Business Research Methods*.
- Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories: A multigroup invariance analysis. *European Journal of Marketing*, 38(5–6), 573–592. <https://doi.org/10.1108/03090560410529222>
- Elizabet, H., & Nurhadi. (2024). The Effect of Perceived Quality and User Experience on Repurchase Intention through Customer Satisfaction as an Intervening Variable for inDrive Users in Surabaya. *Jurnal Manajemen*, 15(2), 244–258. <https://doi.org/10.32832/jm-uika.v15i2.16279>
- Febryhardo, B., Ekowati, T., Runanto, D., & Manajemen, S. (2026). Influence of brand experience, customer review and customer satisfaction on repurchase intention among

- erigo customers on shopee. *Ijafibs*, 13(4), 604–611. www.ijafibs.pelnus.ac.id
- Fernando, G. P., David, P. C., & Sergio, A. B. (2023). Effect of service experience, engagement and satisfaction on the future intentions of customers of a sports services. *Heliyon*, 9(7), e17850. <https://doi.org/10.1016/j.heliyon.2023.e17850>
- González-Mansilla, O. L., Serra-Cantalops, A., & Berenguer-Contrí, G. (2023). Effect of value co-creation on customer satisfaction: the mediating role of brand equity. *Journal of Hospitality Marketing and Management*, 32(2), 242–263. <https://doi.org/10.1080/19368623.2023.2164394>
- Gün, İ., & Söyük, S. (2025). The serial mediation effect of perceived quality and customer satisfaction on the relationship between trust and repurchase intention: a research on private health insurance owners. *BMC Health Services Research*, 25(1). <https://doi.org/10.1186/s12913-025-12269-9>
- Hair, J. F. J., Hult, G. T. M., Ringle, C. M., & Sarsterdt, M. (2022). Partial least squares structural equation modeling. In *Women Entrepreneurs* (3rd ed.). SAGE Publications Inc. <https://doi.org/10.1201/9781032725581-7>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261. <https://doi.org/10.1111/isj.12131>
- Kotler, P., Keller, K. L., Shaw, S. J., & Davis, K. R. (2016). Marketing Management Edisi 15e. In *Journal of Marketing* (Vol. 37, Issue 15).
- Lavenia, E. R. R. (2024). The Influence of Brand Leadership and Brand Experience on Satisfaction and Repurchase Intention on E-commerce Brand. *International Journal of Social Science Research and Review*, 7(5), 142–153. <https://doi.org/http://dx.doi.org/10.47814/ijssrr.v7i5.2126>

- Malhotra, N. K. (2020). *Marketing Research: An Applied Orientation Global Edition, 7/E*. (7th ed.). Pearson.
- Na, M., Rong, L., Ali, M. H., Alam, S. S., Masukujjaman, M., & Ali, K. A. M. (2023). The Mediating Role of Brand Trust and Brand Love between Brand Experience and Loyalty: A Study on Smartphones in China. *Behavioral Sciences*, 13(6). <https://doi.org/10.3390/bs13060502>
- Oktaviani, A., Fadhilah, M., & Ningrum, N. K. (2024). Pengaruh Brand Experience, Perceived Value Terhadap Brand Trust Dengan Customer Satisfaction Sebagai Variabel Intervening. *Jurnal Manajemen Terapan Dan Keuangan*, 13(04), 1243–1251. <https://doi.org/10.22437/jmk.v13i04.33909>
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer* (H. M. Briggs & E. Granda (eds.); 2nd Editio). Routledge (imprint dari Taylor & Francis Group). <https://doi.org/https://doi.org/10.4324/9781315700892>
- Ranti, G., & Arslan, R. (2024). Pengaruh Brand Trust, Brand Experience, dan Brand Awareness terhadap Brand Loyalty pada Aplikasi Pesan Instan Line melalui Customer Satisfaction sebagai Variabel Intervening (Studi pada pengguna Line Generasi Z). *EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi*, 3(6), 2294–2312.
- Streukens, S., & Leroi-Werelds, S. (2016). Bootstrapping and PLS-SEM: A step-by-step guide to get more out of your bootstrap results. *European Management Journal*, 34(6), 618–632. <https://doi.org/10.1016/j.emj.2016.06.003>
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Sutopo (ed.); Kedua Ceta, Vol. 1). ALFABETA. <https://doi.org/10.11111/moderasi.xxxxxxx>
- Tian, H., Siddik, A. B., & Masukujjaman, M. (2022). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, 12(2). <https://doi.org/10.3390/bs12020050>
- WEN, C., PRYBUTOK, V. R., & XU, C. (2011). AN INTEGRATED MODEL FOR CUSTOMER ONLINE REPURCHASE INTENTION University of North Texas University of North Texas. *Journal of Computer Information Systems*, 14(Fall 2011), 14–23.