

## DAFTAR REFERENSI

- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38, 102-120.  
<https://doi.org/http://dx.doi.org/10.2307/41165845>
- Amelia, R., & Ayani, S. (2020). Optimalisasi membangun brand image terhadap customer loyalty melalui customrt value dan customrt retention sebagai variabel intervening. *Ekonomi Bisnis, Volume Nomor 1.*  
<https://doi.org/https://doi.org/10.33592/jeb.v26i1.659>
- Anshori, Finsa, Ekawaty, Novian, Cahyani, & Justika. (2021). Pengaruh brand image dan kualitas produk terhadap minat beli produk J.Co Donuts & Coffee di resinda park mall kerawang pada masa pandemi Covid-19. *Jurnal Ilmiah MEA*, 5(2).
- Anugerah, D. T., & Setyorini, R. (2020). Pengaruh value proposition terhadap minat beli (studi Pada PT. Niiion Indonesia Utama tahun 2020 ). *E-Proceeding of Management*, 7(2), 4166–4173.
- Barnes, C., Blake, H., & Pinder, D. (2009). Creating and delivering your value proposition: managing customer experience for profit. London: Kogan Page Publishers.
- Buttle, F. (2009). Customer relation management. MA: Elsevier.
- Chen, L. Y. (2013). The quality of mobile shopping system and its impact on purchase intention and performance. *International Journal of Managing Information Technology Vol.5*.
- Clarence, C., & Keni, K. (2022). The prediction of purchase intention based on digital marketing, customer engagement, and brand preference. *Proceedings of the Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)*, 653(Icebmr. 2021), 481–486.  
<https://doi.org/10.2991/aebmr.k.220501.073>
- Cribb, P. J. (2006). Protein whey a.s dalam nutrisi olahraga. In *U.S. Dairy Export Council*. Export Council.
- Djollong, A. F. (2014). Teknik pelaksanaan penelitian kuantitatif (Technique of Quantitative Research). *Istiqla'*, 2(1), 86–100.
- Ghozali, I. (2011). *Aplikasi analisis multivariat dengan program SPSS*. Badan Penerbit Universitas Diponegoro.

- Ghozali, I. (2014). *Structural equation modeling, metode alternatif dengan partial least square (PLS)* (4th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial least square konsep teknik dan aplikasi menggunakan program SmartPLS 3.0* (2nd ed.). Badan Penerbit Universitas Diponegoro.
- Hadiansah, Purwanegara, Nugraha, & Santoso. (2018). Bridging perspectives of customer value proposition and customer perceived value of intercity non-bus transportation service in Indonesia. *The South East Asian Journal of Management*, 12(2). <https://doi.org/. https://doi.org/10.21002/seam.v12i2.10048>
- Hadiansyah, D., & Dirgahayu, T. (2020). Evaluasi sistem informasi akademik universitas mercu buana yogyakarta menggunakan utaut2 evaluation of academic information system of universitas mercu buana yogyakarta using utaut 2. *Jurnal Multimedia & Artificial Intelligence*, 4(1), 1–12.
- Hair, J. F., Black, W. W., Babin, B. ., & Anderson, R. . (2010). *Multivariate data analysis*. Pearson.
- Hulland, J. (1999). Use Of Partial Least Squares ( PLS ). *Strategic management research*, 20(2), 195–204. [https://doi.org/https://doi.org/10.1002/\(SICI\)1097-0266\(199902\)20:2<195::AID-SMJ13>3.0.CO;2-7](https://doi.org/https://doi.org/10.1002/(SICI)1097-0266(199902)20:2<195::AID-SMJ13>3.0.CO;2-7)
- Iradawaty, S. N., & Airlangga, I. B. (2021). Brand equity, brand image terhadap customer value pada lembaga kursus dan pelatihan. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi*, 8(3), 852–863. <https://doi.org/https://doi.org/10.35794/jmbi.v8i3.36200>
- Johnson, V. L., Kiser, A. I., Washington, R., & Torres, R. (2018). Limitations to the rapid adoption of m-payment services: understanding the impact of privacy risk on m-payment services. *Comput. Hum. Behav.*, 79, 111-122.
- Kambil, A., Ginsberg, A., & Bloch, M. (1996). Re-inventing value propositions. *Stern School of Business, New York University, May*.
- Kapferer, J. (1997). Strategic brand management. *Kogan Page, London*, 32. <https://scirp.org/reference/referencespapers?referenceid=1687209>
- Kaur, H., & Kanwalroop, K. (2019). Connecting the dots between brand logo and brand image. *Asia-Pacific Journal of Business Administration*, 11(1), 68–87. <https://doi.org/10.1108/APJBA-06-2018-0101>
- Kaur, P., Dhir, A., Talwar, S., & Ghuman, K. (2020). The value proposition of food delivery

- apps from the perspective of theory of consumption value. *International Journal of Contemporary Hospitality Management*, 33(4), 1129–1159.
- Keller, K. L. (2013). Strategic brand management ; building, measuring, and managing brand equity. *Fourth Edition Harlow, English : Pearson Education Inc.*
- Kotler, & Keller. (2009). *Manajemen pemasaran*. Erlangga.
- Kotler, & Keller. (2019). *Manajemen pemasaran*. Erlangga.
- Kotler, P. (2009). *Manajemen pemasaran*. Jakarta : Erlangga.
- Kotler, P. (2011). Marketing management 14th edition. Pearson.
- Kotler, P., & Gary Armstrong. (2019). *Principle of marketing* (17th ed.). Pearson Education Limited.
- Lestari, S. (2022). Nilai Pelanggan di cek toko sebelah app (customer value in cek toko sebelah app). *Jurnal Bisnis Dan Pemasaran Digital*, 1(2), 77–87. <https://doi.org/10.35912/jbpd.v1i2.1683>
- Luo, B., Li, L., & Sun, Y. (2022). Understanding the influence of consumers' perceived value on energy-saving products purchase intention. *Frontiers in Psychology*, 12(1), 1–13. <https://doi.org/10.3389/fpsyg.2021.640376>
- Maunaza, A. (2012). Pengaruh brand image terhadap minat beli konsumen (studi pada maskapai penerbangan lion air sebagai low cost barrier). *Universitas Indonesia*.
- Mc Carthy, E. J. (2002). Dasar – Dasar Pemasaran. *Jakarta:Erlangga*.
- McNeish. (2018). Koefisien alpha. *Psikol*, 23(3), 412–433. <https://doi.org/10.1037/met0000144>
- Mitchell, C. J., McGregor, R. A., D'Souza, R. F., Thorstensen, E. B., Markworth, J. F., Fanning, A. C., Poppitt, S. D., & Cameron-Smith, D. (2015). Consumption of milk protein or whey protein results in a similar increase in muscle protein synthesis in middle aged men. *Nutrients*, 7(10), 8685–8699. <https://doi.org/10.3390/nu7105420>
- Mitra, S., & Jenamani, M. (2020). OBIM: A computational model to estimate brand image from online consumer review. *Journal of Business Resarch*, 114(1), 213–226. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.04.003>
- Mitra, S., & Mamata, J. (2020). OBIM: A computational model to estimate brand image from online consumer review,. *Journal of Business Research*, Elsevier, 114(1), 213–226.
- Muzhaffar, F. D., Fihartini, Y., & Nabila, N. I. (2022). The effect of value proposition on purchase intention of clothing products at PT Vendor Indonesia. *Asian Journal of*

*Economics and Business Management*, 2(1), 459–467.

<https://doi.org/10.53402/ajebm.v2i1.290>

Noor, J. (2014). *Metodologi penelitian*. Kencana Prenada Media Group.

Osterwalder, A., & Pigneur, Y. (2014a). *Business model generation*. Alih bahasa oleh Natalia Ruth Sihandrin. PT Elex Media Komputindo.

Osterwalder, A., & Pigneur, Y. (2014b). *Business model generation*. PT. Elex Media Computindo.

Othman, A. K., Hassan, L. F. A., Hamzah, M. I., Razali, A. R., Saim, M. A. S., Ramli, M. S., Osman, M. A., & Azhar, M. A. A. (2019). The influence of social commerce factors on customer intention to purchase. *Asian Themes in Social Sciences Research*, 3(1), 1–10. <https://doi.org/https://doi.org/10.33094/journal.139.2019.31.1.10>

Pradana, D., Hudayah, S., & Rahmawati. (2017). Pengaruh harga kualitas produk dan citra merek brand image terhadap keputusan pembelian motor. *Kinerja*, 14(1), 16–23. <https://doi.org/https://doi.org/10.30872/jkin.v14i1.2445>

Prasetyo, B., Jannah, & Miftahun, L. (2008). *Metode penelitian kuantitatif*. RajaGrafindo Persada.

Sari, R. M. (2020). Pengaruh kualitas produk dan promosi terhadap kepuasan pelanggan dengan minat beli sebagai intervening (studi kasus pada pelanggan toko rabbani). *Skripsi Thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta*.

Sarie, L., & Nessma, Z. (2013). *Indomie, semakin laris di hongkong dan paling ngetop sejagat*. Kompasiana. <https://www.kompasiana.com/ayu25/552050ca813311a37419f73f/indomie-semakin-laris-di-hongkong-dan-paling-ngetop-sejagat>

Sarstedt, M., Hair, J. ., Hult, G. T. ., & Ringle, C. M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. SAGE PUBLICATIONS, Inc.

Simbolon, F. P., Handayani, E. R., & Nugraedy, M. (2020). The influence of product quality, price fairness, brand image, and customer value on purchase decision of toyota agya consumers: a study of low cost green car. *Binus Business Review*, 11(3), 187–196. <https://doi.org/10.21512/bbr.v11i3.6420>

Sopiah, & Sangadji. (2013). *Pengertian keputusan pembelian, indikator, & faktor keputusan pembelian*. Andi.

Sugiyono. (2016). *Metode Penelitian kuantitatif kualitatif dan kombinasi (mixed methods)*. Alfabeta.

- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Alfabeta.
- Sumidartini, N., Sobari, S., & Isnaeni, A. (2023). Pengaruh kualitas produk dan citra merek terhadap minat beli konsumen maybelline new york (survei pada star departement store summarecon mall bekasi). *Jurnal Administrasi Bisnis*, 3(1), 1–11.
- Suryani. (2010). Pengaruh kualitas pelayanan dan citra merek terhadap kepuasan dan dampaknya terhadap loyalitas (studi kasus pada nasabah bank bni'46 cabang uin syarif hidayatullah ciputat). *Skripsi. UIN Syarif Hidayattullah*.
- Swastha, B., & Irawan. (2001). Manajemen pemasaran modern. *Liberty*. Yogyakarta.
- Tama, A. L. P. (2022). Pengaruh value proposition dan kualitas layanan terhadap minat pembelian konsumen pada produk pollband di pt. gunung derajat kauman ponorogo. *Institut Agama Islam Negeri Ponorogo*.
- Tsabitah, N., & Anggraeni, R. (2021). The effect of brand image, brand personality and brand awareness on purchase intention of local fashion brand “this is april.” *Kinerja*, 25(2), 234–250. <https://doi.org/10.24002/kinerja.v25i2.4701>
- Watanabe, E., Alfinito, S., Curvelo, I., & Hamza, K. M. (2020). Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. *British Food Journal*, 122(4).