

## DAFTAR PUSTAKA

- Agarwal, R., & Mehrotra, A. (2018). Understanding What Matters to Customers: The Case of Loyalty Programs in the Indian Context. *Journal of Relationship Marketing*, 17(4), 311–334. <https://doi.org/10.1080/15332667.2018.1534065>
- Alam, M. M. D., Babu, M. M., Noor, N. A. M., Rahman, S. A., & Alam, M. Z. (2020). Millennials' preference of hedonic value over utilitarian value: Evidence from a developing country. *Strategic Change*, 29(6), 649–663. <https://doi.org/10.1002/jsc.2380>
- Aljuhmani, H. Y., Elrehail, H., Bayram, P., & Samarah, T. (2022). Linking social media marketing efforts with customer brand engagement in driving brand loyalty. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-08-2021-0627>
- Anubha, & Jain, A. (2022). In-game advertising and brand purchase intentions: an SOR perspective. *Global Knowledge, Memory and Communication*. <https://doi.org/10.1108/GKMC-02-2022-0050>
- Bae, B. R., & Kim, S.-E. (2023). Effect of brand experiences on brand loyalty mediated by brand love: the moderated mediation role of brand trust. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-03-2022-0203>
- Bae, J. H., & Jeon, H. M. (2022). Exploring the Relationships among Brand Experience, Perceived Product Quality, Hedonic Value, Utilitarian Value, and Brand Loyalty in Unmanned Coffee Shops during the COVID-19 Pandemic. *Sustainability (Switzerland)*, 14(18). <https://doi.org/10.3390/su141811713>
- Bagozzi, R. P. (1986). *Principles of marketing management: Science Research Associates Chicago*.
- Batra, R., & Ahtola, O. T. (1990). Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes. In *Marketing Letters* (Vol. 2, Issue 2).
- Beck, J. T., Chapman, K., & Palmatier, R. W. (2015). Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets Relationship Marketing and Loyalty Program Effectiveness 1. In *Journal of International Marketing* ©2015 (Vol. 23, Issue 3). American Marketing Association.
- Berezan, O., Raab, C., Tanford, S., & Kim, Y. S. (2015). Evaluating Loyalty Constructs Among Hotel Reward Program Members Using eWom. *Journal of Hospitality and Tourism Research*, 39(2), 198–224. <https://doi.org/10.1177/1096348012471384>
- Bigne, E., Chatzipanagiotou, K., & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The stimulus-organism-response model revisited. *Journal of Business Research*, 115, 403–416. <https://doi.org/10.1016/j.jbusres.2019.11.031>
- Bolton, R. N., Lemon, K. N., & Verhoef, P. C. (2004). The theoretical underpinnings of customer asset management: A framework and propositions for future research. In *Journal of the Academy of Marketing*

- Science* (Vol. 32, Issue 3, pp. 271–292).  
<https://doi.org/10.1177/0092070304263341>
- Bombajj, N. J. F., Gelper, S., & Dekimpe, M. G. (2022). Designing successful temporary loyalty programs: An exploratory study on retailer and country differences. *International Journal of Research in Marketing*, 39(4), 1275–1295. <https://doi.org/10.1016/j.ijresmar.2022.04.005>
- Cassia, F. (2020). ‘Manufacturing is coming home’: does reshoring improve perceived product quality? *TQM Journal*, 32(6), 1099–1113.  
<https://doi.org/10.1108/TQM-11-2019-0260>
- Çavuşoğlu, S., Demirağ, B., & Durmaz, Y. (2020). Investigation of the effect of hedonic shopping value on discounted product purchasing. *Review of International Business and Strategy*, 31(3), 317–338.  
<https://doi.org/10.1108/RIBS-04-2020-0034>
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information and Management*, 54(2), 204–217. <https://doi.org/10.1016/j.im.2016.06.001>
- Coulter, K. S., & Roggeveen, A. (2012). “Like it or not”: Consumer responses to word-of-mouth communication in on-line social networks. *Management Research Review*, 35(9), 878–899.  
<https://doi.org/10.1108/01409171211256587>
- Curatman, A., Suroso, A., & Suliyanto. (2022a). Loyalty program and communication effectiveness as drivers of store loyalty. *Measuring Business Excellence*, 26(4), 417–432. <https://doi.org/10.1108/MBE-11-2020-0154>
- Curatman, A., Suroso, A., & Suliyanto. (2022b). Loyalty program and communication effectiveness as drivers of store loyalty. *Measuring Business Excellence*, 26(4), 417–432. <https://doi.org/10.1108/MBE-11-2020-0154>
- Djelassi, S., Godefroit-Winkel, D., & Diallo, M. F. (2018). Does culture affect the relationships among utilitarian and non-utilitarian values, satisfaction and loyalty to shopping centres? Evidence from two Maghreb countries. *International Journal of Retail and Distribution Management*, 46(11–12), 1153–1169. <https://doi.org/10.1108/IJRDM-06-2017-0131>
- Dorotic, M., Bijmolt, T. H. A., & Verhoef, P. C. (2011). *Loyalty Programmes: Current Knowledge and Research Directions*\*i jmr\_314 1..21.  
[https://doi.org/10.1111/\(ISSN\)1468-2370/homepage/teaching\\_\\_\\_\\_](https://doi.org/10.1111/(ISSN)1468-2370/homepage/teaching____)
- Dowling, G. (n.d.). *Do Customer Loyalty Programs Really Work?*  
<https://www.researchgate.net/publication/290890144>
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing A conceptual model and implications. In *Journal of Business Research* (Vol. 54).
- Eun-Ju, L., & Jeffrey W. Overby. (2004). Creating value for online shoppers: Implications for satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 17, 54–67.
- Ferdinand, A. (2014). Metode Penelitian Manajemen. *Badan Panerait Universitas Diponegoro*.

- Frank, P., & Brock, C. (2019). “Green cannibalism” or an “organic inside job”? Empirical insights into the rivalry of ethical grocery types. *Psychology and Marketing*, 36(6), 597–617. <https://doi.org/10.1002/mar.21199>
- Fu, X., & Ren, X. (2023). Hedonic adaptation to preferential treatment: the moderating effect of the structural characteristics of loyalty programs. *Nankai Business Review International*. <https://doi.org/10.1108/NBRI-04-2022-0037>
- Gambarov, V., Sarno, D., Hysa, X., Calabrese, M., & Bilotta, A. (2017a). The role of loyalty programs in healthcare service ecosystems. *TQM Journal*, 29(6), 899–919. <https://doi.org/10.1108/TQM-02-2017-0019>
- Gambarov, V., Sarno, D., Hysa, X., Calabrese, M., & Bilotta, A. (2017b). The role of loyalty programs in healthcare service ecosystems. *TQM Journal*, 29(6), 899–919. <https://doi.org/10.1108/TQM-02-2017-0019>
- Gök, O., Ersoy, P., & Börühan, G. (2019). The effect of user manual quality on customer satisfaction: the mediating effect of perceived product quality. *Journal of Product and Brand Management*, 28(4), 475–488. <https://doi.org/10.1108/JPBM-10-2018-2054>
- Gu, W., Luan, X., Song, Y., & Shang, J. (2022). Impact of loyalty program investment on firm performance: Seasonal products with strategic customers. *European Journal of Operational Research*, 299(2), 621–630. <https://doi.org/10.1016/j.ejor.2021.09.046>
- Gupta, S., Gupta, T., & Shainesh, G. (2018). Navigating from programme loyalty to company loyalty. *IIMB Management Review*, 30(3), 196–206. <https://doi.org/10.1016/j.iimb.2018.01.009>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. [www.cengage.com/highered](http://www.cengage.com/highered)
- Han, H., Nguyen, H. N., Song, H., Chua, B. L., Lee, S., & Kim, W. (2018). Drivers of brand loyalty in the chain coffee shop industry. *International Journal of Hospitality Management*, 72, 86–97. <https://doi.org/10.1016/j.ijhm.2017.12.011>
- Hashem E, A. R., Md Salleh, N. Z., Abdullah, M., Ali, A., Faisal, F., & Nor, R. M. (2023). Research trends, developments, and future perspectives in brand attitude: A bibliometric analysis utilizing the Scopus database (1944–2021). *Heliyon*, 9(1). <https://doi.org/10.1016/j.heliyon.2022.e12765>
- Henderson, C. M., Beck, J. T., & Palmatier, R. W. (2011). Review of the theoretical underpinnings of loyalty programs. In *Journal of Consumer Psychology* (Vol. 21, Issue 3, pp. 256–276). <https://doi.org/10.1016/j.jcps.2011.02.007>
- Heng Wei, L., Chuan Huat, O., & Arumugam, P. V. (2023). Social media communication with intensified pandemic fears: evaluating the relative impact of user- and firm-generated content on brand loyalty. *Asia-Pacific Journal of Business Administration*, 15(2), 161–187. <https://doi.org/10.1108/APJBA-07-2021-0319>
- Ho, R., Huang, L., Huang, S., Lee, T., Rosten, A., & Tang, C. S. (2009a). An approach to develop effective customer loyalty programs: The VIP program

- at T&T Supermarkets Inc. *Managing Service Quality*, 19(6), 702–720. <https://doi.org/10.1108/09604520911005080>
- Ho, R., Huang, L., Huang, S., Lee, T., Rosten, A., & Tang, C. S. (2009b). An approach to develop effective customer loyalty programs: The VIP program at T&T Supermarkets Inc. *Managing Service Quality*, 19(6), 702–720. <https://doi.org/10.1108/09604520911005080>
- Ho, R., Huang, L., Huang, S., Lee, T., Rosten, A., & Tang, C. S. (2009c). An approach to develop effective customer loyalty programs: The VIP program at T&T Supermarkets Inc. *Managing Service Quality*, 19(6), 702–720. <https://doi.org/10.1108/09604520911005080>
- Hsiao, K. L., Lin, K. Y., Wang, Y. T., Lee, C. H., & Zhang, Z. M. (2019). Continued use intention of lifestyle mobile applications: the Starbucks app in Taiwan. *Electronic Library*, 37(5), 893–913. <https://doi.org/10.1108/EL-03-2019-0085>
- Hur, W. M., Ahn, K. H., & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, 49(7), 1194–1213. <https://doi.org/10.1108/00251741111151217>
- Hwang, E., Baloglu, S., & Tanford, S. (2019). Building loyalty through reward programs: The influence of perceptions of fairness and brand attachment. *International Journal of Hospitality Management*, 76, 19–28. <https://doi.org/10.1016/j.ijhm.2018.03.009>
- Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109. <https://doi.org/10.1016/j.tele.2017.01.004>
- Jacoby, J. (2002). Stimulus- Organism- Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. *Journal of Consumer Psychology*, 12(1), 51–57. [https://doi.org/10.1207/s15327663jcp1201\\_05](https://doi.org/10.1207/s15327663jcp1201_05)
- Khare, A., Sarkar, S., & Patel, S. S. (2019). Influence of culture, price perception and mall promotions on Indian consumers' commitment towards malls. *International Journal of Retail and Distribution Management*, 47(10), 1093–1124. <https://doi.org/10.1108/IJRDM-06-2017-0134>
- Kharouf, H., Sekhon, H., Fazal-e-Hasan, S. M., Hickman, E., & Mortimer, G. (2019). The role of effective communication and trustworthiness in determining guests' loyalty. *Journal of Hospitality Marketing and Management*, 28(2), 240–262. <https://doi.org/10.1080/19368623.2018.1505574>
- Kim, J. J., Steinhoff, L., & Palmatier, R. W. (2021). An emerging theory of loyalty program dynamics. *Journal of the Academy of Marketing Science*, 49(1), 71–95. <https://doi.org/10.1007/s11747-020-00719-1>
- Kim, S. H., Kim, M. S., & Lee, D. H. (2016). The effects of personality traits and congruity on customer satisfaction and brand loyalty: Evidence from coffee shop customers. *Advances in Hospitality and Leisure*, 12, 3–33. <https://doi.org/10.1108/S1745-354220160000012001>
- Kim, S., Ham, S., Moon, H., Chua, B. L., & Han, H. (2019). Experience, brand prestige, perceived value (functional, hedonic, social, and financial), and

- loyalty among GROCERANT customers. *International Journal of Hospitality Management*, 77, 169–177.  
<https://doi.org/10.1016/j.ijhm.2018.06.026>
- Kolte, A., Veer, N., Mahajan, Y., & Siggia, D. (2022). Determinants of loyalty programmes and their impact on store patronage. *Journal of Asia Business Studies*. <https://doi.org/10.1108/JABS-05-2022-0170>
- Kolte, A., Veer, N., Mahajan, Y., & Siggia, D. (2023). Determinants of loyalty programmes and their impact on store patronage. *Journal of Asia Business Studies*, 17(5), 911–926. <https://doi.org/10.1108/JABS-05-2022-0170>
- Lee, C. H., & Wu, J. J. (2017). Consumer online flow experience The relationship between utilitarian and hedonic value, satisfaction and unplanned purchase. *Industrial Management and Data Systems*, 117(10), 2452–2467.  
<https://doi.org/10.1108/IMDS-11-2016-0500>
- Lee, J. S., Tsang, N., & Pan, S. (2015). Examining the differential effects of social and economic rewards in a hotel loyalty program. *International Journal of Hospitality Management*, 49, 17–27.  
<https://doi.org/10.1016/j.ijhm.2015.05.003>
- Lee, J. Y., & Jin, C. H. (2019). The role of ethical marketing issues in consumer-brand relationship. *Sustainability (Switzerland)*, 11(23).  
<https://doi.org/10.3390/su11236536>
- Lee, S., & Kim, D. Y. (2018). The effect of hedonic and utilitarian values on satisfaction and loyalty of Airbnb users. *International Journal of Contemporary Hospitality Management*, 30(3), 1332–1351.  
<https://doi.org/10.1108/IJCHM-09-2016-0504>
- Liu, Y. (2007). The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty. *Journal of Marketing*, 71, 19–35.  
<http://www.marketingpower.com/jmblog>.
- Lo, A. S., Im, H. H., Chen, Y., & Qu, H. (2017). Building brand relationship quality among hotel loyalty program members. *International Journal of Contemporary Hospitality Management*, 29(1), 458–488.  
<https://doi.org/10.1108/IJCHM-06-2015-0283>
- Maity, M., & Gupta, S. (2016). Mediating Effect of Loyalty Program Membership on the Relationship Between Advertising Effectiveness and Brand Loyalty. *Journal of Marketing Theory and Practice*, 24(4), 462–481.  
<https://doi.org/10.1080/10696679.2016.1205450>
- McKinney, L. N. (2004). Correspondence Letecia N Creating a satisfying internet shopping experience via atmospheric variables. In *International Journal of Consumer Studies* (Vol. 28).
- Meyer-Waarden, L. (2007). The effects of loyalty programs on customer lifetime duration and share of wallet. *Journal of Retailing*, 83(2), 223–236.  
<https://doi.org/10.1016/j.jretai.2007.01.002>
- Meyer-Waarden, L. (2015). Effects of loyalty program rewards on store loyalty. *Journal of Retailing and Consumer Services*, 24(C), 22–32.  
<https://doi.org/10.1016/j.jretconser.2015.01.001>
- Meyer-Waarden, L., Bruwer, J., & Galan, J. P. (2023). Loyalty programs, loyalty engagement and customer engagement with the company brand: Consumer-

- centric behavioral psychology insights from three industries. *Journal of Retailing and Consumer Services*, 71. <https://doi.org/10.1016/j.jretconser.2022.103212>
- Mimouni-Chaabane, A., & Volle, P. (2010). Perceived benefits of loyalty programs: Scale development and implications for relational strategies. *Journal of Business Research*, 63(1), 32–37. <https://doi.org/10.1016/j.jbusres.2009.01.008>
- Nguyen, T. D. (2009a). Signal quality and service quality: A study of local and international MBA programs in Vietnam. *Quality Assurance in Education*, 17(4), 364–376. <https://doi.org/10.1108/09684880910992331>
- Nguyen, T. D. (2009b). Signal quality and service quality: A study of local and international MBA programs in Vietnam. *Quality Assurance in Education*, 17(4), 364–376. <https://doi.org/10.1108/09684880910992331>
- Omar, N. A., Wel, C. A. C., Aziz, N. A., & Alam, S. S. (2013). Investigating the structural relationship between loyalty programme service quality, satisfaction and loyalty for retail loyalty programmes: Evidence from Malaysia. *Measuring Business Excellence*, 17(1), 33–50. <https://doi.org/10.1108/13683041311311356>
- Pang, H. (2024). Do direct and indirect network externalities matter? Unpacking the causal antecedents of perceived gratifications and user loyalty toward mobile social media. *Aslib Journal of Information Management*, 76(3), 399–415. <https://doi.org/10.1108/AJIM-09-2022-0398>
- Park, J., Lee, J., Lee, H., & Truex, D. (2012). Exploring the impact of communication effectiveness on service quality, trust and relationship commitment in IT services. *International Journal of Information Management*, 32(5), 459–468. <https://doi.org/10.1016/j.ijinfomgt.2012.02.005>
- Patterson, P. (2016). Retrospective: tracking the impact of communications effectiveness on client satisfaction, trust and loyalty in professional services. *Journal of Services Marketing*, 30(5), 485–489. <https://doi.org/10.1108/JSM-05-2016-0190>
- Prof. Dr. Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif dan R&D*.
- Raab, C., Berezan, O., Krishen, A. S., & Tanford, S. (2016). What's in a Word? Building Program Loyalty through Social Media Communication. *Cornell Hospitality Quarterly*, 57(2), 138–149. <https://doi.org/10.1177/1938965515619488>
- Ridgway, N. M., Dawson, S. A., & Bloch, P. H. (1989). Pleasure and Arousal in the Marketplace: Interpersonal Differences in Approach-Avoidance Responses. In *Marketing Letters* (Vol. 1, Issue 2). Kluwer Academic Publishers.
- Rosendo-Rios, V., & Shukla, P. (2023). When luxury democratizes: Exploring the effects of luxury democratization, hedonic value and instrumental self-presentation on traditional luxury consumers' behavioral intentions. *Journal of Business Research*, 155. <https://doi.org/10.1016/j.jbusres.2022.113448>
- Rosillo-Díaz, E., Blanco-Encomienda, F. J., & Crespo-Almendros, E. (2020). A cross-cultural analysis of perceived product quality, perceived risk and

- purchase intention in e-commerce platforms. *Journal of Enterprise Information Management*, 33(1), 139–160. <https://doi.org/10.1108/JEIM-06-2019-0150>
- Ryu, K., Han, H., & Jang, S. S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management*, 22(3), 416–432. <https://doi.org/10.1108/09596111011035981>
- Ryu, K., Lee, H.-R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223. <https://doi.org/10.1108/09596111211206141>
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Secioria, R. (2019). THE MEDIATING ROLES OF SATISFACTION AND LOYALTY CARD PROGRAM ON THE RELATIONSHIP BETWEEN CUSTOMER PERCEIVED VALUE AND BRAND LOYALTY. In *Journal of Business and Entrepreneurship* (Vol. 7, Issue 2).
- Stathopoulou, A., & Balabanis, G. (2016). The effects of loyalty programs on customer satisfaction, trust, and loyalty toward high- and low-end fashion retailers. *Journal of Business Research*, 69(12), 5801–5808. <https://doi.org/10.1016/j.jbusres.2016.04.177>
- Stokburger-Sauer, N. (2010). Brand community: Drivers and outcomes. *Psychology and Marketing*, 27(4), 347–368. <https://doi.org/10.1002/mar.20335>
- Tang, F., Dai, Y., Ma, Z.-J., & Choi, T.-M. (2023). Trade-in operations under retail competition: Effects of brand loyalty. *European Journal of Operational Research*. <https://doi.org/10.1016/j.ejor.2023.03.020>
- Tu, Y.-T., Wang, C.-M., & Chang, H.-C. (2012). Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. In *Journal of Social and Development Sciences* (Vol. 3, Issue 1).
- Wilkins, H., Merrilees, B., & Herington, C. (2009). The Determinants of Loyalty in Hotels. *Journal of Hospitality Marketing & Management*, 19(1), 1–21. <https://doi.org/10.1080/19368620903327626>
- Wong, Y. T., Osman, S., Jamaluddin, A., & Yin-Fah, B. C. (2012). Shopping motives, store attributes and shopping enjoyment among Malaysian youth. *Journal of Retailing and Consumer Services*, 19(2), 240–248. <https://doi.org/10.1016/j.jretconser.2012.01.005>
- Wu, Y. L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective. *Internet Research*, 28(1), 74–104. <https://doi.org/10.1108/IntR-08-2016-0250>
- Yi, Y., & Jeon, H. (2003a). *Effects of Loyalty Programs on Value Perception, Program Loyalty, and Brand Loyalty*. <https://doi.org/10.1177/0092070303253082>

- Yi, Y., & Jeon, H. (2003b). *Effects of Loyalty Programs on Value Perception, Program Loyalty, and Brand Loyalty*.  
<https://doi.org/10.1177/0092070303253082>
- Yu, H., & Fang, W. (2009). Relative impacts from product quality, service quality, and experience quality on customer perceived value and intention to shop for the coffee shop market. *Total Quality Management and Business Excellence*, 20(11), 1273–1285. <https://doi.org/10.1080/14783360802351587>
- Yu, Z., Klongthong, W., Thavorn, J., & Ngamkroekjoti, C. (2021). Understanding rural Chinese consumers' behavior: A stimulus–organism–response (S-O-R) perspective on Huawei's brand loyalty in China. *Cogent Business and Management*, 8(1).  
<https://doi.org/10.1080/23311975.2021.1880679>
- Yuan, C., Zhang, C., & Wang, S. (2022). Social anxiety as a moderator in consumer willingness to accept AI assistants based on utilitarian and hedonic values. *Journal of Retailing and Consumer Services*, 65.  
<https://doi.org/10.1016/j.jretconser.2021.102878>
- Yuen, E. F. T., & Chan, S. S. L. (2010). The effect of retail service quality and product quality on customer loyalty. *Journal of Database Marketing and Customer Strategy Management*, 17(3–4), 222–240.  
<https://doi.org/10.1057/dbm.2010.13>
- Zhang, M., Guo, L., Hu, M., & Liu, W. (2017). Influence of customer engagement with company social networks on stickiness: Mediating effect of customer value creation. *International Journal of Information Management*, 37(3), 229–240. <https://doi.org/10.1016/j.ijinfomgt.2016.04.010>
- Zhu, Y., & Lin, P. (2019). Hedonic or utilitarian: The influences of product type and reward type on consumer referral likelihood. *Journal of Contemporary Marketing Science*, 2(2), 120–136. <https://doi.org/10.1108/jcmars-01-2019-0008>