

DAFTAR PUSTAKA

- Adrian Junio Adiwidjaja, Z. J. (2017). Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Sepatu Converse. 50-62.
- Al, S. L. (2021). A Study on the Impact of Coffee Service Quality on Customer Loyalty. *Journal of Advanced Researches and Reports*, 50-62.
- al, U. A. (2021). Impact Of Brand Image On Customer Loyalty With The Mediating Role Of Customer Satisfaction And Brand Awareness. *International Journal of Marketing Research Innovation*, 2576-4098.
- Armanto, I. D. (2018). Pengaruh Dimensi Kualitas Layanan. *E-Jurnal Manajemen Unud*, 1282-1309.
doi:<https://doi.org/10.24843/EJMUNUD.2018.v7.i03.p06>
- Awaluddin. (2019). Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Loyalitas Pelanggan Transportasi Online (Studi Kasus Pada Mahasiswa Pendidikan Ekonomi Universitas Negeri Makassar). 1992-2686.
- Basuki, A. T. (2016). *Analisis Regresi Dalam Penelitian Ekonomi & Bisnis : Dilengkapi Aplikasi SPSS & EVIEWS*. Depok: PT Rajagrafindo Persada.
- Bayu, D. J. (2021, Januari 30). *Indonesia Didominasi Milenial dan Generasi Z*. Retrieved from Indonesia Didominasi Milenial dan Generasi Z: <https://katadata.co.id/ariayudhistira/infografik/6014cb89a6eb7/indonesia-didominasi-milenial-dan-generasi-z>
- Coombs, C. (2020, April 09). *Memahami Gen Z dan loyalitas merek di tahun 2020*. Retrieved from Memahami Gen Z dan loyalitas merek di tahun 2020: <https://thred.com/id/perubahan/memahami-gen-z-dan-loyalitas-merek-di-tahun-2020/>
- et.al, H. A. (2018). Origins of Brand Image, Customer Satisfaction, and Loyalty toward Telecommunication Service: An Emerging Market Perspective. *Asia-Pacific Journal of Business*, 2384-3934.
- Febriyani, C. (2021, September 11). *Para Milenials Jadi Target Market Potensial di Era Digital*. Retrieved from Para Milenials Jadi Target Market Potensial di Era Digital: <https://www.industry.co.id/read/92996/para-milenials-jadi-target-market-potensial-di-era-digital>

- Finkle, C. (2018, November 05). *Peer Influence in Marketing*. Retrieved from Peer Influence in Marketing: <https://brandmarketingblog.com/articles/branding-definitions/peer-influence/>
- Fuad, M. (2020). Analisis Pengaruh Citra Merek Dan Kualitas Layanan Terhadap Keputusan Pembelian Tokopedia Di Jakarta. 261-270.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 24*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hanifah, N. (2018). Pengaruh Brand Association, Brand Loyalty, Brand Awareness, Brand Image Di Indonesia untuk generasi Y pengguna Telkomsel. *Jurnal Openlibrary*.
- Imam, G. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 Edisi 8*. Semarang: Badan Penerbit Universitas Diponegoro.
- Indra Kurniawan, Z. W. (2016). Pengaruh Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian Produk Pizza Hut Kota Palembang. *ejournal.unsri*, 4019.
- Jayani, D. H. (2021, Mei 24). *Proporsi Populasi Generasi Z dan Milenial Terbesar di Indonesia*. Retrieved from Proporsi Populasi Generasi Z dan Milenial Terbesar di Indonesia: <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>
- Liao, K.-H. (2021). Statistic Exploring the Casual Relationships between Service Quality, Brand Image, Customer Satisfaction and Customer Loyalty on the Leisure Resort Industry. *China-USA Business Review*, 1537-1545.
- Lusiah, H. d. (2017). Impact of Brand Image, Product Quality and Self-Efficiency on Purchase Decisions on Private Label Rights Products. *Empirical Study*, 40-52.
- M.Sc., I. O. (2016). The influence of brand image and promotional mix on consumer buying decision- a study of beverage consumers in Lagos State. *European Centre for Research Training and Development*, 60-72.
- Madiawati, N. A. (2020). Pengaruh Kualitas Pelayanan, Harga dan Promosi terhadap Loyalitas Pelanggan GoFood di Kota Bandung. *Jurnal Ilmiah MEA*, 261-5306.

- Mehta, A. M. (2020). How Brand Image And Perceived Service Quality Affect Customer Loyalty Through Customer Satisfaction. *Academy of Marketing Studies Journal*, 1528-2678.
- Nurhanisah, Y. (2020, 04 07). *Yuk, Kenalan dengan Millenial Indonesia!* Retrieved 03 01, 2022, from Yuk, Kenalan dengan Millenial Indonesia!: <https://indonesiabaik.id/infografis/yuk-kenalan-dengan-millennial-indonesia>
- Populix. (2021, Mei 07). *Begini Kebiasaan Generasi Z Indonesia Belanja Pakaian di E-Commerce*. Retrieved from Begini Kebiasaan Generasi Z Indonesia Belanja Pakaian di E-Commerce: <https://www.info.populix.co/post/kebiasaan-generasi-z-belanja-di-e-commerce>
- Populix. (2021, Mei 07). *Begini Kebiasaan Generasi Z Indonesia Belanja Pakaian di E-Commerce*. Retrieved from Begini Kebiasaan Generasi Z Indonesia Belanja Pakaian di E-Commerce: <https://www.info.populix.co/post/kebiasaan-generasi-z-belanja-di-e-commerce>
- Putra, G. D. (2020, Maret 07). *Yuk, Kenalan dengan Millenial Indonesia!* Retrieved from Yuk, Kenalan dengan Millenial Indonesia!: <https://indonesiabaik.id/infografis/yuk-kenalan-dengan-millennial-indonesia>
- Sao Mai, & T. (2020). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 2288-4637.
- Satrio, S. R. (2020). Pengaruh Harga, Promosi, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Online Di Shopee.co.id. *Jurnal Ilmu dan Riset Manajemen*, 61-69.
- Semadi, I. P. (2018). Pengaruh Brand Experience ,Brand Image dan Brand Trust terhadap Brand Loyalty Tcash. *Jurnal openlibrary*.
- Sugiarsih, R. (2019). Pengaruh Kualitas Pelayanan Dan Hargaterhadap Loyalitas Pelanggan Grab Semarang. *Journal of Strategic Communication*, 71-80.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

- Sumarwan, U. (2016). *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Bandung: Penerbit Ghalia Indonesia.
- Teneva, D. (2020, Agustus 16). *Report: Customer retention & DTC brands*. Retrieved from Report: Customer retention & DTC brands: metrilo.com/blog/report-customer-retention-dtc-brands
- Unaradjan, D. D. (2019). *Metode Penelitian Kuantitatif*. Jakarta: Universitas Katolik Indonesia Atma Jaya.
- Widodo. (2017). *Metodologi Penelitian, Populer & Praktis*. Jakarta: PT. Raja Grafindo Persada.
- Yuswohady. (2019, Januari 20). *Millennials Kill Brand Loyalty*. Retrieved Maret 5, 2022, from Millennials Kill Brand Loyalty: <https://ekbis.sindonews.com/berita/1371986/39/millennials-kill-brand-loyalty/>