

DAFTAR PUSTAKA

- Abbas, U., Anwarul Islam Associate Professor, K. M., Hussain, S., Baqir, M., & Muhammad, N. (2021). IMPACT OF *BRAND IMAGE* ON CUSTOMER LOYALTY WITH THE MEDIATING ROLE OF *CUSTOMER SATISFACTION* AND BRAND AWARENESS. *International Journal of Marketing Research Innovation*, 5(1).
<https://www.cribfb.com/journal/index.php/ijmri>
- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) - Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis* (D. Prabantini, Ed.; Ed. I). CV Andi Offset.
- Abidin, Z., & Subroto, A. (2023). *The Effect of Perceived quality, Perceived value, Brand Preference, and Customer satisfaction on ERP Implementation in Construction Services*. 4(5).
<https://doi.org/10.35877/454RI.qems1891>
- Accesswirea. (2020, February 24). *Detox Product Sales to Grow Moderately During 2019 - 2029; Holistic and Self-healing Approaches Promote Adoption: Fact.MR.* Yahoofinance.Com.
https://finance.yahoo.com/news/detox-product-sales-grow-moderately-134500052.html?guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce_referrer_sig=AQAAAMUZayErv2SDlKedVrbqvWkAenulqArcDWKbqEfcoa9pWF28Jsa6ZsmImV8N47SR9tfoiJfrRwJMZnOhtGRHc42KLbSmzrd1sdRrPZQhVR6Vau1hS5Z_s5QwaGanyEycUOpuz0jhx_i_47rKI1gGLZcJ-8DYt0CaMYxBxUzs05ILA&guccounter=2
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
[https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akkaya, M. (2021). Understanding the impacts of lifestyle segmentation & *perceived value* on brand purchase intention: An empirical study in different product categories. *European Research on Management and Business Economics*, 27(3), 100155.
<https://doi.org/10.1016/J.IEDEEN.2021.100155>
- Alkufahy, A. M., Al-Alshare, F., Qawasmeh, F. M., Aljawarneh, N. M., & Almaslmani, R. (2023). The mediating role of the *perceived value* on the

- relationships between *customer satisfaction*, customer loyalty and e-marketing. *International Journal of Data and Network Science*, 7(2), 891–900. <https://doi.org/10.5267/j.ijdns.2022.12.022>
- Almaqousi, S. A. M., Samikon, S. A., Cavaliere, L. P. L., & Nordin, N. A. (2021). The Impact of Brand Awareness, *Brand loyalty*, and Brand Association on Consumer Decision Making in Palestine Olive Oil Industry. *Business Management and Strategy*, 12(2), 66. <https://doi.org/10.5296/bms.v12i2.18840>
- Anselmsson, J., Bondesson, N. V., & Johansson, U. (2014). *Brand image* and customers' willingness to pay a price premium for food brands. *Journal of Product and Brand Management*, 23(2), 90–102. <https://doi.org/10.1108/JPBM-10-2013-0414>
- Apaolaza, V., Hartmann, P., D'Souza, C., & López, C. M. (2018). Eat organic – Feel good? The relationship between organic food consumption, health concern and subjective wellbeing. *Food Quality and Preference*, 63, 51–62. <https://doi.org/10.1016/J.FOODQUAL.2017.07.011>
- Bandura, A. (1986). *Social Foundations of Thought and Action: A Social Cognitive Theory*. Prentice-Hall. <https://books.google.co.id/books?id=HJhqAAAAMAAJ>
- Barbosa, B., Shabani Shojaei, A., & Miranda, H. (2023). Packaging-free practices in food retail: the impact on customer loyalty. *Baltic Journal of Management*, 18(4), 474–492. <https://doi.org/10.1108/BJM-10-2022-0386>
- Brangsinga, G. B. Y., & Sukawati, T. G. R. (2019). PENGARUH *PERCEIVED QUALITY* DAN *BRAND IMAGE* TERHADAP *BRAND LOYALTY* DAN *BRAND EQUITY*. *E-Jurnal Manajemen*, 8, 2125–2151. <https://doi.org/https://doi.org/10.24843/EJMUNUD.2019.v8.i4.p9>
- Brunner, T. A., Stöcklin, M., & Opwis, K. (2008). Satisfaction, image and loyalty: New versus experienced customers. *European Journal of Marketing*, 42(9–10), 1095–1105. <https://doi.org/10.1108/03090560810891163>
- Bucher, E., Fieseler, C., & Lutz, C. (2016). What's mine is yours (for a nominal fee) – Exploring the spectrum of utilitarian to altruistic motives

- for Internet-mediated sharing. *Computers in Human Behavior*, 62, 316–326. <https://doi.org/10.1016/J.CHB.2016.04.002>
- Candiwan, & Wibisono, C. (2021). Analysis of the influence of website quality to customer's loyalty on e-commerce. *International Journal of Electronic Commerce Studies*, 12(1), 83–102. <https://doi.org/10.7903/IJECS.1892>
- Chen, W. S., & Tsai, K. H. (2020). Antecedents and consequences of brand ownership: moderating roles of social value orientation and consumer perceived ethicality in Taiwan's food industry. *British Food Journal*, 123(5), 1875–1898. <https://doi.org/10.1108/BFJ-07-2020-0640>
- Chinomona, R. (2016). Brand communication, *brand image* and brand trust as antecedents of *brand loyalty* in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(1), 124–139. <https://doi.org/10.1108/AJEMS-03-2013-0031>
- Chrysochou, P. (2010). Food health branding: The role of marketing mix elements and public discourse in conveying a healthy *brand image*. *Journal of Marketing Communications*, 16(1–2), 69–85. <https://doi.org/10.1080/13527260903342787>
- Compas. (2023a). 5 Brand Diet Detox Terlaris di E-Commerce Periode Januari 2023. <https://compas.co.id/article/brand-diet-detox-terlaris/>
- Compas. (2023b). Produk Kesehatan Utama yang Sering Dibeli di E-commerce - GoodStats Data. <https://data.goodstats.id/statistic/produk-kesehatan-utama-yang-sering-dibeli-di-e-commerce-PIJE>
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., Sierra-Fernández, M. P., & Aguirre García, M. B. (2021). Measuring a multidimensional green brand equity: a tool for entrepreneurship development. *British Food Journal*, 123(10), 3326–3343. <https://doi.org/10.1108/BFJ-07-2020-0639>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, *Brand image*, *Customer satisfaction*, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, *customer satisfaction* and purchase intention. *Journal of Business*

- Research*, 122, 608–620.
<https://doi.org/10.1016/J.JBUSRES.2020.10.016>
- Essoussi, L. H., & Zahaf, M. (2008). Decision making process of community organic food consumers: An exploratory study. *Journal of Consumer Marketing*, 25(2), 95–104.
<https://doi.org/10.1108/07363760810858837/FULL/PDF>
- Essoussi, L. H., & Zahaf, M. (2009). Exploring the decision-making process of Canadian organic food consumers: Motivations and trust issues. *Qualitative Market Research*, 12(4), 443–459.
<https://doi.org/10.1108/13522750910993347/FULL/PDF>
- Feldmann, C., & Hamm, U. (2015). Consumers' perceptions and preferences for local food: A review. *Food Quality and Preference*, 40(PA), 152–164.
<https://doi.org/10.1016/J.FOODQUAL.2014.09.014>
- flimty.com. (2024). *Flimty Indonesia – Makan Enak Lebih Tenang? Flimty-in Aja!* Flimty.Com. <https://flimty.com/>
- Foxall, G. R. (2014). Consumer behaviour (RLE Consumer Behaviour): A practical guide. *Consumer Behaviour (RLE Consumer Behaviour): A Practical Guide*, 1–207. <https://doi.org/10.4324/9781315736082>
- 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. <https://doi.org/10.3389/fnut.2024.1482009>
- García-Salirrosas, E. E., Escobar-Farfán, M., Gómez-Bayona, L., Moreno-López, G., Valencia-Arias, A., & Gallardo-Canales, R. (2023). Influence of environmental awareness on the willingness to pay for green products: an analysis under the application of the theory of planned behavior in the Peruvian market. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1282383>
- 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 (Switzerland)*, 14(17). <https://doi.org/10.3390/su141710529>

- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS* 25. Badan Penerbit Universitas Diponegoro.
- Gusti Noorlitaria, A., Pangestu, F. R., Surapati, U., & Mahsyar, S. (2020). How does brand awareness affect purchase intention in mediation by *perceived quality* and *brand loyalty*? *Journal of Critical Reviews*, 7(2), 103–109. <https://doi.org/10.31838/jcr.07.02.20>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (Third edition). SAGE Publications.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hamari, J., Hanner, N., & Koivisto, J. (2020). “Why pay premium in freemium services?” A study on *perceived value*, continued use and purchase intentions in free-to-play games. *International Journal of Information Management*, 51, 102040. <https://doi.org/10.1016/J.IJINFOMGT.2019.102040>
- Hansen, T., Sørensen, M. I., & Eriksen, M. L. R. (2018). How the interplay between consumer motivations and *values* influences organic food identity and behavior. *Food Policy*, 74, 39–52. <https://doi.org/10.1016/J.FOODPOL.2017.11.003>
- Hansen, T., & Thomsen, T. U. (2018). The influence of consumers’ interest in healthy eating, definitions of healthy eating, and personal *values* on perceived dietary quality. *Food Policy*, 80, 55–67. <https://doi.org/10.1016/J.FOODPOL.2018.09.002>
- Hill, S., & Yoeung, S. (2024). Connecting Perceived Brand Quality to Loyalty: The Satisfaction Acts as Mediator of Smartphone Brand. *Open Journal of Business and Management*, 12(06), 4036–4054. <https://doi.org/10.4236/ojbm.2024.126202>
- Hwang, J., & Griffiths, M. A. (2017). Share more, drive less: Millennials *value* perception and behavioral intent in using collaborative consumption services. *Journal of Consumer Marketing*, 34(2), 132–146. <https://doi.org/10.1108/JCM-10-2015-1560>

- Indrawati. (2015a). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati. (2015b). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu : dalam Mengadopsi Layanan Berbasis Teknologi Informasi dan Komunikasi*. Refika Aditama.
- Islam, S., Zahin, M., & Rahim, S. B. (2023). Investigating how consumer-*perceived value* and store image influence *brand loyalty* in emerging markets. *South Asian Journal of Business Studies*. <https://doi.org/10.1108/SAJBS-04-2023-0097>
- Janssen, M. (2018). Determinants of organic food purchases: Evidence from household panel data. *Food Quality and Preference*, 68, 19–28. <https://doi.org/10.1016/J.FOODQUAL.2018.02.002>
- Jasin, M., Firmansyah, A., Anisah, H. U., Junaedi, I. W. R., & Haris, I. (2023). The effects of *customer satisfaction*, perceived service quality, *perceived value*, and *brand image* on customer loyalty. *Uncertain Supply Chain Management*, 11(2), 763–768. <https://doi.org/10.5267/j.uscm.2023.1.004>
- Jobber, D., & Ellis-Chadwick, F. (2020). *Principles and Practice of Marketing* (9th ed.). McGraw-Hill.
- Jung, J., Kim, S. J., & Kim, K. H. (2020). Sustainable marketing activities of traditional fashion market and *brand loyalty*. *Journal of Business Research*, 120, 294–301. <https://doi.org/10.1016/J.JBUSRES.2020.04.019>
- Keller, K. L. (2020). Consumer Research Insights on Brands and Branding: A JCR Curation. *Journal of Consumer Research*, 46(5), 995–1001. <https://doi.org/10.1093/jcr/ucz058>
- Kim, S. H., & Yoo, B. K. (2019). The effect of brand equity of CVS PB products on repurchase intention. *Journal of Distribution Science*, 16(12), 23–31. <https://doi.org/10.15722/jds.16.12.201812.23>
- Konuk, F. A. (2018). The role of store image, *perceived quality*, trust and *perceived value* in predicting consumers' purchase intentions towards

- organic private label food. *Journal of Retailing and Consumer Services*, 43, 304–310. <https://doi.org/10.1016/J.JRETCONSER.2018.04.011>
- Konuk, F. A. (2019a). The influence of perceived food quality, price fairness, *perceived value* and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110. <https://doi.org/10.1016/J.JRETCONSER.2019.05.005>
- Konuk, F. A. (2019b). The influence of perceived food quality, price fairness, *perceived value* and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110. <https://doi.org/10.1016/J.JRETCONSER.2019.05.005>
- Kotler, P., & Lane Keller, K. (2016). *Marketing management (15th ed.)* (15th ed.). Pearson Education.
- Lane Keller, K. (2020). *Strategic Brand Management (5th ed.)* (5th ed.). Pearson Education.
- Lee, H. J., & Jee, Y. (2016). The impacts of brand asset of domestic screen golf playing systems upon brand trust and *brand loyalty*. *International Journal of Sports Marketing and Sponsorship*, 17(4), 320–332. <https://doi.org/10.1108/IJSMS-11-2016-021>
- Lee, H. J., & Yun, Z. S. (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food Quality and Preference*, 39, 259–267. <https://doi.org/10.1016/J.FOODQUAL.2014.06.002>
- Lee, S. M., Jin, N. (Paul), & Kim, H. S. (2018). The Effect of Healthy Food Knowledge on Perceived Healthy Foods' *Value*, Degree of Satisfaction, and Behavioral Intention: The Moderating Effect of Gender. *Journal of Quality Assurance in Hospitality and Tourism*, 19(2), 151–171. <https://doi.org/10.1080/1528008X.2016.1230036>
- Lee, S. (Olivia), & Han, H. (2022). Food delivery application quality in customer *brand loyalty* formation: Identifying its antecedent and outcomes. *International Journal of Hospitality Management*, 107, 103292. <https://doi.org/10.1016/J.IJHM.2022.103292>

- Lee, S.-H., & Workman, J. E. (2021). Trendsetting and gender matter: *Brand loyalty, perceived quality, and word-of-mouth*. *Journal of Global Fashion Marketing*, 12(1), 16–31. <https://doi.org/10.1080/20932685.2020.1835523>
- Li, C.-Y., Fang, Y.-H., & Sukoco, B. M. (2021). *Value proposition as a catalyst for innovative service experience: the case of smart-tourism destinations*. *Service Business*, 15(2), 281–308. <https://doi.org/10.1007/s11628-021-00443-y>
- Li, J., & Lee, G. (2024). The Role of Broadcasters and *Brand image* in Improving Consumer Loyalty—Evidence From Live Streaming on Chinese Social Platforms. *Sage Open*, 14(1), 21582440241239456. <https://doi.org/10.1177/21582440241239457>
- Lin, C., & Bowman, D. (2022). The impact of introducing a customer loyalty program on category sales and profitability. *Journal of Retailing and Consumer Services*, 64, 102769. <https://doi.org/10.1016/J.JRETCONSER.2021.102769>
- Liu, K. N., Hu, C., Lin, M. C., Tsai, T. I., & Xiao, Q. (2020). Brand knowledge and non-financial brand performance in the green restaurants: Mediating effect of brand attitude. *International Journal of Hospitality Management*, 89. <https://doi.org/10.1016/J.IJHM.2020.102566>
- Lo Dato, E., Gostoli, S., & Tomba, E. (2024). Psychological Theoretical Frameworks of Healthy and Sustainable Food Choices: A Systematic Review of the Literature. In *Nutrients* (Vol. 16, Issue 21). Multidisciplinary Digital Publishing Institute (MDPI). <https://doi.org/10.3390/nu16213687>
- Luo, R., Sriboonlue, U., & Onputtha, S. (2024). The Mediating Role of *Perceived value* in the Relationship Between *Brand image* and Repurchase Intention: A Case Study of the Chinese Tea Market. *Journal of Applied Data Sciences*, 5(2), 756–770. <https://doi.org/10.47738/jads.v5i2.227>
- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer Behavior: Building Marketing Strategy* (13th ed.). McGraw-Hill Irwin.

- Nada, N. (2023). *Serba-Serbi Penerapan Pola Hidup Sehat Masyarakat Indonesia 2023 - GoodStats*. 2023. <https://goodstats.id/article/serba-serbi-penerapan-pola-hidup-sehat-masyarakat-indonesia-2023-iV4Op>
- Nadhifa, S., Sunaryo, & Surachman. (2023). The effect of brand experience and service quality on customer loyalty mediated by *customer satisfaction*. *International Journal of Research in Business and Social Science* (2147-4478), 12(7), 13–23. <https://doi.org/10.20525/ijrbs.v12i7.2871>
- Nitiwanakul, W. (2021). The Study of Factors Impact on Customer *Perceived value* as A Driver for Online Delivery Restaurant Selection: A Case of Young Adults and Senior Consumers. *2021 6th International Conference on Business and Industrial Research (ICBIR)*, 68–72. <https://doi.org/10.1109/ICBIR52339.2021.9465851>
- Oliver, R. L. (1999). *Whence Consumer Loyalty?*
- Osman, A. R., Hasanur Raihan Joarder, M., Hoque, Md. K., & Jokowan. (2024). *brand image, satisfaction, loyalty*. *Ournal of Education and E-Learning Research*, 11(2), 311–321. <https://doi.org/10.20448/jeelr.v11i2.5553>
- Peri, C. (2006). The universe of food quality. *Food Quality and Preference*, 17(1–2), 3–8. <https://doi.org/10.1016/J.FOODQUAL.2005.03.002>
- Permadhi, B. M., Maulina, E., & Tresna, P. W. (2024). Analysis of the Influence of *Brand image* on Customer Loyalty Using *Customer satisfaction* as an Intervening Variable Case Study at the Uni Kapau Jaya Restaurant, Bandung City. In *International Journal of Science and Society* (Vol. 6, Issue 2). <http://ijsoc.goacademica.com>
- Prakash, G., Ahmad, A., Swain, S., & Singh, P. (2020). Young consumers □ loyalty towards premium and non-premium shoe brands. *International Journal of Business Innovation and Research*, 1(1), 1. <https://doi.org/10.1504/IJBIR.2020.10030882>
- Rachmawati, D. (2023, February 19). *Setelah Pandemi, Kesadaran Masyarakat Hidup Sehat dari Pola Makan Bernutrisi Makin Meningkat*. Suara.com. <https://www.suara.com/lifestyle/2024/02/19/190500/setelah-pandemi->

kesadaran-masyarakat-hidup-sehat-dari-pola-makan-bernutrisi-makin-meningkat

- Rahman, M. (2021). Pengaruh Service Quality, Preceived *Value* dan *Brand image* Terhadap Loyalitas Pelanggan Trans Lulo Kota Kendari. *Madinah: Jurnal Studi Islam*, 8(1), 109–119. <https://doi.org/10.58518/madinah.v8i1.1477>
- Rahmasari, L., Farisyi, S., Nabila, P. A., Ricardianto, P., Wahyuni, T. I. E., Trisanto, F., Moejiono, M., Rahman, A., Hasibuan, M. T., & Endri, E. (2024). Customer relationship management and *brand image*: Empirical evidence from marine export company in Indonesia. *Uncertain Supply Chain Management*, 12(1), 19–28. <https://doi.org/10.5267/j.uscm.2023.10.021>
- Rehman, A. U., & Elahi, Y. A. (2024). How semiotic product packaging, *brand image*, perceived brand quality influence *brand loyalty* and purchase intention: a stimulus-organism-response perspective. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-12-2023-1237>
- Renaldi, A., Hati, S. R. H., Ghazali, E., Sumarwan, U., & Ramayah, T. (2024). The determinants of customer loyalty in the sharing economy: a study of the largest local food delivery apps in Indonesia. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2364055>
- Rosenstock, I. M. (1974). Historical Origins of the Health Belief Model. *Health Education Monographs*, 2(4), 328–335. <https://doi.org/10.1177/109019817400200403>
- Salsabila. (2023). 5 Brand Diet Detox Terlaris di E-Commerce Periode Januari 2023. *Compas.co.id*. <https://compas.co.id/article/brand-diet-detox-terlaris/>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (Vol. 7th). John Wiley & Sons.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Solomon, M. R. (2019). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson.

- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When *Brand image*, *Perceived Price*, and *Perceived quality* Interplay in Predicting Purchase Intention: Developing a Rhombus Model. *Academic Journal of Interdisciplinary Studies*, 11(1), 232–245. <https://doi.org/10.36941/ajis-2022-0021>
- Survei Prioritas Kesehatan Asia Pasifik. (2023). *Kenali Tiga Sasaran Kesehatan Teratas yang Meningkatkan Kesadaran Kesehatan Konsumen Asia Pasifik | Herbalife APAC*. https://www-herbalife-com.translate.google/en-sg/about-herbalife/press-room/press-releases/2023-asia-pacific-health-priority-survey?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=tc
- Sutiani, L. (2020). *5 Top Produk Diet Detox, Flimty Fiber Kuasai Pasar! - Kompas*. Kompas.co.id. <https://kompas.co.id/article/5-top-produk-diet-detox/>
- Sutiani, L. (2022). *5 Top Produk Diet Detox, Flimty Fiber Kuasai Pasar! - Kompas*. Kompas.Co.Id. <https://kompas.co.id/article/5-top-produk-diet-detox/>
- Suttikun, C., & Meeprom, S. (2021). Examining the effect of *perceived quality* of authentic souvenir product, *perceived value*, and satisfaction on customer loyalty. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1976468>
- Swa.co.id. (2024, September 10). *Sukses Bantu Diet Sehat di Indonesia, Flimty Lakukan Ekspansi Ke Malaysia untuk Sebar Semangat Hidup Sehat Lebih Luas Lagi - SWA.co.id*. Swa.co.id. <https://swa.co.id/read/450559/sukses-bantu-diet-sehat-di-indonesia-flimty-lakukan-ekspansi-ke-malaysia-untuk-sebar-semangat-hidup-sehat-lebih-luas-lagi>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer *perceived value*: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tempo. (2023). *77 Persen Masyarakat di Asia Pasifik Lebih Sadar Jaga Kesehatan Setelah Pandemi | tempo.co*. <https://www.tempo.co/gaya-hidup/77-persen-masyarakat-di-asia-pasifik-lebih-sadar-jaga-kesehatan-setelah-pandemi-183021>

- Triana, G. J. C., & Gómez, Y. A. C. (2023). Motivation, loyalty, and commitment as pioneers of brand communities. *Revista de Comunicacion*, 22(2), 59–77. <https://doi.org/10.26441/RC22.2-2023-3185>
- Veda Mustika, D. (2024, August 14). *Flimty Raih Top Brand 2024, Tubuh Ideal Bukan Cuma Mimpi!* - *Marketing.co.id*. [marketing.co.id. https://marketing.co.id/tubuh-ideal-bukan-cuma-mimpi-flimty-raih-top-brand-award-2024/](https://marketing.co.id/tubuh-ideal-bukan-cuma-mimpi-flimty-raih-top-brand-award-2024/)
- Wang, E. S. T. (2010). Impact of multiple *perceived value* on consumers' brand preference and purchase intention: A case of snack foods. *Journal of Food Products Marketing*, 16(4), 386–397. <https://doi.org/10.1080/10454446.2010.509242>
- Watson, A., Perrigot, R., & Dada, O. (2024). The effects of green *brand image* on *brand loyalty*: The case of mainstream fast food brands. *Business Strategy and the Environment*, 33(2), 806–819. <https://doi.org/10.1002/bse.3523>
- Yağız, K., & Özer, L. (2023). Examining the relationships between brand knowledge, brand responses and brand resonance in sports leagues within the scope of consumer-based brand equity. *European Sport Management Quarterly*, 23(5), 1567–1586. <https://doi.org/10.1080/16184742.2022.2047087>
- Yang, F., Tang, J., Men, J., & Zheng, X. (2021). Consumer *perceived value* and impulse buying behavior on mobile commerce: The moderating effect of social influence. *Journal of Retailing and Consumer Services*, 63, 102683. <https://doi.org/10.1016/J.JRETCONSER.2021.102683>
- 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 October). <https://doi.org/10.1371/journal.pone.0292633>
- Zhang, Y., Xiao, C., & Zhou, G. (2020). Willingness to pay a price premium for energy-saving appliances: Role of *perceived value* and energy efficiency labeling. *Journal of Cleaner Production*, 242, 118555. <https://doi.org/10.1016/J.JCLEPRO.2019.118555>