

DAFTAR PUSTAKA

- Adisaputra, C. (2017). Terhadap Brand Preference Komunitas Mobil Honda Di Surabaya. *AGORA*, 5(3).
- Agesti, N., Ridwan, M. S., & Budiarti, E. (2021). The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya City. *International Journal of Multicultural and Multireligious Understanding*, 8(3), 496–507.
- Albari, A., & Sholihah, Q. (2019). Peran Kesadaran Dan Citra Merek Terhadap Preferensi Merek. *Benefit: Jurnal Manajemen Dan Bisnis*, 4(2), 198–211.
- Ali, H. (2019). Building Repurchase Intention and Purchase Decision: Brand Awareness and Brand Loyalty Analysis (Case Study Private Label Product in Alfamidi Tangerang). *Saudi Journal of Humanities and Social Sciences*, 04(09), 623–634. <https://doi.org/10.36348/sjhss.2019.v04i09.009>
- Amoako, G. K. (2022). Distribution intensity and purchase behavior-mediating role of brand equity in oil marketing companies (OMCs): an emerging markets perspective. *Business Perspectives and Research*, 10(1), 46–64.
- Arianto, N., & Octavia, B. D. A. (2021). Pengaruh Kualitas Pelayanan dan Distribusi terhadap Keputusan Pembelian. *Jurnal Disrupsi Bisnis*, 4(2), 98. <https://doi.org/10.32493/drdb.v4i2.9867>
- Artanti, Y., Hari Prasetyo, F., & Sulistyowati, R. (2019). How Social Media Marketing Influences Online Purchasing Decision: Study of the Viral Marketing and Perceived Ease of Use. *KnE Social Sciences*, 3(11), 988. <https://doi.org/10.18502/kss.v3i11.4066>
- Asmayuita, Y., Rachma, N., & Hufron, M. (2020). Pengaruh Ekuitas Merek, Kelompok Rujukan Dan Preferensi Merek Terhadap Keputusan Memilih Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Islam Malang. *E – Jurnal Riset Manajemen*, 9(10), 82–102.
- Award, T. B. (2023). *Komparasi Brand Index*. Top Brand Award. https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=2&id_subkategori=730
- Bagus Angga, Primanda Kusuma, & Ngurah Putu Miartana, I. (2018). Brand Awareness, Brand Loyalty, Perceive Quality, Brand Association, Brand Preference dan Purchase Intention. *Jurnal Manajemen Dan Bisnis*, 15(2), 100–120.
- Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust

- on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- Blut, M., Teller, C., & Floh, A. (2018). Testing Retail Marketing-Mix Effects on Patronage: A Meta-Analysis. *Journal of Retailing*, 94(2), 113–135. <https://doi.org/10.1016/j.jretai.2018.03.001>
- Bucklin, R. E., Siddarth, S., & Silva-Risso, J. M. (2008). Distribution intensity and new car choice. *Journal of Marketing Research*, 45(4), 473–486. <https://doi.org/10.1509/jmkr.45.4.473>
- Chopra, A., Avhad, V., & Jaju, and S. (2021). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. *Business Perspectives and Research*, 9(1), 77–91. <https://doi.org/10.1177/2278533720923486>
- Christian, A. I., & Dharmayanti, D. (2016). Pengaruh Distribution Intensity Terhadap Customer Loyalty Melalui Brand Image , dan Perceived Quality Sebagai Variabel Intervening Pada Semen Tiga Roda di Surabaya. *Jurnal Strategi Pemasaran*, 3(2).
- Dam, T. C. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *The Journal of Asian Finance, Economics and Business (JAFEB)*, 7(10), 939–947.
- Darma, B. (2021). *Statistika Penelitian Menggunakan SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji F, R2)*. Guepedia.
- Darwin, & Yayuk Yuliana. (2022). Pengaruh Brand Image, Distribusi, Dan Promosi Terhadap Keputusan Konsumen Menggunakan Jasa Pengiriman J&T Express Di Drop Point Krakatau Medan. *Jurnal Ilmu Manajemen Dan Kewirausahaan (Jimk)*, 2(2), 162–172. <https://doi.org/10.32696/jimk.v2i1.1456>
- Dedeoğlu, B. B., van Niekerk, M., Küçükergin, K. G., De Martino, M., & Okumuş, F. (2020). Effect of social media sharing on destination brand awareness and destination quality. *Journal of Vacation Marketing*, 26(1), 33–56. <https://doi.org/10.1177/1356766719858644>
- Dewi, A. M. (2022). *Kondisi Industri Pengolahan Makanan dan Minuman di Indonesia*. Kemenkeu RI.
- Dewi, L. G. P. S., Edyanto, N., & Siagian, H. (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences*, 76. <https://doi.org/https://doi.org/10.1051/shsconf/20207601023>
- Fahmy, T., Sohani, A., & Christian Koch Examiner Jens Hultman, S. (2020). The impact of a pandemic on brand preference in purchasing decisions of food and hygiene products: a COVID-19 perspective. *Högskolan Kristianstad*.

- Fajar, M. R., Suhud, U., & Febrilia, I. (2023). Analisis Variabel-Variabel Yang Memengaruhi Keputusan Pembelian Konsumen Di Pameran Sepatu Jakarta Sneakers Day. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(5), 1249–1270.
- Fard, M. H., & Marvi, R. (2020). Viral marketing and purchase intentions of mobile applications users. *International Journal of Emerging Markets*, 15(2), 287–301. <https://doi.org/10.1108/IJOEM-06-2018-0291>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Gómez-Rico, M., Molina-Collado, A., Santos-Vijande, M. L., Molina-Collado, M. V., & Imhoff, B. (2023). The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries. *Current Psychology*, 42(15), 12711–12727. <https://doi.org/10.1007/s12144-021-02656-w>
- Graciola, A. P., Toni, D. De, Milan, G. S., & Eberle, L. (2020). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102117>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (8th edition). Cengage Learning EMEA.
- Hanaysha, J. R., Al Shaikh, M. E., & Alzoubi, H. M. (2021). Importance of marketing mix elements in determining consumer purchase decision in the retail market. *International Journal of Service Science, Management, Engineering, and Technology*, 12(6), 56–72. <https://doi.org/10.4018/IJSSMET.2021110104>
- Hayati, R. N. (2022). *Pemulihan Perekonomian Indonesia Setelah Kontraksi Akibat Pandemi Covid-19*. Kemenkeu RI.
- I Putu Diana Maharani, Ni Luh Adisti Abiyoga Wulandari, & Milla Permata Sunny. (2023). Pengaruh Brand Preference dan Product Knowledge terhadap Keputusan Pembelian. *Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, 3(3).
- Irawan, A., & Misbach, I. (2020). Pengaruh viral marketing dan endorser terhadap keputusan pembelian dengan brand awareness sebagai variabel intervening. *Management and Business Review*, 4(2), 112–126. <https://doi.org/10.21067/mbr.v4i2.5182>
- Irwansyah, M. R., Devi, S., & Dewi, L. G. K. (2019). The influence of viral marketing on online purchasing decisions of students. *International Conference on Tourism, Economics, Accounting, Management, and Social Science (TEAMS 19)*, 111–116.
- Iskandar, M. I. (2023). *Daftar Menu dan Harga Ice Cream Viral Mixue Indonesia*

2023. Tirto.Id.

- Japarianto, E. (2019). Pengaruh Retail Service Quality Terhadap Minat Berkunjung Ulang Mall di Surabaya Melalui Perceived Quality dan Customer Satisfaction Sebagai Variabel Intervening. *Jurnal Manajemen Pemasaran*, 13(1), 17–26. <https://doi.org/10.9744/pemasaran.13.1.17-26>
- Khanal, J. (2018). *Influence of Affective , Cognitive and Behavioral Intention on Customer Attitude Towards Coffee Shops in Norway : Comparative Study of Local and International Branded Coffee Shop*. Nord University.
- Lang, L. D., Behl, A., Guzmán, F., Pereira, V., & Del Giudice, M. (2022). The role of advertising, distribution intensity and store image in achieving global brand loyalty in an emerging market. *International Marketing Review*. <https://doi.org/10.1108/IMR-06-2021-0200>
- Lestari, E. V. (2020). *9 Kedai Es Krim Paling Legendaris di Indonesia Selain Ragusa*. Cekaja.Com. <https://www.cekaja.com/info/kedai-es-krim-paling-legendaris-di-indonesia>
- Lisa Melvi Ginting, Hasianna Situmorang, F. I. S. (2021). INTERAKSI MERK, TARIF, LAYANAN, PROMOSI, RELASI DAN DISTRIBUSI TERHADAP PREFERENSI KONSUMEN TELEKOMUNIKASI. *Jurnal Unsika*, 9041.
- Liu, H.-H., & Wang, Y.-N. (2019). Interrelationships between Viral Marketing and Purchase Intention via Customer-Based Brand Equity. *Journal of Business and Management Sciences*, 7(2), 72–83. <https://doi.org/10.12691/jbms-7-2-3>
- Loukides, G., Gwadera, R., & Chang, S. W. (2020). Overexposure-aware influence maximization. *ACM Transactions on Internet Technology*, 20. <https://doi.org/10.1145/3408315>
- M., P. S. K. (2014). Brand preference and buying decision A study with reference to organized Indian edible oil brands. *African Journal of Marketing Management*, 6(2), 17–26. <https://doi.org/10.5897/ajmm2013.0353>
- Maharani, I. P. D., Wulandari, N. L. A. A., & Sunny, M. P. (2023). Pengaruh Brand Preference dan Product Knowledge terhadap Keputusan Pembelian. *Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, 3(3), 511–522.
- Mary, R. (2016). Impact of Green Brand Awareness and Green Brand Trust on Green Brand Preference Among Teenagers in Ernakulam. *International Journal of Research in Commerce & Management*, 7(9), 32–34.
- Mustikasari, A., & Widaningsih, S. (2019). The Influence of Viral Marketing toward Brand Awareness and Purchase Decision. *Advances in Economics, Business and Management Research*, 65, 647–650. <https://doi.org/10.2991/icebef-18.2019.138>
- Nggilu, M., Tumbel, A. L., & Djemly, W. (2019). Pengaruh Viral Marketing, Celebrity Endorsement dan Brand Awareness Terhadap Keputusan Pembelian

- Pada Geprek Bensu Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(3), 2691–2700. <https://doi.org/10.47709/jebma.v2i1.1208>
- Nurzaini, Y., & Khasanah, I. (2018). Analisis Pengaruh Diferensiasi Produk, Citra Merek, Preferensi Merek Terhadap Keputusan Pembelian. *Diponegoro Journal of Management*, 7(2), 360–370.
- Patil, P. H. (2017). Brand Awareness and Brand Preference. *International Research Journal of Management and Commerce*, 4(7), 15–24.
- Puriwat, W., & Tripopsakul, S. (2021). The Role of Viral Marketing in Social Media on Brand Recognition and Preference. *Emerging Science Journal*, 5(6), 855–867. <https://doi.org/10.28991/esj-2021-01315>
- Putra, F. S. P., Qomariah, N., & Cahyono, D. (2020). Impact of Brand Awareness and Brand Image, Perceptions of Quality on Purchasing Decisions. *Jurnal Sains Manajemen Dan Bisnis Indonesia*, 10(2), 271–278.
- Quesenberry, K. A., & Coolsen, M. K. (2019). Drama Goes Viral: Effects of Story Development on Shares and Views of Online Advertising Videos. *Journal of Interactive Marketing*, 48(2019), 1–16. <https://doi.org/10.1016/j.intmar.2019.05.001>
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors Influencing Customers' Purchase Decision of Residential Property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341–1348. <https://doi.org/10.5267/j.msl.2019.5.016>
- Rachmawati, S. D., & Andjarwati, A. L. (2020). Pengaruh Kesadaran Merek dan Citra Merek Terhadap Keputusan Pembelian. *E-Jurnal Ekonomi Bisnis Dan Akuntansi*, 7(1), 25. <https://doi.org/10.19184/ejeba.v7i1.14849>
- Rajavi, K., Kushwaha, T., & Steenkamp, J.-B. E. M. (2019). In brands we trust? A multicategory, multicountry investigation of sensitivity of consumers' trust in brands to marketing-mix activities. *Journal of Consumer Research*, 46(4), 651–670.
- Rivaldo, Y., Wibowo, E. A., Hasibuan, R., Anggraini, D., & Arnesih, A. (2021). Analisis Dampak Kesadaran Merek, Persepsi Kualitas, Dan Asosiasi Merek Terhadap Keputusan Pembelian Air Minum Dalam Kemasan. *Jurnal Manajemen, Organisasi Dan Bisnis (JMOB)*, 1(2), 149–157.
- Riyandi, V. (2022). *Menilik Geliat Industri F&B Pasca Pandemi*. Land X.
- Salmones, M. G. L., Herrero, A., Martin, H. S., Salmones, M. G. L., Herrero, A., & Martin, H. S. (2022). The Effects of Macro and Micro Country Image on Consumer Brand Preferences The Effects of Macro and Micro Country Image on Consumer Brand. *Journal of International Consumer Marketing*, 34(2), 137–150. <https://doi.org/10.1080/08961530.2021.1922962>

- Salsabilla, R. (2022). *Sering Lihat Gerai Mixue Berdekatan? Ternyata Ini Alasannya*. CNBC Indonesia.
- Sari, P., & Pitaloka, D. A. (2023). *Menjamur, Pakar Unair Bongkar Strategi Marketing Mixue*. Ngopibareng.Id.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). John Wiley & Sons.
- Simanjuntak, D. C. Y., Salimi, V. A., Louis, V., & Johanes, T. (2020). Pengaruh Kepuasan Pelanggan, Kepercayaan Pelanggan Dan Saluran Distribusi Terhadap Keputusan Pembelian Baja Pada PT. Suminsurya Mesindolestari. *E-Jurnal Manajemen Universitas Udayana*, 9(7), 2872. <https://doi.org/10.24843/ejmunud.2020.v09.i07.p20>
- Sitompul, S., & Medan, S. T. I. E. I. (2021). Pengaruh pengetahuan label halal dan kesadaran merek terhadap keputusan pembelian kosmetik melalui rekomendasi kelompok sebagai variabel moderating. *Shar-E: Jurnal Kajian Ekonomi Hukum Syariah*, 7(1), 51–64.
- Soorani, F., & Ahmadvand, M. (2019). Determinants of consumers' food management behavior: Applying and extending the theory of planned behavior. *Waste Management*, 98, 151–159. <https://doi.org/10.1016/j.wasman.2019.08.025>
- Stankevich, A. (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. *Journal of International Business Research and Marketing*, 2(6), 7–14. <https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001>
- Sukardi. (2021). *Metodologi Penelitian Pendidikan - Kompetensi dan Praktiknya*. Bumi Aksara.
- Tolba, A. H. (2011). The Impact of Distribution Intensity on Brand Preference and Brand Loyalty. *International Journal of Marketing Studies*, 3(3), 56–66. <https://doi.org/10.5539/ijms.v3n3p56>
- Tsai, Y.-C., Chang, H.-C., & Ho, K.-C. (2015). A Study of the Relationship among Brand Experiences, Self-Concept Congruence, Customer Satisfaction, and Brand Preference. *Contemporary Management Research*, 11(2), 97–116. <https://doi.org/10.7903/cmr.12970>
- Ulker-Demirel, E., & Ciftci, G. (2020). A systematic literature review of the theory of planned behavior in tourism, leisure and hospitality management research. *Journal of Hospitality and Tourism Management*, 43(April), 209–219. <https://doi.org/10.1016/j.jhtm.2020.04.003>
- Upamannu, N. K., Bhakar, S. S., & Chauhan, A. S. (2015). The effect of brand prestige on brand preference and word of mouth: The moderator role of customer involvement. *Asian Journal of Research in Marketing. Asian Journal of Research in Marketing*, 4(2), 123–140.

- Waluyo, M., & Rachman, M. (2021). *Mudah Cepat Tepat Dalam Aplikasi Structural Equation Modeling (Edisi Revisi)*. Literasi Nusantara Abadi.
- Wood, S., & McCarthy, D. (2014). The UK Food Retail “Race for Space” and Market Saturation: A Contemporary Review. *The International Review of Retail, Distribution and Consumer Research*, 24(2).
- Yanine, F., Cordova, F. M., Valenzuela, L., & Isla, P. (2019). A fresh look to an old problem: saturation in the retail market, and how it affects both retailers and consumers. *Indian Journal of Science and Technology*, 12(18), 1–10. <https://doi.org/10.17485/ijst/2019/v12i18/144604>
- Yet, S. (2013). *Star Marketing for Everyone’s Business*. Gramedia Pustaka Utama.

