

## DAFTAR PUSTAKA

- Abin, David. G., Mandagi Deske W., Pasuhuk. 2022. “*Influence of brand image on customer attitude intention on purchase and satisfaction the case of start-up brand promie Bakery*”. *Journal of management* Vol. 12, No 5. 2721-7787. <https://doi.org/10.35335/enrichment.v12i6.960>
- Anwar, Akbarudin F., Surpiko, Hassa Nurohim. 2022. “Pengaruh *brand image*, *Perceived Price*, terhadap niat beli survey pada Generasi muda Calon konsumen produk *Thrift* di Daerah Istimewa Yogyakarta”. *Jurnal ilmiah manajemen kesatuan* Vol. 10 No. 2. 327-336. <https://doi.org/10.37641/jimkes.v10i2.1422>
- Alam. Syed, syah., Mohammad, Masukujjaman., et al. 2023. “*Acceptance of online distance learning among student mediating role of utilitarian and hedonic value*”. *Journal Education and Information Technologi*. 8503-8536. <https://doi.org/10.1007/s10639-022-11533-3>
- Alfiansyah, Muhammad., RA Nurlinda. 2023. “Pengaruh Utilitarian value, Hedonic value dan Citra Merek terhadap Keputusan Pembelian”. *Jurnal Riset Manajemen dan Ekonomi* Vol. 1, No. 4. 298-327. <https://doi.org/10.54066/jrime-itb.v1i4.798>
- Benita, Elvira., Geraldy, Pratama., Adelina, P., 2023. “Peran Moderasi Norma Subjektif pada Niat Pembelian Iphone Terhadap Konsumen Generasi Z di Indonesia”. *Jurnal Internasional Petra* Vol. 6, No. 2. 175-184. <https://doi.org/10.9744/petraijbs.6.2.175-184>
- Brito, McGoldrick., Raut., 2019. “*Shopping Centre Patronage: Situational Factor Against Affect*”. *Journals.sagepub.com/home/vis*. Vol. 23, No. 2. 189-196. <https://doi.org/10.1177/0972262919844619>
- Chung, J. Jae, Lee, L., Lehmann, D. R., & Tsai, C. I. 2023. “*Spending Windfall (“Found”) Time on Hedonis versus Utilitarian Activities*”. *Journal of Consumer Research*, Vol. 49, No. 6. 1118–1139. <https://doi.org/10.1093/jcr/ucac032>
- Dedeoglu, Bekir Bora., Anil., Bigihan., et al. 2018. “*The impact of servicecape on hedonice value and behavior intention the important of previous Experience*”. *International journal of Hospitality management* Vol. 72. 10-20. <https://doi.org/10.1016/j.ijhm.2017.12.007>
- Ekawati, Ni wayan., Kerti Yasa., dkk. 2021. “*The effect of hedonice value, brand personality appeal, and attitude toward behavior intention*”. *Management science letters* Vol. 11. 253-260. <http://dx.doi.org/10.5267/j.msl.2020.8.008>
- Hair, et al. 2021. “*Partial Least Squares Structural Equation*”. Company Springer. [https://doi.org/10.1007/978-3-030-80519-7\\_4#DOI](https://doi.org/10.1007/978-3-030-80519-7_4#DOI)
- Hokky, Liowina. A., Innocentious Benarto. 2021. “*The role of brand trust and brand image on brand royalty on Apple Iphone Smartphone Users in DKI Jakarta*”. *Journal of management* Vol. 12, No. 1. 474-482. <https://doi.org/10.35335/enrichment.v12i1.250>
- Jain., et al. 2020. “*Assesing the moderating effect of subjective norm on luxury purchase intention a study of Gen Y consumers in India.*” *Journal of retail*

- and distribution management*". Vol. 48, No. 5. 517-536.  
<https://doi.org/10.1108/IJRDM-02-2019-0042>
- Jiang., Lau. 2022. "Effect of restaurant consumers anticipated emotions on perceived value and behavioral intention in the COVID-19 contex". *Front.Psychol.*13;1013209. <https://doi.org/10.3389/fpsyg.2022.1013209>
- Kester S.Ong, Ardvin., Yogi Tri Prasetyo., et al. 2022. "Evaluating the influence of service quality, hedonic and utilitarian value on shopper's behavioral intentions in urban shooing malls". *Journal Heliyon* Vol.8. <https://doi.org/10.1016/j.heliyon.2022.e12542>
- Kusumawardani, Kunthi., Hanif, Adhinugroho., Jessica. 2023. "The role of gamication. Social, hedonic and utilitarian values on e-commerce adoption". *Journal of marketing* Vol. 27, No. 2. 15-177. <https://doi.org/10.1108/SJME-09-2022-0188>
- Kusumawati, Heni., Anisa, Triska. 2023. "Peran Mediasi Sikap Hedonis dan Utilitarian dalam mempengaruhi hubungan keterlibatan Afektif dan Kognitif Terhadap niat beli Produk Apple". *Jurnal Aplikasi Manajemen* Vol. 34, No. 2. 99-112. <https://doi.org/10.53916/jam.v34i2.100>
- Lavidas, Vassilis., Anthi. 2022. "Explaining faculty members behavior intention to use learning management system". *Jurnal Comput Edu.* Vol. 9. No.4. 707-725. <https://doi.org/10.1007/s40692-021-00217-5>.
- Liu, Dongfeng., Eric. C. Shwarz. 2020. "Marketing Profecional club to a foreign market Brand image of real Madrid and its impact on behavior intention from a Chinese". *Taylor and francis journal* 5-17. <https://doi.org/10.1080/17430437.2020.1804115>
- Mandagi DW, Kainde., 2022. "From Likes To Loyalty: The Interplay of Social Media Marketing In Shaping Education Institution Brand Attitude and Loyalty". *Jurnal Ekonomi,* Vol 12, No 02. 2301-6280. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Mokhtar, Rahayu., Othman Z. Hassim A. 2022. "The effect of brand awareness, brand image and Perceived Quality on Customer Behavior intention". *Journal of Academic Research in Business & Social sciences* Vol. 8., No. 12. 2023-2035. <http://dx.doi.org/10.6007/IJARBSS/v8-i12/5375>
- Muslikhun, Wulandari, Harjanti., Tri,W. 2022. "Utilitarian, Hedonic, Privacy and trust on online Purchase intention mediated by attitude toward online purchasing". *Journal of advance research and review* Vol. 14, No. 3. 054-057. <http://repository.stiemahardhika.ac.id/id/eprint/2804>
- Oktaviani, Qomariah Gladis. 2017. "Pengaruh Utilitarian value, Hedonic value Terhadap Customer satisfaction dan Behavior intention". *Jurnal Ilmiah Mahasiswa Universitas Surabaya* Vol. 6, No. 2.
- Pramita, Widya., Aulia, Danibrata. 2021. "Hedonic value dan Utilitarian value terhadap Customer satisfaction serta dampaknya terhadap Behavior intention". *E-jurnal manajemen* Vol. 1, No. 1. 1-8. <https://jurnaltsm.id/index.php/EJMTSM/article/view/975>
- Pratiwi, Ratih., Chalimatuz. 2022. "The influence of Brand image, Product Quality, and Price on Purchase Decisions". *Jurnal Manajemen Bisnis dan Kewirausahaan* Vol.02, No.02. DOI:10.22219/jamanika.v2i02.21963.

- Ratnasari, Gunawan., Dina Fitri, dkk 2020. “*Costumer Satisfaction Between Perceptions of Environment Destination Brand and Behavioral Intention*”. *International Journal of Innovation, Creativity and Change*. Vol.10, No.12. <https://repository.unair.ac.id/124413/>
- Selay, Laurent, A., Suyono Saputro. 2022. “Analisis Perilaku Belanja Generasi Milenial Terhadap Profuk Kosmetik Halal di kota Batam.” *Journal of management & Business* Vol. 4., No. 3. 227-235. <https://journal.stieamkop.ac.id/index.php/seiko/article/view/2500/1677>
- Shaleha, Ambar dwi. 2020. “Nilai Utilitarian, Harga dan Promosi Terhadap Pembelian Impulsif di Butik Lenzie Mall Mandonga Kendari.” *Jurnal Ekonomi Manajemen Bisnis* Vol. 4 No.2. 2176-0238. <https://doi.org/10.37366/ekomabis.v4i02.306>
- Siregar, Mayori., Nahar, Maganda. 2023. “Pengaruh Gaya Hidup, Harga, dan Citra merek terhadap keputusan Pembelian Smartphone merek Iphone”. *Journal of creative student research* Vol. 1., No 1. 392-401. <https://doi.org/10.55606/jcsrpolitama.v1i1.1167>
- Sutrisno, Marysa., Fatma, Yufita., Vini., Mariani. 2022. “*The influence of Brand image, Social Environment and Cult brand on Behavior intention of Smartphone users*”. *Jurnal Manajemen Edisi Elektronik* Vol. 14.. No.3. 441-454. <https://doi.org/10.32832/jm-uika.v14i3.14362>
- Teng, Yi-man., Kun-shan, Wu., 2019. “*The effect of perceived value on customer Greens Restaurant Behavior intention*”. *Journal MDPI* Vol. 11. <https://doi.org/10.3390/su11071987>
- Widiastuti, Herni., Mulyanto., Abdul Malik. 2022. “*The effect of service quality. Brand image and social media on choosing decisions with E-WOM and attitude As intervening variable on student of private Universities in LLDIKTI Region IV*”. *Journal the Seybold Report* Vol. 18., No. 103. 43-66.
- Zhang, Huang., Liu Bai., et al. 2019. “*Re-understanding the antecedents of functional foods purchase: Mediating effect of purchase attitude and moderating effect of food neophobia*”. *Sciedirect.com*. <https://doi.org/10.1016/j.foodqual.2018.11.001>.
- Zheng, Wei., Hongliang Qiu., Alastair., et al. 2022. “*A Dual-case study on the Antecedents of tourist pro-environmental Behavior intention*”. *Journal MDPI* Vol. 11. 479. <https://doi.org/10.3390/land11040479>