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/ Vol. 3 No. 3 (2025): Agustus 2025




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## Articles

THE ROLE OF ENTREPRENEURIAL ORIENTATION ON THE PERFORMANCE OF FOOD AND BEVERAGE SMEs (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35230>)

Michael Dwitama, Ida Puspitowati

1155-1163

 <https://doi.org/10.24912/ijaeb.v3i3.1155-1163> (<https://doi.org/10.24912/ijaeb.v3i3.1155-1163>)




 Abstract : 45 |  PDF : 63

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35230/21199>)

THE EFFECT OF SELF-CONTROL, FINANCIAL LITERACY, AND RISK TOLERANCE TOWARD INVESTMENT DECISIONS AMONG STUDENTS  
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35231>)

Yeo Wei Ming, Keni Keni




1164-1174

 <https://doi.org/10.24912/ijaeb.v3i3.1164-1174> (<https://doi.org/10.24912/ijaeb.v3i3.1164-1174>) Abstract : 113 |  PDF : 90PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35231/21200>)

## EXPLORING HOW GENDER MODERATES THE EFFECT OF PERSONALITY TRAITS ON OVERCONFIDENCE BIAS AMONG INVESTORS IN THE INDONESIAN STOCK MARKET (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35232>)

Khairina Natsir, Agus Zainul Arifin, Fanny Wijoyo




1175-1188

 <https://doi.org/10.24912/ijaeb.v3i3.1175-1188> (<https://doi.org/10.24912/ijaeb.v3i3.1175-1188>) Abstract : 37 |  PDF : 42PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35232/21201>)

## THE EFFECT OF PROFITABILITY, LIQUIDITY, COMPANY SIZE, AND SALES GROWTH ON CAPITAL STRUCTURE IN CONSUMER NON-CYCLICALS COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE 2021-2023 PERIOD (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35234>)

Selvia Putri Patricia, Sofia Prima Dewi




1189-1195

 <https://doi.org/10.24912/ijaeb.v3i3.1189-1195> (<https://doi.org/10.24912/ijaeb.v3i3.1189-1195>) Abstract : 41 |  PDF : 45PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35234/21202>)

## SOCIAL MEDIA MARKETING AND CELEBRITY ENDORSEMENT IMPACT ON PURCHASE INTENTION MEDIATED BY BRAND AWARENESS (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35235>)

Angelica Laurence, Sanny Ekawati




1196-1207

 <https://doi.org/10.24912/ijaeb.v3i3.1196-1207> (<https://doi.org/10.24912/ijaeb.v3i3.1196-1207>) Abstract : 31 |  PDF : 51PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35235/21203>)

## FINANCIAL DISTRESS, AUDIT COMMITTEE, INDEPENDENT COMMISSIONER, AND AUDIT QUALITY'S IMPACT ON BANKING TAX AVOIDANCE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35369>)

Herni Kurniawati, Yustina Peniyanti Jap

1208-1221


 <https://doi.org/10.24912/ijaeb.v3i3.1208-1221> (<https://doi.org/10.24912/ijaeb.v3i3.1208-1221>) Abstract : 5 |  PDF : 4PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35369/21365>)



## DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM FOOD AND BEVERAGE COMPANIES IN INDONESIA

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35370>)

Clarissa Eunike Kusumajaya, Merry Susanti

1222-1233

 <https://doi.org/10.24912/ijaeb.v3i4.1222-1233> (<https://doi.org/10.24912/ijaeb.v3i4.1222-1233>)

 Abstract : 9 |  PDF : 10


PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35370/21366>)



## THE INFLUENCE OF SALES GROWTH, LEVERAGE, COMPANY SIZE, AND PROFITABILITY ON TAX AVOIDANCE IN CONSUMER NON-CYCLICALS COMPANIES FROM 2021 TO 2023

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35371>)

Cecilia Dintia, Linda Santioso

1234-1244

 <https://doi.org/10.24912/ijaeb.v3i3.1234-1244> (<https://doi.org/10.24912/ijaeb.v3i3.1234-1244>)

 Abstract : 9 |  PDF : 11


PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35371/21367>)



## COMPARATIVE ANALYSIS OF FINANCIAL PERFORMANCE OF PHARMACEUTICAL COMPANIES DURING AND AFTER THE COVID-19 PANDEMIC

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35372>)

Khairina Natsir, Nurainun Bangun

1245-1259

 <https://doi.org/10.24912/ijaeb.v3i3.1245-1259> (<https://doi.org/10.24912/ijaeb.v3i3.1245-1259>)

 Abstract : 4 |  PDF : 9


PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35372/21368>)



## IMPACT OF ORGANIZATIONAL LEARNING ON JOB SATISFACTION, COMMITMENT, AND PERFORMANCE OF PRIVATE BANK EMPLOYEES

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35373>)

Joyce A. Turangan, Herman Ruslim

1260-1268

 <https://doi.org/10.24912/ijaeb.v3i3.1260-1268> (<https://doi.org/10.24912/ijaeb.v3i3.1260-1268>)

 Abstract : 5 |  PDF : 3


PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35373/21369>)



## THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION, WORK-LIFE BALANCE, AND CAREER CHOICE ON THE ENTREPRENEURIAL INTENTION OF GENERATION Y

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35374>)

Mei Ie, Rorlen Rorlen, Salsabila Ayunda Martsa Buana, Ferdyanto Gunawan

1269-1276

 <https://doi.org/10.24912/ijaeb.v3i3.1269-1276> (<https://doi.org/10.24912/ijaeb.v3i3.1269-1276>)

 Abstract : 9 |  PDF : 6


PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35374/21370>)



## SOCIAL IDENTITY AS A MODERATOR OF THE INFLUENCE OF ENTREPRENEURIAL SELF-EFFICACY ON ENTREPRENEURIAL INTENTION

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35375>)

Willy Salim, Ida Puspitowati

1277-1287

 <https://doi.org/10.24912/ijaeb.v3i3.1277-1287> (<https://doi.org/10.24912/ijaeb.v3i3.1277-1287>)

 Abstract : 7 |  PDF : 5


PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35375/21371>)



## THE EQUITY FACTORS THAT INFLUENCE BEHAVIORAL LOYALTY OF GRABFOOD APPLICATION USERS: STUDY OF GEN Z CONSUMERS IN DKI JAKARTA

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35376>)

Nathan Indra Gotama, Sanny Ekawati

1288-1301

 <https://doi.org/10.24912/ijaeb.v3i3.1288-1301> (<https://doi.org/10.24912/ijaeb.v3i3.1288-1301>)

 Abstract : 5 |  PDF : 3


PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35376/21372>)



## DETERMINANTS OF BRAND LOYALTY AT XYZ COFFEE SHOP: A STUDY OF GEN Z IN JAKARTA

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35377>)

Cindy Nathania Liman, Sanny Ekawati

1302-1310

 <https://doi.org/10.24912/ijaeb.v3i3.1302-1310> (<https://doi.org/10.24912/ijaeb.v3i3.1302-1310>)

 Abstract : 7 |  PDF : 7


PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35377/21373>)



## INTERNAL AND EXTERNAL FACTORS AFFECTING AUDITOR'S ABILITY IN DETECTING FRAUDULANCE FROM THE ACCOUNTING STUDENT'S PERSPECTIVE

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35378>)

Jhun Liong, Linda Santioso

1311-1324

 <https://doi.org/10.24912/ijaeb.v3i3.1311-1324> (<https://doi.org/10.24912/ijaeb.v3i3.1311-1324>)

 Abstract : 12 |  PDF : 7




PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35378/21374>)

## FINANCIAL DISTRESS AND SUSTAINABILITY REPORT: PERSPECTIVE FROM FOOD AND BEVERAGE INDUSTRY

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35379>)




Aurellia Aretha Agustine Widjaja, Yanti Yanti

1325-1337

 <https://doi.org/10.24912/ijaeb.v3i3.1325-1337> (<https://doi.org/10.24912/ijaeb.v3i3.1325-1337>) Abstract : 10 |  PDF : 12PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35379/21375>)**KEY DRIVERS OF FIRM VALUE IN INDONESIA'S PROPERTY AND REAL ESTATE SECTOR**  
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35380>)




Gabriella Charissa Hartono, Yanti Yanti

1338-1349

 <https://doi.org/10.24912/ijaeb.v3i3.1338-1349> (<https://doi.org/10.24912/ijaeb.v3i3.1338-1349>) Abstract : 5 |  PDF : 7PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35380/21376>)**THE FACTORS EFFECTING FIRM VALUE EVIDENCE FROM INDONESIA**  
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35381>)




Ni Gusti Ayu Komang Tri Supriliana, Henryanto Wijaya

1350-1355

 <https://doi.org/10.24912/ijaeb.v3i3.1350-1355> (<https://doi.org/10.24912/ijaeb.v3i3.1350-1355>) Abstract : 5 |  PDF : 8PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35381/21377>)**THE APPLICATION OF ENTREPRENEURIAL MOTIVATION AND SOCIAL MEDIA USE ON ENTREPRENEURIAL INTEREST AMONG GENERATION Z IN WEST JAKARTA**  
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35382>)




Sharyn Haliza, Oey Hannes Widjaja

1256-1265

 <https://doi.org/10.24912/ijaeb.v3i3.1256-1265> (<https://doi.org/10.24912/ijaeb.v3i3.1256-1265>) Abstract : 7 |  PDF : 5PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35382/21378>)**THE EFFECT OF INTERNAL CONTROL AND INTERNAL AUDIT ON FRAUD PREVENTION IN PROCUREMENT OF GOODS/SERVICES IN THE GOVERNMENT OF ROKAN HULU DISTRICT**  
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35383>)

Urwatul Wutsqa, Andreas Bambang Daryatno


1366-1378



 <https://doi.org/10.24912/ijaeb.v3i3.1366-1378> (<https://doi.org/10.24912/ijaeb.v3i3.1366-1378>) Abstract : 14 |  PDF : 4PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35383/21379>)

## CORPORATE SIZE IN MODERATE THE INFLUENCE OF CURRENT RATIO AND DEBT TO EQUITY RATIO ON INCOME SMOOTHING

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35445>)

Augustpaosa Nariman, Rini Tri Hastuti, Karin Flolinda, Salva Sefika  
1379-1389

 <https://doi.org/10.24912/ijaeb.v3i3.1379-1389> (<https://doi.org/10.24912/ijaeb.v3i3.1379-1389>)

 Abstract : 3 |  PDF : 2



PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35445/21451>)

## CORPORATE SIZE IN MODERATE THE INFLUENCE OF CURRENT PERCENTAGE AND DER PERCENTAGE ON INCOME SMOOTHING

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35446>)

Augustpaosa Nariman, Rini Tri Hastuti, Karin Flolinda, Salva Sefika  
1390-1400

 <https://doi.org/10.24912/ijaeb.v3i3.1390-1400> (<https://doi.org/10.24912/ijaeb.v3i3.1390-1400>)


 Abstract : 1 |  PDF : 2



PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35446/21452>)

## THE INFLUENCE OF BANKING HEALTH LEVELS BY USING RGEC METHOD ON BANKING FINANCIAL PERFORMANCE

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35447>)

Lareina Wijaya, Elsa Imelda  
1401-1409

 <https://doi.org/10.24912/ijaeb.v3i3.1401-1409> (<https://doi.org/10.24912/ijaeb.v3i3.1401-1409>)


 Abstract : 1 |  PDF : 3



PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35447/21453>)

## THE INFLUENCE OF PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS ON FINTECH USER LOYALTY MODERATED BY TRUST

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35448>)

Yossy Afrian, Herlin Tundjung Setijaningsih  
1410-1421

 <https://doi.org/10.24912/ijaeb.v3i3.1410-1421> (<https://doi.org/10.24912/ijaeb.v3i3.1410-1421>)


 Abstract : 1 |  PDF : 1



PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35448/21454>)

## FACTORS INFLUENCING PURCHASE INTENTION OF FRENCH FRIES 2000

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35449>)

Nicolas Pratama Wijaya, Richard Andrew  
1422-1432


 <https://doi.org/10.24912/ijaeb.v3i3.1422-1432> (<https://doi.org/10.24912/ijaeb.v3i3.1422-1432>)



 Abstract : 1 |  PDF : 1

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35449/21455>)

## UNVEILING THE ROLE IN SHAPING SUSTAINABILITY REPORTING IN THE MINING SECTOR (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35450>)

Chrystabelle Audrey Ardhani, Yanti Yanti  
1433-1444


 <https://doi.org/10.24912/ijaeb.v3i3.1433-1444> (<https://doi.org/10.24912/ijaeb.v3i3.1433-1444>)



 Abstract : 1 |  PDF : 1

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35450/21456>)

## ANALYSIS OF CAPITAL BUFFER, BOARD GENDER DIVERSITY, OWNERSHIP CONCENTRATION, AND INDEPENDENT COMMISSIONERS ON BANK STABILITY (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35451>)

Hendra Hendra, Herlin Tundjung Setijaningsih  
1445-1457


 <https://doi.org/10.24912/ijaeb.v3i3.1445-1457> (<https://doi.org/10.24912/ijaeb.v3i3.1445-1457>)



 Abstract : 2 |  PDF : 2

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35451/21457>)

## THE FACTORS EFFECTING FIRM PERFORMANCE EVIDENCE FROM INDONESIA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35452>)

Audi Mishaal, Henryanto Wijaya  
1458-1465


 <https://doi.org/10.24912/ijaeb.v3i3.1458-1465> (<https://doi.org/10.24912/ijaeb.v3i3.1458-1465>)



 Abstract : 1 |  PDF : 2

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35452/21458>)

## USING OF THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY IN THE ACCEPTANCE OF MOBILE BANKING APPS (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35455>)

Hendro Lukman, Elsa Imelda, Vannessa Maria Vianney, Andrea Stephanie Darwis, Go Cecilia Claudia  
Pratama  
1466-1476

 <https://doi.org/10.24912/ijaeb.v3i3.1466-1476> (<https://doi.org/10.24912/ijaeb.v3i3.1466-1476>)

 Abstract : 1 |  PDF : 1




PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35455/21460>)

## EXPLORING THE IMPACT OF LEADERSHIP STYLES ON EMPLOYEE JOB PERFORMANCE - A CASE STUDY OF EMPLOYEES IN VIETNAMESE ENTERPRISES (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35456>)

Linda Lin-Chin Lin, Nguyen-Van Viet






1476-1482

 <https://doi.org/10.24912/ijaeb.v3i3.1476-1482> (<https://doi.org/10.24912/ijaeb.v3i3.1476-1482>) Abstract : 1 |  PDF : 1PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35456/21461>)




## CEO BIAS, MORAL HAZARD AND ADVERSE SELECTION: A LITERATURE REVIEW ON RISK DYNAMICS IN DIGITAL BANKING IN INDONESIA, WITH A PITCHING RESEARCH APPROACH (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35389>)

Amerta Mardjono, Haris Maupa, Ignatius Roni Setyawan  
1483-1494

 <https://doi.org/10.24912/ijaeb.v3i3.1483-1494> (<https://doi.org/10.24912/ijaeb.v3i3.1483-1494>) Abstract : 15 |  PDF : 14PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35389/21385>)




## THE EFFECT OF CORPORATE GOVERNANCE QUALITY, LEVERAGE AND OWNERSHIP STRUCTURE ON FIRM PERFORMANCE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35457>)

Adinda Nariswari Herzani, Agustin Ekadjaja  
1495-1505

 <https://doi.org/10.24912/ijaeb.v3i3.1495-1505> (<https://doi.org/10.24912/ijaeb.v3i3.1495-1505>) Abstract : 1 |  PDF : 2PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35457/21462>)




## DETERMINANTS OF BUDGET ABSORPTION MODERATED BY WORK PLAN AND ORGANIZATIONAL COMMITMENT (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35458>)

Apsari Maharani, Sarwo Edy Handoyo  
1506-1521

 <https://doi.org/10.24912/ijaeb.v3i3.1506-1521> (<https://doi.org/10.24912/ijaeb.v3i3.1506-1521>) Abstract : 1 |  PDF : 1PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35458/21463>)

## THE EFFECT OF LIQUIDITY, SOLVENCY, ACTIVITY, AND PROFITABILITY ON FINANCIAL PERFORMANCE OF MANUFACTURING COMPANIES (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35459>)

Kensa Kensa, Agustin Ekadjaja  
1522-1530

 <https://doi.org/10.24912/ijaeb.v3i3.1522-1530> (<https://doi.org/10.24912/ijaeb.v3i3.1522-1530>) Abstract : 1 |  PDF : 2PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35459/21464>)





# THE ANALYSIS OF FACTORS AFFECTING SUSTAINABILITY REPORT DISCLOSURE AMONG IDX-LISTED HEALTH COMPANIES FOR THE PERIOD OF 2021-2023

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/35460>)

I Made Pahangga Palwaguna, Herlin Tundjung Setijaningsih  
1531-1544

 <https://doi.org/10.24912/ijaeb.v3i3.1531-1544> (<https://doi.org/10.24912/ijaeb.v3i3.1531-1544>)

 Abstract : 5 |  PDF : 2

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/35460/21465>)

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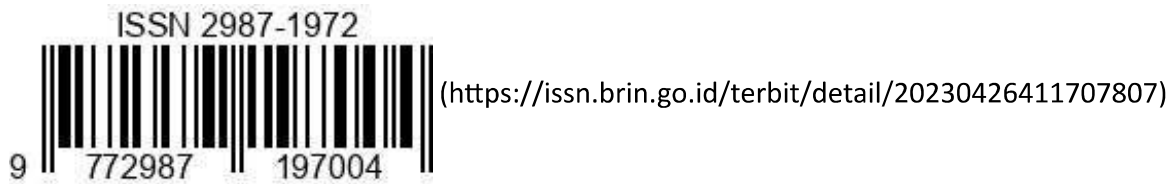
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## **DETERMINANTS OF BRAND LOYALTY AT XYZ COFFEE SHOP: A STUDY OF GEN Z IN JAKARTA**

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### **ABSTRACT**

*This study's purposes is to analyze the influence of brand experience, brand uniqueness, and perceived quality on brand loyalty of XYZ coffee outlet in Jakarta. The methodology used in this study is descriptive research design with a quantitative process. The sample selection technique used is a non-probability purposive sampling technique. A total of 125 respondents participated in the research through a google form questionnaire. This study utilizes the SmartPLS 4 software to analyse data, in which uses SEM analysis. The results of this study indicated that all of the factors positively and significantly influence brand loyalty. Those factors mentioned are brand experience, brand uniqueness, and perceived quality. This research plays a vital contribution to coffee vendors to further observe their brand uniqueness as a meaningful differentiation value for the customers when contrasted to other brand opposition. The product sold, in this case, must also perceive a great quality in terms of physical excellence and service in which will provide a unique experience for the customers and therefore create a loyalty to the coffee brand.*

**Keywords:** *Brand Experience, Brand Uniqueness, Perceived Quality, Brand Loyalty*

## **1. INTRODUCTION**

Indonesia is known for its abundant natural resources, among them is the world's third-largest producer of coffee (Finaka *et.al.*, 2023). Along with its development, the types of coffee produced in Indonesia are increasingly diverse and varied such as gayo coffee, luwak coffee, mandailing coffee, bali kintamani coffee, and others. In addition, coffee has various forms of presentation, one of which is ready-to-eat coffee sold by coffee outlets. The trend of coffee consumption has increased the interest in coffee consumption in Indonesian society so that this is utilized by many business people to open a coffee outlet business.

In order to nurture and develop their businesses, it is such an important necessity for coffee outlet businesses to organize strategies and procedures. One of the important components that need to be considered in developing a company is customer's loyalty towards the brand. The main reason for this is that brand loyalty is a positive consumer trait towards the brand or the company in which a customer is committed to purchasing the brand repeatedly or consistently in the future (Nathasayana & Slamet, 2023). To develop brand loyalty, companies must establish a long-term relationship with customers, encouraging them to stay loyal to the brand.

Further elaborating the aforementioned statement, one of the factors which influences brand loyalty is brand encounter. Brand encounter is the first impression shown by the company towards the customers. Examples of brand encounters include but not limited to: having a personal contact with the brand first-hand, seeing and influenced by the advertisements seen regarding the brand, or the satisfaction level of the personal treatment received by customers (Alloza, 2008). Thus, based on the points made about brand encounter, the primary phase for building a positive bond is to let consumers experience the brand (Akoglu & Ozbek, 2022). A

brand needs to provide a pleasant experience to consumers in order to form a sense of comfort and positive perceptions.

Furthermore, brand uniqueness further determines the element in influencing brand loyalty. Brand uniqueness is defined as the consumers' perceptions that a particular brand is unique in which most of the qualities are different from other companies or its competitors (Hsu, 2019). If certain brands are not perceived as unique or, for that matter, as similar the brands of their competitors, it will be difficult to attract the attention of consumers and to create consumer preference and loyalty. (Sue & Chang, 2018). The existence of brand uniqueness will be part of consumers' consideration to be loyal to buy the brand.

In addition, perceived quality is a significant aspect that might affect brand loyalty. According to Qualls & Rosa (through Edward & Ruslim, 2021) perceived quality is a set of attributes or capabilities that refer to a brand and product quality. The quality that exists in a product is a consideration for consumers in committing to be loyal to a brand. Consumers will be committed to a brand due to the brand's good product quality. This will further rocket their repurchase decisions (Chi *et al.*, 2009).

This study has an objective goal to perceive the factors which play to influence a brand loyalty at XYZ coffee vendors intended for Gen Z. In terms of uniqueness, generation z customers can differentiate the products form the said coffee brand with the products produced by other coffee vendors. Customers' loyalty towards the aforementioned brand is affected by the quality of the product and services made by XYZ coffee vendor. Furthermore, several contented experiences such as enjoyability, uniqueness, and positivity further contributed to the loyalty of customers towards XYZ coffee.

### **Brand Experience**

Brakus *et al.* (2009) define brand experience as various forms of emotional and cognitive responses and consumer behavior resulting from brand design, identity, packaging, communication and environment. Alloza (2008) defines brand experience as consumers' perceptions of contact with a brand from various moments such as first impressions and the treatment they receive. According to Ong *et al.* (in Janitra & Tjokrosaputro, 2022) brand experience is the outcome of stimulation which triggers customers' enthusiasm directed to repeat the experience of a brand. Based on this definition, it is concluded that brand experience is a form of consumer response which arises from the first experience of a brand in which it encourages consumers to repeat the experience.

### **Brand Uniqueness**

Netemeyer *et al.* (2004), define brand uniqueness as a benchmark in knowing and understanding the differences between a particular brand and other competing brands. Based on Hsu (2019), customer perception of a brand's distinctive features and characteristics that set it apart from rival brands is defined as brand uniqueness. According to Lynn (in Yola & Utama, 2021), exceptional brand is the characteristic of a product which will allow consumers to distinguish one brand from another. Based on this definition, it can be concluded that brand uniqueness is a beneficial customer perception regarding the characteristics of a brand that makes the brand different from other brands.

### **Perceived Quality**

Based on Zeithaml (1988), perceived quality is the overall consumer assessment of a product. Chi *et al.* (2009), define perceived quality as the subjective value given by consumers to

product quality from previous experience evaluations. Retrieved from Netemeyer *et al.* (2004), perceived quality is the customer's evaluation of the overall superiority or advantage of a brand over other similar brands. Based on this definition, it is concluded that perceived quality is the consumer's personal evaluation or judgement regarding the overall quality and advantage ability of a product.

### **Brand Loyalty**

Brand loyalty, defined by Oliver (1999), is a firmly-held dedication to repurchase or to become a consistent customer of a certain preferred products/services in the coming times. According to Gidden (in Susanty & Kenny, 2015), brand loyalty arises when the customers are willing to buy the certain product even though it is at a higher price or when there is an increment in the price of the product. According to Jagdish & Sheth (in Sasmita & Suki, 2015), brand loyalty is the repetitive purchasing behaviour over time due to positive perceptions of a brand. Based on this definition, it is concluded that brand loyalty is the willingness from the consumers to repurchase the corresponding same self brand products without switching or changing preferences to another brand.

### **Relationship between Brand Experience and Brand Loyalty**

Research conducted by Janitra & Tjokrosaputro (2022); Mostafa & Kasamani (2021); Akoglu & Ozbek (2022); Sarmad *et al.* (2024) all concluded that brand experience has a positive and significant impact on brand loyalty. Thus, these variables can be symbolized with the notation of H<sub>1</sub>.

H<sub>1</sub>: Brand experience has a positive and significant impact on brand loyalty

### **Relationship between Brand Uniqueness and Brand Loyalty**

Research conducted by Chansuk & Chaipoopirutana (2021); Hidajat & Keni (2019); Su & Chang (2018); Tu (2019) states that brand uniqueness or brand exceptionality has both a positive and significant impact which contributes to brand loyalty. Thus, the variables can be symbolized with the notation of H<sub>2</sub>.

H<sub>2</sub>: Brand uniqueness has a significant positive impact on brand loyalty

### **Relationship between Perceived Quality and Brand Loyalty**

Chansuk & Chaipoopirutana (2021); Steven & Ruslim (2023); Lu *et al.* (2015); Tu (2019) conducted a research where in all of those papers, it is stated that perceived quality has both a positive and significant impact which affects brand loyalty.

H<sub>3</sub>: Perceived quality has a significant positive impact on brand loyalty

Based on the aforementioned points described above, the research model in this study can be depicted as follows:

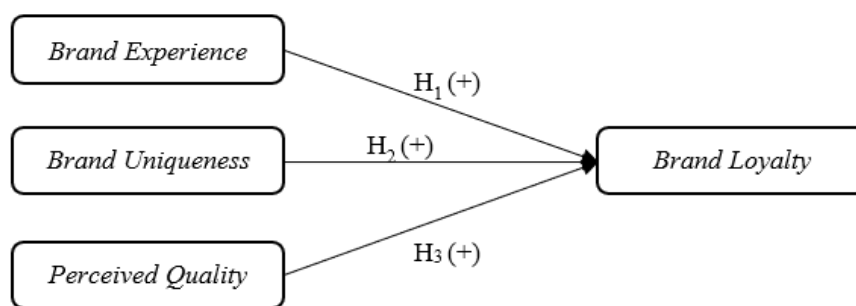


Figure 1. Research Model

## 2. RESEARCH METHOD

This study used a descriptive research design that aims to explain the characteristics of a symptom (Malhotra, 2015). This research applied cross-sectional in data collection time because it only took place in one specific period, namely in October 2024. A quantitative approach was used in this study because hypothesis testing is measured using numerical data or numbers (Sekaran & Bougie, 2016).

This study used non-probability purposive sampling since there are criteria in determining the sample to be selected (Sekaran & Bougie, 2016). The representative of the population (sample) used in this study was customers who have purchased XYZ coffee outlet products, aged 17 to 27 years (Generation Z), and have a domicile in Jakarta. Data was collected through distributing online questionnaires using a five-point Likert scale. This study obtained data from 154 respondents, but only 125 respondents met the criteria. The respondents consisted of 40 male respondents (32%) and 85 female respondents (68%). Then, most respondents were between 20-22 years old, as many as 67 respondents (53.6%). Most respondents live in South Jakarta with a total of 37 respondents (29.6%). Furthermore, the occupation of respondents is dominated by students, namely 88 respondents (70.4%). This study adopted the Partial Least Square-Structural Equation Modeling, also known as PLS-SEM, analysis technique which utilizes the SmartPLS 4 software to further process the collected data. Thus, the operationalisation of the variable used in this study can be seen in the table as follows:

Table 1. Variable Operationalization

Variables	Indicators	Sources
Brand Experience	My visual senses are strongly impressed by this coffee outlet brand.	Akoglu & Ozbek (2022)
	I find this coffee outlet brand sensorially appealing	
	This coffee outlet brand evokes strong emotional feelings	
	I feel involved when purchasing this coffee outlet brand	
	This coffee outlet brand provides a pleasant experience	
	This coffee outlet brand stimulates curiosity	
Brand Uniqueness	This brand of coffee outlet is different from other brands of coffee outlet	Su & Chang (2018)
	The brand of this coffee shop distinguishes itself from other brands	
	This coffee outlet brand is more unique than other brands	
Perceived Quality	This is a reliable brand of coffee outlet	Akoglu & Ozbek (2022); Su & Chang (2018)
	This is a good quality brand of coffee outlet	
	This brand of coffee outlet meets the serving standards	
	This coffee outlet brand suits my needs	
	This brand is superior to other coffee outlets	
Brand Loyalty	This coffee outlet brand offers consistent products	Akoglu & Ozbek (2022); Su & Chang (2018)
	I will be loyal to this coffee outlet brand	
	My first choice would be this brand of coffee outlet	
	I will continue to buy this brand of coffee shop	
	This coffee outlet brand makes me more energized in my activities than other brands	
	This coffee outlet brand attracts my attention more than other brands	



### 3. RESULTS AND DISCUSSIONS

Data analysis through PLS-SEM consists of outer and inner model tests. Outer model testing consists of validity and reliability, and inner model testing in the form of data analysis. The following are the results of the outer and inner model tests:

Table 2. Convergent Validity

Variables	Items	Loading Factor	AVE	Results
Brand Experience	BE 1	0.746	0.543	Valid
	BE 2	0.766		
	BE 4	0.719		
	BE 5	0.711		
	BE 6	0.739		
Brand Uniqueness	BU 1	0.809	0.630	Valid
	BU 2	0.787		
	BU 3	0.784		
Perceived Quality	PQ 1	0.718	0.537	Valid
	PQ 2	0.755		
	PQ 3	0.728		
	PQ 4	0.733		
	PQ 5	0.714		
	PQ 6	0.750		
Brand Loyalty	BL 1	0.792	0.598	Valid
	BL2	0.760		
	BL3	0.718		
	BL 4	0.828		
	BL 5	0.765		

The loading factor value, which needs to be higher than 0.70 ( $>0.70$ ), indicates the outcome of the convergent validity (Hair *et al.*, 2011). If the said loading factor number is over 0.70, thus the convergent validity value is met. The results of the loading factor, that there was one indicator of brand experience, which is below 0.70 so it must be eliminated. Table 2 shows the loading factor results that have met the validity requirements. Furthermore, Hair *et al.*, (2011) mentioned that the convergent validity is categorized as acceptable provided the value of AVE greater than 0.50 ( $>0.50$ ). Based on Table 2 above, all variables have met convergent validity.

Table 3. Discriminant Test Results

Items	BE	BL	BU	PQ
BE 1	<b>0.746</b>	0.541	0.447	0.557
BE 2	<b>0.766</b>	0.634	0.504	0.618
BE 4	<b>0.719</b>	0.558	0.494	0.518
BE 5	<b>0.711</b>	0.522	0.400	0.610
BE 6	<b>0.739</b>	0.532	0.453	0.629
BL 1	0.635	<b>0.792</b>	0.527	0.607
BL 2	0.536	<b>0.760</b>	0.464	0.510
BL 3	0.610	<b>0.718</b>	0.433	0.649
BL 4	0.566	<b>0.828</b>	0.632	0.622
BL 5	0.583	<b>0.765</b>	0.520	0.564
BU 1	0.563	0.512	<b>0.809</b>	0.577
BU 2	0.466	0.499	<b>0.787</b>	0.555
BU 3	0.464	0.574	<b>0.784</b>	0.549
PQ 1	0.577	0.596	0.444	<b>0.718</b>
PQ 2	0.578	0.494	0.551	<b>0.755</b>
PQ 3	0.498	0.493	0.515	<b>0.728</b>

<b>PQ 4</b>	0.607	0.623	0.509	<b>0.733</b>
<b>PQ 5</b>	0.567	0.564	0.537	<b>0.714</b>
<b>PQ 6</b>	0.652	0.573	0.555	<b>0.750</b>

Discriminant validity is qualified if the cross loadings value of each indicator on the intended variable must be more than the cross loadings of indicators on other variables (Hair *et al.*, 2011). The examination depicted in Table 3 presented that each measurement has met the criteria for discriminant validity through cross loadings.

Table 4. Reliability Test Results

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
BE	0.789	0.792
BU	0.707	0.708
PQ	0.828	0.829
BL	0.831	0.833

Variables meet the reliability requirements if the CA and CR values are greater than 0.70 (>0.70) (Hair *et al.*, 2019). The examination shown in Table 4 depicts that each variable has a value over 0.70 (>0.70). This further explains that all variables are reliable.

Table 5. Analysis Results of the Coefficient of Determination

<b>Variables</b>	<b>R<sup>2</sup></b>
<i>Brand Loyalty</i>	0.670

Table 5 shows that 67% of the brand loyalty variable can be explained by the brand experience, brand uniqueness and perceived quality variables. The remaining 33% can be explained by other variables outside this study. So, it can be concluded that the variables brand experience, brand uniqueness, and perceived quality have a medium level contribution in influencing brand loyalty.

Table 6. Effect Size Value ( $f^2$ )

<b>Variables</b>	<b><math>f^2</math></b>
BE	0.150
BU	0.063
PQ	0.095

Based on Table 6, the results show that there is a moderate effect of brand experience on brand loyalty with a value of 0.150. Then, the brand uniqueness variable has a small effect on brand loyalty where the  $f^2$  value is 0.063. Furthermore, brand loyalty is lowly or smally impacted by the perceived quality variable which shows the value of 0.095. Hence, it can be concluded that the brand experience variable has the greatest effect on brand loyalty.

Table 7. Hypothesis Test Result

<b>Hypothesis</b>	<b>Original Sample</b>	<b>t-statistic</b>	<b>P-value</b>	<b>Results</b>
<i>Brand Experience à Brand Loyalty</i>	0.372	3.552	0.000	Supported
<i>Brand Uniqueness à Brand Loyalty</i>	0.206	2.872	0.002	Supported
<i>Perceived Quality à Brand Loyalty</i>	0.325	2.606	0.005	Supported

For hypothesis testing to be acceptable, the t-statistic value must be over 1.96 (>1.96) and the following p-value must be lower than 0.05 (<0.05). Table 7 summarizes the results in which it depicts that H1 testing is accepted, with a score of 3.552 for t-statistic and 0.000 for p-value. The result is that brand experience positively and significantly impacts brand loyalty. The result

based on this study is also further proved as it aligns with the research conducted by Janitra & Tjokrosaputro (2022); Akoglu & Ozbek (2022); Sarmad *et al.* (2024); Mostafa & Kasamani (2021), which has a conclusion that customers become more loyal to the brand when they have a great experience.

Furthermore, Table 7 further shows that H2 is accepted in brand uniqueness has a significant and positive impact on brand loyalty with a t-stat value of 2.872 and a p-value of 0.002. The results presented in this study is also align with similar research conducted by Tu (2019); Chansuk & Chaipooipirutana (2020); Hidajat & Keni (2019); Su & Chang (2018), which has a conclusion that the uniqueness of a brand can increase customers' loyalty to the said brand.

Lastly, the H3 hypothesis testing in Table 7 further shows that it is accepted, which can be said that perceived quality significantly and positively affects brand loyalty.. This study also aligns with similar results shown in previous research conducted by Steven & Ruslim (2023); Chansuk & Chaipooipirutana (2020); Tu (2019); Lu *et al.* (2015). Thus, it can be further said that the better the quality of the product or performance, the more loyal the customer becomes to the brand.

#### **4. CONCLUSIONS AND SUGGESTIONS**

After analyzing the data collected in this study, the following results emerged in which brand experience, brand uniqueness, and perceived quality partially have a positive and significant influence on brand loyalty of XYZ coffee outlets for Gen Z in Jakarta. It is important as a coffee vendor business owners to be mindful of the uniqueness of the brand that they have in order to be a differentiation value to customers when compared with opposing competitors' brands. In this case, the brand produced must also possess a great quality, whether it be physically or psychologically (through services), which will offer a distinct experience for customers in building a loyalty towards the aforementioned brand.

Unfortunately, this study has a limitation of which this study only includes several variable which are brand experience, brand uniqueness, and perceived quality in order to predict the brand loyalty for customers. Furthermore, the study only concluded a certain number of samples which was only 125 samples. Based on the aforementioned conclusion in this study, for future research purposes it is highly recommended to use other variables outside of the said measurements in this study which may have an affect towards brand loyalty, this includes but not limited to: brand association, brand love, and brand engagement. For future references, it is also highly necessary to increase the number of respondents or samples collected to further expand the research demographics so that the results can provide more optimal benefits.

Aside from that, XYZ coffee outlets are also advised to provide new experiences and improve the quality of their brand through continuously innovating products and services in order to improve customer's brand experience. Additionally, XYZ coffee outlets are also recommended to maintain and create brand uniqueness through distinctive characteristics which will keep their brand exceptional and differentiate them from their competitors.

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