

Daftar Pustaka

- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266.
<https://doi.org/10.1108/07363761311328928>
- Alvarez, C., David, M. E., & George, M. (2023). Types of Consumer-Brand Relationships: A systematic review and future research agenda. *Journal of Business Research*, 160, 113753.
<https://doi.org/10.1016/j.jbusres.2023.113753>
- Anin, F. A., BS, R., & Atamimi, N. (2008). Hubungan Self Monitoring Dengan Impulsive Buying Terhadap Produk Fashion Pada Remaja. *Jurnal Psikologi*, 35(2), 181–193.
<https://doi.org/https://doi.org/10.22146/jpsi.7951>
- Anusha, P. V., Anuradha, C., Chandra Murty, P. S. R., & Kiran, C. S. (2019). Detecting outliers in high dimensional data sets using Z-score methodology. *International Journal of Innovative Technology and Exploring Engineering*, 9(1), 48–53.
<https://doi.org/10.35940/ijitee.A3910.119119>
- Arnett, J. J. (2000). Emerging adulthood: A theory of development from the late teens through the twenties. *American Psychologist*, 55(5), 469–480.
<https://doi.org/10.1037/0003-066X.55.5.469>
- Azwar, S. (2012). *Penyusunan Skala Psikologi* (2 ed.). Pustaka Pelajar.
- Azwar, S. (2017). *Metode Penelitian Psikologi*. Pustaka Pelajar.

- Bairrada, C. M., Coelho, F., & Coelho, A. (2018). Antecedents and outcomes of brand love: utilitarian and symbolic brand qualities. *European Journal of Marketing*, 52(3/4), 656–682. <https://doi.org/10.1108/EJM-02-2016-0081>
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2), 1–16. <https://doi.org/10.1509/jm.09.0339>
- Belajarlagi. (2024). *Tuku Hadir di Yogyakarta, Ini Cara Unik Brand FnB Lakukan Riset Market!* <https://www.belajarlagi.id/case-study-marketing/cara-unik-tuku-lakukan-riset-market>
- Beragam Rasa Indonesia. (2025, Januari 22). BERAGAM Dorong Kolaborasi Pemangku Kepentingan untuk Wujudkan Keberlanjutan Masa Depan Kopi dan Gula Aren. *Kompas.com*. <https://biz.kompas.com/read/2025/01/22/171724928/beragam-dorong-kolaborasi-pemangku-kepentingan-untuk-wujudkan-keberlanjutan-masa>
- Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 17(7), 504–518. <https://doi.org/10.1057/bm.2010.6>
- Beverland, M. B., & Farrelly, F. J. (2010). The Quest for Authenticity in Consumption: Consumers' Purposive Choice of Authentic Cues to Shape Experienced Outcomes. *Journal of Consumer Research*, 36(5), 838–856. <https://doi.org/10.1086/615047>
- Campagna, C. L., Donthu, N., & Yoo, B. (2023). Brand authenticity: literature review, comprehensive definition, and an amalgamated scale. *Journal of*

Marketing Theory and Practice, 31(2), 129–145.

<https://doi.org/10.1080/10696679.2021.2018937>

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89.

<https://doi.org/10.1007/s11002-006-4219-2>

Dwijayanto, A. (2024, September 2). Kopi Tuku Targetkan Punya 60 Gerai di Akhir Tahun Ini. *Momsmoney.id*.

<https://momsmoney.kontan.co.id/news/kopi-tuku-targetkan-punya-60-gerai-di-akhir-tahun-ini>

Elle Indonesia. (2024, Mei 6). Misi Kopi Tuku Membawa Rasa Indonesia ke Global. *Elle Indonesia*. <https://elle.co.id/culture/misi-kopi-tuku-membawa-rasa-indonesia-ke-global>

Etikan, I. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>

Fatmarani, S. (2022, Agustus 15). Toko Kopi TUKU : Pelopor Manisnya Kopi Susu Gula Aren. *ukmindonesia.id*. <https://ukmindonesia.id/baca-deskripsi-posts/toko-kopi-tuku-pelopor-manisnya-kopi-susu-gula-aren>

Faul, F., Erdfelder, E., Buchner, A., & Lang, A.-G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41(4), 1149–1160. <https://doi.org/10.3758/BRM.41.4.1149>

- Fein, E. C., Gilmour, J., Machin, T., & Hendry, L. (2022). *Statistics for Research Students*. University of Southern Queensland.
<https://usq.pressbooks.pub/statisticsforresearchstudents/>
- Fernandes, T., Guzman, F., & Mota, M. (2024). Purpose is the new branding: understanding conscientious purpose-driven marketing and its impact on brand outcomes. *Journal of Product & Brand Management*, 33(6).
<https://doi.org/10.1108/JPBM-08-2023-4667>
- Fernandes, T., Guzmán, F., & Mota, M. (2024). Purpose is the new branding: understanding conscientious purpose-driven marketing and its impact on brand outcomes. *Journal of Product and Brand Management*.
<https://doi.org/10.1108/JPBM-08-2023-4667>
- Fetscherin, M., Guzman, F., Veloutsou, C., & Cayolla, R. R. (2019). Latest research on brand relationships: introduction to the special issue. *Journal of Product & Brand Management*, 28(2), 133–139.
<https://doi.org/10.1108/JPBM-12-2018-2167>
- Field, A. (2009). *Discovering Statistics Using SPSS* (3 ed.). Sage Publications.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373. <https://doi.org/10.1086/209515>
- Foxall, G. R., Oliveira-Castro, J. M., & Schrezenmaier, T. C. (2004). The behavioral economics of consumer brand choice: patterns of reinforcement and utility maximization. *Behavioural Processes*, 66(3), 235–260. <https://doi.org/10.1016/j.beproc.2004.03.007>

Gewiese, J., & Rau, S. (2023). *Coffee market in Indonesia- statistics & facts*.

<https://www.statista.com/study/125726/coffee-drinkers-in-indonesia/>

Ghouse, S. M., Shekhar, R., & Chaudhary, M. (2024). Sustainable choices of

Gen Y and Gen Z: exploring green horizons. *Management &*

Sustainability: An Arab Review. [https://doi.org/10.1108/MSAR-04-2024-](https://doi.org/10.1108/MSAR-04-2024-0018)

0018

Khamwon, A., & Suthiprapha, N. (2017). Brand Authenticity, Brand Love,

and Behavioral Intention: A Case of MICE Khon Kaen. *Proceedings of*

the Universal Academic Cluster International Summer Conference.

<https://www.researchgate.net/publication/354386925>

Kotler, P., Kartajaya, H., & Setiawan, I. (2016). *Marketing 4.0: Moving from*

Traditional to Digital. John Wiley & Sons.

Lopera, S. R., & Dagua, V. C. (2024). *¿Marcas Auténticamente Inclusivas?*

Un Análisis a Partir de la Percepción de la Generación Z [Universidad

Autónoma

de

Occidente].

[https://red.uao.edu.co/server/api/core/bitstreams/44b10f20-1d5e-49f7-](https://red.uao.edu.co/server/api/core/bitstreams/44b10f20-1d5e-49f7-8b6f-3c2a3b53e390/content)

8b6f-3c2a3b53e390/content

Makmun, M. (2024, Februari 24). Toko Kopi Tuku Berkolaborasi dengan

Usaha

Lokal

di

Bandung.

Investor.id.

[https://investor.id/business/354741/toko-kopi-tuku-berkolaborasi-](https://investor.id/business/354741/toko-kopi-tuku-berkolaborasi-dengan-usaha-lokal-di-bandung)

dengan-usaha-lokal-di-bandung

Manthiou, A., Kang, J., Hyun, S. S., & Fu, X. X. (2018). The impact of brand

authenticity on building brand love: An investigation of impression in

- memory and lifestyle-congruence. *International Journal of Hospitality Management*, 75, 38–47. <https://doi.org/10.1016/j.ijhm.2018.03.005>
- McCrae, R. R., Kurtz, J. E., Yamagata, S., & Terracciano, A. (2011). Internal Consistency, Retest Reliability, and Their Implications for Personality Scale Validity. *Personality and Social Psychology Review*, 15(1), 28–50. <https://doi.org/10.1177/1088868310366253>
- Mody, M., & Hanks, L. (2020). Consumption Authenticity in the Accommodations Industry: The Keys to Brand Love and Brand Loyalty for Hotels and Airbnb. *Journal of Travel Research*, 59(1), 173–189. <https://doi.org/10.1177/0047287519826233>
- Nguyen, H. T., & Feng, H. (2021). Antecedents and financial impacts of building brand love. *International Journal of Research in Marketing*, 38(3), 572–592. <https://doi.org/10.1016/j.ijresmar.2020.10.001>
- Patwardhan, H., & Balasubramanian, S. K. (2011). Brand romance: a complementary approach to explain emotional attachment toward brands. *Journal of Product & Brand Management*, 20(4), 297–308. <https://doi.org/10.1108/10610421111148315>
- PT Karya Tetangga Tuku. (2024). *Toko Kopi Tuku*. <https://www.tuku.coffee/>
- Purwanto, A. (2024, Juni 17). Bisnis Kedai Kopi: Gaya Hidup Modern dan Perangkap Kegagalan. *Kompas.id*. <https://www.kompas.id/baca/riset/2024/06/17/bisnis-kedai-kopi-gaya-hidup-modern-dan-perangkap-kegagalan>

- Putra, T. W., & Keni, K. (2020). Brand Experience, Perceived Value, Brand Trust untuk Memprediksi Brand Loyalty: Brand Love sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 4(1), 184. <https://doi.org/10.24912/jmieb.v4i1.7759>
- Qalbi, S. I., & Dai, R. M. (2024). Penerapan Customer Relationship Management Dalam Mempertahankan Customer Loyalty pada PT Karya Tetangga Tuku. *Jurnal Ekonomi Efektif*, 6(2).
- Rahmanulloh, A. (2024). *Indonesia: Coffee Annual*. <https://fas.usda.gov/data/indonesia-coffee-annual-8>
- Reisinger, Y., & Steiner, C. J. (2006). Reconceptualizing object authenticity. *Annals of Tourism Research*, 33(1), 65–86. <https://doi.org/10.1016/j.annals.2005.04.003>
- Safeer, A. A., He, Y., & Abrar, M. (2020). The influence of brand experience on brand authenticity and brand love: an empirical study from Asian consumers' perspective. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1123–1138. <https://doi.org/10.1108/APJML-02-2020-0123>
- Safeer, A. A., He, Y., Lin, Y., Abrar, M., & Nawaz, Z. (2023). Impact of perceived brand authenticity on consumer behavior: an evidence from generation Y in Asian perspective. *International Journal of Emerging Markets*, 18(3), 685–704. <https://doi.org/10.1108/IJOEM-09-2020-1128>
- Samosir, S. L. (2024, Mei 14). Cara Membangun Bisnis Berdampak Besar ala Kopi Tuku, Ownernya Ungkap Strategi Ini. *ukmindonesia.id*.

<https://ukmindonesia.id/baca-deskripsi-posts/cara-membangun-bisnis-berdampak-besar-ala-kopi-tuku-ownernya-ungkap-strategi-ini>

Schiffman, L., & Wisenbirt, J. (2019). *Consumer Behavior* (12 ed.). Pearson Education.

Snapcart. (2021, Agustus 23). *Time For Coffee*. <https://snapcart.global/article-time-for-coffee/>

Snapcart. (2023, Agustus 2). *Indonesia's Coffee Consumption Trends in 2023*. <https://snapcart.global/indonesias-coffee-consumption-trends-in-2023/>

Tiofani, K., & Aisyah, Y. (2023, November 7). Kisah Kopi Tuku, Pelopor Kopi Susu Gula Aren yang Kini Jadi Tren. *Kompas.com*. <https://www.kompas.com/food/read/2023/11/07/100300175/kisah-kopi-tuku-pelopor-kopi-susu-gula-aren-yang-kini-jadi-tren>

Toffin Insight. (2020). *2020 Brewing in Indonesia: Insights for Successful Coffee Shop Business*. <https://insight.toffin.id/toffin-stories/toffin-indonesia-merilis-riset-2020-brewing-in-indonesia/>

Toko Kopi Tuku [@tokokopituku]. (2023). *Komitmen #BertetanggaBaik untuk Tetangga Tuku*. Instagram. <https://www.instagram.com/p/CzGxJgqyP3C/>

Toko Kopi Tuku [@tokokopituku]. (2024a). *Dari R.A. Kartini, Memaknai Emansipasi Perempuan Hingga Sekarang*. Instagram. <https://www.instagram.com/p/C6BXTI5Swkz/>

- Toko Kopi Tuku [@tokokopituku]. (2024b). *Kumpul Tetangga Tuku Sambil Belajar*. *BISINDO*. Instagram.
<https://www.instagram.com/p/C2kYpnfxrpE>
- Wallace, E., Buil, I., & de Chernatony, L. (2014). Consumer engagement with self-expressive brands: brand love and WOM outcomes. *Journal of Product & Brand Management*, 23(1), 33–42.
<https://doi.org/10.1108/JPBM-06-2013-0326>
- Wandira, L. (2024, Juni 27). Kopi Tuku Targetkan Penambahan 100 Gerai Hingga 2026. *Kontan.co.id*. <https://industri.kontan.co.id/news/kopi-tuku-targetkan-penambahan-100-gerai-hingga-2026>
- Widhiarso, W. (2001). *Menghitung Sumbangan Efektif Tiap Aspek terhadap Variabel Dependen*.
<https://widhiarso.staff.ugm.ac.id/files/Mencari%20Sumbangan%20Efektif%20Aspek%20Variabel.pdf>
- Widhiarso, W. (2014). Mengulas Penggunaan Koefisien Alpha dalam Mengevaluasi Pengukuran Psikologi. Dalam S. Wimbarti & L. Chizanah (Ed.), *Perkembangan Psikologi Masa Kini Kajian Berbagai Bidang*. Beta Offset.
- Wiwesa, N. R., Pramulia, D., & Setiawati, R. (2022). Strategi Komunikasi Pemasaran Kedai Kopi dalam Meningkatkan Kesadaran Merek Melalui Instagram (Studi Kasus Salah Satu Kedai Kopi di Depok Jawa Barat). *Jurnal Administrasi Bisnis Terapan*, 4(2).
<https://scholarhub.ui.ac.id/jabt/vol4/iss2/4/>



Yuningsih, N. (2024). *Food Service - Hotel Restaurant Institutional Annual*.

<https://www.fas.usda.gov/data/indonesia-food-service-hotel-restaurant-institutional-annual>