## DAFTAR PUSTAKA

- Chang, C.-C., Tsai, J.-M., Hung, S.-W., & Lin, B.-C. (2015). A hybrid decision-making model for factors influencing the purchase intentions of technology products: the moderating effect of lifestyle. *Behaviour & Information Technology*, 34(12), 1200-1214.
- Chang, T.-Z., & Wildt, A. R. (1994). Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing science*, 22(1), 16-27.
- Chiang, C.-F., & Jang, S. S. (2007). The effects of perceived price and brand image on value and purchase intention: Leisure travelers' attitudes toward online hotel booking. *Journal of Hospitality & Leisure Marketing*, 15(3), 49-69.
- Cho, Y. C., & Sagynov, E. (2015). Exploring factors that affect usefulness, ease of use, trust, and purchase intention in the online environment. *International Journal of Management & Information Systems (IJMIS)*, 19(1), 21-36.

- Dai, W., & Lee, J.-H. (2018). Effects of website characteristics and delivery service quality on repurchase intention. *The International Journal of Industrial Distribution & Business*, 9(5), 17-24.
- Dedeke, A. N. (2016). Travel web-site design: Information task-fit, service quality and purchase intention. *Tourism management*, *54*, 541-554.
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597-600.
- Diallo, M. F. (2012). Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market. *Journal of Retailing and Consumer Services*, 19(3), 360-367.
- Ghozali, I. (2016). Aplikasi Analisis Multivariete dengan Program IBM SPSS 23, Edisi Delapan. *Penerbit Universitas Diponogoro. Semarang*.
- Ha, H.-S. (2016). EInfluence Food-related Lifestyle of Chinese Customers on Purchase Intention for Korean Ramen-Moderatoring Effects of Food Neophobia and Korean Attitude to Food Safety. *Culinary science and hospitality research*, 22(3), 92-107.
- Han, D.-Y., & Lee, J.-I. (2016). An effect of the eco-friendly consciousness of the undergraduate by the lifestyle on the purchase intention of the eco-friendly products. *Journal of Digital Convergence*, *14*(7), 83-91.
- Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase intention of foreign products: A study on Bangladeshi consumer perspective. *Sage Open*, 5(2), 2158244015592680.
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*.
- Jang, Y. J., Kim, W. G., & Lee, H. Y. (2015). Coffee shop consumers' emotional attachment and loyalty to green stores: The moderating role of green consciousness. *International Journal of Hospitality Management*, 44, 146-156.
- Kala, D., & Chaubey, D. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. International Journal of Services, Economics and Management, 9(2), 143-157.

- Khan, N., Rahmani, S. H. R., Hoe, H. Y., & Chen, T. B. (2015). Causal relationships among dimensions of consumer-based brand equity and purchase intention: Fashion industry. *International Journal of Business and Management*, 10(1), 172.
- Kim, S. N., Jung, H. J., & Oh, K. W. (2017). The effects of lifestyles on pursuing benefits and purchase intention of athleisure wear. *Fashion & Textile Research Journal*, 19(6), 723-735.
- Lee, H. (2019). The effect of anti-consumption lifestyle on consumer's attitude and purchase intention toward commercial sharing systems. *Asia Pacific Journal of Marketing and Logistics*.
- Lee, J., & Lee, Y. (2018). Effects of multi-brand company's CSR activities on purchase intention through a mediating role of corporate image and brand image. *Journal of Fashion Marketing and Management: An International Journal*.
- Lee, W.-I., Cheng, S.-Y., & Shih, Y.-T. (2017). Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping. *Asia Pacific Management Review*, 22(4), 223-229.
- Manorek, S. L. (2016). The Influence of Brand Image, Advertising, Perceived Price Toward Consumer Purchase Intention (Case Study: Samsung Smartphone). *EFISIENSI*, 16(1).
- Meesala, A., & Paul, J. (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*, 40, 261-269.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
- Naidoo, N., Chen, C., Rebello, S. A., Speer, K., Tai, E. S., Lee, J., . . . van Dam, R. M. (2011). Cholesterol-raising diterpenes in types of coffee commonly consumed in Singapore, Indonesia and India and associations with blood lipids: a survey and cross sectional study. *Nutrition journal*, *10*(1), 48.
- Nguyen, D. H., Jeong, E., & Chung, J. (2018). The potential impact of service quality uncertainty and retail pricing strategies on consumer purchase intention. *The Journal of Distribution Science*, 16(12), 13-21.

- Nora, L., & Minarti, N. S. (2017). THE ROLE OF RELIGIOSITY, LIFESTYLE, ATTITUDE ASDETERMINANT PURCHASE INTENTION. *IMC* 2016 *Proceedings*, *I*(1).
- Park, N.-G. (2014). A Study on the Effect of the Corporate Social Responsibility Activities on Brand Equity and Purchase Intention-Focused on Moderating Effect of the Customer's Mobile Communication Service Quality. *Journal of Digital Convergence*, 12(12), 189-202.
- Purnomo, M., Daulay, P., Utomo, M. R., & Riyanto, S. (2019). Moderating role of connoisseur consumers on sustainable consumption and dynamics capabilities of Indonesian single origin coffee shops. *Sustainability*, 11(5), 1319.
- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product perceived quality and purchase intention with consumer satisfaction. *Global journal of management and business research*.
- Shaharudin, M. R., Mansor, S. W., Hassan, A. A., Omar, M. W., & Harun, E. H. (2013). The relationship between product quality and purchase intention: The case of Malaysias national motorcycle/scooter manufacturer. *African Journal of Business Management*, 5(20), 8163-8176.
- Soltani, M., Esfidani, M. R., Jandaghi, G., & Soltaninejad, N. (2016). The effect of service quality on private brand image and purchase intention in the chain stores of ETKA. *World Scientific News*, 47(2), 202-216.
- Sugiyono, M. P. K. (2013). Kualitatif, dan Kombinasi (Mixed Methods). *Bandung: Alfabeta*.
- Wang, E. S.-T. (2017). Different effects of utilitarian and hedonic benefits of retail food packaging on perceived product quality and purchase intention. *Journal of food products marketing*, 23(3), 239-250.
- Wang, Y.-H., & Chen, L.-Y. (2016). An empirical study of the effect of perceived price on purchase intention evidence from low-cost carriers. *International Journal of Business and Social Science*, 7(4), 97-107.
- Wang, Y.-H., & Tsai, C.-F. (2014). The relationship between brand image and purchase intention: Evidence from award winning mutual funds. *The international journal of business and finance research*, 8(2), 27-40.

- Wu, C.-S. (2015). A STUDY ON CONSUMERS'ATTITUDE TOWARDS BRAND IMAGE, ATHLETES'ENDORSEMENT, AND PURCHASE INTENTION. *International Journal of Organizational Innovation*, 8(2).
- Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open journal of business and management*, 3(01), 58.