

## DAFTAR PUSTAKA

- Abrian, Y., & Adrian, A. (2021). The Effect of Customer Experience on Repurchase Intention with Variety Seeking as Variable Moderation at 4-Star Hotels. *JURNAL PENDIDIKAN TEKNOLOGI KEJURUAN*, 4(3), 75–79. <https://doi.org/10.24036/jptk.v4i3.21723>
- Amoako, G. K., Doe, J. K., & Neequaye, E. K. (2023a). Online innovation and repurchase intentions in hotels: the mediating effect of customer experience. *International Hospitality Review*, 37(1), 28–47. <https://doi.org/10.1108/IHR-02-2021-0008>
- Amoako, G. K., Doe, J. K., & Neequaye, E. K. (2023b). Online innovation and repurchase intentions in hotels: the mediating effect of customer experience. *International Hospitality Review*, 37(1), 28–47. <https://doi.org/10.1108/IHR-02-2021-0008>
- Anjani, A. P. (2021). Analysis of Product Variation and Service Quality on Repurchase Intention Mediated by Customer Satisfaction. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 295–309. <https://doi.org/10.37715/rmbe.v1i2.2435>
- Annur, C. M. (2023, February 17). *Indomie, Merek Mi Instan yang Paling Banyak Dikonsumsi Masyarakat Indonesia Setahun Terakhir*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/02/17/indomie-merek-mi-instan-yang-paling-banyak-dikonsumsi-masyarakat-indonesia-setahun-terakhir>
- Curatman, A., Suroso, A., & Suliyanto. (2020). *Program Loyalitas Pelanggan* (R. P. Setyanto, Ed.). Deepublish.
- Desara, T., Verinita, Maruf, & Hidayat, T. (2021). Enhancing Repurchase Intention in Retail: the Role of Customer Satisfaction, Service Quality, and Product Assortment. *Enrichment: Journal of Management*, 12(Vol. 12 No. 1 (2021): November: Management Science). <https://doi.org/https://doi.org/10.35335/enrichment.v12i1.221>
- Detik food. (2013, June 13). *Indofood Perkenalkan Pop Mie Baru, Lebih Besar dan Kaya Rasa*. Detik Food. <https://food.detik.com/berita-boga/d-2275991/indofood-perkenalkan-pop-mie-baru-lebih-besar-dan-kaya-rasa#:~:text=Sebagai%20brand%20ambassador%20terbaru%20Pop,dengan%20kehadiran%20Pop%20Mie%20terbaru>
- Dinny Mutiah. (2019, September 3). *Choi Siwon Jadi Brand Ambassador Mi Instan asal Indonesia*. Liputan 6. <https://www.liputan6.com/lifestyle/read/4053393/choi-siwon-jadi-brand-ambassador-mi-instan-asal-indonesia>
- Faradisa, I., Hasiholan, L. B., & Minarsih, M. M. (2016). ANALISIS PENGARUH VARIASI PRODUK, FASILITAS, DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG KONSUMEN PADA INDONESIAN

COFFEESHOP SEMARANG (ICOS CAFÉ). *Journal of Management.*  
ISSN : 2502-7689, 2(Vol 2, No 2 (2016))

- Febriana Restuning Wulan. (2021). KESADARAN MAHASISWA IAIN KUDUS TERHADAP DAMPAK MIE INSTAN SERTA ALTERNATIF MIE SEHAT ALAMI. *Pontianak Nutrition Journal*, 4(Volume 4 Nomor 2 September 2021), 2–2. [https://doi.org/https://doi.org/10.30602/pnj.v4i2.832](https://doi.org/10.30602/pnj.v4i2.832)
- Febrianti, Bintarti, S., & Iin Masriah. (2023). Experience quality in moderating lifestyle, brand awareness and taste quality on repurchase. *Journal of Management Science (JMAS)*, 6(<http://exsys.iocspublisher.org/index.php/JMAS/issue/view/23>). <https://doi.org/https://doi.org/10.35335/jmas.v6i3.283>
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: *European Management Journal*, 25(5), 395–410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation . *International Journal of Data and Network Science* , 7(Volume 7 Issue 1 pp. 329-340 , 2023), 2–2. <https://doi.org/10.5267/j.ijdns.2022.10.001>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Herjanto, H., & Amin, M. (2020). Repurchase intention: the effect of similarity and client knowledge. *International Journal of Bank Marketing*, 38(6), 1351–1371. <https://doi.org/10.1108/IJBM-03-2020-0108>
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46(3), 92–101. <https://doi.org/10.1177/002224298204600314>
- Imam Ghazali. (2021a). *Desain Penelitian Kuantitatif & Kualitatif untuk Akuntansi, Bisnis, dan Ilmu Sosial Lainnya*. (Yoga Pratama., Ed.).
- Imam Ghazali. (2021b). *Desain Penelitian Kuantitatif dan Kualitatif*. Badan Penerbit Universitas Diponegoro.
- Imam Ghazali. (2021c). *Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris (Edisi 3)*. . Badan Penerbit Universitas Diponegoro.
- Imam Ghazali. (2021d). *Konsep, Teknik dan Aplikasi menggunakan SMARTPLS 3.0*.
- JPNN.COM. (2021, April 2). *Gandeng Bintang Emon, Mi ABC Gelar Kampanye Pedas* . JPNN.COM. <https://www.jpnn.com/news/gandeng-bintang-emon-mi-abc-gelar-kampanye-pedas>
- Jumawar, E., & Nurmartian, E. (2022). PENGARUH CUSTOMER EXPERIENCE DAN CUSTOMER VALUE TERHADAP CUSTOMER

- LOYALTY INDIHOME (Pada Pelanggan Indihome Area Gegerkalong). *Journal Competency of Business*, 5(02), 102–111. <https://doi.org/10.47200/jcob.v5i02.1094>
- Khayru, R. K., Halizah, S. N., Retnowati, E., Darmawan, D., & Issalillah, F. (2022). Determinants of Customer Trust: A Study on Safety, Ease-of-use, and Perceived usefulness of Herbal Products of Kuku Bima Ener-G. *Journal of Trends Economics and Accounting Research*, 2 no.4(Journal of Trends Economics and Accounting Research 2, 4 (2022): 86-92.), 86–92. <https://scholar.archive.org/work/on754mmzqjgspkifaqtae37yq/access/wayback/https://journal.fkpt.org/index.php/jtear/article/download/266/164>
- Kim Lian Chan, J., & Baum, T. (2007). Motivation Factors of Ecotourists in Ecolodge Accommodation: The Push and Pull Factors. *Asia Pacific Journal of Tourism Research*, 12(4), 349–364. <https://doi.org/10.1080/10941660701761027>
- Kotler, P., & Armstrong, G. . P. (2013). *Prinsip-prinsip Pemasaran Edisi Ketujuh*. Erlangga.
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *The TQM Journal*, 32(6), 1525–1540. <https://doi.org/10.1108/TQM-05-2019-0150>
- Laela Rachma Inesti, & Sri Handayani. (2020). ANALISIS PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI KONSUMEN POP MIE CUP (STUDI KASUS DI WILAYAH KEMANGGISAN JAKARTA BARAT). *JCA Ekonomi*, 1(Volume 1 Nomor 2 Juli-Desember 2020). <https://jca.esaunggul.ac.id/index.php/jeco/article/view/102/102>
- Lestari, B., & Novitaningtyas, I. (2021). Pengaruh Variasi Produk dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen pada Coffeerville-Oishi Pan Magelang. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2(3), 150–159. <https://doi.org/10.47747/jnmpsdm.v2i3.374>
- Meyer, C., & Schwager, A. (2007). Meyer, Christopher, and Andre Schwager. “Understanding customer experience.” Harvard business review 85.2 (2007): 116. *Harvard Business Review*, 85 (2), 116–126.
- Mie Sedaap Cup (Wings). (2020). *Mie Sedaap Cup : About Wings*. <Https://Wingscorp.Com/Brand-Detail/Mie-Sedaap-Cup/>. <https://wingscorp.com/brand-detail/mie-sedaap-cup/>
- Mou, J., Cohen, J., Dou, Y., & Zhang, B. (2019). International buyers’ repurchase intentions in a Chinese cross-border e-commerce platform. *Internet Research*, 30(2), 403–437. <https://doi.org/10.1108/INTR-06-2018-0259>
- Mowen, J. C., & MInor, M. (2002). *Perilaku Konsumen Jilid 1* (jilid 1). Erlangga.
- Mursani, J. E., Hartono, S., & Sudarwati. (2022). REPURCHASE INTENTION DITINJAU DARI STORE ATMOSPHERE, LIFESTYLE DAN PRODUCT

- VARIETY (STUDI KASUS PADA COFFEE SHOP HEIKA KOPI SURAKARTA). *Jurnal MANAJEMEN BISNIS Syariah*, 15(Volume 15 Nomor 02, Bulan Agustus Tahun 2022). <http://www.journal.uniba.ac.id/index.php/MBS/article/view/609>
- Ningsih, M., & Amirulmukminin, A. (2020). PENGARUH VARIASI PRODUK DAN FASILITAS TERHADAP MINAT BELI ULANG KONSUMEN PADA ILO PETA KOTA BIMA. *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)*, 4(3). <https://doi.org/10.58258/jisip.v4i3.1184>
- Peburiyanti, D., & Sabran, S. (2022). Pengaruh Promosi Penjualan, Variasi Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Pada Butik Kanabini Di Tenggarong. *Jurnal Ekonomi & Manajemen Indonesia*, 20(1). <https://doi.org/10.53640/jemi.v20i1.771>
- Pop Mie. (2020). *About Us*. Popmie.Com. <https://www.popmie.com/page/about-us>
- PT ABC President Indonesia. (2020). *About Us PT ABC President Indonesia*. <Https://Abcpresident.Com/>. <https://abcpresident.com/en/about>
- Putri, I. G. A. A. A. M., Darwini, S., & Dakwah, M. M. (2019). PENGARUH TRUST DAN EASY OF USE TERHADAP MINAT BELI ULANG PADA MARKETPLACE SHOPEE DI KOTA MATARAM. *Jurnal Riset Manajemen*, 19(1), 20. <https://doi.org/10.29303/jrm.v19i1.35>
- Sari, D. N. P., & Astutiningsih, S. E. (2022). Pengaruh Lokasi Usaha, Popularitas Merek, Variasi Produk, Kepercayaan,Gaya Hidup terhadap Minat Beli Ulang KonsumenAliyah Scraf Tulungagung melalui Budaya. *Sang Pencerah: Jurnal Ilmiah Universitas Muhammadiyah Buton*, 8(2), 363–384. <https://doi.org/10.35326/pencerah.v8i2.1911>
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Shidqi, M. D., Farida, N., & Pinem, R. J. (2022). Pengaruh Customer Experience , Brand Trust, terhadap Repurchase Intention melalui Customer Satisfaction sebagai Variabel Intervening (Studi pada Konsumen Suzuki Pick Up di Kota Cilacap). *Jurnal Ilmu Administrasi Bisnis*, 11(3), 441–451. <https://doi.org/10.14710/jiab.2022.34954>
- Silalahi, R. M. M., & Hartati, R. (2021). PENGARUH GAYA HIDUP, HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPATU CONVERSE” (KASUS PADA MAHASISWA YKPN YOGYAKARTA). *Jurnal Ilmiah Mahasiswa Cakrawangsa Bisnis*, 2(Vol 2, No 2 (2021)). <https://doi.org/http://dx.doi.org/10.35917/cb.v2i2.261>
- Sinambela, E. A., Arifin, S., Putra, A. R., Jahroni, Rahman, A., & Faisal, M. (2022). THE INFLUENCE OF LIFESTYLE, REFERENCE GROUPS, AND COUNTRY OF ORIGIN ON REPURCHASING INTENTIONS FOR MARLBORO CIGARETTES. *Journal of Marketing and Business Research*,