

DAFTAR PUSTAKA

- Aaker, D. A., Lane Keller, K., Chakravarti, D., Farquhar, P., Reibstein, D., Simonson, Itamar, Shocker, A., & Stayman, D. (1990). Consumer Evaluations of Brand Extensions. In *Journal of Marketing* (Vol. 54).
- Abdullah, M. (2015). *Metodologi Penelitian Kuantitatif* (1 ed.). Yogyakarta: Aswaja Pressindo.
- Adiba, S. T., Suroso, A., & Afif, N. C. (2020). The effect of celebrity endorsement on brand image in determining purchase intention. *Journal of Accounting, Business and Management (JABM)*, 27(2), 60-73.
- Angelia, D. (2022, April 30). *Apa Jenis Minuman Favorit Masyarakat Indonesia di Tahun 2022?* Retrieved from goodstats.id: <https://goodstats.id/article/apa-jenis-minuman-favorit-masyarakat-indonesia-di-tahun-2022-s2gWd#:~:text=Kopi%2C%20susu%2C%20dan%20susu%20teh,Indonesia%20dalam%203%20bulan%20terakhir>.
- Anwar, A., Gulzar, A., Sohail, F. B., & Akram, S. N. (2011). Impact of citra merek, trust and affect on consumer perluasan merek attitude: the mediating role of brand loyalty. *International Journal of Economics and Management Sciences*, 1(5), 73-79.
- Apriliana, R. (2010). *Pengaruh Strategi Perluasan Merek Terhadap Intensi Membeli Konsumen (Studi Kasus Pemakaian Perluasan Merek Lifebuoy untuk Sampo)*. Jakarta: Universitas Islam Negeri Syarif Hidayatullah.
- Beura, D. (2016). FMCG brand extensions strategy and consumer buying behavior—An empirical study in Odisha region. *International Journal on Recent and Innovation Trends in Computing and Communication*, 4(5), 443-453.
- Boentoro, S. (2015). Analisa Pengaruh Perluasan merek Terhadap Customer Loyalty Konsumen Kecap Sedaap di Surabaya Melalui Brand Association, Brand Awareness, dan Citra merek Sebagai Variabel Perantara. *Jurnal Strategi Pemasaran*, 3(1), 1-15.
- Bruhn, M., Schoenmüller, V., Schäfer, D., & Heinrich, D. (2012). Brand Authenticity: Towards a Deeper Understanding of Its Conceptualization and Measurement. In *Juliet) Zhu* (Vol. 40). Association for Consumer Research. <http://www.acrwebsite.org/volumes/1013106/volumes/v40/NA-40http://www.copyright.com/>.
- Carter, R. E., & Curry, D. J. (2013). Perceptions versus performance when managing extensions: new evidence about the role of fit between a parent brand and an extension. *Journal of the Academy of Marketing Science*, 41, 253-269.

- Chiu, C.-M., Huang, H.-Y., Weng, Y.-C., & Chen, C.-F. (2017). The Roles of Customer-Brand Relationships and Brand Equity in Brand Extension Acceptance. In *Journal of Electronic Commerce Research* (Vol. 18).
- Chun, H. H., Park, C. W., Eisingerich, A. B., & MacInnis, D. J. (2015). Strategic benefits of low fit brand extensions: When and why?. *Journal of Consumer Psychology*, 25(4), 577-595.
- Chung, H., & Kim, S. (2014). Effects of brand trust, perceived fit and consumer innovativeness Effects of brand trust, perceived fit and consumer innovativeness on fashion brand extension evaluation on fashion brand extension evaluation. In *Atlantic Marketing Journal* (Vol. 3, Issue 1).
- Coaker, W. (2021). *Branding With Images: The Ultimate Guide to Grow Your Business with Images: How to Build a Strong Citra merek*. New York: Independent Publisher.
- Deheshti, M., Adabi Firouzjah, J., & Alimohammadi, H. (2016). The Relationship between Brand Image and Brand Trust in Sporting Goods Consumers. *Annals of Applied Sport Science*, 4(3), 27-34. <https://doi.org/10.18869/acadpub.aassjournal.4.3.27>
- Deng, Q. (Claire), & Messinger, P. R. (2022). Dimensions of brand-extension fit. *International Journal of Research in Marketing*, 39(3), 764-787. <https://doi.org/10.1016/j.ijresmar.2021.09.013>
- Effendy, L. T. (2022). *Analisis Pengaruh Core Brand Attitude dan Consumer Perceptual Fit Terhadap Purchase Intention Toward Extended Product: Telaah Pada Produk Realfood Jelly*. Tangerang: Universitas Multimedia Nusantara.
- Eggers, F., O'Dwyer, M., Kraus, S., Vallaster, C., & Guldenberg, S. (2013). The impact of brand authenticity on brand trust and SME growth: A CEO perspective. *Journal of World Business*, 48(3), 340-348.
- Ferdinand, Augusty (2002), *Structural Equation Modelling dalam Penelitian Manajemen*, Badan Penerbit Universitas Diponegoro, Semarang
- Fianto, A. Y. A., Hadiwidjojo, D., & Aisjah, S. (2014). The influence of citra merek on purchase behaviour through brand trust. *Business Management and Strategy*, 5(2), 58.
- Future Market Insights. (2023, Mei). *Ready to Drink Coffee Market*. Futuremarketinsights.com. Diakses pada 12 Juni 2023, dari <https://www.futuremarketinsights.com/reports/ready-to-drink-coffee-market>
- Gunawan, N., Suharyono, S., & Sunarti, S. (2021). Consumer Well-Being: Peran Brand Authenticity dan Dampaknya Terhadap Consumer Citizenship Behavior. *PROFIT: JURNAL ADMINISTRASI BISNIS*, 15(1), 12-26.
- Hair, J. F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2021). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook. *Springer Cham*.

- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.
- Hakim, R. A. R. (2016). Analisis antecedent dan consistency dari brand authenticity. SKRIPSI-2015.
- Hermansah. (2022, Maret 12). *Dalam 10 tahun terakhir, industri kopi Indonesia tumbuh 250%*. Alinea.id. Diakses pada 12 Juni 2023, dari <https://www.alinea.id/bisnis/dalam-10-tahun-terakhir-industri-kopi-indonesia-tumbuh-250-b2fg69BQR>
- Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3), 222-238.
- International Coffee Organization. (2023, June). *Coffee Market Report*. London: ICO.ORG.
- Joshi, R., & Yadav, R. (2017). Evaluating the Feedback Effects of Brand Extension on Parent Brand Equity: A Study on Indian FMCG Industry. *Vision*, 21(3), 305–313. <https://doi.org/10.1177/0972262917716763>
- Kim, H., Stepchenkova, S., & Yilmaz, S. (2019). Destination Extension: A Faster Route to Fame for the Emerging Destination Brands? *Journal of Travel Research*, 58(3), 440–458. <https://doi.org/10.1177/0047287518754407>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Global Edition (Vol. 15E). <https://doi.org/10.1080/08911760903022556>
- Lau, G. T., & Lee, S. H. (1999). Consumers' trust in a brand and the link to brand loyalty. *Journal of Market-Focused Management*, 4, 341-370.
- Lude, M., & Prügl, R. (2018). Why the family business brand matters: Brand authenticity and the family firm trust inference. *Journal of Business Research*, 89, 121-134.
- Mabkhot, H. A., Shaari, H., & Md Salleh, S. (2017). The influence of citra merek and brand personality on brand loyalty, mediating by brand trust: An empirical study. *Jurnal pengurusan*, 50, 71-82.
- Mahmudan , A. (2022, Juni 9). *Berapa Konsumsi Kopi Indonesia pada 2020/2021?* Retrieved from dataindonesia.id: <https://dataindonesia.id/agribisnis-kehutanan/detail/berapa-konsumsi-kopi-indonesia-pada-20202021>
- Mantik, T. (1113). The Effect of Brand Awareness and Brand Trust on Consumers Sportswear Brand Extension Attitude at The Hill Fitness Center Manado. *Jurnal EMBA*, 1, 1113–1122.
- Mariana, A., Bram, H., & Catherine, S. (2021). Service Quality, Brand Trust, and Brand Loyalty. *Jurnal Manajemen Terapan dan Keuangan (Mankeu)*, Vol. 10 No. 02.

- Martínez, E., Montaner, T., & Pina, J. M. (2009). Brand extension feedback: The role of advertising. *Journal of Business Research*, 62(3), 305–313. <https://doi.org/10.1016/j.jbusres.2008.05.009>
- Meutia, R. (2017). Pengaruh brand extension, kualitas produk dan layanan purna jual terhadap keputusan pembelian asus smartphone di Kota Kuala Simpang. *Jurnal Manajemen dan Keuangan*, 6(1), 700-709.
- Miniard, P. W., Alvarez, C. M. O., & Mohammed, S. M. (2020). Consumer acceptance of brand extensions: Is parental fit preeminent? *Journal of Business Research*, 118, 335–345. <https://doi.org/10.1016/j.jbusres.2020.06.059>
- Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of consumer psychology*, 25(2), 200-218.
- Nagar, K. (2015). Modeling the effects of green advertising on brand image: Investigating the moderating effects of product involvement using structural equation. *Journal of global marketing*, 28(3-5), 152-171.
- Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of business research*, 67(6), 1090-1098.
- Nestlé Indonesia. (2022, Oktober 17). *Starbucks® Coffee At Home dan Ready-To-Drink Kini Tersedia di Berbagai Gerai Ritel di Indonesia*. Nestle.co.id. Diakses pada 12 Juni 2023, dari <https://www.nestle.co.id/media/pressreleases/allpressreleases/starbucks-coffee>
- Osorio, M. L., Centeno-Velázquez, E., López-Pérez, M. E., & del Castillo, E. (2021). Authenticity, fit and product type: Testing a celebrity brand extension model cross-culturally. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2021.102736>
- Park, C. W., Milberg, S., & Lawson, R. (1991). Evaluation of brand extensions: The role of product feature similarity and brand concept consistency. *Journal of consumer research*, 18(2), 185-193.
- Parker, J. R., Lehmann, D. R., Keller, K. L., & Schleicher, M. G. (2018). Building a multi-category brand: when should distant brand extensions be introduced?. *Journal of the Academy of Marketing Science*, 46, 300-316.
- Philycia, C., & Berlianto, M. P. (2022). The Impact of Brand Authenticity and Brand Community on Brand Trust and MSME Growth in Bukalapak Partner Application Users. *Corresponding Author*. 7, 128–135.
- Poerwadi, S., Suyanto, M., Hidayat, A., Purwadi, P., & Eq, Z. M. (2019). Influence of Brand Extension Strategy, Brand Image and Brand Trust on Coffee Product's Brand Equity. *International Journal of Marketing Studies*, 11(3), 26. <https://doi.org/10.5539/ijms.v11n3p26>

- Portal, S., Abratt, R., & Bendixen, M. (2019). The role of brand authenticity in developing brand trust. *Journal of Strategic Marketing*, 27(8), 714–729. <https://doi.org/10.1080/0965254X.2018.1466828>
- Prados-Peña, M. B., & del Barrio-García, S. (2018). The effect of fit and authenticity on attitudes toward the brand extension: The case of the Monumental Complex of the Alhambra and Generalife. *Journal of Cultural Heritage*, 31, 170-179.
- Ratnadewi, Z. A., Aprilianty, F., Qastharin, A. R., & Hidayanti, N. (2022). The influence of Victoria's Secret new brand image in generating brand trust, brand prestige, brand love, and brand loyalty. *Diponegoro International Journal of Business*, 5(2), 119-134.
- Reast, J. D. (2005). Brand trust and brand extension acceptance: the relationship. *Journal of Product & Brand Management*, 14(1), 4–13. <https://doi.org/10.1108/10610420510583707>
- Ruhulessin, M. F. (2022, Agustus 29). *Starbucks Resmi Punya 500 Gerai di Indonesia*. Kompas.com. Diakses pada 12 Juni 2023, dari <https://www.kompas.com/properti/read/2022/08/29/143000821/starbucks-resmi-punya-500-gerai-di-Indonesia>
- Santoso, D. (2013). Pengaruh Brand Awareness, Brand Image, Dan Brand Loyalty, Terhadap Parent Brand “Top Coffee” Di Surabaya Dengan Brand Extension Sebagai Variabel Intervening. *Jurnal Ilmiah Mahasiswa Manajemen*, 2(4).
- Santoso, D. A., & Brahmana, R. K. M. (2019). Brand Authenticity, Brand Attachment, Brand Love, Consumer Emotional Well Being, High Luxury Brands. *None*, 7(2), 287089.
- Sattayawaksakul, D., Cote, J. A., & Tiangsoongnern, L. (2019). Consumer evaluations of co-branding: Analyzing the relationship of konsistensi citra merek, brand personality similarity, keaslian perluasan merek, and the congruency between for-profit and non-profit parent brand. *Journal of Business Administration and Languages (JBAL)*, 7(1), 19-26.
- Schallehn, M., Burmann, C., & Riley, N. (2014). Brand authenticity: model development and empirical testing. *Journal of Product & Brand Management*, 23(3), 192-199.
- Sichtmann, C., & Diamantopoulos, A. (2013). The impact of perceived brand globalness, brand origin image, and brand origin–extension fit on brand extension succes. *Journal of the academy of marketing science*, 41, 567-585.
- Sitorus, S. A., Nada, A. R., Chairul, P. T., Ni Putu, S., Seprianti, E. P., Antonius, P. K., . . . Mutia, U. (2022). Brand Marketing: The Art of Branding. Dalam A. Wardhana, *Brand Image and Brand Awareness*. (hal. 200-110). Kota Bandung: CV. MEDIA SAINS INDONESIA.
- Spiggle, S., Nguyen, H. T., & Caravella, M. (2012). More Than Fit Brand Extension Authenticity. *Journal of Marketing Research*, 49(6), 967-983.

- Statista. (2022, November). *Number of Starbucks stores worldwide from 2003 to 2022*. Statista.com. Diakses pada 12 Juni 2023, dari <https://www.statista.com/statistics/266465/number-of-starbucks-stores-worldwide/>
- Sugiyono, Metode Penelitian Pendidikan (Penedekatan Kuantitatif, Kualitatif dan R&D), (Bandung: Alfabeta, 2010), hal. 13
- Suliyanto., (2018) Metode Penelitian Bisnis : untuk Skripsi, Tesis, dan Desertasi. Edisi 1 .Yogyakarta : Andi.
- Tran, V. D., & Keng, C. J. (2018). The Brand authenticity scale: Development and validation. *Contemporary Management Research*, 14(4), 277–291. <https://doi.org/10.7903/cmr.18581>
- Tripathi, V., Rastogi, P., & Kumar, S. (2018). Direct and moderating influence of perceived fit, risk and parent brand trust on brand extension success of a personal care brand in india. *Global Business Review*, 19(6), 1681–1692. <https://doi.org/10.1177/0972150918794978>
- Ulusu, Y. (2011). Effects of Brand Image on Brand Trust. In *ULUSU / Journal of Yaşar University* (Vol. 24, Issue 6).
- Wijayanti. (2011). Perluasan Merek Untuk Produk Baru. *Forum Ilmiah* , Volume 8 Nomer 2.
- Wulandari , D. (2022, Oktober 18). *Gandeng Nestle, Starbucks Resmi Luncurkan Starbucks Coffee At Home dan Ready-to-Drink*. Mix.co.id. Diakses pada 12 Juni 2023, <https://mix.co.id/marcomm/news-trend/gandeng-nestle-starbucks-resmi-luncurkan-starbucks-coffee-at-home-dan-ready-to-drink/>
- Yildiz, E., & Ülker-Demirel, E. (2017a). Measuring the Effects of Brand Authenticity Dimensions on Word-Of-Mouth Marketing Via Brand Image Using Structural Equation Modeling. In *International Journal of Business and Social Science* (Vol. 8, Issue 3). www.ijbssnet.com
- Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open journal of business and management*, 3(01), 58.