

DAFTAR PUSTAKA

- Agustin, N. I. (2019). *Statistika SPSS dan Smart PLS*. 1–9.
<https://doi.org/1037//0033-2909.126.1.78>
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in north Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Amanda, T., Winoto Tj, H., Kusniawati, A., & Surjaatmadja, S. (2021). Effect of Electronic Word Of Mouth, Product Quality, and Price on Purchase Intention. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(3), 6181–6190. <https://doi.org/10.33258/birci.v4i3.2424>
- Annur, M. C. (2022). *Ini Sederet Pertimbangan Konsumen Memilih Tempat Pesan Makanan Online*. <https://databoks.katadata.co.id/datapublish/2022/06/30/ini-sederet-pertimbangan-konsumen-memilih-tempat-pesan-makanan-online>
- Arif, M. E. (2019a). the Influence of Electronic Word of Mouth (Ewom), Brand Image, and Price on Re-Purchase Intention of Airline Customers. *Jurnal Aplikasi Manajemen*, 17(2), 345–356.
<https://doi.org/10.21776/ub.jam.2019.017.02.18>
- Arif, M. E. (2019b). the Influence of Electronic Word of Mouth (Ewom), Brand Image, and Price on Re-Purchase Intention of Airline Customers. *Jurnal Aplikasi Manajemen*, 17(2), 345–356.
<https://doi.org/10.21776/ub.jam.2019.017.02.18>
- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432.
<https://doi.org/10.5267/j.msl.2020.5.035>
- Benowati, S. G., & Purba, T. (2020). Pengaruh Citra Merek dan Electronic Word Of Mouth Terhadap Minat Beli Kosmetik Wrdah di Kota Batam. *Journal of Management, Accounting, Economic and Business*, 1(1), 56–70.
- Bilal, M., Jianqiu, Z., Dukhaykh, S., Fan, M., & Trunk, A. (2021). Understanding the effects of ewom antecedents on online purchase intention in China. *Information (Switzerland)*, 12(5), 1–15. <https://doi.org/10.3390/info12050192>
- Fajriani, N. (2019). *TRIBUNWIKI: Sejarah A&W dan Tiga Lokasi Gerai di Kota Makassar*. <https://makassar.tribunnews.com/2019/02/01/tribunwiki-sejarah-aw->

dan-tiga-lokasi-gerai-di-kota-makassar

- Gd, A. A., & Rahma, A. (2018). *TERHADAP NIAT PEMBELIAN (Studi Pada Produk Iphone Di Kota Denpasar) Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia Dewasa ini persaingan dalam dunia bisnis semakin ketat , Ini yang membuat perusahaan dituntut untuk memahami p. 7(12), 6591–6621.*
- Ghozali & Latan, hengky. (2015). *Smart PLS*.
- Ghozali, I. dan, & Latan, H. (2015). *Smart PLS 3.0*.
- Gusti, I., Made, N., Putra, W., Agus, K., & Pramudana, S. (2018). *Peran Citra Merek Dalam Memediasi Pengaruh E-Wom Terhadap Niat Beli Motor Yamaha Aerox Di Denpasar. 7(9), 5108–5138.*
<https://doi.org/10.24843/EJMUNUD.2018.v7.i09.p18>
- Hartono, D. E., Kyrieko, M., Rahman, F., & Yudianto, B. (2021). *The impact of Quick Service Restaurant Brand Extension Evaluations on Purchase Intention and eWOM. 3.*
- Hermiyenti, S., & Wardi, Y. (2019). *A Literature Review on The Influence of Promotion, Price and Brand Image to Purchase Decision. 64, 538–545.*
<https://doi.org/10.2991/piceeba2-18.2019.34>
- Hien, N. N., Phuong, N. N., van Tran, T., & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters, 10(6), 1205–1212.*
<https://doi.org/10.5267/j.msl.2019.11.038>
- Hutomo, A., Marditama, T., Limakrisna, N., Sentosa, I., Lee, J., & Yew, K. (2020). *Green Human Resource Management, Customer Environmental Collaboration and the Enablers of Green Employee Empowerment: Enhancing an Environmental Performance. 1(2), 358–372.* <https://doi.org/10.38035/DIJEFA>
- Joseph F.Hair, William C.Black, Barry J.Babin, R. E. A. (2007). *Multivariate Data Analysis (Vol. 7, Issue 3, pp. 337–339).*
- katadata. (2021a). *Pertumbuhan Komponen Konsumsi Rumah Tangga.*
- katadata. (2021b). *Pertumbuhan Komponen Konsumsi Rumah Tangga.*
<https://databoks.katadata.co.id/datapublish/2021/08/06/restoran-dan-hotel-capai-pertumbuhan-tertinggi-pada-kuartal-ii-2021>
- Khan, K., & Ali, M. (2017a). Impact of Electronic Word of Mouth on Consumer Purchase Intention in Footwear Industry of Pakistan. *Kuwait Chapter of Arabian*

- Journal of Business and Management Review*, 6(12), 52–63.
<https://doi.org/10.12816/0041755>
- Khan, K., & Ali, M. (2017b). IMPACT OF ELECTRONIC WORD OF MOUTH ON CONSUMER PURCHASE INTENTION IN FOOTWEAR INDUSTRY OF PAKISTAN. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(12), 52–63. <https://doi.org/10.12816/0041755>
- Krishnamurthy, A., & Kumar, S. R. (2018). Electronic word-of-mouth and the brand image: Exploring the moderating role of involvement through a consumer expectations lens. *Journal of Retailing and Consumer Services*, 43(October 2017), 149–156. <https://doi.org/10.1016/j.jretconser.2018.03.010>
- Maslim, H., & Pasaribu, L. H. (2021). *The Influences of Social Media Marketing , Service Quality and EWOM on Purchase Intention*. 12, 18–23.
- McDonal’s. (2022). *Sejarah McDonald’s Indonesia*.
- Muljani, N., & Koesworo, Y. (2019). The impact of brand image, product quality and price on purchase intention of smartphone. *International Journal of Research Culture Society*, 3(1), 99–103.
- Nielsen. (2019). *Pemesanan Makanan secara Online Makin Digemari*.
<https://databoks.katadata.co.id/datapublish/2019/09/26/pemesanan-makanan-secara-online-makin-digemari>
- Nur, F. (2018). No Title. *Katadila*. <https://www.katadila.my.id/2018/11/fried-chicken-challenge-kfc-vs-mcd-vs.html>
- Nurfitri, A. (2020). *Fast Food Indonesia (FAST) berencana tambah 25 gerai pada 2021 mendatang*.
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767.
<https://doi.org/10.1108/JIMA-03-2018-0059>
- Padmi, I. G. A. M. M., & Suparna, G. (2021). *The Role of Brand Attitude Mediates the Effect of Electronic Word of Mouth on Purchase Intention at Sekopi Coffee Shop In Denpasar City*. 414–427.
- Prastiyani, M., & Suhartono, S. (2020). Analisis Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Smartphone Advan Melalui Citra Merek Sebagai Variabel Intervening Di Wilayah Yogyakarta. *Jurnal Riset Manajemen Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha Program Magister Manajemen*, 7(1), 58–74. <https://doi.org/10.32477/jrm.v7i1.188>

- Putra, T. R. I., Ridwan, & Calvin, M. (2020). How Electronic Word of Mouth (E-Wom) Affects Purchase Intention with Brand Image As A Mediation Variable: Case of Xiaomi Smartphone in Student. *Journal of Physics: Conference Series*, 1500(1). <https://doi.org/10.1088/1742-6596/1500/1/012094>
- Putri, V. (2018). The Effect of Brand Image and Perceived Price on Smartphone Purchase Intention (Case Study on Samsung Brand). *Industrial Research Workshop and National Seminar*, 9, 559–565.
- Richesse Factory. (2019). *Sejarah Richeese Factory*.
- Ridho Hasan, M. (2021). *Potensi Bisnis Pesan-Antar Makanan Daring Makin Besar*. <https://katadata.co.id/muhammadridho/analisisdata/60093900cb02f/potensi-bisnis-pesan-antar-makanan-daring-makin-besar>
- Rosara, N. A., & Luthfia, A. (2020). Factors influencing consumer's purchase intention on beauty products in youtube. *Journal of Distribution Science*, 18(6), 37–46. <https://doi.org/10.15722/jds.18.6.202006.37>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Setiawan, D., Welsa, H., & Ningrum, N. K. (2020). Pengaruh Country of Origin Dan Electronic Word of Mouth Terhadap Purchase Intention Dengan Brand Image Sebagai Variabel Intervening. *Jimea*, 4(2), 670–687. <http://download.garuda.ristekdikti.go.id/article.php?article=1490064&val=12596&title=ANALISIS KOMPARATIF PENGUKURAN KINERJA ENTITAS SYARIAH DENGAN BALANCE SCORECARD DAN MASLAHAH SCORECARD>
- Siddiqui, M. S., Siddiqui, U. A., Khan, M. A., Alkandi, I. G., Saxena, A. K., & Siddiqui, J. H. (2021). Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1008–1024. <https://doi.org/10.3390/jtaer16040057>
- Soengeng Wahyoedi, Saparso, & Miki Effendi. (2021). The Role Of Brand Image As Mediating Variable In The Influence Of Price And Promotion On Buying Interest (Study Case On Hyundai Electric Car). *International Journal of Science, Technology & Management*, 2(5), 1743–1754. <https://doi.org/10.46729/ijstm.v2i5.296>
- SOOMRO, Y. A., BAESHEN, Y., ALFARSHOUTY, F., KAIMKHANI, S. A., &

- BHUTTO, M. Y. (2021). The Impact of Guerrilla Marketing on Brand Image: Evidence from Millennial Consumers in Pakistan. *Journal of Asian Finance, Economics and Business*, 8(4), 917–928.
<https://doi.org/10.13106/jafeb.2021.vol8.no4.0917>
- Sugiyono, P. (2018). Metode Penelitian Manajemen. In *Metode Penelitian Manajemen*.
- Supradita, C. F., Darpito, S. H., & Laksana, D. H. (2020). Brand Image As a Mediation of Electronic Word of Mouth on Purchasing Intention of Laneige. *Jurnal Penelitian Ekonomi Dan Bisnis*, 5(2), 180–193.
<https://doi.org/10.33633/jpeb.v5i2.3270>
- Tiofani, K. (2021). 5 Alasan Makanan Cepat Saji Populer, Salah Satunya Murah. *Kompas.Com*. <https://www.kompas.com/food/read/2021/10/21/170300175/5-alasan-makanan-cepat-saji-populer-salah-satunya-murah?page=all>
- TopBrandAward. (2021). *Top Brand Index*.
- TopBrandAward. (2022). *Top Brand Index*. https://www.topbrand-award.com/top-brand-index/?tbi_find=kfc
- Wajdi, M. F., Aji, H. M., & Muhammad, S. (2020). Factors affecting the intention to purchase halal cosmetics on Instagram: E-WOM and brand image. *Asian Journal of Islamic Management (AJIM)*, 2(1), 1–11.
<https://doi.org/10.20885/ajim.vol2.iss1.art1>
- Xiao, A., Yang, S., & Iqbal, Q. (2019). Factors affecting purchase intentions in generation y: An empirical evidence from fast food industry in malaysia. *Administrative Sciences*, 9(1). <https://doi.org/10.3390/admsci9010004>
- Yuliawati. (2019). *Tren Makan Milenial Peluang Bisnis Buat Restoran Cepat Saji*. <https://katadata.co.id/yuliawati/berita/5e9a56023d9c1/tren-makan-milenial-peluang-bisnis-buat-restoran-cepat-saji>