

## DAFTAR PUSTAKA

- Adhawiyah, Y. R., Anshori, M. I., & AS, F. (2019). Peran pemasaran media sosial dalam menciptakan keputusan pembelian melalui kesadaran merek (Studi pada Instagram Clothing Line Bangjo). *Tirtayasa Ekonomika*, 14(2), 267. <https://doi.org/10.35448/jte.v14i2.6530>
- Adnyana, M., & Respati, N. N. R. (2018). Peran preferensi merek dalam memediasi hubungan antara ekuitas merek dengan niat beli. *E-Jurnal Manajemen Universitas Udayana*, 8(1), 559. <https://doi.org/10.24843/ejmunud.2019.v08.i01.p20>
- Adrian, D., & Mulyandi, M. R. (2021). Manfaat pemasaran media sosial Instagram pada pembentukan brand awareness toko online. *Jurnal Indonesia Sosial Sains*, 2(2), 215–222. <https://doi.org/10.36418/jiss.v2i2.195>
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. (2014). Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of Sociological Research*, 5(1), 306–326. <https://doi.org/10.5296/jsr.v5i1.6568>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Ajzen, I. (1991). The Theory of Planned Behavior. *ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES*, 50(1), 179–211. <https://doi.org/10.47985/dcidj.475>
- Alhamdina, T. E., & Hartono, A. (2023). The impact of brand awareness, brand reputation, and perceived economic benefits on brand trust and online purchase intentions for Skintific products on the TikTok shop platform. *International Journal of Science, Technology & Management*, 4(3), 653–665. <https://doi.org/10.46729/ijstm.v4i3.832>
- Amalina, A., & Tiarawati, M. (2016). Pengaruh social media marketing terhadap brand loyalty dengan brand trust sebagai variabel intervening (Studi pada follower Twitter Mizone @Mizoneid). *Jurnal Ilmu Manajemen*, 4(3), 1–12.
- Ananda, R. Y. (2018). Pengaruh brand awareness terhadap repurchase intention dengan brand loyalty sebagai variabel mediasi (Studi pada konsumen Queen Apple di Kota Batu). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 6(2), 1–12.
- Anggraeni, R., & Djuwita, D. (2019). Analisis pemanfaatan social media marketing

- terhadap customer loyalty yang menggunakan brand trust sebagai variabel mediasi. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(3), 445–455. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/304>
- Anizir; Wahyuni, R. (2017). Pengaruh social media marketing terhadap brand image perguruan tinggi swasta di Kota Serang. *Jurnal Sains Manajemen*, 3(2), 0. <http://e-jurnal.lppmunsera.org/index.php/SM/article/view/25>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Impact of brand awareness and social media content marketing on consumer purchase decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- APJII. (2020). *Pengguna internet Indonesia hampir tembus 200 juta di 2019 – Q2 2020*. APJII. <https://blog.apjii.or.id/index.php/2020/11/09/siaran-pers-pengguna-internet-indonesia-hampir-tembus-200-juta-di-2019-q2-2020/>
- Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers purchase decision? A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 17(2), 156. <https://doi.org/10.31106/jema.v17i2.6916>
- Ardianto, K., Nuriska, F. P., & Nirawati, L. (2020). Pengaruh kepercayaan dan ulasan produk terhadap minat beli ulang Emina pada official store Shopee di Kota Surabaya. *Jurnal Ilmiah Manajemen Ubhara*, 2(2), 62–75. <https://doi.org/10.31599/jmu.v2i2.759>
- Arifin, C. (2020). *Strategi unik Yansen Gunawan jualan sambal, garansi uang kembali jika rasanya tidak enak*. Tribunnews.Com. <https://www.tribunnews.com/bisnis/2020/07/20/strategi-unik-yansen-gunawan-jualan-sambal-garansi-uang-kembali-jika-rasanya-tak-enak>
- Armawan, I., Sudarmiatin, Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, servis quality, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop. *International Journal of Data and Network Science*, 7(1), 141–152. <https://doi.org/10.5267/j.ijdns.2022.11.008>
- Aswir, & Misbah, H. (2018). Pengaruh social media marketing, brand awareness terhadap keputusan pembelian dengan minat beli sebagai variabel intervening pada J.Co Donuts & Coffee Semarang. *Diponegoro Journal of Social and Politic*, 2(1), 1–13.
- Bhandari, M., & Rodgers, S. (2018). What does the brand say? Effects of brand feedback to negative eWOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125–141. <https://doi.org/10.1080/02650487.2017.1349030>
- Bilgin, Y. (2018). The effect of social media marketing activities on brand

- awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Chen-Yu, J., Cho, S., & Kincade, D. (2016). Brand perception and brand repurchase intent in online apparel shopping: An examination of brand experience, image congruence, brand affect, and brand trust. *Journal of Global Fashion Marketing*, 7(1), 30–44. <https://doi.org/10.1080/20932685.2015.1110042>
- Chen, C., Lu, Y., Hu, Y., & Hong, Y. (2019). Everyone can be a star: Quantifying grassroots online sellers' live streaming effects on product sales. *International Conference on Information Systems 2018, ICIS 2018*, 6, 4493–4498.
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32. <https://doi.org/10.1016/j.techfore.2018.11.025>
- Chinomona, R. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(3), 290–294. <https://doi.org/10.1108/AJEMS-06-2016-0088>
- Choi, E. K. (Cindy), Fowler, D., Goh, B., & Yuan, J. (Jessica). (2016). Social media marketing: Applying the uses and gratifications theory in the hotel industry. *Journal of Hospitality Marketing and Management*, 25(7), 771–796. <https://doi.org/10.1080/19368623.2016.1100102>
- Çifci, S., Ekinci, Y., Whyatt, G., Japutra, A., Molinillo, S., & Siala, H. (2016). A cross validation of consumer-based brand equity models: Driving customer equity in retail brands. *Journal of Business Research*, 69(9), 3740–3747. <https://doi.org/10.1016/j.jbusres.2015.12.066>
- Darmansah, A., & Yosepha, S. Y. (2020). Pengaruh citra merek dan persepsi harga terhadap keputusan pembelian online pada aplikasi Shopee di wilayah Jakarta Timur. *Jurnal Ilmiah Mahasiswa Manajemen Unsurya*, 1(1), 15–30. <https://jom.universitassuryadarma.ac.id/index.php/jimen/article/view/2>
- Darmawan, P. A. D. T., Yasa, P. N. S., Wahyuni, N. M., & Dewi, K. G. P. D. (2022). Pengaruh elektronic word of mouth dan citra merek terhadap niat beli. *Jurnal Ilmiah Manajemen Dan Bisnis*, 7(1), 89–100. <https://journal.undiknas.ac.id/index.php/manajemen>
- Dewi & Jatra. (2018). Peran brand awareness dalam memediasi pengaruh daya tarik iklan terhadap niat beli. *E-Jurnal Manajemen Universitas Udayana*, 8(2),

1056. <https://doi.org/10.24843/ejmunud.2019.v08.i02.p17>
- Dewi, Herlina, M. G., & Boetar, A. E. M. B. (2022). The effect of social media marketing on purchase intention in fashion industry. *International Journal of Data and Network Science*, 6(2), 355–362. <https://doi.org/10.5267/j.ijdns.2022.1.002>
- Eat Sambel. (2023). *TikTok Eat Sambel*. Eat Sambel. [https://www.tiktok.com/@eatsambel?\\_t=8byGYeutJxZ&\\_r=1](https://www.tiktok.com/@eatsambel?_t=8byGYeutJxZ&_r=1)
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Elaydi, H. O. (2018). The effect of social media marketing on brand awareness through Facebook: An individual-based perspective of mobile services sector in egypt. *OALib*, 05(10), 1–5. <https://doi.org/10.4236/oalib.1104977>
- Fahmi, M., Arif, M., Farisi, S., & Purnama, N. I. (2020). Peran brand image dalam memediasi pengaruh social media marketing terhadap repeat purchase pada fast-food restaurant di Kota Medan. *Jurnal Samudra Ekonomi Dan Bisnis*, 11(1), 53–68. <https://doi.org/10.33059/jseb.v11i1.1722>
- Fan, Q. (2019). Relationship among China's country image, corporate image and brand image. *Journal of Contemporary Marketing Science*, 2(1), 34–49. <https://doi.org/10.1108/jcmars-01-2019-0006>
- Fathurrahman, E., & Saputri, M. E. (2019). Analisis faktor-faktor yang mendorong minat beli produk imitasi sepatu Vans di Indonesia. *E-Proceeding of Management*, 6(3), 5929–5940.
- Fatilua, J. (2018). Who trusts social media. *Comput. Human Behav*, 81, 303–315.
- Featherman, M. S., & Hajli, N. (2016). Self-service technologies and e-services risks in social commerce era. *Journal of Business Ethics*, 139(2), 251–269. <https://doi.org/10.1007/s>
- Febrian, A., & Fadly, M. (2021). Brand trust as celebrity endorser marketing moderator's role. *Jurnal Aplikasi Manajemen*, 19(1), 207–216. <https://doi.org/10.21776/ub.jam.2021.019.01.19>
- Ferdinand, A. (2002). Structural Equation Modelling (SEM) dalam penelitian manajemen. *Badan Penerbit UNDIP*, Semarang, 246.
- Ghozali, I. (2016). *Aplikasi analisis multivariete dengan program IBM SPSS 23*.
- Ginee. (2021). *Pengguna TikTok Indonesia gempar, potensi cuan menggelegar!* Ginee.Com. <https://ginee.com/id/insights/pengguna-tiktok/>
- Girard, T., Trapp, P., Pinar, M., Gulsoy, T., & Boyt, T. E. (2017). Consumer-based brand equity of a private-label brand: Measuring and examining determinants. *Journal of Marketing Theory and Practice*, 25(1), 39–56.

- <https://doi.org/10.1080/10696679.2016.1236662>
- Graciola, A. P., De Toni, D., Milan, G. S., & Eberle, L. (2020). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, 55(February), 102117. <https://doi.org/10.1016/j.jretconser.2020.102117>
- Hadi, S. (2006). Metodologi penelitian kuantitatif untuk akuntansi dan keuangan. *Yogyakarta: Ekonia*, 365–383.
- Hadisumarto, A. D., & Irawan, A. D. (2020). Pengaruh aktivitas social media marketing terhadap brand trust, brand equity, dan brand loyalty pada platform social media Instagram. *Jurnal Manajemen Dan Usahawan Indonesia*, 43(1), 44–58. <http://www.ijil.ui.ac.id/index.php/jmui/article/view/12364>
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (2019). Multivariate Data Analysis, Multivariate Data Analysis. In *Book* (Vol. 87, Issue 4).
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis 6th Edition*. Pearson Prentice Hall. New Jersey. humans: Critique and reformulation ....
- Hakim, L. L., & Keni, K. (2020). Pengaruh brand awareness, brand image dan customer perceived value terhadap purchase intention. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(3), 81. <https://doi.org/10.24912/jmbk.v4i3.7921>
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Ayu Aryani, M. G., & Wandira, R. K. (2021). Purchase behavior of millennial female generation on halal cosmetic products. *Journal of Islamic Marketing*, 12(7), 1295–1315. <https://doi.org/10.1108/JIMA-11-2019-0235>
- Hasena, C., & Sakapurnama, E. (2021). Leveraging electronic word of mouth on TikTok: Somethinc skin care product innovation to increase consumer purchase intention. *Hasanuddin Economics and Business Review*, 5(1), 19. <https://doi.org/10.26487/hebr.v5i1.2746>
- Hasim, M. A., Shahrin, M., Wahid, R. A., & Shamsudin, M. F. (2020). A review on media richness affecting purchase intention on Instagram: The mediating role of brand loyalty. *International Journal of Psychosocial Rehabilitation*, 24(7), 3894–3902. <https://doi.org/10.37200/IJPR/V24I7/PR270386>
- Heidari, S., Zarei, M., Daneshfar, A., & Dokhanian, S. (2023). Increasing sales through social media marketing: The role of customer brand attachment, brand trust, and brand equity. *Marketing and Management of Innovations*, 14(1), 224–234. <https://doi.org/10.21272/mmi.2023.1-19>
- Herdioko, J., & Karisma, C. V. (2022). Pengaruh media sosial, brand infuencer dan kesadaran merek terhadap minat beli di marketplace Shopee pada saat pandemi covid-19. *Jurnal Riset Manajemen Dan Bisnis*, 16(2), 97–110.

- <https://doi.org/10.21460/jrmb.2021.162.395>
- Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand Image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76–89. <https://doi.org/10.29244/jcs.4.2.76-89>
- Hidayat, R., Menhard, M., Charli, C. O., Masnum, A., & Hartoyo, B. (2023). Determination purchase intention and purchase decision: Brand image and promotion analysis (Marketing Management Literature Review). *Dinasti International Journal of Economics, Finance and Accounting*, 4(1), 152–165. <https://doi.org/10.38035/dijefa.v4i1.1749>
- 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>
- Ilhamalimy, R. R. (2020). Determinasi minat beli online Shopee. *Jurnal Ilmu Manajemen Terapan*, 2(1), 70–80. <https://doi.org/10.31933/jimt.v2i1.308>
- Iskandar, H. (2022). Analisis pengaruh kualitas produk terhadap keputusan pembelian di Restoran Remaja Kuring Serpong. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 4(2), 75–89. <https://doi.org/10.23887/jmpp.v4i2.43909>
- Jayanti, R. D., & Putri, S. K. (2019). Pengaruh citra merek dan kualitas produk terhadap keputusan pembelian sepeda motor Vario. *JMD: Jurnal Manajemen Dan Bisnis Dewantara*, 2(2), 113–123.
- Jubelio.com. (2021). *TikTok shop, aplikasi media sosial yang bikin bisnis makin cuan*. Jubelio.Com. <https://jubelio.com/2021/tiktok-shop-adalah/>
- Kala, D., & Chaubey, D. S. (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. <https://doi.org/10.1504/IJSEM.2018.096077>
- Khadim, R. A., Hanan, M. A., Arshad, A., Saleem, N., & Khadim, N. A. (2018). Revisiting antecedents of brand loyalty: Impact of perceived social media communication with brand trust and brand equity as mediators. *Academy of Strategic Management Journal*, 17(1).
- Khan, I., & Fatma, M. (2019). Connecting the dots between CSR and brand loyalty: the mediating role of brand experience and brand trust. *International Journal of Business Excellence*, 17(4), 439. <https://doi.org/10.1504/ijbex.2019.10020542>
- Kim, N. L., Kim, G., & Rothenberg, L. (2020). Is honesty the best policy? Examining the role of price and production transparency in fashion marketing. *Sustainability (Switzerland)*, 12(17), 1–18. <https://doi.org/10.3390/SU12176800>

- Kominfo. (2018). *Blokir TikTok hanya sementara.* Kominfo. [https://s3.amazonaws.com/academia.edu.documents/34707438/17\\_Ya\\_Ting\\_Yang.pdf?response-content-disposition=inline%3Bfilename%3D17\\_Ya\\_Ting\\_Yang.pdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIAIWOWYYGZ2Y53UL3A%2F20190801%2Fus-east-1%2Fs3%2Faws4\\_re](https://www.kominfo.go.id/content/detail/13332/kominfo-blokir-tik-tok-hanya-sementara/0/sorotan_media#:~:text=Setelah mendapat banyak laporan negatif,yang terkait dengan Tik Tok.</a></p>
<p>Kristiani, P., & Dharmayanti, D. (2017). Pengaruh social media marketing terhadap repeat purchase dengan variabel intervening perceived service quality dan brand image pada industri fast-food restaurant di Surabaya. <i>Petra Business & Management Review</i>, 3(1), 67–84.</p>
<p>Kuang Chi, H., Ren Yeh, H., & Ting Yang, Y. (2019). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. <i>The Journal of International Management Studies</i>, 4(1), 135–144. <a href=)
- Kusuma, B. A., & Putri, B. P. S. (2019). Pengaruh social media marketing terhadap brand equity. *Jurnal Ilmiah Manajemen UPB*, 7(1), 33–37. <https://doi.org/10.47024/jsm.v7i1.161>
- Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 8(1), 13–18.
- Langaro, D., Rita, P., & de Fátima Salgueiro, M. (2018). Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*, 24(2), 146–168. <https://doi.org/10.1080/13527266.2015.1036100>
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>
- Liao, S. H., & Chen, Y. J. (2017). A rough set-based association rule approach implemented on a brand trust evaluation model. *Journal of Experimental and Theoretical Artificial Intelligence*, 29(5), 911–927. <https://doi.org/10.1080/0952813X.2016.1264089>
- Lidya suwanti, A. (2017). Pengaruh kemasan, brand image dan brand trust terhadap minat beli konsumen pada produk pancake durian sharie radjanya di Kota Mataram. *Jmm Unram - Master of Management Journal*, 6(2), 1–17. <https://doi.org/10.29303/jmm.v6i2.105>
- Liu, H. (2021). Perceived value dimension, product involvement and purchase

- intention for intangible cultural heritage souvenir. *American Journal of Industrial and Business Management*, 11(01), 76–91. <https://doi.org/10.4236/ajibm.2021.111006>
- Mabkhot, H. A., Hasnizam, & Salleh, S. M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study. *Jurnal Pengurusan*, 50(September). <https://doi.org/10.17576/pengurusan-2017-50-07>
- Masitoh, M. R., Wibowo, H. A., & Ikhsan, K. (2019). Pengaruh kualitas pelayanan, kepuasan pelanggan, dan kepercayaan merek terhadap loyalitas pelanggan pada pengguna aplikasi mobile Shopee. *Jurnal Sains Manajemen*, 5(1), 101–119. <https://doi.org/10.30656/sm.v5i1.1515>
- Mayasari, H., & Patmawati. (2019). Pengaruh iklan internet , celebrity endorder dan gaya hidup terhadap minat beli pada Shopee di Kota Padang. *Jurnal Manajemen Bisnis*, VOL. 10 NO, 1–10. <https://ojs.unitas-pdg.ac.id/index.php/manajemen/article/view/543/355>
- Mbete, G. S., & Tanamal, R. (2020). Effect of easiness, service quality, price, trust of quality of information, and brand image of consumer purchase decision on Shopee online purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100–110.
- Muliawan, E. N., & Waluyo, M. (2021). Pengaruh brand awareness dan citra merek terhadap keputusan pembelian dan minat beli ulang sepatu Converse (Studi pada konsumen sepatu Converse di Surabaya). *Juminten : Jurnal Manajemen Industri Dan Teknologi*, 02(05), 38–49.
- Mulyani, Y. S., Wibisono, T., & Hikmah, A. B. (2022). Pemanfaatan media sosial TikTok untuk pemasaran bisnis digital sebagai media promosi. *Penelitian Manfaat Media Sosial Untuk Pemasaran*, 11(1), 3. <http://stp-mataram.e-journal.id/JHI>
- Natalia, H. (2022). Perlindungan hukum terhadap konsumen dalam transaksi E-Commerce. *Melayunesia Law*, 10(1), 102–111. <https://doi.org/10.30652/mnl.v1i1.4497>
- Nudin, S. H., & Nurlinda, R. . (2023). Pengaruh social media marketing terhadap purchase intention dengan brand awareness sebagai mediasi. *Jurnal Bintang Manajemen (JUBIMA)*, 1(3), 160–184. <https://jmppk.ub.ac.id/index.php/jmppk/article/view/139>
- Nurhandayani, A., Syarief, R., Syarief, R., & Najib, M. (2019). The impact of social media influencer and brand images to purchase intention. *Universitas Brawijaya Journal of Applied Management (JAM)*, 17(4), 650–661. <http://dx.doi.org/10.26875/jam.v17i4.1000>
- Nurlinda, R. (2018). Model purchase intention sebagai intervening variable dari kepercayaan, kemudahan, dan kualitas informasi terhadap keputusan pembelian di online shop. *Forum Ilmiah*, 15, 36–47.

- Oktania, D. E., & Indarwati, T. A. (2022). Pengaruh perceived usefulness, perceived ease of use dan compatibility with lifestyle terhadap niat beli di social commerce. *Jurusan Manajemen Fakultas Ekonomika Dan Bisnis Universitas Negeri Surabaya*, 10(1), 255–267.
- Pandiangan, K., Masiyono, M., & Dwi Atmogo, Y. (2021). Faktor-faktor yang mempengaruhi brand equity: brand trust, brand image, perceived quality, dan brand loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471–484. <https://doi.org/10.31933/jimt.v2i4.459>
- Pektas, S. Y., & Hassan, A. (2020). The effect of digital content marketing on tourists' purchase intention. *Journal of Tourismology*, 6(1), 79–88. <https://doi.org/10.26650/jot.2020.6.1.0011>
- Pertiwi, W. K. (2020). *Indonesia sumbang angka unduhan TikTok terbanyak di dunia*. Kompas.Com. <https://tekno.kompas.com/read/2020/09/11/15010037/indonesia-sumbang-angka-unduhan-tiktok-terbanyak-di-dunia>
- Pramudya, A. K., Sudiro, A., & Sunaryo, S. (2018). The role of customer trust in mediating influence of brand image and brand awareness of the purchase intention in airline tickets online. *Jurnal Aplikasi Manajemen*, 16(2), 224–233. <https://doi.org/10.21776/ub.jam.2018.016.02.05>
- Quan, N. H., Chi, N. T. K., Nhung, D. T. H., Ngan, N. T. K., & Phong, L. T. (2020). The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction. *Management Science Letters*, 10(1), 63–76. <https://doi.org/10.5267/j.msl.2019.8.015>
- Rachmawati, E., Suliyanto, & Suroso, A. (2020). A moderating role of halal brand awareness to purchase decision making. *Journal of Islamic Marketing*, 13(2), 542–563. <https://doi.org/10.1108/JIMA-05-2020-0145>
- Raharjo, S. T., & Samuel, H. (2018). Pengaruh social media marketing terhadap purchase intention melalui brand awareness sebagai variabel mediasi pada Lazada. *Jurnal Strategi Pemasaran*, 5(2), 1–6.
- Rahmaningtyas et al. (2017). Factors affecting online purchasing of local food. *Agro Ekonomi*, 28(2), 189–204.
- Ramadhani, H. S. (2019). Pengaruh aktivitas pemasaran media sosial terhadap brand awareness, brand image dan brand loyalty (Studi kasus : Followers pada instagram Lazada.co.id ). *E-Proceeding of Management*, 6(2), 2311–2320. <https://librarye proceeding.telkomuniversity.ac.id/index.php/management/article/download/9737/9602>
- Rizaty, M. A. (2022). *No Title*. <https://dataindonesia.id/Digital/detail/pengguna-tiktok-indonesia-terbesar-kedua-di-dunia>
- Rusmanida, R. (2020). Pengaruh kesadaran merek dan persepsi kualitas terhadap keputusan membeli secara online melalui kepercayaan merek pada e-

- commerce Shopee di Kota Banjarmasin. *Jurnal Ilmu Manajemen (JIMMU)*, 5(1), 16–22.
- 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>
- Saputra, G. G., & Fadhilah. (2022). Pengaruh live streaming shopping Instagram terhadap kepercayaan konsumen online dan dampaknya pada keputusan pembelian. *Ekonomi, Keuangan, Investasi Dan Syariah*, 4(2), 442–452. <https://doi.org/10.47065/ekuitas.v4i2.2353>
- Saputra, S., & Barus, F. M. (2020). Pengaruh electronic word of mouth (e-WOM) dan citra merek terhadap minat belanja konsumen di Batam. *Jurnal Ilmiah Manajemen Dan Bisnis*, 5(1), 1–11. <http://journal.undiknas.ac.id/index.php/manajemen>
- Saputro, A. P., & Hidayat, A. (2020). The effect of social network marketing on intention to choose by mediating consumer engagement. *Archives of Business Research*, 8(10), 150–161. <https://doi.org/10.14738/abr.810.9261>
- Sarippudin, A., Fitriani, I., & Zulkarnaen, W. (2019). Pengaruh citra merek (brand image) terhadap proses keputusan pembelian handphone Samsung di ITC Kebon Kelapa Bandung. *Sain Ekonomi Manajemen Dan Akuntansi Riviu*, 1(3), 42–51.
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66(August 2017), 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability*, 12(4), 1–18. <https://doi.org/10.3390/su12041691>
- Setiawan, I. B. P. A., & Aksari, N. M. A. A. (2020). Peran brand awareness dalam memediasi pengaruh celebrity endorser terhadap purchase intention. *E-Jurnal Manajemen*, 9(6), 2352–2372. <https://doi.org/https://doi.org/10.24843/EJMUNUD.2020.v09.i06.p15>
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Accounting & Marketing*, 06(01), 34–38. <https://doi.org/10.4172/2168-9601.1000223>
- Shin, H., Casidy, R., Yoon, A., & Yoon, S. H. (2016). Brand trust and avoidance following brand crisis: A quasi-experiment on the effect of franchisor statements. *Journal of Brand Management*, 23(5), 1–23. <https://doi.org/10.1057/s41262-016-0011-7>
- Sinambela, E. A., Azizah, R. N., Lestari, U. P., Ernawati, E., & Issalillah, F. (2022).

- Pengaruh atribut produk, kepercayaan merek, negara asal terhadap niat beli pada konsumen minuman probiotik Yakult. *Journal of Trends Economics and Accounting Research*, 2(4), 107–113. <https://doi.org/10.47065/jtear.v2i4.269>
- Suciawan, C. C. (2022). Pengaruh brand awareness dan brand trust terhadap niat beli konsumen Baticue. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 7(4), 409–417.
- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When brand image, perceived price, and perceived quality interplay in predicting purchase intention: Developing a rhombus model. *Academic Journal of Interdisciplinary Studies*, 11(1), 232–245. <https://doi.org/10.36941/ajis-2022-0021>
- Świtała, M., Gamrot, W., Reformat, B., & Bilińska-Reformat, K. (2018). The influence of brand awareness and brand imageon brand equity – an empirical study of logistics service providers. *Journal of Economics and Management*, 33(3), 96–119. <https://doi.org/10.22367/jem.2018.33.06>
- Takaya, R. (2019). The effect of celebrity endorsement on brand image and trust brand and it's impact to purchase intention case study: Oppo smartphone. *Business and Entrepreneurial Review*, 17(2), 183–196. <https://doi.org/10.25105/ber.v17i2.5228>
- Tatar, Ş. B., & Eren-Erdoğmuş, İ. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology and Tourism*, 16(3), 249–263. <https://doi.org/10.1007/s40558-015-0048-6>
- Taufik, Y., Risna, A., Aminatus, S., Ivonne, Z., Ade, A., & Siregar, P. (2022). Peran social media marketing dan brand awareness terhadap purchase intention produk Es Teh Indonesia. *Jurnal Kewarganegaraan*, 6(2), 5234–5240.
- TikTok. (2023). *Makanan kalengan, stoples dan kemasan*. Eat Sambel. <https://vt.tiktok.com/ZS8aMyGUr/>
- Tuten, T. L. (2020). Social media marketing. In *Social Media Marketing*. SAGE Publications Ltd.
- Udayani, A. R., & Suryani, T. (2019). Pengaruh aktivitas pemasaran media sosial terhadap kesadaran merek dan citra merek Adidas serta dampaknya pada niat beli konsumen. *K&K\_JURNAL MANAJEMEN*, 1(2), 91–105.
- Upadana, M. wahyu K., & Pramudana, K. A. S. (2020). Brand awareness memediasi pengaruh social media marketing terhadap keputusan pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1921. <https://doi.org/10.24843/ejmunud.2020.v09.i05.p14>
- Veronika, J. (2020). Pengaruh Kualitas Produk, Promosi dan Citra Merek Terhadap Keputusan Pembelian Keripik Tempe di Kota Batam. *Jurnal Ilmiah Ekonomi Dan Bisnis Triangle*, 1(2), 210–223.

- Wantini, E., & Yudiana, F. E. (2021). Social media marketing and brand personality to brand loyalty with brand trust and brand equity as a mediator. *Indonesian Journal of Islamic Economics Research*, 3(1), 1–14. <http://e-journal.iainsalatiga.ac.id/index.php/ijier>
- Wasiat, F. A. I., & Bertuah, E. (2022). Pengaruh digital marketing, social media influencer terhadap niat beli produk fashion pada generasi milenial melalui customer online review di Instagram. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(3), 513–532. <https://doi.org/10.54443/sinomika.v1i3.295>
- Wibowo, B., & Heryjanto, A. (2020). Pengaruh kredibilitas influencer, nominal harga, dan media sosial terhadap minat pembelian dengan mediasi citra merek di Tokopedia. *Journal of Business and Applied Management*, 13(1), 83–101.
- Wibowo, D. U., Yulianto, E., & Sunarti. (2022). Pengaruh social media marketing terhadap kesadaran merek, citra merek dan kepuasan konsumen. *Profit: Jurnal Administrasi Bisnis*, 16(1), 130–137. <https://profit.ub.ac.id/index.php/profit/article/view/2605>
- Wijaya, G. P., & Yulita, H. (2022). Pengaruh konten marketing, E-WoM, dan citra merek di media sosial TikTok terhadap minat beli kosmetik Mother of Pearl. *Journal of Business & Applied Management*, 15(2), 133–142. <https://doi.org/10.30813/jbam.v15i2.3772>
- Wiryanata, I. M. J., Agung, A. A. P., & Anggraini, N. P. N. (2020). Analisis pengaruh iklan, brand trust dan brand image terhadap minat beli konsumen Biznet Networks di Kota Denpasar. *Values*, 1(4), 201–208.
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294–1307. <https://doi.org/10.1016/j.tele.2017.06.001>
- Yuliantoro, N., Goeltom, V., Juliana, Bernarto, I., Pramono, R., & Purwanto, A. (2019). Repurchase intention and word of mouth factors in the millennial generation against various brands of boba drinks during the Covid 19 pandemic. *African Journal of Hospitality, Tourism and Leisure*, 8(2), 1–11.
- Yunita, D., Nazaruddin, A., & Nailis, W. (2019). Pengaruh Youtube advertising terhadap brand awareness dan purchase intention. *Jurnal Manajemen Dan Kewirausahaan*, 7(1), 36–46. <https://doi.org/10.26905/jmdk.v7i1.2538>
- Zulfikar, A. R., & Mikhriani. (2017). *Pengaruh social media marketing terhadap brand trust pada followers Instagram dompet dhuafa cabang Yogyakarta*. 1(2), 279–294.