

DAFTAR PUSTAKA

- Aberdeen, N. I., Syamsun, M., & Najib, M. (2016). The effect of brand awareness and image on consumer perceived quality and purchase intension: A study case of carbonated drink brand at Bogor City. *International Journal of Scientific and Research Publications*, 6(8), 441–446.
- Achmad. (2018). Pengaruh pengguna e-commerce terhadap transaksi online menggunakan konfirmasi faktor analisis. *Faktor Exacta*, 11(1), 7–16.
- 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>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Algharabat, R., Rana, N. P., Dwivedi, Y. K., Abdallah, A., & Qasem, Z. (2018). The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations. *Journal of Retailing and Consumer Services*, 40, 139–149. <https://doi.org/10.1016/j.jretconser.2017.09.011>
- Anggara, D. S., & Abdillah, C. (2019a). *Metode penelitian*. Unpam Press.
- Anggara, D. S., & Abdillah, C. (2019b). *Modul metode penelitian* (S. Anwar (ed.); Ed.1, Mare). UNPAM Press.
- Annisa, N. G., Efendi, R., & Chairani, L. (2020). Hubungan sistem pembelajaran daring dengan kesehatan mental mahasiswa di era covid-19 menggunakan chi-square test dan dependency degree. *Seminar Nasional Teknologi Informasi, Komunikasi dan Industri (SNTIKI)*, 600–607.
- Apriyanto, & Iswadi. (2018). *Metode Penelitian Kuantitatif* (Ed. 1). Penerbit WR.
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence & Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The impact of social edia marketing medium toward purchase intention and brand oyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, 148, 177–185. <https://doi.org/10.1016/j.sbspro.2014.07.032>
- Benowati, S. G., & Purba, T. (2020). Pengaruh citra merek dan electronic word of mouth terhadap minat beli kosmetik Wardah di Kota Batam. *Journal of Management, Accounting, Economic and Business*, 1(1), 56–70.
- Bilgin, Y. (2018). The effect of social media activities on brand awareness, brand image and brand loyalty. *Business And Management Studies: An*

International Journal, 1, 128–148.

- Bilgin, Y., & Kethüda, Ö. (2022). Charity social media marketing and its influence on charity brand Image, charity social media marketing and its influence on charity brand image, brand trust, and donation intention. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 33, 1091–1102. <https://doi.org/10.1007/s11266-021-00426-7>
- Byrne, B. M. (2016). *Structural equation modeling with Amos: Basic concepts, applications, and programming* (3rd ed). Routledge.
- Campbell, S., Greenwood, M., Prior, S., Walkem, K., Young, S., & Bywaters, D. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652–661. <https://doi.org/10.1177/1744987120927206>
- Chandra, C., & Keni, K. (2019). Pengaruh brand awareness, brand association, perceived quality, dan brand loyalty terhadap customer purchase decision. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 3(1), 176. <https://doi.org/10.24912/jmieb.v3i1.3506>
- Chang, P.-L., & Chieng, M.-H. (2006). Building consumer–brand relationship: A cross-cultural experiential view. *Psychology & Marketing*, 23(11), 927–959. <https://doi.org/10.1002/mar.20140>
- Cheung, M. L., Pires, G. D., & Rosenberger III, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image media marketing effects on brand awareness and brand image Guilherme D . Pires and. *International Journal of Economics and Business Research*, 17(3), 243–261. <https://doi.org/10.1504/IJEBR.2019.10019330>
- Dam, T. C. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- Dhurup, M., Mafini, C., & Dumasi, T. (2014). The impact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retailing industry. *Acta Commercii*, 14(1), 1–9.
- Dulek, B., & Saydan, R. (2019). The impact of social media advertisement awareness on brand awareness, brand image, brand attitude, and brand loyalty: A research on university students. *International Journal of Contemporary Economics and Administrative Sciences*, 9(2), 470–494. <https://doi.org/10.5281/zenodo.Companies>
- Faza, L. A., Agustini, P. M., Maesaroh, S., & Purnomo, A. C. (2022). Motives for purchase of skin care product users (Phenomenology study on women in DKI Jakarta). *ADI Journal on Recent Innovation (AJRI)*, 3(2), 139–152.
- Gemmy, H., Haryanto, J. O., & Suttedjo, N. P. (2019). Factors influence brand

- awareness towards purchasing intention on susu kental manis Frisian Flag. *International Journal of Business Studies*, 3(2), 40–53.
- Ghose, A., & Ipeiritis, P. G. (2010). Estimating the helpfulness and economic impact of product reviews: Mining text and reviewer characteristics. *IEEE transactions on knowledge and data engineering*, 23(10), 1498–1512.
- Gkouna, O., Tsekouropoulos, G., Theocharis, D., Hoxha, G., & Gounas, A. (2022). The impact of family business brand trust and crisis management practices on customer purchase intention during Covid-19. *Journal of Family Business Management*. <https://doi.org/10.1108/JFBM-03-2022-0046>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Gupta, A., & Arora, N. (2017). Understanding determinants and barriers of mobile shopping adoption using behavioral reasoning theory. *Journal of Retailing and Consumer Services*, 36(December 2016), 1–7. <https://doi.org/10.1016/j.jretconser.2016.12.012>
- Hafez, M. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: The mediating role of brand love and brand trust. *International Journal of Bank Marketing*, 39(7), 1353–1376. <https://doi.org/10.1108/IJBM-02-2021-0067>
- Han, S.-S. (2020). A factors effecting online social decisions in online consumer behavior. *유통과학연구*, 18(3), 67–76.
- Haryono, S., & Wardoyo, P. (2015). *Structural equation modeling* (H. Mintardja (ed.)). Badan Penerti PT Intermedia Personalia Utama.
- Herbst, K. C., & Finkel, E. L. I. J. (2012). On the dangers of pulling a fast one: Advertisement disclaimer speed, brand trust, and purchase intention. *Journal of Consumer Research*, 38(5), 909–919. <https://doi.org/10.1086/660854>
- Herjanto, H., Adiwijaya, M., Wijaya, E., & Hatane, S. (2020). The effect of celebrity endorsement on instagram fashion purchase intention: The evidence from Indonesia. *Organizations and Markets in Emerging Economies*, 11(1), 203–221. <https://doi.org/10.15388/omee.2020.11.31>
- Heskiano, H., Syah, T. Y. R., & Hilmy, M. R. (2020). Social media marketing relations, brand awareness to brand loyalty through the brand image. *Journal of Multidisciplinary Academis*, 4(4), 208–214.
- Hien, N. N., Phuong, N. N., Tran, T. Van, & 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, 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>

- Hokky, L. A., & Bernarto, I. (2021). The role of brand trust and brand image on brand loyalty on Apple Iphone smartphone users in DKI Jakarta. *Enrichment: Journal of Management*, 12(1), 474–482. <https://doi.org/10.35335/enrichment.v12i1.250>
- Huang, L., Wang, M., Chen, Z., Deng, B., & Huang, W. (2020). Brand image and customer loyalty: Transmitting roles of cognitive and affective brand trust. *Social Behavior and Personality: an international journal*, 48(5), 1–12.
- Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H. (2011). The effect of brand equity components on purchase intention: An application of Aaker's model in the automobile industry. *International business and management*, 2(2), 149–158. <https://doi.org/10.3968/J.IBM.1923842820110202.016>
- Jamali, M., & Khan, R. (2018). The impact of consumer interaction on social media and brand awareness and purchase intention: Case study of Samsung. *Journal of Marketing and Logistics Volume*, 144(1), 114–129.
- Karam, A. A., & Saydam, S. (2015). An analysis study of improving brand awareness and its impact on consumer behavior via media in North Cyprus (A case study of fast food restaurants). *International Journal of Business and Social Science*, 6(1), 66–80. www.ijbssnet.com
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.2307/1252054>
- Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands. *Marketing Science Institute*, 2020, 573–577.
- Kim, R., & Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9–21. <https://doi.org/10.14254/2071-8330.2019/12-3/1>
- Kline, R. B. (2015a). *Meta-Analysis: A Structural Equation Modeling Approach* (4 ed.). Wiley.
- Kline, R. B. (2015b). *Principles and practice of structural equation modeling* (D. A. Kenny & T. D. Little (ed.); 4th ed). The Guilford Press.
- Korengkeng, M. R. E., & Tielung, M. V. J. (2018). Consumer perception and buying decision for Indonesian Cosmetics product in Manado. *Jurnal EMBA*, 6(2), 556–564.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Global Edition*. In England: Pearson Education Limited.
- Kremer, F., & Viot, C. (2012). How store brands build retailer brand image. *International Journal of Retail and Distribution Management*, 40(7), 528–543. <https://doi.org/10.1108/09590551211239846>

- Kumar, S., Talwar, S., Krishnan, S., Kaur, P., & Dhir, A. (2021). Purchasing natural personal care products in the era of fake news? The moderation effect of brand trust. *Journal of Retailing and Consumer Services*, *63*, 102668. <https://doi.org/10.1016/j.jretconser.2021.102668>
- Kurniawan, A. W., & Puspitaningtyas, Z. (2016). *Metode Penelitian Kuantitatif* (April). Pandiva Buku.
- Langaro, D., Rita, P., & Salgueiro, M. D. F. (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>
- Majid, U. (2018). Research fundamentals: Study design, population, and sample size. *URNCSST Journal*, *2*(1), 1–7. <https://doi.org/https://doi.org/10.26685/urncst.16>
- Malarvizhi, C. A., Mamun, A. Al, Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, *8*, e10145. <https://doi.org/10.1016/j.heliyon.2022.e10145>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising in fl uences consumers ' purchase intention. *Journal of Business Research*, *94*, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Mudzakkir, M., & Nurfarida, I. (2015). The influence of brand awareness on brand trust through brand image. *SSRN*.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, *30*(1), 13–46. <https://doi.org/10.2501/IJA-30-1-013-046>
- Murtiasih, S., Hermana, B., & Febriani, W. (2021). The effect of marketing communication on brand equity with brand image, brand trust, and brand loyalty as the intervening variables. *Journal of International Business Research and Marketing*, *7*(1), 7–16. <https://doi.org/10.18775/jibrm.1849-8558.2015.71.3001>
- Nagoya, R., Bernarto, I., Antonio, F., Pramono, R., Wanasida, A. S., & Purwanto, A. (2021). Exploring intention to enroll university using an extended stimulus-organism. *Academy of Strategic Management Journal*, *20*(2), 2021. <https://www.proquest.com/openview/d3ef929db8bc83c129c8f62b7fc0b932/1?pq-origsite=gscholar&cbl=38745>
- Oh, Y. K. (2020). Determinants of online review helpfulness for Korean skincare

- products in online retailing. *Journal of Distribution Science*, 18(10), 65–75. <https://doi.org/10.15722/jds.18.10.202010.65>
- Panda, S., Pandey, S. C., Bennet, A., & Tia, X. (2019). University brand image as competitive advantage: A two country study. *International Journal of Educational Management*, 1–13.
- Portal, S., Abratt, R., & Bendixen, M. (2018). 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>
- Priatni, S. B., Hutriana, T., & Hindarwati, E. N. (2020). Pengaruh social media marketing terhadap purchase intention dengan brand awareness sebagai variable intervening pada martha tilaar salon day spa. *Jurnal Ekonomi, Manajemen dan Perbankan*, 5(3), 145–155.
- Punyatoya, P. (2014). Linking environmental awareness and perceived brand eco-friendliness to brand trust and purchase intention. *Global Business Review*, 15(2), 279–289. <https://doi.org/10.1177/0972150914523572>
- Puspaningrum, A. (2020). Social media marketing and brand loyalty: The role of brand trust. *Journal of Asian Finance, Economics and Business*, 7(12), 951–958. <https://doi.org/10.13106/jafeb.2020.vol7.no12.951>
- Razak, N., Themba, O. S., & Sjahrudin, H. (2019). Brand awareness as predictors of repurchase intention: Brand attitude as a moderator. *Advances in Social Sciences Research Journal*, 6(2), 541–554. <https://doi.org/10.14738/assrj.62.6264>
- Rizzi, V., Gubitosa, J., Fini, P., & Cosma, P. (2021). Neurocosmetics in skincare—the fascinating world of skin-brain connection: A review to explore ingredients, commercial products for skin aging, and cosmetic regulation. *Cosmetics*, 8(3), 66. <https://doi.org/10.3390/cosmetics8030066>
- Rodiques, Y., & Rahanatha, G. B. (2018). Peran brand trust memediasi hubungan brand image dengan brand loyalty (Studi pada konsumen iPhone di kota Denpasar). *E-Jurnal Manajemen Universitas Udayana*, 7(3), 1310. <https://doi.org/10.24843/ejmunud.2018.v7.i03.p07>
- Samsu. (2017). *Metode Penelitian: Teori dan Aplikasi Penelitian Kualitatif, Kuantitatif, Mixed Methods, serta Research & Development* (D. Rusmini (ed.); 1st ed.). Pusat Studi Agama dan Kemasyarakatan (PUSAKA).
- 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(10), 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Sari, A. C., Hartina, R., Awalia, R., Iriyanti, H., & Ainun, N. (2018). Komunikasi dan media sosial. *Jurnal The Messenger*, 3(2), 69.

- Savitri, C., Hurriyati, R., Adi, L., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185–192. <https://doi.org/10.5267/j.ijdns.2021.9.009>
- Schindler, R. M., & Bickart, B. (2012). Perceived helpfulness of online consumer reviews: The role of message content and style. *Journal of Consumer Behaviour*, 11(3), 234–243.
- Sedek, H., Elwy, S., & Eldallal, M. (2018). The impact of social media brand communication on consumer-based brand equity dimensions through Facebook in fast moving consumer goods: The case of Egypt. *Journal of Business and Retail Management Research (JBRMR)*, 12(2), 107–120.
- Sen, S., & Lerman, D. (2007). Why are you telling me this? An examination into negative consumer reviews on the web. *Journal of interactive marketing*, 21(4), 76–94.
- Seo, E., & Park, J. (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, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Shahid, Z., Hussain, T., & Azafar, D. F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Marketing and Consumer Research*, 33, 34–38.
- Sholeh, M., & Susanti, E. (2020). Penggunaan aplikasi Canva untuk membuat konten gambar pada media sosial sebagai upaya mempromosikan hasil produk UKM. *Jurnal Pengabdian Masyarakat Berkemajuan*, 4(1), 430–436. <https://doi.org/10.31764/jpmb.v4i1.2983>
- Siering, M., Muntermann, J., & Rajagopalan, B. (2018). Explaining and predicting online review helpfulness: The role of content and reviewer-related signals. *Decision Support Systems*, 108, 1–12.
- Sohail, M. S., Hasan, M., & Fathima, A. (2020). The impact of social media marketing on brand trust and brand loyalty: An Arab perspective. *International Journal of Online Marketing (IJOM)*, 10(1), 15–31. <https://doi.org/10.4018/IJOM.2020010102>
- Soo, S. K. S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. (2019). Brand trust and brand loyalty: A moderation and mediation perspective. *Current Journal of Applied Science and Technology*, 38(4), 1–17. <https://doi.org/10.9734/CJAST/2019/v38i430376>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Cetakan ke). CV Alfabeta.
- 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/https://doi.org/10.36941/ajis-2022-0021>
- Suhud, U., & Willson, G. (2019). Low-cost green car purchase intention: Measuring the role of brand image on perceived price and quality. *International Journal of Economics and Business Administration*, 7(3), 238–249. <https://doi.org/10.35808/ijeba/322>
- Sulistiyadi, K., Ramli, S., & Uddin, S. (2021). Factors influencing MCI preparedness of paramedic in XYZ industrial city. *ADI Journal on Recent Innovation (AJRI)*, 2(2), 223–231. <https://doi.org/10.34306/ajri.v2i2.24>
- Takaya, R. (2017). 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>
- Tan, Y., Geng, S., Katsumata, S., & Xiong, X. (2021). The effects of ad heuristic and systematic cues on consumer brand awareness and purchase intention: Investigating the bias effect of heuristic information processing. *Journal of Retailing and Consumer Services*, 63(May), 102696. <https://doi.org/10.1016/j.jretconser.2021.102696>
- Tandarto, R., & Dharmayanti, D. (2017). Pengaruh brand awareness terhadap customer loyalty dengan celebrity endorsement Raline Shah sebagai variabel intervening Top White Coffee di Surabaya. *Jurnal Strategi Pemasaran*, 4(1), 10.
- Tsabitah, N., & Anggraeni, R. (2021). The effect of brand image, brand personality and brand awareness on purchase intention of local fashion brand “This Is April.” *KINERJA*, 25(2), 234–250. <https://doi.org/10.24002/kinerja.v25i2.4701>
- Utami, P. P., Wilona, K., & Tabitha, C. (2022). Pengaruh social media marketing terhadap ekuitas merek e-commerce Sociolla. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 9(1), 223–238.
- Yazdanian, N., Ronagh, S., Laghaei, P., & Mostafshar, F. (2019). The mediation roles of purchase intention and brand trust in relationship between social marketing activities and brand loyalty. *International Journal Business Intelligence and Data Mining*, 15(4), 371–387. <https://doi.org/10.1504/ijbidm.2019.102807>
- Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, 117, 256–267. <https://doi.org/10.1016/j.jbusres.2020.05.001>