

## DAFTAR PUSTAKA

- 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>
- Agung, A. A. P. (2012). *Metodologi Penelitian Bisnis*. (T. U. Press, Ed.). Malang: Universitas Brawijaya Press.
- Aileen, E., Gaberamos, O., Bernarto, I., & Pasaribu, H. (2021). Enrichment: Journal of Management is Licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0) Enrichment: Journal of Management The Effect Of Social Media Marketing, Word Of Mouth, And Effectiveness Of Advertisi. *Enrichment: Journal of Management*, *12*(1), 426–441.
- 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>
- Al Hakim, R., Mustika, I., & Yuliani, W. (2021). Validitas Dan Reliabilitas Angket Motivasi Berprestasi. *FOKUS (Kajian Bimbingan & Konseling dalam Pendidikan)*, *4*(4), 263. <https://doi.org/10.22460/fokus.v4i4.7249>
- Alhaddad, A. (2015). Building customer loyalty model in airline industry View project Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty. *Quest Journals Journal of Research in Business and Management*, *3*(4), 1–08. Diambil dari [www.questjournals.org](http://www.questjournals.org)
- 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>

Ali, H. (2019). Building Repurchase Intention and Purchase Decision: Brand Awareness and Brand Loyalty Analysis (Case Study Private Label Product in Alfamidi Tangerang). *Saudi Journal of Humanities and Social Sciences*, 04(09), 623–634. <https://doi.org/10.36348/sjhss.2019.v04i09.009>

Almohaimmeed, B. M. A. (2019). The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective. *Journal of Business & Retail Management Research*, 13(04), 146–157. <https://doi.org/10.24052/jbrmr/v13is04/art-13>

Amanda, L., Yanuar, F., & Devianto, D. (2019). Uji Validitas dan Reliabilitas Tingkat Partisipasi Politik Masyarakat Kota Padang. *Jurnal Matematika UNAND*, 8(1), 179. <https://doi.org/10.25077/jmu.8.1.179-188.2019>

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 (JPVAI)*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>

Arifani, V. M., & Haryanto, H. (2018). Purchase intention: Implementation theory of planned behavior (Study on reusable shopping bags in Solo City, Indonesia). *IOP Conference Series: Earth and Environmental Science*, 200(1). <https://doi.org/10.1088/1755-1315/200/1/012019>

Armawan, I., Sudarmiati, Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, SerQual, 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>

Aryadhe, T., Suryani, A., & Sudiksa, I. B. (2018). Pengaruh Sikap Dan Norma Subjektif Terhadap Niat Beli Dan Keputusan Pembelian. *E-Jurnal Manajemen Unud*, 7(3), 1452–1480.

- Asnan, N. (2023). Pengaruh Social Media Marketing Terhadap Purchase Intention Dengan Brand Awareness Sebagai Mediasi. *Jurnal Manajemen Pemasaran*, 1–15. Diambil dari <https://jmppk.ub.ac.id/index.php/jmppk/article/view/139>
- Aulia, C., Rachma, N., & Slamet, A. R. (2019). Pengaruh Brand Image Terhadap Brand Loyalty Dengan Brand Trust Sebagai Variabel Intervening Pada Pelanggan Super Geprek. *E-Jurnal Riset Manajemen*, 8(09), 139–152.
- Awali, F. P., & Astuti, R. T. (2021). Pengaruh Social Media Marketing Activities Dan Brand Experience Terhadap Brand Loyalty: Peran Brand Trust Sebagai Variabel Mediasi (Studi pada Pelanggan Produk Kosmetik Pixy di Wilayah Jawa Tengah). *Diponegoro Journal of Management*, 10(3), 1–15. Diambil dari <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Baisyir, F. (2021). Pengaruh Kesadaran Merek terhadap Kepercayaan Merek dan Dampaknya terhadap Loyalitas Konsumen Hand Body Lotion. *Jurnal Apresiasi Ekonomi*, 9(2), 191–201. <https://doi.org/10.31846/jae.v9i2.381>
- 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>
- Bernarto, I., Berlianto, M. P., Meilan, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- Bilgin, Y. (2020). The influence of social media friendship on brand awareness and purchase intention: Evidence from young adult consumers. *International Journal of Marketing, Communication and New Media*, (8), 54–77. Diambil dari <http://u3isjournal.isvouga.pt/index.php/ijmcmn/article/viewFile/463/237>
- Bungin, B. (2017). *Metodologi Penelitian Kuantitatif |Komunikasi, Ekonomi, dan Kebijakan Publik Serta Ilmu-ilmu Sosial Lainnya*. Kencana.

- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., ... Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM? *Sustainability*, 15(6), 5331. <https://doi.org/10.3390/su15065331>
- Candra, B. F., & Suparna, G. (2019). Peran Brand Image Memediasi Pengaruh Electronic Word of Mouth Terhadap Niat Beli. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6638. <https://doi.org/10.24843/ejmunud.2019.v08.i11.p13>
- Caroline, O., & Brahmana, R. K. M. . (2018). Pengaruh Brand Image Terhadap Brand Loyalty Melalui Brand Satisfaction Pada Merek Imaparts. *Agora*, 6(1), 10.
- 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>
- Delgado, E. (2003). Development and Validation of a Brand Trust Scale. *International Journal of Market Research*, 45(1), 1–18. <https://doi.org/10.1177/147078530304500103>
- Dhanny, O., Hudayah, S., Paminto, A., Hariyadi, S., & Adhimursandi, D. (2021). Investigation of Perceived Quality and Brand Trust Antecedents and their Consequences on Brand Loyalty of Toyota Avanza Vehicle in East Kalimantan Province, Indonesia. *International Journal of Management (IJM)*, 12(1), 641–658. <https://doi.org/10.34218/IJM.12.1.2021.055>
- Dwiandini, A. P., Rahmawati, A., Maharani, A., Wulandari, R., & Suhud, U. (2021). Analisis Faktor-Faktor yang Mempengaruhi Intention to Visit Perkampungan Suku Baduy selama Pandemi. *Jurnal Bisnis, Manajemen, dan Keuangan*, 2(3), 629–648.
- 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>

Emeralda, maria verena, & Kurniawati. (2022). Analisis Pengaruh Social Media Marketing Dan Influencer Marketing Terhadap Brand Loyalty Dengan Brand Trust Dan Brand Equity Sebagai Medias. *Jurnal Ekonomi dan Bisnis*, 11(1), 1269–1273.

Erkmen, E., & Hancer, M. (2019). Building brand relationship for restaurants: An examination of other customers, brand image, trust, and restaurant attributes. *International Journal of Contemporary Hospitality Management*, 31(3), 1469–1487. <https://doi.org/10.1108/IJCHM-08-2017-0516>

Ezzat, M., Abd, M., Monem, E., Abd, E., & Salam, E. (2022). Minia Journal of Tourism and Hospitality Research, (12), 61–83.

Fathurrahman, M. M., Triwardhani, D., & Argo, J. G. (2021). Pengaruh Influencer Marketing Dan Viral Marketing Terhadap Keputusan Pembelian Bittersweet By Najla. *Prosiding SENAPENMAS*, 346(2), 1209. <https://doi.org/10.24912/psenapenmas.v0i0.15157>

Febrian, A., & Ahluwalia, L. (2020). Analisis Pengaruh Ekuitas Merek pada Kepuasan dan Keterlibatan Pelanggan yang Berimplikasi pada Niat Pembelian di E-Commerce. *Jurnal Manajemen Teori dan Terapan/ Journal of Theory and Applied Management*, 13(3), 254. <https://doi.org/10.20473/jmtt.v13i3.19967>

Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1787733>

Guci, D. A., Ghazali, P. L., Nst, A. M., Fajrillah, Abas, S., & Fadhli, M. (2020). Analyze the Relationship of Brand Image and Advertisement towards Decision to Become a Customer on Bank BNI Batam Branch. *Journal of*

*Physics: Conference Series*, 1477(2). <https://doi.org/10.1088/1742-6596/1477/2/022008>

Gunawan, A. I., Kania, R., & Tulastri. (2022). Examination of Advertising on Social Media: The Role of Endorsers in Creating Brand Awareness. *Journal of Marketing Innovation*, 2(1), 15–26. Diambil dari <https://doi.org/10.35313/jmi.v2i1.28>

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (2019). *Multivariate Data Analysis*. In Book (Vol. 87, Issue 4).

Haro, A., Oktaviana, D., Trimulia Dewi, A., Anisa, W., & Suangkupon, A. (2020). The Influence of Brand Image and Service Quality towards Purchase Intention and Its Impact on the Purchase Decision of Samsung Smartphone. *KnE Social Sciences*, 2020, 329–336. <https://doi.org/10.18502/kss.v4i6.6609>

Hasan, G., & Elviana, E. (2023). Pengaruh Brand Image, Celebrity Endorsement, EWOM, Brand Awareness dan Social Media Communication Terhadap Purchase Intention dengan Brand Trust Sebagai Variabel Mediasi Pada Pengguna Smartphone di Kota Batam. *Management Studies and Entrepreneurship Journal (MSEJ)*, Vol. 4(No. 2), 606–615. Diambil dari <https://www.yrpiiku.com/journal/index.php/msej/article/view/1244>

Hasan, M., & Sohail, M. S. (2020). The Influence of Social Media Marketing on Consumers' Purchase Decision: Investigating the Effects of Local and Nonlocal Brands. *Journal of International Consumer Marketing*, 0(0), 1–18. <https://doi.org/10.1080/08961530.2020.1795043>

Hassan, M., Zahid, S., Nemati, A. R., Yongfeng, C., & Javed, W. (2021). Impact of WOM, Advertising Effectiveness, and Brand Image on Brand Trust: Evidence from Telecommunication Sector in Pakistan. *Journal of Marketing Strategies*, 3(3), 111–131. <https://doi.org/10.52633/jms.v3i3.125>

Hermenda, 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>

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>

Hokky, L. A., & Bernarto, I. (2020). 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.

Ibrahim, B., Aljarah, A., & Ababneh, B. (2020). Do Social Media Marketing Activities Enhance Consumer Perception of Brands? A Meta-Analytic Examination. *Journal of Promotion Management*, 26(4), 544–568. <https://doi.org/10.1080/10496491.2020.1719956>

Iskuntianti, N. D., Faisal, M. A., Naimah, J., & Sanjaya, V. F. (2020). The Influence Of Brand Image, Lifestyle, And Product Quality on Purchasing Decisions. *Journal of Business Management Review*, 1(6), 436–448. <https://doi.org/10.47153/jbmr16.752020>

Jasmalinda. (2021). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Motor Yamaha Di Kabupaten Padang Pariaman. *Jurnal Inovasi Penelitian*, 1(10), 2199–2205.

Jin, N., Lee, S., & Huffman, L. (2012). Impact of Restaurant Experience on Brand Image and Customer Loyalty: Moderating Role of Dining Motivation. *Journal of Travel and Tourism Marketing*, 29(6), 532–551. <https://doi.org/10.1080/10548408.2012.701552>

Kanwar, A., & Huang, Y.-C. (2022). Indian Females Inclination towards Cosmetic Brands Purchase Intention Influenced by Celebrity Endorsement through Perceived Quality and Brand Trust. *Review of Integrative Business and Economics Research*, 11(3), 61–80.

Khoiriyah, N. L., Marisa, F., & Wijaya, I. D. (2018). Rancang Bangun Sistem

- Presensi Online Berbasis Granted Validitas Data. *J I M P - Jurnal Informatika Merdeka Pasuruan*, 3(1), 53–61. <https://doi.org/10.37438/jimp.v3i1.89>
- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>
- Kusumastuti, A., Khoiron, A. M., & Achmadi, T. A. (2020). *Metode Penelitian Kuantitatif*. CV BUDI UTAMA.
- Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2020). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product and Brand Management*, 30(7), 990–1015. <https://doi.org/10.1108/JPBM-02-2020-2763>
- 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(5–6), 34–35.
- Laksono, A. W., & Suryadi, N. (2020). Pengaruh Citra Merek, Kepercayaan Merek, Dan Kualitas Merek Terhadap Loyalitas Merek Pada Pelanggan Geprek Benu Di Kota Malang. *Holistic Journal of Management Research*, 1(1), 8–16.
- Lapian, M. D. J., & Mandagie, Y. (2018). Analisis Citra Merek, Harga Produk Dan Kualitas Terhadap Keputusan Pembelian Handphone Samsung Pada Seluruh Gerai Â Gerai Seluler Di It Center Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(4), 2288–2297.
- Lau, G. T., & Lee, S. H. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, 4(1999), 341–370.
- Ledikwe, A. (2020). Determinants of brand loyalty in the apparel industry: A developing country perspective. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1787736>



- Marliawati, A., & Cahyaningdyah, D. (2020). Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust. *Management Analysis Journal*, 9(2), 140–151. <https://doi.org/10.15294/maj.v9i2.36945>
- Mileva, D. N. (2018). Pengaruh social media marketing dan persepsi kualitas terhadap niat beli Surabaya Snowcake (Studi pada masyarakat Surabaya Timur). *Jurnal Ilmu Manajemen (JIM)*, 7(2), 446–452.
- Moslehpour, M., Ismail, T., Purba, B. I., & Lin, P. K. C. (2020). The Effects of Social Media Marketing, Trust, and Brand Image on Consumers' Purchase Intention of GO-JEK in Indonesia. *ACM International Conference Proceeding Series*, 5–10. <https://doi.org/10.1145/3387263.3387282>
- Nasution, H. F., Matondang, Z., Padang, K., Lestari, M., Selatan, K. P., & Ungu, U. J. (2022). Snack Box Di Kelurahan Padang Matinggi. *Indonesian Journal Of Community Service*, 2(2), 140–148.
- Naufal, M. H., & Maftukhah, I. (2017). *Management Analysis Journal*, 6(4), 120–128.
- Nawaz, S. S., & Mubarak, K. M. (2015). Adoption of Social Media Marketing by Tourism Product Suppliers: A Study in Eastern Province of Sri Lanka. *European Journal of Business and Management* [www.iiste.org](http://www.iiste.org) ISSN, 7(7), 448–456. Diambil dari [www.iiste.org](http://www.iiste.org)
- Oktiani, A., & Khadafi, R. (2018). Pengaruh Brand Awareness dan Brand Image serta Word Of Mouth terhadap Brand Trust dan Pembentukan Brand Loyalty pada Pelanggan Cbezt Friedchiken Kecamatan Genteng Banyuwangi. *Journal of Economic, Bussines and Accounting (COSTING)*, 1(2), 269–282. <https://doi.org/10.31539/costing.v1i2.259>
- Pisitsankhakarn, R., & Vassanadumrongdee, S. (2020). Enhancing purchase intention in circular economy: An empirical evidence of remanufactured automotive product in Thailand. *Resources, Conservation and Recycling*, 156(January), 104702. <https://doi.org/10.1016/j.resconrec.2020.104702>

- Prasetio, A., & Zahira, S. E. (2021). Pengaruh social media marketing pada brand image dan brand trust terhadap purchase intention produk kosmetik Sariayu Martha Tilaar (Studi kasus pada social media Instagram). *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 6(3), 663–677. Diambil dari <http://jim.unsyiah.ac.id/EKM/article/view/17395>
- Prasetya, P., & Prasetyaningtyas, S. W. (2020). *Metode Riset Bisnis: Structural Equation Modeling Soft System Methodology*. Bogor: IPB Press.
- Pratama, D. A. (2020). Pengaruh Persepsi Manfaat, Persepsi Kemudahan Penggunaan dan Persepsi Resiko Terhadap Niat Beli Pelanggan Melalui Sikap Pelanggan Sebagai Mediasi Pada Tokopedia.Com. *Agora*, 8(1), 1–6.
- 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>
- Putra, I. W. G. G. P., & Sulistyawati, E. (2019). Peran Brand Trust Memediasi Pengaruh Brand Image Terhadap Brand Loyalty. *E-Jurnal Manajemen Universitas Udayana*, 8(7), 4328. <https://doi.org/10.24843/ejmunud.2019.v08.i07.p12>
- Putri, A. M. P., & Anggarawati, S. (2022). the Role of Brand Trust As a Mediator in the Relationship Between Social Media Marketing and Purchase Intentions. *Managament Insight: Jurnal Ilmiah ...*, (June). <https://doi.org/10.37200/IJPR/V24I6/PR261416>
- Qurniawati, R. S. (2018). Theoretical Review: Pemasaran Media Sosial. *Among Makarti*, 11(1), 17–27. <https://doi.org/10.52353/ama.v11i1.159>
- Rahayu, S., & Harsono, M. (2018). Kepercayaan Merek Dan Brand Affect Sebagai Antecedent Dari Loyalitas Merek. *Media Ekonomi*, 18(1), 9. <https://doi.org/10.30595/medek.v18i1.2409>
- Rahi, S., Ghani, M. A., & Ngah, A. H. (2020). Factors propelling the adoption of internet banking: The role of e-customer service, website design, brand image

- and customer satisfaction. *International Journal of Business Information Systems*, 33(4), 549–569. <https://doi.org/10.1504/IJBIS.2020.105870>
- Rahmawati, E. D., & Untarini, N. (2023). Pengaruh e-wom, kualitas informasi, dan brand trust terhadap niat beli minuman & es krim waralaba Mixue. *Ilmu Manajemen*, 14(1), 15–30. Diambil dari <https://journal.unesa.ac.id/index.php/jim/article/view/22652/9466>
- Ramdhani, M. D., & Masnita, Y. (2023). Peran Pemasaran Media Sosial Pada Ekuitas Merek Menggunakan Citra Dan Kepercayaan Merek. *Jurnal Ekobis : Ekonomi Bisnis & Manajemen*, 13(1), 89–103. <https://doi.org/10.37932/j.e.v13i1.701>
- Ramirez, R. H., & Merunka, D. (2019). Brand experience effects on brand attachment: the role of brand trust, age, and income. *European Business Review*, 31(5), 610–645. <https://doi.org/10.1108/EBR-02-2017-0039>
- Roberts, D. L., Piller, F. T., & Lüdtgens, D. (2016). Mapping the Impact of Social Media for Innovation: The Role of Social Media in Explaining Innovation Performance in the PDMA Comparative Performance Assessment Study. *Journal of Product Innovation Management*, 33, 117–135. <https://doi.org/10.1111/jpim.12341>
- 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.
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Sanita, S., Kusniawati, A., & Lestari, M. N. (2019). Pengaruh Product Knowledge dan Brand Image Terhadap Purchase Intention (Penelitian pada PT. Bahana

Cahaya Sejati Ciamis). *Business Management and Entrepreneurship Journal*, 1(3), 169–184. Diambil dari <https://jurnal.unigal.ac.id/index.php/bmej/article/view/2328>

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>

Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). 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>

Semuel, H., & Setiawan, K. Y. (2018). Promosi Melalui Sosial Media, Brand Awareness, Purchase Intention Pada Produk Sepatu Olahraga. *Jurnal Manajemen Pemasaran*, 12(1), 47–52. <https://doi.org/10.9744/pemasaran.12.1.47>

Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53, 47–65. <https://doi.org/10.1016/j.intmar.2020.05.001>

Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46(November), 58–69. <https://doi.org/10.1016/j.jretconser.2017.11.001>

Shouk, M. A., & Soliman, M. (2021). The impact of gamification adoption intention on brand awareness and loyalty in tourism: The mediating effect of customer engagement. *Journal of Destination Marketing and Management*, 20(August 2020), 100559. <https://doi.org/10.1016/j.jdmm.2021.100559>

Sikteubun, M. R., Dirgantara, I. M. B., & Nurdianasari, R. (2022). Analisis



Pengaruh Brand Image, Perceived Price, Dan Perceived Value terhadap Purchase Intentions pada Produk Private Label, *11*(2017), 1–12.

Song, S., & Kim, H. Y. (2020). Celebrity endorsements for luxury brands: followers vs. non-followers on social media. *International Journal of Advertising*, *39*(6), 802–823. <https://doi.org/10.1080/02650487.2020.1759345>

Sudaryana, B., & Agusady, R. (2022). *Metodologi Penelitian Kuantitatif*. Deepublish (CV Budi Utama).

Sudirman, A., Halim, F., & Pinem, R. J. (2020). Kepercayaan Sebagai Pemediasi Dampak Citra Merek dan Harga Terhadap Kepuasan Konsumen Gojek. *Jurnal Pemasaran Kompetitif*, *3*(3), 66. <https://doi.org/10.32493/jpkpk.v3i3.4822>

Suhardi, D., & Irmayanti, R. (2019). Pengaruh celebrity endorser, citra merek, dan kepercayaan merek terhadap minat beli konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, *3*(1), 53.

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>

Tan, L., & Keni, K. (2020). Prediksi E-Wom dan Subjective Norm terhadap Purchase Intention: Brand Attitude Sebagai Variabel Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, *2*(3), 765. <https://doi.org/10.24912/jmk.v2i3.9590>

Thakshak. (2018). Analysing customer based airline brand equity: Perspective from Taiwan. *Future Business Journal*, *4*(2), 233–245. <https://doi.org/10.1016/j.fbj.2018.07.001>

Tran, K. T., Nguyen, P. V., Do, H. T. S., & Nguyen, L. T. (2020). University students' insight on brand equity. *Management Science Letters*, *10*(9), 2053–2062. <https://doi.org/10.5267/j.msl.2020.2.006>

- Waluya, A. I., Iqbal, M. A., & Indradewa, R. (2019). How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers. *International Journal of Services, Economics and Management*, 10(2), 177–193. <https://doi.org/10.1504/IJSEM.2019.100944>
- Wen, T., Qin, T., & Liu, R. R. (2019). The impact of nostalgic emotion on brand trust and brand attachment: An empirical study from China. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 1118–1137. <https://doi.org/10.1108/APJML-09-2018-0390>
- Widodo, T., & Rakhmawati, D. (2021). Peran Brand Trust dan Brand Reputation dalam Menguatkan Pengaruh Brand Awareness terhadap Brand Performance Kasus pada Langit Musik. *Jurnal Manajemen dan Organisasi*, 12(3), 189–201. <https://doi.org/10.29244/jmo.v12i3.34463>
- Wilis, R. A., & Nurwulandari, A. (2020). The Effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 4(3), 1061–1099. Diambil dari <http://journal.stiemb.ac.id/index.php/mea/article/view/609>