

DAFTAR PUSTAKA

- Aaker, D. A. (2009). *Managing brand equity*. 27(2), 267–283.
- Adiwidjaja, A. J. (2017). Pengaruh brand image dan brand trust terhadap keputusan pembelian sepatu converse. *Agora*, 5(2).
- Anderson, J. C., & Narus, J. A. (1990). A model of distributor firm and manufacturer firm working partnerships. *Journal of Marketing*, 54(1), 42–58.
- andi, D. (2021). *Laporan SEA e-Economy Sebut Nilai Ekonomi Digital Indonesia Tembus US\$ 70 Miliar*. Kontan.Co.Id. <https://nasional.kontan.co.id/news/laporan-sea-e-economy-sebut-nilai-ekonomi-digital-indonesia-tembus-us-70-miliar>
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Assaker, G., O'Connor, P., & El-Haddad, R. (2020). Examining an integrated model of green image, perceived quality, satisfaction, trust, and loyalty in upscale hotels. *Journal of Hospitality Marketing & Management*, 29(8), 934–955.
- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived quality and emotional value that influence consumer's purchase intention towards American and local products. *Procedia Economics and Finance*, 35, 639–643.
- Athapaththu, J. C., & Kulathunga, K. (2018). *Factors affecting online purchase intention: Effects of technology and social commerce*.
- Aulia, R. A. (2023). PENGARUH SISTEM REPUTASI DAN CITRA MEREK BLIBLI TERHADAP MINAT BELI YANG DI MEDIASI OLEH KEPERCAYAAN PELANGGAN. *Journal of Applied in Business Management and Accounting*, 2(02), 123–140.
- Ayuni, R. F. (2017). E-Tail Quality and Online Social Communication for the I-Generation: Impacts on Online Purchase Intention. *Australian Academy of Business and Economics Review*, 3(3), 119–130.
- Azizah, L. N. (2021). *Pendiri Shopee dan Kisah Perjalanan Karirnya*.

- Gramedia.Com. <https://www.gramedia.com/literasi/pendiri-shopee/>
- Azmi, M., Shihab, M. S., Rustiana, D., & Lazirkha, D. P. (2022). The effect of advertising, sales promotion, and brand image on repurchasing intention (study on shopee users). *IAIC Transactions on Sustainable Digital Innovation (ITSDI)*, 3(2), 76–85.
- Azzahra, S., & Fachira, I. (2022). The Influence of Bring Back Our Bottle Program on The Body Shop Indonesia Brand Image, Brand Trust, Brand Love and Brand Loyalty. *Asian Journal of Research in Business and Management*, 4(3), 283–295.
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191.
- Benhardy, K., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, 10(14), 3425–3432.
- Bernarto, I., Berlianto, M. P., Meilani, 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), 412–426.
- Brunn, P., Jensen, M., & Skovgaard, J. (2002). e-Marketplaces:: Crafting A Winning Strategy. *European Management Journal*, 20(3), 286–298.
- Buil, I., Martínez, E., & De Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of Consumer Marketing*.
- Cha, S.-S., & Seo, B.-K. (2019). The effect of brand trust of home meal replacement on repurchasing in online shopping. *Asian Journal of Business Environment*, 9(3), 21–26.
- Chan, B., Purwanto, E., & Hendratono, T. (2020). Social media marketing, perceived service quality, consumer trust and online purchase intentions. *Technology Reports of Kansai University*, 62(10), 6265–6272.
- Chaniotakis, I. E., Lymeropoulos, C., & Soureli, M. (2010). Consumers' intentions of buying own-label premium food products. *Journal of Product & Brand Management*.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust

- and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
- Chen, M.-F., & Lee, C.-L. (2015). The impacts of green claims on coffee consumers' purchase intention. *British Food Journal*, 117(1), 195–209.
- 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(1), 124–139.
- Choi, H., Kim, Y., & Kim, J. (2011). Driving factors of post adoption behavior in mobile data services. *Journal of Business Research*, 64(11), 1212–1217.
- Choi, S. H. (2012). The effects of brand trust dimensions on consumers' economic and social loyalty behavior. *Consumer Culture Research*, 15(2), 171–188.
- Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. *Journal of Retailing and Consumer Services*, 43, 101–110.
- DAM, T. C. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *The Journal of Asian Finance, Economics, and Business*, 7(10), 939–947.
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608–620.
- Dianka, A. A. (2021). *Performa e-Commerce: Shopee, Si Paling Laris Tahun Ini*. TrenAsia. trenasia.com/performa-e-commerce-shopee-si-paling-laris-tahun-ini
- Dodi. (2022). *Klaim Barang Rusak di Shopee Ribet Banget*. Mediakonsumen.Com. <https://mediakonsumen.com/2022/06/12/surat-pembaca/klaim-barang-rusak-di-shopee-ribet-banget>
- Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer–seller relationships. *Journal of Marketing*, 61(2), 35–51.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research*, 54(2), 177–184.

- Ferdinand, A. (2002). Pengembangan Minat Beli Merek Ekstensi. *Semarang: Badan Penerbit Universitas Diponegoro*, 3, 243–266.
- Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan desrtasi ilmu manajemen*.
- Firmansyah, N., & Ali, H. (2019). Consumer Trust Model: The Impact of Satisfaction and E-Service Quality toward Repurchase Intention in E-Commerce. *Saudi Journal of Humanities and Social Sciences*, 4(8), 552–559.
- Gardner, B. B., & Levy, S. J. (1955). The product and the brand. *Harvard Business Review*, 33(2), 33–39.
- Gaur, L., & Anshu, K. (2018). Consumer preference analysis for websites using e-TailQ and AHP. *International Journal of Engineering & Technology*, 7(2.11), 14–20.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 51–90.
- Gil, M. T., & Jacob, J. (2018). The relationship between green perceived quality and green purchase intention: a three-path mediation approach using green satisfaction and green trust. *International Journal of Business Innovation and Research*, 15(3), 301–319.
- Ha, H., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour: An International Research Review*, 4(6), 438–452.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*. Pearson Education.
- Hale, T., Angrist, N., Goldszmidt, R., Kira, B., Petherick, A., Phillips, T., Webster, S., Cameron-Blake, E., Hallas, L., & Majumdar, S. (2021). A global panel database of pandemic policies (Oxford COVID-19 Government Response Tracker). *Nature Human Behaviour*, 5(4), 529–538.
- Herlina, H., & Diputra, T. T. (2018). Implementasi Rumus Sobel Pada Web Dengan Topik Regresi Linier Menggunakan Variabel Intervening. *Jurnal Algoritma, Logika Dan Komputasi*, 1(1).
- Hermawan, A. (2005). *Penelitian Bisnis-Paragidma Kuantitati*. Grasindo.

- Hermawan, S., & Amirullah. (2016). *Metode Penelitian Bisnis Pendekatan Kuantitatif & Kualitatif*. Media Nusa Creative.
- Hien, N., Phuong, N., Tran, T. Van, & Thang, L. (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.
- Irawan, P. A. P., & Suprapti, N. W. S. (2020). The Effect of Brand Image on Purchase Intention Mediated by Trust. *Computer*, 19(5).
- Karnadi, A. (2022). *Beralihnya Tren Belanja Masyarakat Indonesia ke Ranah Daring*. Dataindonesia.Id. <https://dataindonesia.id/digital/detail/beralihnya-tren-belanja-masyarakat-indonesia-ke-ranah-daring>
- Kazmi, A., & Mehmood, Q. (2016). The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan. *Management Science Letters*, 6(7), 499–508.
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Kim, E.-J., Kim, S.-H., & Lee, Y.-K. (2019). The effects of brand hearsay on brand trust and brand attitudes. *Journal of Hospitality Marketing & Management*, 28(7), 765–784.
- Konuk, F. A. (2021). The moderating impact of taste award on the interplay between perceived taste, perceived quality and brand trust. *Journal of Retailing and Consumer Services*, 63, 102698.
- Kristina, M. (2022). *Diterpa Isu PHK, Konsumen Keluhkan Biaya Layanan ShopeeFood Mahal*. IDX Channel. <https://www.idxchannel.com/economics/diterpa-isu-phk-konsumen-keluhkan-biaya-layanan-shopeefood-mahal>
- Kurniawan, H. H. (2017). Pengaruh perceived quality terhadap brand loyalty melalui mediasi brand image dan brand trust. *Jurnal Bisnis Dan Manajemen*, 4(2).
- Kustini, N. I. (2011). Experiential marketing, emotional branding, and brand trust and their effect on loyalty on Honda motorcycle product. *Journal of*

- Economics, Business, & Accountancy Ventura, 14(1).*
- Lai, F., Griffin, M., & Babin, B. J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research, 62*(10), 980–986.
- Larasetiati, M., & Ali, H. (2019). Model of consumer trust: analysis of perceived usefulness and security toward repurchase intention in online travel agent. *Saudi Journal of Economics and Finance, 3*(8), 350–357.
- 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.
- Leliga, F. J. (2013). Analisa Pengaruh Brand Image Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Mediator Pada the Dreamland Luxury Villas and Spa, Bali. *Jurnal Hospitality Dan Manajemen Jasa, 1*(1), 80–93.
- Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review, 20*(4), 210–218.
- Lin, S.-W., & Lo, L. Y.-S. (2016). Evoking online consumer impulse buying through virtual layout schemes. *Behaviour & Information Technology, 35*(1), 38–56.
- Liu, M. T., Wong, I. A., Tseng, T.-H., Chang, A. W.-Y., & Phau, I. (2017). Applying consumer-based brand equity in luxury hotel branding. *Journal of Business Research, 81*, 192–202.
- Lloyd, A. E., & Luk, S. T. K. (2010). The Devil Wears Prada or Zara. *JGAMS, 1*, 129–141.
- Lopes, E. L., de Lamônica Freire, O. B., & Lopes, E. H. (2019). Competing scales for measuring perceived quality in the electronic retail industry: A comparison between ES-Qual and E-TailQ. *Electronic Commerce Research and Applications, 34*, 100824.
- Makki, S. (2021). *Konsumen Belanja Online RI Melonjak 88 Persen pada 2021.* [Www.Cnnindonesia.Com.](http://www.cnnindonesia.com)

- <https://www.cnnindonesia.com/ekonomi/20211229141536-92-740093/konsumen-belanja-online-ri-melonjak-88-persen-pada-2021>
- Malhotra. (2010). *Marketing Research: An Applied Orientation*. Prentice Hall.
- Mandili, I., Zarkasih, A., Munthe, R. S., & Wahyuni, E. (2022). Effect of product quality, customer satisfaction, trust, and brand image on repurchase intention. Case study: halal cosmetic products. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 10802–10809.
- Manorek, S. L. (2016). The influence of brand image, advertising, perceived price toward consumer purchase intention (case study: samsung smartphone). *Jurnal Berkala Ilmiah Efisiensi*, 16(1).
- Martínez, P., Pérez, A., & Del Bosque, I. R. (2014). CSR influence on hotel brand image and loyalty. *Academia Revista Latinoamericana de Administración*, 27(2), 267–283.
- Mateen Khan, M. (2019). Celebrity endorsement and purchase intention: The role of perceived quality and brand loyalty. *Khan, MM, Memon, Z., & Kumar, S.,(2019). Celebrity Endorsement and Purchase Intention: The Role of Perceived Quality and Brand Loyalty. Market Forces*, 14(2), 99–120.
- Maulida, L. (2022). *Belanja di Shopee Lebih Mahal Rp 1.000 Per Transaksi*. Kompas.Com. <https://tekno.kompas.com/read/2022/10/25/12450017/belanja-di-shopee-lebih-mahal-rp-1000-per-transaksi?page=all>
- 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.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.
- Mufarrikoh, Z. (2019). *Statistika pendidikan (Konsep sampling dan uji hipotesis)*. Jakad Media Publishing.
- Muhammad. (2013). *Metodologi Penelitian Ekonomi Islam : Pendekatan Kuantitatif*. Rajawali Pers.
- Oliveira, T., Alhinho, M., Rita, P., & Dhillon, G. (2017). Modelling and testing

- consumer trust dimensions in e-commerce. *Computers in Human Behavior*, 71, 153–164.
- Pandiangan, K., Masiyono, M., & Atmogo, Y. D. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471–484.
- Pentury, L. V., Sugianto, M., & Remiasa, M. (2019). Pengaruh E-Wom Terhadap Brand Image Dan Purchase Intention Pada Hotel Bintang Tiga Di Bali. *Jurnal Manajemen Perhotelan*, 5(1), 26–35.
- Prahiawan, W., Juliana, J., & Purba, J. T. (2021). The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop. *Anser, MK, Tabash, MI, Nassani, AA, Aldakhil, AM, & Yousaf, 2021*.
- Pramono, R., Sondakh, L. W., BERNARTO, I., JULIANA, J., & PURWANTO, A. (2021). Determinants of the small and medium enterprises progress: A case study of SME entrepreneurs in Manado, Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(1), 881–889.
- 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.
- Rahayu, A., Utama, D. H., & Novianty, R. (2021). The impact of online customer reviews on purchase intention in online marketplace. *5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020)*, 471–477.
- Rahman, M. A., Abir, T., Yazdani, D. M. N., Hamid, A. B. A., & Al Mamun, A. (2020). Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers. *Journal of Xi'an University of Architecture & Technology*, 12, 4935–4946.
- Rana, A., Bhat, A., & Rani, L. (2015). A classificatory scheme for antecedents of the sources of “online brand equity.” *Journal of Research in Interactive Marketing*.
- Resmawa, I. N. (2017). Pengaruh Brand Image dan Product Knowledge terhadap Purchase Intention dengan Green Price sebagai Moderating Variabel pada

- Produk the Body Shop di Surabaya. *Jurnal Aplikasi Manajemen, Ekonomi Dan Bisnis*, 1(2), 1–11.
- Robert, D., & John, R. (1982). Store atmosphere: an environmental psychology approach. *Journal of Retailing*, 58(1), 34–57.
- Rosita, D., & Novitaningtyas, I. (2021). Pengaruh celebrity endorser dan brand image terhadap keputusan pembelian produk Wardah pada konsumen mahasiswa. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(4), 494–505.
- Salhab, H., Al-Amarneh, A., Aljabaly, S., Zoubi, M., & Othman, M. (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.
- Sanjiwani, N. M. D., & Suasana, I. (2019). Peran brand image dalam memediasi pengaruh kualitas produk terhadap keputusan pembelian. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6721.
- Santoso, S. (2011). *Structural Equation Modeling*. Elex Media Komputindo.
- Saputri, S. M. (2016). Pengaruh Perceived Quality dan Perceived Value terhadap Purchase Intention. *PROSIDING SEMINAR NASIONAL CENDEKIAWAN*.
- Sarjono, H., & Julianita, W. (2011). SPSS vs LISREL: sebuah pengantar, aplikasi untuk riset. *Jakarta: Salemba Empat*, 5(2), 23–34.
- Sedarmayanti, & Hidayat, S. (2011). *Metodologi Penelitian*. Mandar Maju.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. john wiley & sons.
- 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, 36–41.
- Septiani, R., & Dismarita, W. (2022). PENGARUH PRODUCT INNOVATION, PRODUCT QUALITY DAN BRAND IMAGE TERHADAP CUSTOMER LOYALTY DENGAN COMPETITIVE ADVANTAGE SEBAGAI VARIABEL INTERVENING DI PT. INSERA SENA. *Jurnal Manajemen Dan Kewirausahaan*, 2(2), 120–132.

- Setiawan, L. (2018). Pengaruh Celebrity Endorsement Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Mediasi Pada Produk Green Tea Esprecielo Allure. *Jurnal Manajemen Pemasaran*, 12(1), 53–60.
- Setyabudi, Z. T. (2022). *Penggunaan Aplikasi Shopee sebagai Sektor Informal Berbasis Digital*. Kompasiana.Com. <https://www.kompasiana.com/zulfanitrisetyabudi20190423/62b87a93bb448664d0164992/penggunaan-aplikasi-shopee-sebagai-sektor-informal-berbasis-digital?page=all#section2>
- Sharma, S., Menard, P., & Mutchler, L. A. (2019). Who to trust? Applying trust to social commerce. *Journal of Computer Information Systems*, 59(1), 32–42.
- Sidabutar, Y. (2022). *Sudah Melakukan Pembayaran SPayLater di Aplikasi Shopee, Akun Malah Diblokir*. Mediakonsumen.Com. <https://mediakonsumen.com/2022/06/13/surat-pembaca/sudah-melakukan-pembayaran-spaylater-di-aplikasi-shopee-akun-malah-diblokir>
- Sijoatmodjo, F. A., & Soetedja, V. (2021). *PENGARUH CELEBRITY ENDORSEMENT TERHADAP PURCHASE INTENTION DENGAN BRAND AWARENESS SEBAGAI VARIABEL MEDIASI PADA PRODUK MEREK “KEEKHO.” PERFORMA*.
- Siyoto, S., & Sodik, A. (2015). *Dasar Metodologi Penelitian* (Cetakan 1). Literasi Media.
- Soediono, W., Prasatyto, K. W., & Adeline, M. (2020). Pengaruh Brand Experience, Brand Image-Congruence, Brand Affect Dan Brandtrust Terhadap Repurchase Intention Pada Produk Fashion Berrybenka Secara Online Di Jakarta. *Media Bisnis*, 12(1), 57–66.
- Sugiarto, D. S. (2006). Metode statistika untuk bisnis dan ekonomi. *Gramedia Pustaka Utama: Jakarta*.
- Sugiyono, P. (2015). Metode penelitian kombinasi (mixed methods). *Bandung: Alfabeta*, 28, 1–12.
- Sun, Y., Huang, Y., Fang, X., & Yan, F. (2022). The Purchase Intention for Agricultural Products of Regional Public Brands: Examining the Influences of Awareness, Perceived Quality, and Brand Trust. *Mathematical Problems*

- in Engineering*, 2022.
- Suparno, C. (2020). Online purchase intention of halal cosmetics: SOR framework application. *Journal of Islamic Marketing*, 12(9), 1665–1681.
- Suryani, S., & Rosalina, S. S. (2019). Pengaruh Brand Image, Brand Trust, Dan Kualitas Layanan Terhadap Keputusan Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Moderating Pada Startup Business Unicorn Indonesia. *Journal of Business Studies*, 4(1), 41–53.
- Takaya, R. (2017). The Effect Of Celebrity Endorsment On Brand Image And Trust Brand And It's Impact To Purchaseintention Case Study: Oppo Smartphone. *Business and Entrepreneurial Review*, 17(2), 183–196.
- Tamimi, N., & Sebastianelli, R. (2016). How e-tailing attributes affect perceived quality: The potential impact of customer demographics and online behaviors. *The TQM Journal*.
- Tedeschi, M., Galli, G., & Martini, M. C. (2017). On and off-line purchase intention: the role of brand trust as moderator of risk perception. *Journal of Emerging Trends in Marketing and Management*, 1(1), 194–203.
- Wijaya, A. F. B., Surachman, S., & Mugiono, M. (2020). The effect of service quality, perceived value and mediating effect of brand image on brand trust. *Jurnal Manajemen Dan Kewirausahaan*, 22(1), 45–56.
- Wijaya, E., & Warnadi, W. (2019). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Secara Online di Shopee: Dampak Dari E-Commerce. *Procuratio: Jurnal Ilmiah Manajemen*, 7(2), 152–164.
- Wolfinbarger, M., & Gilly, M. C. (2003). eTailQ: dimensionalizing, measuring and predicting etail quality. *Journal of Retailing*, 79(3), 183–198.
- Xiao, L., Guo, F., Yu, F., & Liu, S. (2019). The effects of online shopping context cues on consumers' purchase intention for cross-border E-Commerce sustainability. *Sustainability*, 11(10), 2777.
- Xie, Y., Batra, R., & Peng, S. (2015). An extended model of preference formation between global and local brands: The roles of identity expressiveness, trust, and affect. *Journal of International Marketing*, 23(1), 50–71.
- Yan, L., Xiaojun, F., Li, J., & Dong, X. (2019). Extrinsic cues, perceived quality,

- and purchase intention for private labels: Evidence from the Chinese market. *Asia Pacific Journal of Marketing and Logistics*.
- Yohanna, Y., & Ruslim, T. S. (2021). Pengaruh Brand Love, Brand Satisfaction, Brand Trust Terhadap Purchase Intention Produk Gucci. *Jurnal Manajerial Dan Kewirausahaan*, 3(2), 569–579.
- Yu, W., Han, X., Ding, L., & He, M. (2021). Organic food corporate image and customer co-developing behavior: The mediating role of consumer trust and purchase intention. *Journal of Retailing and Consumer Services*, 59, 102377.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zhang, H., Lu, Y., Gupta, S., & Zhao, L. (2014). What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences. *Information & Management*, 51(8), 1017–1030.
- Zhu, B., Kowatthanakul, S., & Satanasavapak, P. (2020). Generation Y consumer online repurchase intention in Bangkok: Based on Stimulus-Organism-Response (SOR) model. *International Journal of Retail & Distribution Management*, 48(1), 53–69.
- Zhu, L., Li, H., Wang, F.-K., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (SOR) framework. *Aslib Journal of Information Management*, 72(4), 463–488.