

DAFTAR PUSTAKA

- Aaker, D. A., & Joachimsthaler, E. (2020). Brand leadership. Simon and Schuster
- Aaker. 2018 Manajemen ekuitas merek, Jakarta : Mitra Utama.
- Al Abed et al. (2021). The effect of social media marketing on customer buying intention on the context of entrepreneurial firms: Moderating role of customer involvement. International Journal of Data and Network Science. Volume 6. https://www.growingscience.com/ijds/Vol6/ijdns_2022_56.pdf
- Al-Hanaan et al. (2023). Social Media Marketing and Purchase Intention: Does Relationship Quality, Brand Trust, and Brand Equity Matter?. Jurnal Ilmu Manajemen. Volume 13(1), 11-24.
- Andreis, "A Theoretical Approach to the Effective Decision-Making Process," Open Journal of Applied Sciences, vol. 10, no. 06, pp. 287–304, 2020, doi: 10.4236/ojapps.2020.106022.
- Angelyn, A., & Kodrat, D. S. (2021). The Effect of Social Media Marketing on Purchase Decision with Brand Awareness as Mediation on Haroo Table. International Journal of Review Management Business and Entrepreneurship (RMBE), 1(1), 16–24. <https://doi.org/10.37715/rmbe.v1i1.1946>
- Annisa, Hasna Abidati (2020) Pengaruh Ekuitas Merek (Brand Equity) Terhadap Keputusan Pembelian Tolak Angin Di Desa Mertoyudan. Diploma thesis, Tugas Akhir, Universitas Muhammadiyah Magelang.
- Aprilia, R., Komariah, K., & Norisanti, N. (2022). Analisis Pengaruh Brand Trust dan Brand Engagement Terhadap Brand Loyalty Produk Kosmetik (Survei Pada Wanita Pengguna Produk Kosmetik Maybelline di Kota Sukabumi). Management Studies and Entrepreneurship Journal (MSEJ), 3(4), 1980–1987. <https://doi.org/10.37385/msej.v3i4.703>
- Araújo, J., et al. (2023). The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction.

- Bernarto et al., (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*. Volume XXIV(3), 412-426.
- Bhatt, V., & Nagvadia, J. (2021). Measuring impact of factors influencing consumer buying intention with respect to online shopping. *International Journal of Management (IJM)*, 12(1), 230-242.
- Bimantara, I Made Wira (2021) Pengaruh Media Sosial Dan Harga Terhadap Keputusan Pembelian Jasa Rekaman Di Demores Rumah Musik. Undergraduate thesis, Universitas Pendidikan Ganesha.
- Cambra-Fierro. (2021). Customer-based brand equity and customer engagement in experiential services: insights from an emerging economy. *Service Business*. Volume 15, pp 467-491.
https://www.researchgate.net/publication/351913770_Customer-based_brand_equity_and_customer_engagement_in_experiential_services_insights_from_an_emerging_economy
- Deloitte. (2020). The Four Factors of Trust: How Organizations Can Earn Lifelong Loyalty. <https://www2.deloitte.com/us/en/pages/about-deloitte/articles/press-releases/the-four-factors-of-trust-how-organizations-can-earn-lifelong-loyalty.html>
- Dewi, D. A. (2021) 'Pengaruh teknologi digital terhadap persatuan dan kesatuan bangsa indonesia', *Jurnal Pendidikan Tambusai*, 5(3), pp. 9231–9240.
<https://doi.org/10.31004/jptam.v5i3.2453>
- Dhewi, T., dan Kurnianto, M. (2023). Social Media Marketing and Its Influence on Brand Equity: The Mediating Role of Word of Mouth and E-Word of Mouth. *jurnal Pendidikan Ekonomi dan Bisnis*. Volume 11(1).
- Dilip et al. (2021). The Influence of Brand Equity on Consumer Purchase Decisions at Starbucks. *IJAFAP*. Volume 4(1).
https://www.researchgate.net/publication/349795034_The_Influence_of_Brand_Equity_on_Consumer_Purchase_Decisions_at_Starbucks

- Eldawati, S. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Kepercayaan Terhadap Kepuasan Konsumen Furniture Studi Kasus Pada Cv. Alzaid Furniture Kabupaten Pesisir Selatan. Volume 4(1), 39-52.
- Fagundes, L., Gomes-e-Souza Munaier, C. and Crescitelli, E. (2023), "The influence of social media and brand equity on business-to-business marketing", *Revista de Gestão*, Vol. 30 No. 3, pp. 299-313. <https://doi.org/10.1108/REG-07-2021-0114>
- Faisal, A dan Ekawanto, I. (2022). The Role of Social Media Marketing in Increasing Brand Awareness, Brand Image and Purchase Intention. *IMAR: Indonesia Management and Accounting Research*. Volume 20(02). https://www.researchgate.net/publication/367628553_The_role_of_Social_Media_Marketing_in_increasing_Brand_Awareness_Brand_Image_and_Purchase_Intention
- Fakhrudin, A dan Yudianto, K. (2021). Pengaruh brand equity (ekuitas merek) maskapai garuda indonesia terhadap loyalitas penumpang. *Inovasi: Jurnal Ekonomi Keuangan dan Manajemen*. Volume 17(4). <https://journal.feb.unmul.ac.id/index.php/INOVASI/article/view/10077>
- Febrian, R., Hidayati, N., & Mustapita, A. F. (2022). Pengaruh Store Atmosphere, Service Excellen, Dan Kelengkapan Produk Terhadap Kepuasan Konsumen (Studi Pada Warung Makan Ayam Geprek D-ROZZ). *E-JRM: Elektronik Jurnal Riset Manajemen*, 11(04).
- Firdaus, & Era Agustina Yamini. (2023). Pengaruh Brand Equity dan Brand Trust Terhadap Loyalitas Pelanggan Sepatu Sandal Merek Eiger. *ULIL ALBAB : Jurnal Ilmiah Multidisiplin*, 2(3), 1154–1160. <https://doi.org/10.56799/jim.v2i3.1406>
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2020). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21*. Semarang: Badan Penerbit UNDIP.

- Gulzar & Wajeaha Aslam, 2022. "Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach," SAGE Open, , vol. 12(2),
- Haenlein, Michael & Kaplan, Andreas, 2021. "Artificial intelligence and robotics: Shaking up the business world and society at large," Journal of Business Research, Elsevier, vol. 124(C), pages 405-407.
- Hair, J. F. et. al. (2019). Partial Least Squares Structural Equation ModelingBased Discrete Choice Modeling: An Illustration In Modeling Retailer Choice. Business Research. 12(1) : 115-142
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. International Journal of Information Management Data Insights.
- Hansopaheluwakan, S , Elia Oey , Yohanes Setiawan. (2020). The Impact Of Brand Equity And Brand Trust Towards Purchase Intention Through Brand Preference. PalArch's Journal of Archaeology of Egypt / Egyptology, 18(1), 505 - 517. Retrieved from <https://archives.palarch.nl/index.php/jae/article/view/2063>
- Hasan, J., dan Chowdhury, A. (2020). The Impact of Social Media on Consumer Purchase Decision: Mediating Role of Brand Attitude, Customers Engagement, and Brand Equity. The Comilla University Journal of Business Studies. Volume 7(1).
- Hatajulu, E dan Pardosi, M. (2023). Pengaruh Sosial Media Marketing Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Produk Maybelinne Pada Mahasiswi Universitas Hkbp Nommensen Medan. Jurnal Bisnis Corporate. Volume 7(2).
- Hatamleh, et al. (2023). Trust in Social Media: Enhancing Social Relationships. MDPI. Volume 12(7).

- haudi, H, et al. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*. Volume 6(3).
https://www.researchgate.net/publication/358347366_The_effect_of_social_media_marketing_on_brand_trust_brand_equity_and_brand_loyalty
<https://databoks.katadata.co.id/datapublish/2023/02/15/toyota-pertahankan-gelar-merek-mobil-terlaris-hingga-awal-2023>
<https://databoks.katadata.co.id/datapublish/2024/06/12/penjualan-sepeda-motor-indonesia-naik-pada-mei-2024>
- Husain, R. (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. *Cogent Business & Management*. Volume 9(1).
- Ivanka, C. N., Ardhanari, M., & Kristyanto, V. S. (2023). Pengaruh Social Media Marketing Terhadap Purchase Intention Dengan Brand Equity, Brand Engagement, Dan Customer Bonding Sebagai Mediator Pada Media Sosial Instagram Something. *Jurnal Ilmiah Mahasiswa Manajemen: JUMMA*, 12(1), 68–87. <https://doi.org/10.33508/jumma.v12i1.4720>
- Jamil, et al. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*. Volume 12.
- Japarianto, E., & Agatha, F. (2020). Pengaruh Brand Trust Terhadap Customer Loyalty Dimediasi Oleh Customer Satisfaction Pada Pengguna Shopee di Surabaya. *Jurnal Strategi Pemasaran*, 7(1), 1–10.
- Karima, A & Muhajirin Muhajirin. (2023). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Sepeda Motor Merek Honda Pcx Pada Dealer Tdm Bima. *Sammajiva: Jurnal Penelitian Bisnis Dan Manajemen*, 1(4), 192–218. <https://doi.org/10.47861/sammajiva.v1i4.538>
- Kata Data. (2023). Soal eSAF, Rangka Motor Honda Ramai Diadukan karena Patah dan Keropos. <https://katadata.co.id/ekonopedia/profil/64eee36d86195/soal-esaf-rangka-motor-honda-ramai-diadukan-karena-patah-dan-keropos>

- Keller, E., dan Fay, B. (2019). Word-of-Mouth Advocacy: A New Key to Advertising Effectiveness. *Journal of Advertising Research* 52(4):459.
- Keller, K. L., & Lehmann, D. R. (2018). Brands and branding: Research findings and future priorities. *Marketing Science*.
- Khair, T., dan Ma'ruf, M. (2020). Pengaruh strategi komunikasi media sosial instagram terhadap brand equity, brand attitude, dan purchase intention. *Jurnal Manajemen Komunikasi*. Volume 4(2).
- Kompas.com. (2023). AHM Klaim Telah Melakukan Peningkatan Kualitas Rangka Motor. <https://otomotif.kompas.com/read/2023/10/26/104200015/ahm-klaim-telah-melakukan-peningkatan-kualitas-rangka-motor>
- Lee, J. and Feick, L. (2021) The Impact of Switching Costs on the Customer Satisfaction-Loyalty Link: Mobile Phone Service in France. *Journal of Services Marketing*, 15, 35-48.
- Lemon, K.N. & Zeithaml, V.A., (2020). Return on Marketing: Using Customer Equity to Focus Marketing Strategy. *Journal of Marketing*, 68(1), pp.109–127
- Leni, P. (2023). Antecedent Ekuitas Merek Terhadap Keputusan Pembelian Smartphone Samsung Di Indonesia. *Jurnal Penelitian dan Kajian Ilmiah*. Volume 17(2).
- Li, G., & Bernoff, J. *Groundswell: Winning In a World Transformed by Social Technologies*. 2018. Harvard Business School Press. Boston.
- Majeed, M., Owusu-Ansah, M., & Ashmond, A.-A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business & Management*, 8(1), 1944008. <https://doi.org/10.1080/23311975.2021.1944008>
- Mardikaningsih, R. (2021). Pengambilan Keputusan Pembelian Produk berdasarkan Ekuitas Merek. *Bisman: The Journal of Business and Management*. Volume 4(2).

- Maruapey, W. (2022). Perilaku Konsumen Tentang Kualitas Produk Dalam Meningkatkan Keputusan Pembelian Produk AMDK. *Jurnal Aplikasi Kebijakan Publik dan Bisnis*. Volume 3(2).
- Metadigital. (2023). <https://mdindonesia.id/pengguna-sosial-media-di-indonesia-capai-191-juta-orang-pada-2022>
- Muliono dan Purnamasari, S. (2020). Pengaruh Brand Equity terhadap Keputusan Pembelian dengan Social Media Marketing sebagai Variabel Moderasi: Studi pada Eco-label Produk Brand Fashion ZARA dan H&M). *Jurnal Ekonomi*. Volume 1(2).
<https://repository.uksw.edu/handle/123456789/29776>
- Narottama, N., dan Moniaga, N. (2022). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Konsumen Pada Destinasi Wisata Kuliner Di Kota Denpasar. *Jumpa*. Volume 8(2).
- Nasrulloh, F., dan Jumhur, H. (2021). Pengaruh Media Sosial Instagram Terhadap Brand Equity Tokopedia Di Pulau Jawa. *e-Proceeding of Management*. Volume 8(5).
- Netemeyer; Balaji Krishnan; Chris Pullig; Guangping Wang; Mehmet Yagci; Dwane Dean; Joe Ricks; Ferdinand Wirth (2004). Developing and validating measures of facets of customer-based brand equity. , 57(2), 0–224. doi:10.1016/s0148-2963(01)00303-4
- Nguyen et al., (2019). Theory of Reasoned Action as a Framework for Communicating Climate Risk: A Case Study of Schoolchildren in the Mekong Delta in Vietnam. *MDPI*. Volume 10(6).
<https://www.mdpi.com/2071-1050/10/6/2019>
- Nielsen dan Kantar. (2023). <https://www.nielsen.com/id/news-center/2014/nielsen-kantar-launch-new-consumer-health-marketing-and-media-planning-insights/>
- Nuraini, S. A., Gunawan, A. I., & Leo, G. (2020). Pengukuran Persepsi Pengguna Media Sosial dalam Aktivitas Pemasaran Akun Instagram Bisnis. *The Indonesian Journal of Social Studies*, 3(2), 91–99.
<https://doi.org/10.26740/ijss.v3n2.p91-99>

- Pandiangan et al. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. JIMT. Volume 2(4). https://www.researchgate.net/publication/352008127_FAKTOR-FAKTOR YANG MEMPENGARUHI BRAND EQUITY BRAND TRUST BRAND IMAGE PERCEIVED QUALITY BRAND LOYALTY
- Pengaruh Social Media Marketing terhadap Ekuitas Merek dengan Online Experiential sebagai Variabel Mediasi (Studi pada Konsumen Toko Busana Cordy Bandar Lampung). Target: Jurnal Manajemen Bisnis. Volume 4(2).
- Pertumbuhan pengguna media sosial di Indonesia mengalami fluktuasi yang menarik perhatian sejak tahun 2014 hingga 2022
- Pradipta, Muhammad Ahsan and Dirgantara, I Made Bayu, (2023), The Effect Of Social Media Marketing On The Purchase Decision With Brand Awareness As An Intervening Variable In Kenangan Coffee Kuala Lumpur. , Unspecified, Unspecified.
- Pramularso, E. (2022). Pengaruh Ekuitas Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Sepeda Motor Honda Vario 125. Jurakunman: Jurnal Akuntansi dan Manajemen. Volume 15(1). <https://www.jurakunman.stiesuryanusantara.ac.id/index.php/jurakunman/article/view/93>
- Prawira, A. (2021). Pengaruh Brand Image, Brand Satisfaction, Dan Brand Trust Terhadap Brand Loyalty Pelanggan Sepatu Merek Nike. E-Jurnal Manajemen Universitas Udayana. Volume 10(12).
- Putra, T. W., & Keni. (2020). Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty: Brand Love Sebagai Variabel Mediasi. 4(2), 184–193.
- Qiao, Y., Yin, X., & Xing, G. (2022). Impact of perceived product value on customer-based brand equity: Marx's Theory – value-based perspective. *Frontiers in Psychology*, 13, 931064.
- Ruth, S. (2024). Self-Disclosure Generasi Z pada Media Sosial Instagram (Pengungkapan Diri melalui Instagram pada Peserta Homeschooling di Jakarta). *Perilaku Komunikasi Gen Z*. Volume 1(1)

- Sadeghi, Abdorasoul, Seyed Komail Tayebi, and Soheil Roudari. 2023. Financial markets, inflation and growth: The impact of monetary policy under different political structures. *Journal of Policy Modeling* 45: 935–56.
- Saputri, R., dan Tuti, M. (2022). Pengaruh Kualitas Produk Dan Brand Equity Terhadap Keputusan Pembelian Melalui Trust Di Usaha Resti Pastry. *Journal of Culinary*. Volume 4(2).
- Satdiah, A. (2023). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Pada Toko Cat De'lucent Paint. *CiDEA Journal*. Volume 2(1).
- Saunders, M. (2020). *Research Methods For Business Students*. Eight Edition. Pearson.
- Sekaran, Uma & Roger, Bougie. (2020). *Research Methods for Business :A Skill Building Approach*. Asia Edition Hoboken : Wiley.
- Setiadi, J Nugroho. 2019. *Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Bogor: Kencana Prenada Media Group.
- Shahbaznezhad et al. (2022). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*. Volume 53(1).
- Statista dan eMarketer. (2023). Leading social media platforms used by marketers worldwide as of January 2023. <https://www.statista.com/statistics/259379/social-media-platforms-used-by-marketers-worldwide/>
- Sugiyono (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabet.
- Tanveer, M, et al. (2021). Mobile Phone Buying Decisions among Young Adults: An Empirical Study of Influencing Factors. *Sustainability*. Volume 13.
- Thuy, N. et al. 2022. Impact Of Brand Equity On Consumer Purchase Decision: A Case Study Of Mobile Retailer In Hochiminh City, Vietnam. *Journal of Eastern European and Central Asian Research (JEECAR)*. 9, 2 (Mar. 2022), 229–239. DOI:<https://doi.org/10.15549/jeecar.v9i2.762>.

- Triaji, B. (2022). Pengaruh Faktor-Faktor Brand Equity Terhadap Brand Trust Produk Amdk Merek Aqua (Studi Pada Pelanggan Di Kabupaten Lombok Timur). *JMM Unram - Master Of Management Journal*, 11(2), 105–119. <https://doi.org/10.29303/jmm.v11i2.698>
- Upadana, Made wahyu Krisna; Pramudana, Komang Agus Satria (2020). Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Keputusan Pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1921–. doi:10.24843/EJMUNUD.2020.v09.i05.p14
- Wahyuni, S., & Praninta, A. . (2021). The Influence of Brand Equity and Service Quality on Purchase Decisions on Garuda Indonesia Airline Services. *Research Horizon*, 1(1), 28–38. <https://doi.org/10.54518/rh.1.1.2021.28-38>
- Wang Z., Kim H. G. (2019). Can social media marketing improve customer relationship capabilities and firm performance? Dynamic capability perspective. *J. Interact. Marke.* 39 15–26. 10.1016/j.intmar.2017.02.004
- Wardhana dan Ilham. (2024). Pengaruh Brand Ambassador Dan Sosial MediaMarketingTiktok Terhadap Keputusan Pembelian Scarlett Whitening Pada Mahasiswa Program Studi ManajemenUniversitas Negeri Makassar. *Jurnal Manajemen Riset Inovasi (MRI)*. Volume 2(2). <https://prin.or.id/index.php/mri/article/view/2505/2297>
- Yasin, Norjaya Mohd. and Aziz, Norzalita Abd. (2021) "Determinants of Brand Equity of Services: A Verification Approach in the Banking Industry in Malaysia," *ASEAN Marketing Journal*: Vol. 2: No. 2.
- Yessa, F. and Wardi , Y. 2023. Pemanfaatan Media Sosial dalam Meningkatkan Keuntungan UMKM di Indonesia : Tinjauan Pustaka Sistematis . *Jurnal Ilmiah Komputasi*. 22, 3 (Oct. 2023), 341–350. DOI:<https://doi.org/10.32409/jikstik.22.3.3397>.
- Yoga, P. ., Agung, A. A. P. ., & Widnyana, I. W. . (2021). The Role of Brand Equity in Mediation of the Influence of Brand Image and Brand Trust, On the Interest of Prospective Students Choose Bali Tourism Polytechnic. *International Journal of Contemporary Research and Review*, 12(08). Retrieved from <https://ijcrr.info/index.php/ijcrr/article/view/911>

- Yohanna, A. (2020). The influence of social media on social interactions among students. *Indonesian Journal of Social Sciences*. Volume 12(2), 34-48.
- Yoo, B., and N. Donthu (2021), Developing and Validating a Consumer-based Overall Brand Equity Scale for Americans and Koreans: An Extension of Aaker's and Keller's Conceptualizations," Paper presented at 1997 AMA Summer Educators Conference, Chicago:
- Yuningsih, Y. (2022). Refleksi Persepsi dan Preferensi Merek Terhadap Institusional Konsumen dalam Pengambilan Keputusan Pembelian. *Perspektif*. Volume 20(1).
- Zhang, Lu, Gupta, dan Zhao (2020). What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences. *Information & Management*. Volume 51(8)
- Zhang, Mingmin, Ping Xu, and Yinjiao Ye. 2022. Trust in Social Media Brands and Perceived Media Values: A Survey Study in China. *Computers in Human Behavior* 127: 107024.
- Zollo, L., dan 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*. Volume 117.

