

DAFTAR PUSTAKA

- Adiwidjaja, a. J. (2017). Pengaruh brand imagedan brand trust terhadap keputusan pembelian sepatu converse. 5(3).
- Adiwidjaja, a. J., & tarigan, z. J. H. (2017). Pengaruh brand imagedan brand trust terhadap keputusan pembelian sepatu converse. *Agora*, 5(3).
- Andharini rohmah dwi, j., & nastiti, s. (2012). Analisis experiential marketing dan loyalitas pelanggan jasa wisata. *Jurnal manajemen dan kewirausahaan*, 14(2), 128–137.
- Anggia, y., sri, p., & astuti, r. T. (2010). Analisis pengaruh experiential marketing terhadap loyalitas pelanggan hotel “x” semarang. 12(2), 191–195.
- Anita ermawati. (2018). Pengaruh brand image dan brand trust terhadap purchase decision produk united. *Agora*, 6(2).
- Ardyan, e., kurnianingsih, h., rahmawan, g., wibisono, u., studi manajemen stie surakarta jl slamet riyadi makam haji, p., sukoharjo, k., & tengah, j. (2016). Enhancing brand experience along with emotional attachment towards trust and brand loyalty. *Jurnal manajemen dan kewirausahaan*, 18(1), 33–44. <https://doi.org/10.9744/jmk.18.1.33-44>
- Asnani, s. O. (2021). Pengaruh brand image, brand trust, dan service quality dalam pengambilan keputusan pembelian di e-commerce. *Jurnal ilmu dan riset manajemen*, 10(2), 1–16.
- Barreda, a. A., bilgihan, a., nusair, k., & okumus, f. (2015). Generating brand awareness in online social networks. *Computers in human behavior*, 50, 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>
- Bastian, d. A. (2014). Analisa pengaruh citra merek (brand image) dan kepercayaan merek (brand trust) terhadap loyalitas merek (brand loyalty) ades pt. Ades alfindo putra setia. *Jurnal manajemen pemasaran petra*, 2(1), 1–9.
- Budiarto, j., & pancaningrum, e. (2019). Pengaruh experiential marketing terhadap keputusan pembelian smartphone xiaomi. *Jmd: jurnal riset manajemen & bisnis dewantara*, 2(2), 89–98. <https://doi.org/10.26533/jmd.v2i2.370>
- Chusniartiningsih, e. (2019). Pengaruh kesadaran merek dan citra merek terhadap loyalitas pelanggan dengan kepercayaan merek sebagai variabel intervening. *Jurusan manajemen fakultas ekonomi universitas negeri surabaya*, 7(1).
- Cuellar, s. S., eyler, r. C., & fanti, r. (2015). Experiential marketing and long-term sales. *Journal of travel and tourism marketing*, 32(5), 534–553. <https://doi.org/10.1080/10548408.2014.918925>
- Dahlani, y., haifa, h., & rendrahadi, r. (2020). Kajian pengaruh promosi, advertising dan experiential marketing terhadap keputusan pembelian kartu bermain di pt. Transrekreasindo transstudio mini jember. *Jurnal inovasi penelitian*, 1(5), 1011–1022. <https://doi.org/10.47492/jip.v1i5.183>
- Dhea, a., azizah, a. N., chairuddin, i., & sulistyaningsih, e. (2020). The effect of brand trust and service recovery to purchase decision on Garuda Indonesia during the covid-19 pandemic. *Advances in transportation and logistics research*, 3(0), 279–286. <https://proceedings.itltrisakti.ac.id/index.php/atlr/article/view/278>

- Diyanti ni putu putri ayu, a., & ketut, g. I. G. A. (2021). The role of brand trust mediates the effect of product quality and brand image on purchase decision: a study on iphone consumers in denpasar city. *Eurasia: economics & business*, 6(june), 95–104. <https://doi.org/https://doi.org/10.18551>
- Dwi jatmiko dan sri nastiti andharini, r., kunci, k., marketing, e., pelanggan, l., & wisata, j. (2012). Analisis experiential marketing dan loyalitas pelanggan jasa wisata (studi pada taman rekreasi sengkaling malang). *Jurnal manajemen dan kewirausahaan*, 14(2), 128–137.
- Ermawati, a. (2018a). Pengaruh brand image dan brand trust terhadap purchase decision produk united. *Agora*, 6(2).
- Ermawati, a. (2018b). Pengaruh brand image dan brand trust terhadap purchase decision produk united. *Jurnal agora*, 6(2), 287097.
- Galih prasetya edy yulianto sunarti, e. (2018). Pengaruh brand image terhadap keputusan pembelian (survei pada mahasiswa fakultas ilmu administrasi bisnis progam studi administrasi bisnis angkatan 2014 konsumen air mineral aqua). *Jurnal administrasi bisnis (jab)|vol*, 62(2).
- Hapsoro, b. B., & hafidh, w. A. (2018). The influence of product quality, brand image on purchasing decisions through brand trust as mediating variable .pdf. *Journal of advanced research in dynamical and control systems*, 11(5), 631–633. <http://www.jardcs.org/abstract.php?id=1981>
- Huaman-ramirez, r., & 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/eb-02-2017-0039>
- Karunia rachman, r. (2017). Pengaruh brand experience dan brand reputation terhadap brand l oya lt y melalui brand trust (study pada pengguna xl di semarang). *Management analysis journal*, 6(1). <http://maj.unnes.ac.id>
- Kefeli, z., ahmad, n., nurazira, s., & daud, m. (2017). Consumers' intention to purchase dates: application of theory of reasoned action (tra). *Malaysian journal of consumer and family economics* . <https://www.researchgate.net/publication/332015191>
- Lestari, i. T., & widyastuti, w. (2019a). Pengaruh kepercayaan dan kemudahan terhadap keputusan belanja online (studi pada pengguna tokopedia). *Jurnal ilmu manajemen*, 7.
- Lestari, i. T., & widyastuti, w. (2019b). Pengaruh kepercayaan dan kemudahan terhadap keputusan belanja online (studi pada pengguna tokopedia). *Jurnal ilmu manajemen*, 7(2).
- Lily anita, t., & ardiansyah, i. (2019). The effect of brand awareness, brand image, and media communication on purchase decision in the context of urban area restaurant imam ardiansyah. *Journal of business and entrepreneurship*, 7(2), 40–50.
- Muthiah, f., & setiawan, b. (2019). Pengaruh brand awareness, brand characteristic, dan emotional branding terhadap keputusan pembelian. *Jurnal ilmiah manajemen kesatuan*, 7(2), 259–267. <https://doi.org/10.37641/jimkes.v7i2.228>
- Nendy dwi febrinasari, zainul arifin, & edy yulianto. (2015). Analisis pengaruh international brand image, promosi, brandawareness dan harga terhadap keputusan pembelian. *Jurnal administrasi bisnis* , 24(2).

- Ordun, g. (2015). Millennial (gen y) consumer behavior their shopping preferences and perceptual maps associated with brand loyalty. *Canadian social science*, 11(4), 1–16. https://doi.org/10.3968/pdf_294
- Prof. Dr. Sugiyono. (2016). *Metode kuantitatif dan kualitatif r&d*.
- Rahma izzati, r. (2019). Pengaruh perceived quality dan brand image terhadap brand trust produk kosmetik wardah. *Jurnal ilmu manajemen*, 8(2). <https://doi.org/10.32502/jimn.vxix.xxxx>
- Ranaweera, n., & gunawardane, n. (2020). Experiential brand activation on customer brand trust in mobile telecommunication services of Sri Lanka: with special reference toward door-to-door promotions. *International journal of business and management invention (ijbmi)* issn, 9, 44–53. www.ijbmi.org
- Rizan mohammad. (2012). Pengaruh brand imagedan brand trust terhadap brand loyalty teh botol sosro. *Jurnal riset manajemen sains indonesia (jrmsi)*, 3(1).
- Rully indrawan. (2014). *Metodologi penelitian kualitatif, kuantitatif dan campuran*.
- Santoso, g., & triwijayati, a. (2018). Gaya pengambilan keputusan pembelian pakaian secara online pada generasi z indonesia. *Jurnal ilmu keluarga dan konsumen*, 11(3), 231–242. <https://doi.org/10.24156/jikk.2018.11.3.231>
- Sari, s. (2021). Analisis brand awareness dan pengaruhnya terhadap buying decision mobil toyota calya di makassar. *Journal of business administration (jba)*, 1(1). www.wartakita.id
- Schmitt, b., joško brakus, j., & zarantonello, l. (2015). From experiential psychology to consumer experience. *Journal of consumer psychology*, 25(1), 166–171. <https://doi.org/10.1016/j.jcps.2014.09.001>
- Sekaran, u., & bougie, r. (2016). *Research methods for business* (pp. 1–407).
- Susanti, s. A., sawaki, a., octora, y., & primadi, a. (2020). The influence of brand awareness, brand image on e-wom mediated by brand trust in the airasia refund process during covid-19 pandemic in jakarta 2020.
- Tanrikulu, z., & celilbatur, n. (2013). Trust factors affecting e-ticket purchasing. *Procedia - social and behavioral sciences*, 73, 115–119. <https://doi.org/10.1016/j.sbspro.2013.02.030>
- Tauli, o. (2012). Pengaruh emotion marketing dan experiential marketing terhadap customer loyalty pondok khas melayu di pekanbaru. *Jurnal manajemen universitas riau*, 1–14. <http://ejournal.unri.ac.id/index.php/je/article/view/1185>
- Tumpal, j., & hasugian, m. (2015). Pengaruh brand image dan brand trust terhadap brand loyalty telkomsel (survey terhadap pelanggan telkomsel di grapari samarinda). *Ejournal ilmu administrasi bisnis*, 3(4), 923–937.
- Weisberg, j., te'eni, d., & arman, l. (2011). Past purchase and intention to purchase in e-commerce: the mediation of social presence and trust. *Internet research*, 21(1), 82–96. <https://doi.org/10.1108/10662241111104893>
- Wijaya, a. P., & annisa, i. T. (2020). The influence of brand image, brand trust and product packaging information on purchasing decisions. *Jurnal analisis bisnis ekonomi*, 18(1), 24–35. <https://doi.org/10.31603/bisnisekonomi.v18i1.3077>
- Winadi, j. S. (2017). Hubungan word of mouth dengan brand awareness teh kotak. *Jurnal e - komunikasi*, 5(1).

- Yonaliza. (2014). Pengaruh kesadaran merek, asosiasi merek dan persepsi kualitas terhadap keputusan pembelian pc tablet samsung galaxi di kota padang. *Journal of economic and economic education*, 2(2), 106–115.
- Yu, x., & yuan, c. (2019). How consumers' brand experience in social media can improve brand perception and customer equity. *Asia pacific journal of marketing and logistics*, 31(5), 1233–1251. <https://doi.org/10.1108/apjml-01-2018-0034>

