

## DAFTAR PUSTAKA

- Adiyani, R., Muzakki, M. H. N., Widodo, Z. D., & Putra, A. R. (2021). Social Media Strategy to Improve Brand Image: in the Context of Students' Decision Making. *JBTI : Jurnal Bisnis : Teori Dan Implementasi*, 12(3), 211–222.
- Akoglu, H. E., & Özbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2130–2148. <https://doi.org/10.1108/APJML-05-2021-0333>
- Algharabat, R. S. (2017). Linking social media marketing activities with brand love The mediating role of self-expressive brands. *Kybernetes*, 46(10), 1801–1819.
- Apasrawirote, D., Yawised, K., & Muneesawang, P. (2022). Digital marketing capability: the mystery of business capabilities. *Marketing Intelligence and Planning*, 40(4), 477–496. <https://doi.org/10.1108/MIP-11-2021-0399>
- BİLGİN, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1). <https://doi.org/10.15295/v6i1.229>
- Bubber, D., Jain, R. K., Babber, G., & Shashi. (2022). Transforming product development and production to be lean for improving business performance. *Benchmarking*. <https://doi.org/10.1108/BIJ-01-2022-0004>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro.
- Garanti, Z., & Kissi, P. S. (2019). The effects of social media brand personality on brand loyalty in the Latvian banking industry: The mediating role of brand equity. *International Journal of Bank Marketing*, 37(6), 1480–1503. <https://doi.org/10.1108/IJBM-09-2018-0257>
- Gliga, G., & Evers, N. (2023). Marketing capability development through networking – An entrepreneurial marketing perspective. *Journal of Business Research*, 156. <https://doi.org/10.1016/j.jbusres.2022.113472>
- 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>
- Gyedu-Akoto, E., Opoku, S. Y., & Ofosu-Agyei, E. (2019). Proximate, mineral composition and sensory evaluation of coffee and kola flavoured biscuits.

*Nutrition and Food Science*, 49(4), 752–761. <https://doi.org/10.1108/NFS-10-2018-0270>

Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms. *Journal of Mathematics*, 2022. <https://doi.org/10.1155/2022/5327626>

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Prentice Hall.

Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>

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*, 2(2), 100102. <https://doi.org/10.1016/j.ijime.2022.100102>

Hernikasari, I., Ali, H., & Hadita, H. (2022). Model Citra Merek Melalui Kepuasan Pelanggan Bear Brand: Harga Dan Kualitas Produk. *Jurnal Ilmu Manajemen Terapan*, 3(3), 329–346. <https://doi.org/10.31933/jimt.v3i3.837>

Hertina, D., Novtrianti, N., & Sukmawati, S. (2022). Analysis of buying decision levels based on brand image, price, and digital marketing. *International Journal of Business Ecosystem & Strategy (2687-2293)*, 4(1), 87–94. <https://doi.org/10.36096/ijbes.v4i1.313>

Ida, Z., & Hidayati, I. N. (2020). Brand Image and Product Quality Against Purchase Decision: Sariayu hijab shampoo competitive environment. *IOP Conference Series: Earth and Environmental Science*, 469(1), 1–8. <https://doi.org/10.1088/1755-1315/469/1/012109>

Jadhav, G. G., Gaikwad, S. V., & Bapat, D. (2023). A systematic literature review: digital marketing and its impact on SMEs. *Journal of Indian Business Research*. <https://doi.org/10.1108/JIBR-05-2022-0129>

Kusumaradya, N., Wagiman, & Purwadi, D. (2021). Service quality and brand image influence on the purchase decision of coffee shop products in Yogyakarta. *IOP Conference Series: Earth and Environmental Science*, 828(1), 1–4. <https://doi.org/10.1088/1755-1315/828/1/012060>

Lamasi, W. I., & Santoso, S. (2022). The influence of promotion, product quality and brand image towards customer purchase decisions of Wardah cosmetic products. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(2), 67–73. <https://doi.org/10.20525/ijrbs.v11i2.1579>

- Lin, Y. H., Lin, F. J., & Wang, K. H. (2021). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132, 744–752. <https://doi.org/10.1016/j.jbusres.2020.10.054>
- M, A., & Ali, H. (2017). Model Kepuasan Pelanggan: Analisis Kualitas Produk Dan Kualitas Layanan Terhadap Citra Merek Pada Giant Citra Raya Jakarta. *Jurnal Manajemen*, 21(3), 317. <https://doi.org/10.24912/jm.v21i3.254>
- Macall, D. M., Williams, C., Gleim, S., & Smyth, S. J. (2021). Canadian consumer opinions regarding food purchase decisions. *Journal of Agriculture and Food Research*, 3. <https://doi.org/10.1016/j.jafr.2020.100098>
- Marc Lim, W. (2023). Transformative marketing in the new normal: A novel practice-scholarly integrative review of business-to-business marketing mix challenges, opportunities, and solutions. *Journal of Business Research*, 160. <https://doi.org/10.1016/j.jbusres.2022.113638>
- Mariano, A. M., Silva, M. C., Mello, T. M., & Santos, M. R. (2022a). The importance of mobile applications for companies' brand image: A study using structural equations. *Procedia Computer Science*, 214(C), 1128–1135. <https://doi.org/10.1016/j.procs.2022.11.287>
- Mariano, A. M., Silva, M. C., Mello, T. M., & Santos, M. R. (2022b). The importance of mobile applications for companies' brand image: A study using structural equations. *Procedia Computer Science*, 214(C), 1128–1135. <https://doi.org/10.1016/j.procs.2022.11.287>
- Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro. *Technology in Society*, 63. <https://doi.org/10.1016/j.techsoc.2020.101425>
- Oktavenia, K. A. R., & Ardani, I. G. A. K. S. (2019). Pengaruh Kualitas Produk Terhadap Kaputusan Pembelian Handphone Nokia dengan Citra Merek Sebagai Pemediasi. *E-Jurnal Manajemen Unud*, 8(3), 1374–1400.
- Patel, A. K., Singh, A., & Parayitam, S. (2022). Risk-taking and WOM as moderators in the relationship between status consumption, brand image and purchase intention of counterfeit brand shoes. *Journal of Advances in Management Research*. <https://doi.org/10.1108/JAMR-05-2022-0095>
- Purwanto, A. (2022). How The Role of Digital Marketing and Brand Image on Food Product Purchase Decisions ? An Empirical Study on Indonesian SMEs in the Digital Era. *Journal of Industrial Engineering & Management Research*, 3(6), 34–41.
- Putri, F. A., & Rahayu, S. T. A. (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.
- Ramadhan, A. F., & Zuliestiana, D. A. (2019). Analisis Pemanfaatan Youtube Sebagai Social Media Marketing Go-Jek Dalam Mempengaruhi Minat Beli Dan Loyalitas Terhadap Brand. *Jurnal Mitra Manajemen*, 3(5), 628–637. <https://doi.org/10.52160/ejmm.v3i5.238>
- Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2021). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*. <https://doi.org/10.1108/JRIM-03-2021-0072>
- Santosa, P. I. (2018). *Metode Penelitian Kuantitatif – Pengembangan Hipotesis dan Pengujiannya Menggunakan SmartPLS*. Andi.
- Sari Dewi, L. G. P., Edyanto, N., & Siagian, H. (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences*, 76, 01023. <https://doi.org/10.1051/shsconf/20207601023>
- Sebastianelli, R., & Tamimi, N. (2002). How product quality dimensions relate to defining quality. *International Journal of Quality and Reliability Management*, 19(4), 442–453. <https://doi.org/10.1108/02656710210421599>
- Senggetang, V., Mandey, S. L., & Moniharapon, S. (2019). Pengaruh Lokasi, Promosi Dan Persepsi Harga Terhadap Keputusan Pembelian Konsumen Pada Perumahan Kawanua Emerald City Manado (The Influence Of Location, Promotion And Price Perception To Consumer Purchase On Kawanua Emerald City Manado Housing). *Jurnal EMBA*, 7(1), 881–890. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/22916>
- Simanjuntak, F. C., & Wicaksono, A. (2019). *PENDEKATAN LEAN MANUFACTURING PADA LINI PRODUKSI ROMA KELAPA DENGAN METODE VALSAT PADA PT. MAYORA INDAH Tbk*. 4.
- Simanjuntak, M., Sumarwan, U., & Situmorang, A. D. (2020). The effect of marketing mix and brand image on customer loyalty of remixed mortar. *Independent Journal of Management & Production*, 11(2), 450. <https://doi.org/10.14807/ijmp.v11i2.963>
- Sitompul, Y. R., Irawati, N., & Wibowo, R. P. (2021). Analysis of Role of Digital Marketing to Improve Brand Image through Brand Equity at PT Pegadaian (Persero) Labuhan Deli Sub-Branch, Medan. *International Journal of*

*Research and Review (Ijrrjournal.Com)*, 8(August), 696–703.

- Sohail, M. S., Hasan, M., & Sohail, A. F. (2019). The Impact of Social Media Marketing on Brand Trust and Brand Loyalty. *International Journal of Online Marketing*, 10(1), 15–31. <https://doi.org/10.4018/ijom.2020010102>
- Sohail, M. S., Hasan, M., & Sohail, A. F. (2020). The Impact of Social Media Marketing on Brand Trust and Brand Loyalty: An Arab Perspective. *International Journal of Online Marketing*, 10(1), 15–31. <https://doi.org/10.18869/acadpub.aassjournal.5.1.73>
- Solimun, Fernandes, A. A. R., & Nurjanah, N. (2017). *Multivariate Statistical Method : Structural Equation Modelin Based on Warp PLS*. UB Press.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Penerbit Alfabeta.
- Suhaily, L., & Darmoyo, S. (2017). Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on japanese brand electronic product). *Jurnal Manajemen*, 21(2), 179–194. <https://doi.org/10.24912/jm.v21i2.230>
- Sukesti, F., Ghozali, I., Fuad, F., Almasyhari, A. K., & Nurcahyono, N. (2021). Factors Affecting the Stock Price: The Role of Firm Performance. *Journal of Asian Finance, Economics and Business*, 8(2), 165–173. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0165>
- Thanasuta, K. (2015). Thai consumers' purchase decisions and private label brands. *International Journal of Emerging Markets*, 10(1), 102–121. <https://doi.org/10.1108/IJOEM-02-2011-0016>
- Xu, J. (Bill), Prayag, G., & Song, H. (2022). The effects of consumer brand authenticity, brand image, and age on brand loyalty in time-honored restaurants: Findings from SEM and fsQCA. *International Journal of Hospitality Management*, 107. <https://doi.org/10.1016/j.ijhm.2022.103340>
- Zhang, C. B., & Li, Y. (2019). How social media usage influences B2B customer loyalty: roles of trust and purchase risk. *Journal of Business and Industrial Marketing*, 34(7), 1420–1433. <https://doi.org/10.1108/JBIM-07-2018-0211>