

DAFTAR PUSTAKA

- Adriana S. Lahus, Ardy F. Lamatokan, Herybertus S. Meot, Simon Sia Niha, & Watu, E. G. C. (2023). Pengaruh Brand Image Dan Social Media Marketing Terhadap Keputusan Pembelian Pada Tiktok Shop. *ORGANIZE: Journal of Economics, Management and Finance*, 2(2), 107–118. <https://doi.org/10.58355/organize.v2i2.21>
- 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>
- Alzubaidi, H., Slade, E. L., & Dwivedi, Y. K. (2021). Examining antecedents of consumers' pro-environmental behaviours: TPB extended with materialism and innovativeness. *Journal of Business Research*, 122, 685–699. <https://doi.org/10.1016/j.jbusres.2020.01.017>
- Arif Saputri, F., & Fakhri, M. (2022). The Influence of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty in Cititrans Travel.
- Awaluddin, I., & Hamid, W. (2019). Interaction of social identity, empathy and planned behavior theories to understand domestic product purchasing intention. *Problems and Perspectives in Management*, 17(1), 95–102. [https://doi.org/10.21511/ppm.17\(1\).2019.09](https://doi.org/10.21511/ppm.17(1).2019.09)
- Azzahra, D., Fikka, Suherman, & Rizan, M. (2021). Pengaruh Social Media Marketing dan Brand Awareness Terhadap Purchase Intention serta dampaknya pada Purchase Decision: Studi pada pengguna layanan Online Food Delivery di Jakarta.
- Barijan, D., Ariningsih, E. P., & Rahmawati, F. (2021). The Influence of Brand Trust, Brand Familiarity, and Brand Experience on Brand Attachments. *Journal of Digital Marketing and Halal Industry*, 3(1), 73–84. <https://doi.org/10.21580/jdmhi.2021.3.1.7440>
- Boronczyk, F., & Breuer, C. (2021). The company you keep: Brand image transfer in concurrent event sponsorship. *Journal of Business Research*, 124, 739–747. <https://doi.org/10.1016/j.jbusres.2019.03.022>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>

- Chusnaini, A., & Rasyid, R. A. (2022). SOCIAL MEDIA MARKETING: SOCIAL MEDIA CONTENT, BRAND IMAGE, BRAND AWARENESS AND PURCHASE INTENTION (Vol. 6, Issue 2).
- Cynthia, C., & Keni, K. (2023). Brand Experience, Perceived Value, and Social Media Marketing to Predicate Brand Loyalty. *International Journal of Application on Economics and Business*, 1(1), 402–408. <https://doi.org/10.24912/ijaeb.v1i1.402-408>
- Dandis, A. O., Wallace-Williams, D. M., Ni, A. K., Wright, L. T., & Abu Siam, Y. I. (2023). The effect of brand experiences and relational benefits on loyalty in the fast-food restaurants. *TQM Journal*, 35(7), 2028–2051. <https://doi.org/10.1108/TQM-03-2022-0091>
- Dara, N., Kusumawati, I., & Mayrath, S. (2022). THE EFFECT OF SOCIAL MEDIA MARKETING AND ELECTRONIC WORD OF MOUTH ON THE INSTAGRAM PLATFORM ON PURCHASE DECISIONS AT TOKOPEDIA. <https://doi.org/10.37010/jdc.v3i2>
- Diana Leli Indratno, O., Supardin, L., & Isti Ekatana Upaweda, S. (2022). THE EFFECT OF STORE ATMOSPHERE AND WORD OF MOUTH ON PURCHASE DECISION AT SAKOLA. In *Bisnis dan Akuntansi* (Vol. 1, Issue 4). <http://bajangjournal.com/index.php/JEMBA>
- Dianti, N. R., & Paramita, E. L. (2021). Green Product dan Keputusan Pembelian Konsumen Muda. *Jurnal Samudra Ekonomi Dan Bisnis*, 12(1), 130–142. <https://doi.org/10.33059/jseb.v12i1.2301>
- Dwi Andika, R., & Prisanto, G. F. (2019). Pengaruh Brand Personality dan Brand Experience Terhadap Emotional Brand Attachment Pada Merek Vespa. In *Jurnal Komunikasi* | (Vol. 4, Issue 2). www.id.vespa.com
- Dwi Fernanda, E., & Tuti, M. (2023). PENGALAMAN MEREK MEMPENGARUHI CITRA MEREK, KEPERCAYAAN MEREK, DAN LOYALITAS MEREK DI SENAYAN DRIVING RANGE. In *Panorama Nusantara* (Vol. 18). <http://ejournal.asaindo.ac.id/index.php/panorama>
- Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), 104–114. <https://doi.org/10.24123/jeb.v3i2.4801>
- Emrus, H., Thamrin, J. M., & Banten Helen, T. (2014). HUBUNGAN CUSTOMER SATISFACTION DAN BRAND EXPERIENCE DENGAN BRAND IMAGE TERHADAP CUSTOMER LOYALTY: STUDI KASUS PENGELOLAAN MAL.

- Fahmi, M., Arif, M., Farisi, S., & Purnama, N. I. (2019). Peran Brand Image dalam Memediasi Pengaruh Social Media Marketing terhadap Repeat Purchase pada Fast-Food Restaurant di Kota Medan. *Jurnal Samudra Ekonomi Dan Bisnis*, 11(1), 53–68. <https://doi.org/10.33059/jseb.v11i1.1722>
- Faisal, A., & Ekawanto, I. (2022). The role of Social Media Marketing in increasing Brand Awareness, Brand Image and Purchase Intention. *Indonesian Management and Accounting Research*, 20(2), 185–208. <https://doi.org/10.25105/imar.v20i2.12554>
- Fajri, I., Rizkianfi, M. W., & Ismaya, R. (2021). The Effect Of Social Media Marketing On Purchase Decisions With Brand Awareness As An Intervening Variables In Praketa Coffee Shop Purwokerto. In Ilham Fajri *The Journal Gastronomy Tourism* (Vol. 8, Issue 2). <https://ejournal.upi.edu/index.php/gastur>
- Fatma, M., & Khan, I. (2024). CSR, brand image and WOM: a multiple mediation analysis. *International Journal of Organizational Analysis*. <https://doi.org/10.1108/IJOA-09-2023-3991>
- Ferdinand, A. (2006). *Metode Penelitian Manajemen*. Universitas Diponegoro.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24*. Universitas Diponegoro.
- 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). <https://doi.org/10.1016/j.jjime.2022.100102>
- 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>
- Hartono, C., & Rodhiah, R. (2021). The Effect of Brand Communication, Brand Experience, and Brand Image on Yamaha Brand Loyalty in West Jakarta: Brand Trust as a Mediation Variable. *Budapest International Research and Critics Institute (BIRCI-Journal)*. <https://doi.org/10.33258/birci.v4i4.3503>
- Hasanah, N., & Usman, O. (2021). INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON PURCHASE DECISION ON LAZADA E-COMMERCE. <https://ssrn.com/abstract=3768312>
- Jadhav, G. G., Gaikwad, S. V., & Bapat, D. (2023). A systematic literature review: digital marketing and its impact on SMEs. In *Journal of Indian Business Research*

- (Vol. 15, Issue 1, pp. 76–91). Emerald Publishing. <https://doi.org/10.1108/JIBR-05-2022-0129>
- Japutra, A., & Molinillo, S. (2019). Responsible and active brand personality: On the relationships with brand experience and key relationship constructs. *Journal of Business Research*, 99, 464–471. <https://doi.org/10.1016/j.jbusres.2017.08.027>
- Khairunnisa, S., Budiyaniti, H., Haeruddin, M. I. W. (2022). PENGARUH SOSIAL MEDIA MARKETING INSTAGRAM, BRAND IMAGE, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PADA MS GLOW (STUDI KASUS PADA KONSUMEN DISTRIBUTOR MS GLOW PANAKUKKANG DI KOTA MAKASSAR).
- Kumar, N., Nawaz, Z., & Samerguy, P. (2024). The power of social media fitness influencers on supplements: how they affect buyer's purchase decision? *International Journal of Pharmaceutical and Healthcare Marketing*, 18(1), 27–46. <https://doi.org/10.1108/IJPHM-04-2022-0037>
- Kusumawati, A., Dewantara, R. Y., Azizah, D. F., & Supriono, S. (2023). Determining outcome factors of city branding post-COVID-19: roles of brand satisfaction, brand experience and perceived risk. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-03-2022-0080>
- Lin, L. Y., & Chen, C. S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265. <https://doi.org/10.1108/07363760610681655>
- Liu, K. N., Tsai, T. I., Xiao, Q., & Hu, C. (2021). The impact of experience on brand loyalty: Mediating effect of images of Taiwan hotels. *Journal of China Tourism Research*, 17(3), 395–414. <https://doi.org/10.1080/19388160.2020.1777238>
- Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125, 815–826. <https://doi.org/10.1016/j.jbusres.2019.04.042>
- Made, N., Dewi, P., Imbayani, G. A., Ribek, P. K., Ekonomi, F., Universitas, B., & Denpasar, M. (2021). Vol 2 Nomor 2 Februari 2021 28. PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN YANG DIMEDIASI E-WORD OF MOUTH PADA GIVANDA STORE DENPASAR. www.validnews.id,
- Mahri, A. J. W., Juliana, J., Monoarfa, H., Rohepi, A. P., & Karim, R. (2023). Integrating country of origin, brand image and halal product knowledge: the case

- of the South Korean skincare in Indonesia. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-12-2021-0390>
- Manansala, G., Arasanmi, C. N., & Ojo, A. O. (2022). Does customer's perception of ethicality influence brand affect, image and equity in the banking sector. *International Journal of Ethics and Systems*. <https://doi.org/10.1108/IJOES-05-2022-0112>
- Mauliddinia, A. (2023). Pengaruh Citra Merek, Kepercayaan Merek, dan Pengalaman Merek Dalam Proses Membangun Merek Sepatu Lokal. 2(4), 177–190. <https://doi.org/10.30640/digital.v2i4.1777>
- Miaoling, L., Zhuying, Z. (2023). Research on the Influence of Sichuan Cuisine Catering Brand Experience on Brand Image. *Manufacturing and Service Operations Management*, 4(3). <https://doi.org/10.23977/msom.2023.040303>
- Mohd Thas Thaker, H., Khaliq, A., Ah Mand, A., Iqbal Hussain, H., Mohd Thas Thaker, M. A. bin, & Allah Pitchay, A. bin. (2021). Exploring the drivers of social media marketing in Malaysian Islamic banks: An analysis via smart PLS approach. *Journal of Islamic Marketing*, 12(1), 145–165. <https://doi.org/10.1108/JIMA-05-2019-0095>
- Monoarfa, H., Juliana, J., Setiawan, R., & Abu Karim, R. (2023). The influences of Islamic retail mix approach on purchase decisions. *Journal of Islamic Marketing*, 14(1), 236–249. <https://doi.org/10.1108/JIMA-07-2020-0224>
- Mutiara Dini, A., & Abdurrahman, A. (2023). The Influence Of Social Media Marketing On Purchasing Decisions Is Influenced By Brand Awareness In Avoskin Beauty Products. In *International Journal of Science*. <http://ijstm.inarah.co.id>
- Nalluri, V., Yang, K. F., Chen, L. S., & Yang, T. Y. K. (2023). Exploring crucial social media marketing factors for improving customer satisfaction and customer loyalty in bed and breakfast sectors in Taiwan. *International Journal of Tourism Cities*, 9(2), 429–446. <https://doi.org/10.1108/IJTC-10-2022-0230>
- Paramita, W., Chan Nhu, H. B., Ngo, L. V., Minh Tran, Q. H., & Gregory, G. (2021). Brand experience and consumers' social interactive engagement with brand page: An integrated-marketing perspective. *Journal of Retailing and Consumer Services*, 62. <https://doi.org/10.1016/j.jretconser.2021.102611>
- Prentice, C., Wang, X., & Loureiro, S. M. C. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*, 50, 50–59. <https://doi.org/10.1016/j.jretconser.2019.04.020>
- Purusottama, A. (2021). MODEL PERILAKU KEPUTUSAN PEMBELIAN PRODUK BERBASIS AGEN: FENOMENA PENGARUH MEDIA SOSIAL.

- Putri Yani Br Sinaga, R., Yuliana Hutapea, J., Kol Masturi No, J., Rahayu, C., Parongpong, K., Bandung Barat, K., & Barat, J. (2022). RICKA PUTRI YANI BR SINAGA, JOAN YULIANA HUTAPEA 12.
- Putu, I., Semadi, Y., & Ariyanti, M. (2018). THE INFLUENCE OF BRAND EXPERIENCE, BRAND IMAGE, AND BRAND TRUST ON BRAND LOYALTY OF ABC-CASH. *Asian Journal of Management Sciences & Education*, 7(3).
- Racherla, P. (2008). FACTORS INFLUENCING CONSUMERS' TRUST PERCEPTIONS OF ONLINE PRODUCT REVIEWS: A STUDY OF THE TOURISM AND HOSPITALITY ONLINE PRODUCT REVIEW SYSTEMS.
- Rafiki, A., Hidayat, S. E., & Nasution, M. D. T. P. (2023). An extensive effect of religiosity on the purchasing decisions of halal products. *PSU Research Review*. <https://doi.org/10.1108/PRR-07-2022-0093>
- Rahmat., & Marso. (2021). HUBUNGAN BRAND EXPERIENCE, BRAND IMAGE, BRAND SATISFACTION, DAN BRAND LOYALTY DALAM PESPEKTIF FOUR-STAGE LOYALTY MODEL (STUDI TERHADAP MAHASISWA PENGGUNA SMARTPHONE DI TARAKAN). <https://doi.org/10.9744/pemasaran.14.1.17-24>
- Rastogi, T., Agarwal, B., & Gopal, G. (2024). Exploring the nexus between sustainable marketing and customer loyalty with the mediating role of brand image. *Journal of Cleaner Production*, 440, 140808. <https://doi.org/10.1016/j.jclepro.2024.140808>
- Razali, G., Nikmah, M., Al-Anwar, S., Nyoman, I., Sutaguna, T., Andiena, P. A., Putri, N., & Yusuf, M. (2023). The Influence Of Viral Marketing And Social Media Marketing On Instagram Adds Purchase Decisions. 3(2).
- Ridha, N. (2017). PROSES PENELITIAN, MASALAH, VARIABEL DAN PARADIGMA PENELITIAN. *Jurnal Hikmah*, Volume 14, No. 1, Januari – Juni 2017, ISSN :1829-8419. <http://e-jurnal.staisumatera-medan.ac.id/index.php/hikmah/article/view/18/15>
- Rihayana, I. G., Putra Salain, P. P., Eka Rismawan, P. A., & Mega Antari, N. K. (2022). THE INFLUENCE OF BRAND IMAGE, AND PRODUCT QUALITY ON PURCHASE DECISION. *International Journal of Business Management and Economic Review*, 04(06), 342–350. <https://doi.org/10.35409/ijbmer.2021.3345>
- Sahanaya, V., & Madiawati, P. N. (2023). Pengaruh Social Media Marketing dan Electronic Word of Mouth Terhadap Keputusan Pembelian melalui Brand Image pada Point Coffee Bandung. *Jurnal EMT KITA*, 7(3), 581–590. <https://doi.org/10.35870/emt.v7i3.945>

- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748–1768. <https://doi.org/10.1108/MD-04-2017-0363>
- 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>
- Sekaran, U. & Bougie, R. (2017). *Research method for business*. Wiley
- Simon Fauser Jonas Wiedenhofer Marie Lorenz, A. G., Fauser, S. G., Wiedenhofer, J., & Lorenz, M. (2011). “Touchpoint social web”: an explorative study about using the social web for influencing high involvement purchase decisions.”
- Siraj, A., Zhu, Y., Taneja, S., Ali, E., Guo, J., & Chen, X. (2024). Executing marketing through a gender lens: a consumer purchase decision-making study in an emerging economy. *Arab Gulf Journal of Scientific Research*. <https://doi.org/10.1108/AGJSR-02-2023-0064>
- Varela-Neira, C., Dwivedi, Y. K., & Camoiras-Rodriguez, Z. (2023). Social media marketing system: conceptualization, scale development and validation. *Internet Research*, 33(4), 1302–1330. <https://doi.org/10.1108/INTR-06-2021-0393>
- Venciute, D., Auruskeviciene, V., & Reardon, J. (2023). The impact of social media marketing on new venture performance. *Corporate Communications*, 28(5), 788–810. <https://doi.org/10.1108/CCIJ-11-2022-0137>
- Wang, Y., Zhao, J., & Pan, J. (2024). The investigation of green purchasing behavior in China: A conceptual model based on the theory of planned behavior and self-determination theory. *Journal of Retailing and Consumer Services*, 77. <https://doi.org/10.1016/j.jretconser.2023.103667>
- Wikantari, M. A. (2022). THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS MODERATED BY PRODUCT QUALITY. In *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)* (Vol. 5, Issue 2). <https://e-journal.uac.ac.id/index.php/ijse/article/view/2149/1008>
- Wilson, J. A. j. (2012). The new wave of transformational Islamic marketing: Reflections and definitions. *Journal of Islamic Marketing*, 3(1), 5–11. <https://doi.org/10.1108/17590831211225436>
- Yin, C. C., Chiu, H. C., Hsieh, Y. C., & Kuo, C. Y. (2022). How to retain customers in omnichannel retailing: Considering the roles of brand experience and purchase behavior. *Journal of Retailing and Consumer Services*, 69. <https://doi.org/10.1016/j.jretconser.2022.103070>

- Yulius, Y. (2023). The Influence of Electronic Word of Mouth and Social Media Marketing on Brand Image and Purchase Intention of E-Commerce Cosmetic Products in Medan City. *SINOMICS JOURNAL* | VOLUME, 2(4). <https://doi.org/10.54443/sj.v2i4.190>
- Yuriev, A., Dahmen, M., Paillé, P., Boiral, O., & Guillaumie, L. (2020). Pro-environmental behaviors through the lens of the theory of planned behavior: A scoping review. In *Resources, Conservation and Recycling* (Vol. 155). Elsevier B.V. <https://doi.org/10.1016/j.resconrec.2019.104660>

