

DAFTAR PUSTAKA

- Apriando, J. P., Soesanto, H., Indriani, F., Manajemen, M., & Diponegoro, U. (2019). Pengaruh Kualitas Produk Dan Ketersediaan Produk Terhadap Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Intervening (Studi Pada Konsumen Minuman Energi M-150 Di Kota Semarang). *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 18(2), 166–183. <https://doi.org/10.14710/jspi.v18i2.166-183>
- Azmy, A., Nauyoman, D., & Zakky, M. (2020). The Effect of Brand Image and Perception of Products on The Purchase Decisions of Matic Motorcycle in East Belitung. *Jurnal Administrasi Bisnis*, 9(1), 31–42.
- Barreda, A. A., Nusair, K., Wang, Y., Okumus, F., & Bilgihan, A. (2020). The impact of social media activities on brand image and emotional attachment: A case in the travel context. *Journal of Hospitality and Tourism Technology*, 11(1), 109–135. <https://doi.org/10.1108/JHTT-02-2018-0016>
- Bawa, K. (1990). Modeling Inertia and Variety Seeking Tendencies in Brand Choice Behavior. *Marketing Science*, 9(3), 263–278. <https://doi.org/10.1287/mksc.9.3.263>
- Castañeda, J. A., Muñoz-Leiva, F., & Luque, T. (2007). Web Acceptance Model (WAM): Moderating effects of user experience. *Information and Management*, 44(4), 384–396. <https://doi.org/10.1016/j.im.2007.02.003>
- Chi, H.-H. (2011). Interactive Digital Advertising vs. Virtual Brand Community. *Journal of Interactive Advertising*, 12(1), 44–61. <https://doi.org/10.1080/15252019.2011.10722190>
- Choi, H., Ko, E., Kim, E. Y., & Mattila, P. (2015). The role of fashion brand authenticity in product management: A holistic marketing approach. *Journal of*

- Product Innovation Management*, 32(2), 233–242.
<https://doi.org/10.1111/jpim.12175>
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230–240.
<https://doi.org/10.1016/j.indmarman.2005.08.013>
- Dai, Q., & Zhang, J. (2020). Interaction between satisfaction and incentives on online reviews. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 899–921.
<https://doi.org/10.1108/APJML-04-2019-0238>
- Djarmiko, T., & Pradana, R. (2016). Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision. *Procedia - Social and Behavioral Sciences*, 219, 221–227. <https://doi.org/10.1016/j.sbspro.2016.05.009>
- Dunakhe, K., & Panse, C. (2021). Impact of digital marketing – a bibliometric review. *International Journal of Innovation Science*. <https://doi.org/10.1108/IJIS-11-2020-0263>
- Fatmawati, E. (2015). Technology Acceptance Model (TAM) untuk Menganalisis Sistem Informasi Perpustakaan. *Iqra': Jurnal Perpustakaan Dan Informasi*, 9(1), 1–13.
- Glennon, T. J. (2021). Sensory Integration and Praxis Test. *Encyclopedia of Autism Spectrum Disorders*, 3(1), 4251–4255. https://doi.org/10.1007/978-3-319-91280-6_1200
- Hartanto, S. (2021). Strategi Zalora Indonesia Mengelola Bisnis Fesyen Di Tengah Pandemi. *Jurnal Imagine*, 1(1), 17–24. <https://doi.org/10.35886/imagine.v1i1.177>
- Hennig-Thurau, T., Malhotra, E. C., Frieger, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer

- relationships. *Journal of Service Research*, 13(3), 311–330.
<https://doi.org/10.1177/1094670510375460>
- Hentati, A., Forsell, E., Ljótsson, B., Kaldo, V., Lindefors, N., & Kraepelien, M. (2021). The effect of user interface on treatment engagement in a self-guided digital problem-solving intervention: A randomized controlled trial. *Internet Interventions*, 26(August). <https://doi.org/10.1016/j.invent.2021.100448>
- Huang, Z., & Benyoucef, M. (2017). The effects of social commerce design on consumer purchase decision-making: An empirical study. *Electronic Commerce Research and Applications*, 25, 40–58.
<https://doi.org/10.1016/j.elerap.2017.08.003>
- Hyllegard, K. H., Yan, R. N., Ogle, J. P., & Attmann, J. (2011). The influence of gender, social cause, charitable support, and message appeal on Gen Y's responses to cause-related marketing. *Journal of Marketing Management*, 27(1–2), 100–123. <https://doi.org/10.1080/02672571003683755>
- Jalil, B. (2013). FACTORS AFFECTING SMARTPHONE PURCHASE DECISION AMONG MALAYSIAN GENERATION Y Karen Lim Lay-Yee Han Kok-Siew Benjamin Chan Yin-Fah. *International Journal of Asian Social Science*, 3(12), 2426–2440.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
<https://doi.org/10.1016/j.bushor.2009.09.003>
- Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour. *Decision Support Systems*, 77(2015), 137–147. <https://doi.org/10.1016/j.dss.2015.06.004>
- Kim, S. H., & Lee, S. A. (2019). The role of marketing communication mix on Korean

- customers' coffee shop brand evaluations. *Journal of Hospitality and Tourism Insights*, 3(3), 291–309. <https://doi.org/10.1108/JHTI-07-2019-0097>
- Kraft, C. (2012). User Experience and Why It Matters. In *User Experience Innovation*. https://doi.org/10.1007/978-1-4302-4150-8_1
- Kuo, Y. F., & Feng, L. H. (2013). Relationships among community interaction characteristics, perceived benefits, community commitment, and oppositional brand loyalty in online brand communities. *International Journal of Information Management*, 33(6), 948–962. <https://doi.org/10.1016/j.ijinfomgt.2013.08.005>
- Lauritsen, B. D., & Perks, K. J. (2015). The influence of interactive, non-interactive, implicit and explicit CSR communication on young adults' perception of UK supermarkets' corporate brand image and reputation. *Corporate Communications*, 20(2), 178–195. <https://doi.org/10.1108/CCIJ-09-2013-0065>
- Magrath, V., & McCormick, H. (2013). Marketing design elements of mobile fashion retail apps. *Journal of Fashion Marketing and Management*, 17(1), 115–134. <https://doi.org/10.1108/13612021311305173>
- Majid, K. A. (2020). Effect of interactive marketing channels on service customer acquisition. *Journal of Services Marketing*, 35(3), 299–311. <https://doi.org/10.1108/JSM-08-2019-0282>
- Mamahit, P., Soegoto, A. S., & Tumbuan, W. A. (2015). Pengaruh Brand Image, Brand Trust, dan Quality Terhadap Keputusan Pembelian Mobil Toyota All New Yaris. *Jurnal Berkala Ilmiah Efisiensi*, 15(05), 777–787. <https://ejournal.unsrat.ac.id/index.php/jbie/article/viewFile/10473/10059>
- Mardiansyah, F., & Khuzani. (2017). Pengaruh Citra Merek, Kualitas Layanan, Harga Dan Media Sosial Terhadap Keputusan Pembelian. *Jurnal Ilmu Dan Riset Manajemen*, 6(12), 1–21.

- Montaner, T., de Chernatony, L., & Buil, I. (2011). Consumer response to gift promotions. *Journal of Product and Brand Management*, 20(2), 101–110. <https://doi.org/10.1108/10610421111121099>
- Mulyadi, H., Novalita, D. P., & Damar, N. (2019). *A Study on E-Commerce: How Does It Have an Influence on Purchase Decision?* 259(Isot 2018), 62–66. <https://doi.org/10.2991/isot-18.2019.13>
- Oktavia, E. (2020). Pengaruh Digital Marketing, Brand Image dan Influencer Marketing pada Keputusan Pembelian Online (Studi pada Mahasiswa STIE Malangkececwara). *Manajemen Pemasaran*.
- Palazón-Vidal, M., & Delgado-Ballester, E. (2005). Sales promotions effects on consumer-based brand equity. *International Journal of Market Research*, 47(2), 179–204. <https://doi.org/10.1177/147078530504700205>
- Parker, C. J., & Wang, H. (2016). Examining hedonic and utilitarian motivations for m-commerce fashion retail app engagement. *Journal of Fashion Marketing and Management*, 20(4), 487–506. <https://doi.org/10.1108/JFMM-02-2016-0015>
- Ponder, N., Holloway, B. B., & Hansen, J. D. (2016). The mediating effects of customers' intimacy perceptions on the trust-commitment relationship. *Journal of Services Marketing*, 30(1), 75–87. <https://doi.org/10.1108/JSM-04-2014-0117>
- Pramesti, K. D. (2018). Loyalitas Customer Dalam Mobile Commerce Zalora. *Profetik: Jurnal Komunikasi*, 11(1), 26. <https://doi.org/10.14421/pjk.v11i1.1360>
- Racherla, P. (2008). Factors influencing consumers' trust perceptions of online product reviews: A study of the tourism and hospitality online product review systems. *ProQuest Dissertations and Theses*, 204-n/a.
- Rainy, A., & Widayanto. (2019). Pengaruh Keragaman Produk Dan E-Service Quality Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen (Studi pada Mahasiswa

- Universitas Diponegoro Pelanggan Zalora). *Jurnal Ilmu Administrasi Bisnis*, 1–9.
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behaviuoral intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Rehnen, L. M., Bartsch, S., Kull, M., & Meyer, A. (2017). Exploring the impact of rewarded social media engagement in loyalty programs. *Journal of Service Management*, 28(2), 305–328. <https://doi.org/10.1108/JOSM-10-2015-0338>
- Saputra, R. Y., Az-zahra, H. M., & Wijoyo, S. H. (2019). Analisis Pengaruh User Experience Portal Berita Terhadap Citra Merek (Studi Pada Portal Berita XYZ). *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 3(8), 7809–7816.
- Saputra, R. Y., Muslimah Az-Zahra, H., & Wijoyo, S. H. (2019). *Analisis Pengaruh User Experience Portal Berita Terhadap Citra Merek (Studi Pada Portal Berita XYZ)* (Vol. 3, Issue 8). <http://j-ptiik.ub.ac.id>
- Schmitt, P., Skiera, B., & Van den Bulte, C. (2011). Referral Programs and Customer Value. *Journal of Marketing*, 75(1), 46–59. <https://doi.org/10.1509/jm.75.1.46>
- Setyaningsih, O. (2017). Pengaruh Persepsi Kualitas Pelayanan E-Commerce Terhadap Kepuasan Pelanggan, Kepercayaan Dan Loyalitas Pada Produk Fashion. *Jurnal Bisnis Dan Manajemen*, 14(2), 67. <https://doi.org/10.20961/jbm.v14i2.4126>
- Siregar, Y., & Kent, A. (2019). Consumer experience of interactive technology in fashion stores. *International Journal of Retail and Distribution Management*, 47(12), 1318–1335. <https://doi.org/10.1108/IJRDM-09-2018-0189>
- So, K. K. F., King, C., Hudson, S., & Meng, F. (2017). The missing link in building

- customer brand identification: The role of brand attractiveness. *Tourism Management*, 59, 640–651. <https://doi.org/10.1016/j.tourman.2016.09.013>
- Son, J. (2017). The impact of initial experience and user attachment on application downloads: Information-seeking and -sharing applications. *Internet Research*, 27(2), 256–276. <https://doi.org/10.1108/IntR-03-2015-0062>
- Stålberg, A. (2021). Design and redesign of the IACTA app, an interactive communication tool intended to facilitate young children's participation in healthcare situations. *Journal of Pediatric Nursing*, 61, 260–268. <https://doi.org/10.1016/j.pedn.2021.07.015>
- Zheng, X., Cheung, C. M. K., Lee, M. K. O., & Liang, L. (2015). Building brand loyalty through user engagement in online brand communities in social networking sites. *Information Technology and People*, 28(1), 90–106. <https://doi.org/10.1108/ITP-08-2013-0144>
- Bougie, U. S. (2017). *Metodologi Penelitian Untuk Bisnis*. Jakarta: Salemba 4.
- Ferdinand, A. (2005). *Metode penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Keller, P. K. (2016). *Marketing Management*. London: Pearson.
- Riadi, E. (2016). *Statistika penelitian : (analisis manual dan IBM SPSS)*. Yogyakarta: Andi Offset.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta.
- Ghozali, I. (2002). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19*. Semarang: Badan Penerbit Universitas Diponegoro.