

DAFTAR PUSTAKA

- Alvin, A., Nastiti, P., & Marsella, E. (2023). Identifikasi Faktor Loyalitas Pengguna pada Shopee Games Menggunakan Expectation-Confirmation Model (ECM). *Edu Komputika Journal*, 10(1), 38-45.
- Ameliawaty, R., & Halilah, I. (2017). Pengaruh brand awareness terhadap consumer decision making. *Jurnal Riset Bisnis Dan Investasi*, 3(2), 63-73.
- American Marketing Association, AMA Dictionary. (2014)
- Andreani, F., Gunawan, L., & Haryono, S. (2021). Social media influencer, brand awareness, and purchase decision among generation z in Surabaya. *Jurnal Manajemen Dan Kewirausahaan*, 23(1), 18-26.
- Arianty, N., & Andira, A. (2021). Pengaruh brand image dan brand awareness terhadap keputusan pembelian. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 39-50.
- Astawa, I. G. B., & Rahanatha, G. (2021). The influence of brand awareness on repurchase intention with perceived quality as mediation variable. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(4), 253-259.
- Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*, 24(3), 412-426.
- Bimaruci, H., Hudaya, A., & Ali, H. (2020). Model of consumer trust on travel agent online: analysis of perceived usefulness and security on re-purchase interests (case study tiket. com). *Dinasti International Journal of Economics, Finance & Accounting*, 1(1), 110-124.
- Brown, T. J., Barry, T. E., Dacin, P. A., & Gunst, R. F. (2005). Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the academy of marketing science*, 33(2), 123-138.
- Chinomona, R., & Maziriri, E. T. (2017). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa. *Journal of Business and Retail Management Research*, 12(1).
- Dewanti, R. L., & Mahmudah, N. (2019). *Pengaruh Dimensi Hedonic Motives Shopping Terhadap Impulse Buying Pada Produk Fast Fashion*. 1–8.
- Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of retailing and consumer services*, 59, 102345.

- Durianto, D., Sugiarto, Sitinjak, T. (2017). Strategi Menaklukkan Pasar Melalui Riset Ekuitas Merek Dan Perilaku Merek. Jakarta: Gramedia Pustaka Utama.
- Dwiviolita, S., & Zuliarni, S. (2023). Customer Engagement, Customer Equity, and Their Influence on Consumer Repurchase Intention in E-Commerce Mobile Applications. *JDM (Jurnal Dinamika Manajemen)*, 14(1), 55-71.
- Eliasari, P. R. A., & Sukaatmadja, I. P. G. (2017). Pengaruh brand awareness terhadap purchase intention dimediasi oleh perceived quality dan brand loyalty. *E-Jurnal Manajemen Unud*, 6(12), 6620-6650.
- Ella, T., Agus, S., & Untrung, K. (2012). Analisis faktor-faktor kunci dari niat pembelian kembali secara online (study kasus pada konsumen fesh shop). *Jurnal Bisnis dan Ekonomi*, 19(2).
- Fatmedya, A., & Hadi, C. (2020). Correlation of Website Quality Towards Repurchase Intention on E-Commerce Consumer. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(3), 1603-1617.
- Firmansyah, A. (2019). Pemasaran produk dan merek (planning & strategy). Pasuruan: Penerbit Qiara Media.
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* (4th ed.). Badan Penerbit Universitas Negeri Diponegoro.
- Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*.
- Graciola, A. P., De Toni, D., Milan, G. S., & Eberle, L. (2020). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, 55, 102117.
- Hadi, A. S. (2021). The influence of product attribute, promotion mix, distribution channel, and price toward repurchase intention on iPhone. *Asian Management and Business Review*, 95-104.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (Seventh Ed). Pearson Education Limited.
- Heryana, D. K., & Yasa, N. N. K. (2020). Effect of electronic word of mouth on repurchase intention mediated by brand attitude. *International Research Journal of Management, IT and Social Sciences*, 7(2), 9-20.
- Hidayat, D. R., & Firdaus, M. R. (2014). Analisis pengaruh kualitas layanan, harga, kepercayaan, citra perusahaan, dan kepuasan pelanggan terhadap loyalitas pelanggan:(studi pada pelanggan telkom speedy di Palangka Raya). *JWM (Jurnal Wawasan Manajemen)*, 2(3), 237-250.
- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer

- satisfaction. *The Journal of Asian Finance, Economics and Business*, 7(9), 427-438.
- Jauhari, I., & Kurnia, D. (2022). Faktor Yang Mempengaruhi Keputusan Pembelian Produk Fashion Secara Online Melalui Aplikasi E-Commerce Pada Generasi Milenial Di Jakarta. *Jurnal Ilmiah Multidisiplin*, 1(02), 09-18.
- Kasmi, K., & Candra, A. N. (2017). Penerapan E-Commerce Berbasis Business To Consumers Untuk Meningkatkan Penjualan Produk Makanan Ringan Khas Pringsewu. *Jurnal aktual*, 15(2), 109.
- Kencana, W. H., Situmeang, I. V. O., Meisyanti, M., Rahmawati, K. J., & Nugroho, H. (2022). Penggunaan Media Sosial dalam Portal Berita Online. *IKRA-ITH HUMANIORA: Jurnal Sosial Dan Humaniora*, 6(2), 136-145.
- Keller Kevin Lane (2013). "Strategic Brand Management. Building, Measuring, and Managing Brand Equity Global Edition". Pearson Education Limited 2013.
- Kesumahati, E., & Novianti, S. (2021, September). Analisis Pengaruh Brand Identity, Brand Image, Brand Interaction, dan Brand Personality Terhadap Customer Satisfaction dan Pengaruhnya Terhadap Repurchase Intention Pada Kosmetik Merek Lokal di Kota Batam. In *Conference on Business, Social Sciences and Technology (CoNeScINTech)* (Vol. 1, No. 1, pp. 643-654).
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of retailing and consumer services*, 43, 304-310.
- Kurniawan, R., Wahyuningjati, T., & Saleh, M. Z. (2023). Determinants Of Online Repurchase Intention On Indonesia. *Jurnal Manajemen, Ekonomi, Hukum, Kewirausahaan, Kesehatan, Pendidikan dan Informatika (MANEKIN)*, 2(2: Desember), 193-197.
- Kusuma, Y. S., Suyadi, I., & Abdillah, Y. (2019). Pengaruh Brand Association dan Unique Product Terhadap Keputusan Pembelian dan Dampaknya pada Loyalitas Pelanggan (Survei pada Pelanggan Sepatu Merek Lokal di Kota Malang). *Jurnal Administrasi Bisnis*, 68(1), 69-78.
- Maulana, A., & Lubis, A. R. (2020). Pengaruh Store Image Terhadap Store Loyalty dan Perceived Quality Sebagai Mediasi di Warung Kopi Solong Ulee Kareng Kota Banda Aceh. *Jurnal Manajemen Inovasi*, 10(2).
- Maulida, Z., & Indah, D. R. (2020). Pengaruh Kesadaran Merek, Asosiasi Merek Dan Persepsi Kualitas Terhadap Kepuasan Konsumen Dan Implikasinya Terhadap Niat Membeli Ulang Vitamin Merek Holisticare Ester C Pada Masa Pandemi Covid 19 Di Kota Banda Aceh. *Jurnal Manajemen Dan Keuangan*, 9(3), 332-351.

- Miočević, M., O'Rourke, H. P., MacKinnon, D. P., & Brown, H. C. (2018). Statistical properties of four effect-size measures for mediation models. *Behavior research methods*, 50, 285-3
- Nurohman, Y. A., & Qurniawati, R. S. (2017). Pengaruh Komunikasi Sosial Media Terhadap Persepsi Konsumen Pada Produk Kosmetik Halal. *Among Makarti*, 10(1).
- Ontarina, N. (2022). Pengaruh Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, Dan Loyalitas Merek Terhadap Loyalitas Pelanggan Dalam Pembelian Kartu Seluler Smartfren Di Universitas Wijaya Putra Surabaya. *Jurnal Mitra Manajemen*, 6(7), 397-407.
- Pandiangan, S. M. T., Resmawa, I. N., Simanjuntak, O. D. P., Sitompul, P. N., & Jefri, R. (2021). Effect of e-satisfaction on repurchase intention in Shopee user students. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(4), 7785-7791.
- Permatasari, A., & Kuswadi, E. (2017). The impact of social media on consumers' purchase intention: A study of ecommerce sites in Jakarta, Indonesia. *Review of Integrative Business and Economics Research*, 6, 321.
- Petersen, I., Herzog, S., Bath, C., & Fleißner, A. (2020). Contextualisation of factual knowledge in genetics: A pre-and post-survey of undergraduates' understanding of the nature of science. *Interdisciplinary Journal of Environmental and Science Education*, 16(2), e2215.
- Philip, K., Armstrong, G., & Opresnik, M. O. (2018). Principles of marketing. Pearson Education.
- Pradana, D., Hudayah, S., & Rahmawati, R. (2017). Pengaruh harga kualitas produk dan citra merek BRAND IMAGE terhadap keputusan pembelian motor. *Kinerja: Jurnal Ekonomi dan Manajemen*, 14(1), 16-23.
- Pramesti, A. B., Saryadi, S., & Budiatmo, A. (2023). Pengaruh E-Service Quality terhadap Repurchase Intention Melalui E-Satisfaction pada Pengguna Aplikasi Bukalapak di Jakarta. *Jurnal Ilmu Administrasi Bisnis*, 12(3), 789-797.
- Prasetya, C. H. A., Kumadji, S., & Yulianto, E. (2014). Pengaruh Citra Merek, Kualitas Produk Terhadap Kepercayaan Serta Keputusan Pembelian (Survei Pada Pembeli Sepeda Motor Honda Vario Pada PT. Sumber Purnama Sakti di Kabupaten Gresik). *Jurnal Administrasi Bisnis (JAB)*, 15(2).
- Pratama, B. P., Iqbal, M., & Tarigan, Z. J. H. (2021). Pengaruh Brand Awareness dan Brand Image Terhadap Keputusan Pembelian Produk Smartphone Vivo. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 4(2), 233-242.
- Pratiwi, D. M., Saerang, D. P. E., & Tumewu, F. (2021). Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk Sari Roti

- (Studi pada Masyarakat di Kota Manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 9(1), 187-196.
- Prisca, E. F., & Adhimursandi, D. (2024, January). The Influence of Product Prices, Brand Awareness, and Consumer Perceptions. In *FORUM EKONOMI: Jurnal Ekonomi, Manajemen dan Akuntansi* (Vol. 26, No. 1, pp. 1-8).
- Purnamasari, S., & Murwatiningsih, M. (2015). Brand Image sebagai Mediasi Pengaruh Promosi, Harga dan Sikap Konsumen terhadap Keputusan Pembelian Jamu Nyonya Meneer di Semarang Timur. *Management Analysis Journal*, 4(3).
- Puspitasari, D. (2016). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan. *Jurnal Ilmu dan Riset Manajemen*, 5(1), 1-19.
- Putra, G. P., Arifin, Z., & Sunarti, S. (2020). Pengaruh Citra Merek Terhadap Keputusan Pembelian (Survei pada Mahasiswa Program Studi Administrasi Bisnis Angkatan 2016-2018 Fakultas Ilmu Administrasi Universitas Brawijaya Pengguna Oppo Smartphone). *Jurnal Administrasi Bisnis*, 78(1), 46-55.
- Putri, C. S., & Hidayat, R. (2022). Pengaruh Digital Marketing dan Brand Awareness Terhadap Keputusan Pembelian Produk Fashion. *Jurnal Ilmiah Manajemen Kesatuan*, 10(2), 319-328.
- Putri, N. E., & Rizaldi, A. (2021). Perkembangan Koperasi Di Indonesia Dalam Menghadapi Tantangan Revolusi Industri 4.0 di Era Globalisasi. *Transekonomika: Akuntansi, Bisnis dan Keuangan*, 1(6), 528-535.
- Rahayu, E. L. B., & Syam, N. (2021). Digitalisasi Aktivitas Jual Beli di Masyarakat: Perspektif Teori Perubahan Sosial. *Ganaya: Jurnal ilmu sosial dan Humaniora*, 4(2), 672-685.
- Razak, N., Themba, O. S., & Sjahrudin, H. (2019). Brand awareness as predictors of repurchase intention: Brand attitude as a moderator. *Advances in Social Sciences Research Journal*, 6(2).
- Rizki Zulfikar, & Lastri Novianti. 2018. Pengaruh Kapabilitas Jejaring Usaha dan Media Sosial terhadap Kinerja Usaha (Studi Kasus: Sentra Kain Cigondewah Bandung). *Jurnal Riset Bisnis dan Manajemen Volume VIII Nomor 2*.
- Rochmah, S. L., Setyowati, T., & Nursaida, N. (2022, August). Analisis Perbandingan Brand Equity Online Shopping pada Marketplace Shopee & Tokopedia di Kota Jember. In *UMMagelang Conference Series* (pp. 953-967).
- Romaniuk, J., Wight, S., & Faulkner, M. (2017). Brand awareness: revisiting an old metric for a new world. *Journal of Product & Brand Management*, 26(5), 469-476.
- Santy, R. D., & Iffan, M. (2023). The Effect of Artificial Intelligence and Gamification on Online Purchase Intention Mediated by Customer

- Experience: Study on Indonesian Marketplace Users. *Mix: Jurnal Ilmiah Manajemen*, 13(1), 227. https://doi.org/10.22441/jurnal_mix.2023.v13i1.015
- Savirah, A. S., Agitson, K., Octaviani, R. D., & Suminar, R. (2020). The Effect of Service Quality and Brand Awareness on Repurchase Intention (The Study on Argo Parahyangan Priority Train). *Advances in Transportation and Logistics Research*, 3, 343-351.
- Shephard, A. J., Kinley, T. R., & Josiam, B. M. (2014). Fashion leadership, shopping enjoyment, and gender: Hispanic versus, Caucasian consumers' shopping preferences. *Journal of Retailing and Consumer Services*, 21(3), 277-283.
- Shwastika, R., & Keni, K. (2021, August). The effect of brand awareness, social media marketing, perceived quality, hedonic motivation, and sales promotion towards consumers intention to purchase in fashion industry. In *International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)* (pp. 23-31). Atlantis Press.
- Sivaram, M., Munawar, N. A., & Ali, H. (2019). Determination Of Purchase Intention Through Brand Awareness And Perceived Quality (Case Study: For Consumers Pt. Sentosa Santosa Finance Tangerang Area). *Dinasti International Journal of Management Science*, 1(2), 232-246.
- So, K. K. F., King, C., & Sparks, B. (2014). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality & Tourism Research*, 38(3), 304-329.
- Su, J., Watchravesringkan, K., Zhou, J., & Gil, M. (2019). Sustainable clothing: Perspectives from US and Chinese young Millennials. *International Journal of Retail & Distribution Management*, 47(11), 1141-1162.
- Sugiyono. 2013. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Sumarwan, U. (2011). *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Bogor: Ghalia Indonesia.
- Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022). Influence of brand awareness, brand association, perceived quality, and brand loyalty of shopee on consumers' purchasing decisions. *CommIT (Communication and Information Technology) Journal*, 16(1), 9-18.
- Surya, Egar, Anang, M., & Arianis, C. (2024). PENGARUH CUSTOMER PERCEIVED VALUE TERHADAP REPURCHASE INTENTION DALAM GAME GENSHIN IMPACT. *JURNAL LENTERA BISNIS*, Volume 13, No. 2, 866-886.
- Susanti, C. E. (2019). The Effect of Brand Awareness and Brand Image on Repurchase Intention Through Brand Loyalty in Beach Tourism in East Java,

- Indonesia. *International Journal of Engineering and Advanced Technology (IJEAT)*, 8, 2249-8958.
- Susanti, N. P. H., & Wardana, I. M. (2015). Pengaruh kualitas produk dan citra merek terhadap kepuasan dan loyalitas pelanggan pada produk kosmetik hijau merek The Body Shop. *E-Jurnal Manajemen Universitas Udayana*, 4(2), 253514.
- Tinaria, L. (2022). Pengaruh Persepsi, Kualitas Dan Tagline Terhadap Brand Awareness Konsumen Pada Produk Downy Pada Masyarakat Kecamatan Tampan Kota Pekanbaru. *Jurnal Akuntansi, Manajemen, Bisnis dan Teknologi*, 2(1), 101-109.
- Tjiptono, F. (2015). *Strategi Pemasaran*. Yogyakarta: Andi Offset.
- Tjiptono, F., & Diana, A. (2020). *Pemasaran Digital: Segmentasi, Targeting, & Positioning*. Yogyakarta: Andi Offset.
- Toruan, N. N. L., & Priansa, D. J. (2018). Pengaruh Electronic Word Of Mouth (e-wom) Pesona Jawa Baratku Terhadap Keputusan Berkunjung Wisatawan Ke Jawa Barat Tahun 2018. *eProceedings of Applied Science*, 4(2).
- Trisnawati, E., Suroso, A., & Kumorohadi, U. (2012). Analisis faktor-faktor kunci dari niat pembelian kembali secara online (study kasus pada konsumen fesh shop). *Jurnal Bisnis dan Ekonomi (JBE)*, 19(2), 126-141.
- Tristiana, A., & Mashariono, M. (2016). Pengaruh Kualitas Produk dan Harga Terhadap Kepuasan Konsumen Sepeda Motor Honda Vario 125. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 5(6).
- Tufahati, N., Barkah, C. S. A., Tresna, P. W., & Chan, A. (2021). The Impact of Customer Satisfaction on Repurchase Intention (Surveys on Customer of Bloomythings). *Journal of Business & Applied Management*, 14(2), 177-186.
- Tuinesia, R., Sutanto, J. E., & Sondak, M. R. (2022). The influence of brand awareness and perceived quality on repurchase intention: brand loyalty as intervening variable (case study at kopi soe branch of Panakkukang Makassar). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1), 578-586.
- Umi Narimawati. 2008. *Metode Penelitian Kualitatif dan Kuantitatif: Teori dan Aplikasinya*. Bandung: Fakultas Ekonomi UNIKOM
- Umi, Narimawati. (2010) *Metodologi Penelitian : Dasar Penyusun Penelitian Ekonomi*. Jakarta: penerbit Genesis
- Umi, Narimawati, Sri Dewi, A., Linna Ismawati. 2010. *Penulisan Karya Ilmiah*. Bekasi: Genesis
- Wijaksono, D., & Ali, H. (2019). Model Repurchase Intentions: Analysis of Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty (Case

- Study Private Label on Store Alfamidi In Tangerang). *Saudi Journal of Humanities and Social Sciences*, 4(5), 371-380.
- Wijaya, I. G. N. S., Pratami, N. W. C. A., & Yasa, I. G. D. (2022). Keputusan pembelian e-commerce selama pandemi: persepsi kegunaan, persepsi kemudahan penggunaan, harga, dan sikap konsumen. *Jurnal Manajemen*, 14(1), 26-37.
- Winadi, J. S. (2017). Hubungan Word Of Mouth Dengan Brand Awareness Teh Kotak. *Jurnal E-Komunikasi*, 5(1).
- Yulianti, N. M. D. R., & Tung, W. (2013). The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping. *Jurnal Manajemen dan Kewirausahaan*, 15(1), 63-74.