

DAFTAR PUSTAKA

- Abdel, R., El Naggar, A., & Bendary, N. (2017). The Impact of Experience and Brand trust on Brand loyalty, while considering the mediating effect of brand Equity dimensions, an empirical study on mobile operator subscribers in Egypt. In *The Business and Management Review* (Vol. 9). ABRM.
- Adhitya, F., Ekonomi, F., Bisnis, D., Uin, I., Semarang, W., Prof, J. L., Kampus, H., Ngaliyan, I., & Semarang, K. (2022). PENGARUH CONTENT MARKETING, ONLINE CONSUMER REVIEW DAN BEAUTY VLOGGER TERHADAP KEPUTUSAN PEMBELIAN ONLINE PRODUK HIJAB RABBANI PADA GENERASI Z DI KOTA SEMARANG. *Jurnal Ilmu Manajemen Dan Akuntansi*, 10(02), 2022. www.wearesocial.com
- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10(8), 1701–1708. <https://doi.org/10.5267/j.msl.2020.1.010>
- Ali, I., Irdiana, S., Irwanto, J., Widya, S., & Lumajang, G. (2019). *Dampak Brand Image, Brand Equity Dan Brand Trust Terhadap Keputusan Pembelian Laptop Asus (Studi Pada Toko Komputer Lumajang Computer Centre Di Kabupaten Lumajang)*. 2. <http://proceedings.stiewidyyagamalumajang.ac.id/index.php/progress>
- Amru Al Majid, A. (2022). *Pengaruh Electronic Word of Mouth dan Brand Image terhadap Sikap dan Minat Beli Konsumen Pakaian Pada E-Commerce di Yogyakarta* (Vol. 01, Issue 03). <https://journal.uii.ac.id/selma/index>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administrative Insight*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Arif, M. (n.d.). Pengaruh Social Media Marketing, Electronic Word Of Mouth (EWOM) Dan lifestyle Terhadap Keputusan Pembelian Online. In *SiNTESA CERED Seminar Nasional Teknologi Edukasi dan Humaniora* (Vol. 2021).
- Athwal, N., Istanbulluoglu, D., & McCormack, S. E. (2019). The allure of luxury brands' social media activities: a uses and gratifications perspective. *Information Technology and People*, 32(3), 603–626. <https://doi.org/10.1108/ITP-01-2018-0017>
- Basri, N. A. H., Ahmad, R., Anuar, F. I., & Ismail, K. A. (2016). Effect of Word of Mouth Communication on Consumer Purchase Decision: Malay Upscale Restaurant. *Procedia - Social and Behavioral Sciences*, 222, 324–331.

- <https://doi.org/10.1016/j.sbspro.2016.05.175>
- Budiyono, R., Novandalina, A., Ernawati, F. Y., & Semarang, S. (2022). *INFLUENCE OF BRAND IMAGE, BRAND TRUST AND PERCEIVED PRODUCT QUALITY ON THE DECISION OF PURCHASING*. 14. <https://doi.org/10.33747>
- Cahyani, W., & Sulistyowati, R. (2021). PENGARUH SALES PROMOTION DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN TIKET BIOSKOP MELALUI APLIKASI TIX ID (Studi pada Pengguna Aplikasi TIX ID di Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN*, 9. <https://forms.gle/zeHfZKGyByYxLfKy5>
- Chen, J.-L., & Dermawan, A. (2020). The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products. *International Journal of Business and Management*, 15(5), 100. <https://doi.org/10.5539/ijbm.v15n5p100>
- Citra Merek, P., Kualitas Pelayanan Terhadap Keputusan Pembelian, dan, Noor Fatimah, H., Nurtantiono, A., Studi Manajemen, P., & Tinggi Ilmu Ekonomi Surakarta, S. (n.d.). *The Influence of Brand Image, Promotion, Price, and Service Quality on Purchase Decisions (Shopee Application Users)*.
- Claesson, A., Jonsson, A., Author Amanda Claesson, J., Lisa Källström, S., & Jogmark Examiner Sven-Olof Collin, M. (n.d.). *The Confusion of Content Marketing A study to clarify the key dimensions of content marketing The confusion of Content Marketing, A study to clarify the key dimensions of content marketing Co-examiner*.
- Danniswara, R., Sandhyaduhita, P., & Munajat, Q. (2017). The impact of EWOM referral, celebrity endorsement, and information quality on purchase decision: A case of Instagram. *Information Resources Management Journal*, 30(2), 23–43. <https://doi.org/10.4018/IRMJ.2017040102>
- Darojat, T. A. (2020). Effect of Product Quality, Brand Image And Life Style Against Buying Decision. In *Journal of Management Science (JMAS)* (Vol. 3, Issue 2). <https://iocscience.org/ejournal/index.php/JMAS>
- Delre, S. A., & Luffarelli, J. (2023). Consumer reviews and product life cycle: On the temporal dynamics of electronic word of mouth on movie box office. *Journal of Business Research*, 156. <https://doi.org/10.1016/j.jbusres.2022.113329>
- Dewi, N. S., & Sudiksa, I. B. (2019). PERAN KEPERCAYAAN MEREK MEMEDIASI ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN. *E-Jurnal Manajemen Universitas Udayana*, 8(6), 3784. <https://doi.org/10.24843/ejmunud.2019.v08.i06.p18>
- Dharmayanti, D., & Juventino, A. K. (n.d.). ANALISIS PENGARUH CONTENT MARKETING TERHADAP CUSTOMER LOYALTY DENGAN CUSTOMER ENGAGEMENT DAN BRAND TRUST SEBAGAI VARIABEL INTERVENING PADA E-COMMERCE ZALORA INDONESIA DI SURABAYA.
- Eginli, A. T. (n.d.-a). *Online Journal of Communication and Media Technologies*

- Volume: 8-Issue: 2 April-2018 Interpersonal Communication in Social Networking Sites: An Investigation in the Framework of Uses and Gratification Theory.*
- Eginli, A. T. (n.d.-b). *Online Journal of Communication and Media Technologies Volume: 8-Issue: 2 April-2018 Interpersonal Communication in Social Networking Sites: An Investigation in the Framework of Uses and Gratification Theory.*
- Enre, A. E., Hutagalung, D., Simbolon, H. A., & Ong, M. T. (2020). Pengaruh Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian CV Obor Pematangsiantar. *Owner*, 4(1). <https://doi.org/10.33395/owner.v4i1.173>
- Ferdinand, A. (2019). *Metode Penelitian Manajemen* (Vol. 5).
- Fernandes, S., Panda, R., Venkatesh, V. G., Swar, B. N., & Shi, Y. (2022). Measuring the impact of online reviews on consumer purchase decisions – A scale development study. *Journal of Retailing and Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103066>
- Hakim, A., Simanjuntak, M., & Hasanah, N. (2021). Faktor-Faktor yang Memengaruhi Keputusan Pembelian di Instagram: Peran Trust sebagai Variabel Mediator. *Jurnal Ilmu Keluarga Dan Konsumen*, 14(3), 296–309. <https://doi.org/10.24156/jikk.2021.14.3.296>
- 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.jjimei.2022.100102>
- Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetyo, T., Pital-Oka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Hermiyenti, S., & Wardi, Y. (2019). *A Literature Review on the Influence of Promotion, Price and Brand Image to Purchase Decision.*
- Hertiwi Khasanah, S., Ariani, N., & Gunaedi Argo, J. (n.d.). *Analisis Citra Merek, Kepercayaan Merek, dan Kepuasan Merek terhadap Loyalitas Merek* (Vol. 2).
- Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915–934. <https://doi.org/10.1108/MD-10-2015-0465>
- Huda, O. K., & Nugroho, A. T. (2020). Pengaruh Word of Mouth dan Citra Merek Terhadap Loyalitas Pelanggan Smartphone Oppo Dimediasi Kepercayaan Merek. *Jurnal Pengembangan Wiraswasta*, 22(02), 141.

- <https://doi.org/10.33370/jpw.v22i02.436>
- Ifinedo, P. (2016). Applying uses and gratifications theory and social influence processes to understand students' pervasive adoption of social networking sites: Perspectives from the Americas. *International Journal of Information Management*, 36(2), 192–206. <https://doi.org/10.1016/j.ijinfomgt.2015.11.007>
- Inayati, T., Johan Efendi, M., Safika Dewi Fakultas Ekonomi, A., Manajemen, J., Mayjen Sungkono Jl Irian Jaya No, U., & Mojokerto, K. (2022). Pengaruh Digital Marketing, Electronic Word of Mouth, dan Lifestyle terhadap Keputusan Pembelian pada Marketplace Shopee Indonesia. *Jurnal Teknologi Dan Manajemen Industri Terapan (JTMIT)*, 1(3), 202–209.
- Indrianna Meutia, K., Widjarnarko, W., Ekonomi dan Bisnis, F., & Bhayangkara Jakarta Raya, U. (n.d.). *Journal of Technopreneurship on Economics and Business Review Dampak Brand Image dan Harga Terhadap Keputusan Pembelian Produk Miniso*. <https://jtebr.unisan.ac.id>
- Isaac Oladepo, O., & Samuel Abimbola, O. (2015). THE INFLUENCE OF BRAND IMAGE AND PROMOTIONAL MIX ON CONSUMER BUYING DECISION-A STUDY OF BEVERAGE CONSUMERS IN LAGOS STATE, NIGERIA. In *British Journal of Marketing Studies* (Vol. 3, Issue 4). Online. www.eajournals.org
- Jurnal Ilmu Manajemen Volume 4 Nomor 2 – Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Surabaya*. (n.d.-a).
- Jurnal Ilmu Manajemen Volume 4 Nomor 2 – Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Surabaya*. (n.d.-b).
- Jurnal Ilmu Manajemen Volume 4 Nomor 2 – Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Surabaya*. (n.d.-c).
- Kamboj, S. (2020). Applying uses and gratifications theory to understand customer participation in social media brand communities: Perspective of media technology. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 205–231. <https://doi.org/10.1108/APJML-11-2017-0289>
- Karr, D. (2016). *How to Map Your Content to Unpredictable Customer Journeys*. Meltwater.
- Kotler, P. dan K. L. Keller. (2016). *Marketing Management 16th edition*. New jersey : Pearson (16th ed., Vol. 16).
- Krishnamurthy, A., & Kumar, S. R. (2018). Electronic word-of-mouth and the brand image: Exploring the moderating role of involvement through a consumer expectations lens. *Journal of Retailing and Consumer Services*, 43, 149–156. <https://doi.org/10.1016/j.jretconser.2018.03.010>
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Kumar, S., Prakash, G., Gupta, B., & Cappiello, G. (2023). How e-WOM influences

- consumers' purchase intention towards private label brands on e-commerce platforms: Investigation through IAM (Information Adoption Model) and ELM (Elaboration Likelihood Model) Models. *Technological Forecasting and Social Change*, 187. <https://doi.org/10.1016/j.techfore.2022.122199>
- Larika, W., & Ekowati, S. (n.d.). *PENGARUH CITRA MEREK, HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE OPPO*.
- Liu, H., Shaalan, A., & Jayawardhena, C. (2022). The Impact of Electronic Word-of-Mouth (eWOM) on Consumer Behaviours. In *The SAGE Handbook of Digital Marketing* (pp. 136–158). SAGE Publications Ltd. <https://doi.org/10.4135/9781529782509.n9>
- Made, N., Wulandari, R., & Ketut Nurcahya, I. (2015). *PENGARUH CELEBRITY ENDOSER, BRAND IMAGE, BRAND TRUST TERHADAP KEPUTUSAN PEMBELIAN CLEAR SHAMPOO DI KOTA DENPASAR*. 4(11), 3909–3935.
- Mahayani, O. C., Aknuranda, I., & Kusyanti, A. (2019). *Pengaruh Customer Engagement Melalui Media Sosial terhadap Kepercayaan Merek (Studi Kasus : Instagram Shopee)* (Vol. 3, Issue 4). <http://j-ptiik.ub.ac.id>
- Manajemen, J., Bisnis, D., Febiyati, L., & Aqmala, D. D. (2022). PENGARUH E-WOM, BRAND IMAGE, KUALITAS PRODUK DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA PENGGUNA GRAB MELALUI MINAT BELI SEBAGAI VARIABEL INTERVENING. In *JMDB* (Vol. 1, Issue 1).
- Manajemen, J., & Keuangan, D. (n.d.). *Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa* (Vol. 6, Issue 1). www.wikipedia.org
- Manajemen, J., & Keuangan, D. (2017). *Pengaruh Brand Image (Citra Merek) terhadap Loyalitas Konsumen Produk Oli Pelumas Evalube di Kota Langsa* (Vol. 6, Issue 2).
- Meiliana Rahmah, R., & Pembangunan Nasional Veteran Jawa Timur, U. (2022). The Effect of Electronic Word of Mouth And Brand Image on Purchase Decision of Sariayu Face Mask Pengaruh Electronic Word of Mouth Dan Citra Merek Terhadap Keputusan Pembelian Masker Wajah Sariayu. In *Management Studies and Entrepreneurship Journal* (Vol. 3, Issue 4). <http://journal.yrpipku.com/index.php/msej>
- Padmalia, M., & Gabriel, Z. (2022). *Peran Trust Sebagai Intervening pada Pengaruh E-WOM terhadap Keputusan Pembelian Jasa Salon Kecantikan* (Vol. 2, Issue 2).
- Palazzo, M., & Vollero, A. (2015). Conceptualizing content marketing: a delphi approach. *MERCATI E COMPETITIVITÀ*, 1, 25–44. <https://doi.org/10.3280/mc2015-001003>
- Pelletier, M. J., Krallman, A., Adams, F. G., & Hancock, T. (2020). One size doesn't fit all: a uses and gratifications analysis of social media platforms. *Journal of Research in Interactive Marketing*, 14(2), 269–284. <https://doi.org/10.1108/JRIM-10-2019-0001>

0159

- PENGARUH CITRA MEREK DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN ONLINE PADA APLIKASI SHOPEE DI WILAYAH JAKARTA TIMUR.* (n.d.).
- PENGARUH ELECTRONIC WORD OF MOUTH DI MEDIA SOSIAL INSTAGRAM TERHADAP MINAT BELI PELANGGAN (STUDI KASUS PADA 372 KOPI DAGO PAKAR DI BANDUNG) THE EFFECT OF ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA INSTAGRAM TOWARD CUSTOMER PURCHASE INTENTION (CASE STUDY ON 372 COFFEE DAGO PAKAR IN BANDUNG).* (n.d.).
- PENGARUH E-WOM DAN BRAND TRUST TERHADAP PURCHASE INTENTION (Studi Kasus Pada Konsumen Go-jek di Yogyakarta).* (n.d.).
- Pratiwi, S., & Rahmidani, R. (2023). Pengaruh Content Marketing dan Electronic Word of Mouth Pada Media Sosial Instagram Terhadap Keputusan Pembelian Produk Vaseline Hand & Body Lotion. *Jurnal Ecogen*, 6(1), 119. <https://doi.org/10.24036/jmpe.v6i1.14476>
- Promosi, P., Informasi dan Kepercayaan Dhia Zharfaningrum, K., Hidayatullah, S., Khouroh, U., Windhyastiti, I., Waris, A., Ekonomi dan Bisnis, F., Merdeka Malang, U., Administrasi Niaga, J., & Negeri Malang, P. (n.d.). Jurnal Studi Manajemen dan Bisnis Determinan Keputusan Pembelian Online di Instagram. In *JSMB* (Vol. 7, Issue 2). <http://journal.trunojoyo.ac.id/jsmb>
- Rachbini, W., Anggraeni, D., & Wulanjani, H. (2021). The influence of electronic service quality and electronic word of mouth (eWOM) toward repurchase intention (study on e-commerce in Indonesia). *Jurnal Komunikasi: Malaysian Journal of Communication*, 37(1), 42–58. <https://doi.org/10.17576/JKMJC-2021-3701-03>
- Rahanatha, G. B. (2017). *DAN KEPUASAN KONSUMEN TERHADAP NIAT MEMBELI KEMBALI I Made Arya Dharmayana 1.* 6(4), 2018–2046. www.topbrand-award.com,
- Rahmawaty, D., Adek, D., Nur, R., Tinggi, S., Haji, I. E., & Salim, A. (n.d.). ANALISIS PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK SMARTPHONE OPPO. In *Jurnal Ekonomi* (Vol. 23, Issue 1).
- Riana Fatmaningrum, S., Fadhilah, M., Ekonomi, F., & Sarjanawiyata Tamansiswa, U. (2020). *Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Minuman Frestea.* 4(1).
- Rif'atul H, A., & Endang, A. (n.d.). PENGARUH CITRA MEREK DAN ELECTRONIC WORD OF MOUTH (e-WOM) TERHADAP KEPUTUSAN PEMBELIAN (Studi pada Konsumen Pixy di Kota Semarang). In *Jurnal Administrasi Bisnis: Vol. X.*
- Rindha Purba, F., & Paramita, L. (2021). The Influence of eWOM and Customer Satisfaction on Purchasing Decisions. *International Journal of Social Science and*

- Business*, 5(4), 575–585. <https://ejournal.undiksha.ac.id/index.php/IJSSB/index>
- Rizkia Azzahra Hendrawan, & Yulianti. (2022). Hubungan Content Marketing Bittersweet By Najla dengan Keputusan Pembelian Followers. *Jurnal Riset Manajemen Komunikasi*, 22–27. <https://doi.org/10.29313/jrmk.v2i1.814>
- 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>
- Sari, I., & Hidayat, R. (2020). Pengaruh Lokasi dan Fasilitas Terhadap Keputusan Pembelian pada Cafe Bang Faizs. *Journal of Trends Economics and Accounting Research*, 1(2), 74–81. <https://journal.fkpt.org/index.php/jtear>
- Sari, N., Saputra, M., Husein, J., & Id, M. C. (2017a). PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO ONLINE BUKALAPAK.COM. In *Jurnal Manajemen Magister* (Vol. 03, Issue 01).
- Sari, N., Saputra, M., Husein, J., & Id, M. C. (2017b). PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO ONLINE BUKALAPAK.COM. In *Jurnal Manajemen Magister* (Vol. 03, Issue 01).
- Sayekti, W., Yanuar Rahmat Syah, T., & Angga Negoro, D. (n.d.). *International Journal of Economics, Commerce and Management THE EFFECT OF BRAND COMMUNICATION, BRAND IMAGE AND BRAND TRUST ON BRAND LOYALTY IN PRORIS PRODUCTS IN TANGERANG INDONESIA*. <http://ijecm.co.uk/>
- Schiffman, L. G. , & W. J. L. (2015). *Consumer behaviour* (11th ed., Global Edition). Pearson. (11th ed.). Pearson.
- Sharma, A., Fadahunsi, A., Abbas, H., & Pathak, V. K. (2022). A multi-analytic approach to predict social media marketing influence on consumer purchase intention. *Journal of Indian Business Research*, 14(2), 125–149. <https://doi.org/10.1108/JIBR-08-2021-0313>
- Shrafat, F., Zeglat, D., Ensour, W., & Sarhan, N. M. (2021). Analysis of the factors that influence adoption of information from managerial responses to negative electronic word-of-mouth. *International Journal of Services and Operations Management*, 39(4), 495–527. <https://doi.org/10.1504/IJSOM.2021.117639>
- Sucipto, E., & Fuad, T. M. (n.d.). ANALISIS PENGARUH CITRA MEREK DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN TOKOPEDIA DI JAKARTA.
- Sudarman, E., Madiistriyatno, H., & Sudarman, I. (2021). Investigations of Customer Loyalty: Strengthening Product Quality, Brand Image and Customer Satisfaction. *MIX: JURNAL ILMIAH MANAJEMEN*, 11(1), 78. <https://doi.org/10.22441/mix.2021.v11i1.006>

- Sugiyono. (2013). *Metode Penelitian Kuantitatif, kualitatif dan R&D*.
- Suny. (2017). *Pengaruh kepercayaan, kemudahan dan kualitas informasi penjualan terhadap keputusan pembelian secara online oleh mahasiswa politeknik negeri Batam*. *Jurnal Ilmu dan Riset Manajemen*.
- Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022a). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions. In *CommIT Journal* (Vol. 16, Issue 1).
- Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022b). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions. In *CommIT Journal* (Vol. 16, Issue 1).
- Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022c). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions. In *CommIT Journal* (Vol. 16, Issue 1).
- Syafitri, A., Ratna Sari, E., & Sanjaya, V. F. (2021). *Pengaruh Citra Merek, Promosi Dan Kepercayaan Merek Terhadap Keputusan Pembelian Pada Produk Scarlett Whitening (Studi Kasus Mahasiswa UIN Raden Intan Lampung)* (Vol. 1, Issue 1). Mei.
- Syafrina, I. (2016). *Pengaruh Green Product (Tissue Tessa) Terhadap Keputusan Pembelian (Studi Kasus Wilayah Kabupaten Bandung Dan Kota Bandung Tahun 2016)*.
- Theophilus Alpha Kristiawan PENGARUH PACKAGING, SOCIAL MEDIA MARKETING DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN BUSANA BRAND LOKAL . (n.d.).
- Tjiptono, F. (2014). *Manajemen Jasa*. Edisi Keempat. Yogyakarta.
- Ustadriatul Mukarromah, Mirtan Sasmita, & Lilis Rosmiati. (2022). Pengaruh Konten Marketing dan Citra Merek Terhadap Keputusan Pembelian dengan Dimediasi Minat Beli pada Pengguna Aplikasi Tokopedia. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, 2(1), 73–84. <https://doi.org/10.37366/master.v2i1.444>
- Venessa, I., & Arifin, Z. (2017). PENGARUH CITRA MERK (BRAND IMAGE) DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN (Survei pada Mahasiswa Program Studi Administrasi Bisnis Fakultas Ilmu Administrasi Universitas Brawijaya Malang Tahun Angkatan 2013/2014 dan 2014/2015 Pengguna Kartu Pra-Bayar Simpati). In *Jurnal Administrasi Bisnis (JAB)*/Vol (Vol. 51, Issue 1).
- Vicenovie, I., & Situmeang, O. (n.d.). *PENGARUH DAYA TARIK CONTENT MARKETING DAN CONTENT REVIEW TERHADAP KEPUTUSAN PEMBELIAN (Survey Pada Followers Akun @msglowbeauty)*.
- Wadi, M. H., Fadhilah, M., & Hutami, L. T. H. (2021). Analisis Pengaruh Citra Merek, Kepercayaan Merek dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Specs (Studi Kasus Pada Konsumen Sepatu Specs Di Kota Lombok Timur). *J-MAS*

- (*Jurnal Manajemen Dan Sains*), 6(1), 172. <https://doi.org/10.33087/jmas.v6i1.223>
- Yulindasari, E. R., & Fikriyah, K. (2022). Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee. *Journal of Islamic Economics and Finance Studies*, 3(1), 55. <https://doi.org/10.47700/jiefes.v3i1.4293>
- Yusniar, E., Yusniar Fog, E., & Indra, R. (2022). The Impact of Content Marketing and Brand Trust On Customer Loyalty. *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(3).
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41. <https://doi.org/10.1016/j.elerap.2020.100980>