

DAFTAR PUSTAKA

- Aaker, D. A. (1991). Capitalizing on the Value of a Brand Name. *New York*, 28(1), 35-37. *New York*, 28(1).
- Aaker, D. A. (1995). *Measuring Brand Equity Across Products and Markets*.
- Aaker, D. A. , & E. M. B. (1991). *Capitalizing on the Value of a Brand Name*. 28(1), 35-37.
- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347-356. <https://doi.org/10.1177/002224379703400304>
- Abosag, I., Ramadan, Z. B., Baker, T., & Jin, Z. (2020a). Customers' need for uniqueness theory versus brand congruence theory: The impact on satisfaction with social network sites. *Journal of Business Research*, 117, 862-872. <https://doi.org/10.1016/j.jbusres.2019.03.016>
- Abosag, I., Ramadan, Z. B., Baker, T., & Jin, Z. (2020b). Customers' need for uniqueness theory versus brand congruence theory: The impact on satisfaction with social network sites. *Journal of Business Research*, 117, 862-872. <https://doi.org/10.1016/j.jbusres.2019.03.016>
- adrian 2017*. (n.d.).
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851-858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Agresti, A. (2012). *Categorical Data Analysis* (Vol. 792). John Wiley & Sons.
- Albari, A. (2018). The Influence of Product Price on Consumers' Purchasing Decisions. *Review of Integrative Business and Economics Research*, 7, 328. <https://www.researchgate.net/publication/339796716>
- Al-Dmour, H., Al-Qawasmi, S., Al-Dmour, R., & Basheer Amin, E. (2022a). The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements. *International Journal of Pharmaceutical and Healthcare Marketing*, 16(3), 376-391. <https://doi.org/10.1108/IJPHM-08-2020-0066>
- Al-Dmour, H., Al-Qawasmi, S., Al-Dmour, R., & Basheer Amin, E. (2022b). The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements. *International Journal of Pharmaceutical and Healthcare Marketing*, 16(3), 376-391. <https://doi.org/10.1108/IJPHM-08-2020-0066>
- Alif Fianto, A. Y., Hadiwidjojo, D., Aisjah, S., & Solimun, S. (2014). The Influence of Brand Image on Purchase Behaviour Through Brand Trust. *Business Management and Strategy*, 5(2), 58. <https://doi.org/10.5296/bms.v5i2.6003>

- Andaleeb, S. S. (1992). The trust concept: research issues for channels of distribution. *Research in marketing*, 11(1), 1-34. *Research in Marketing*, 11(1), 1–34.
- Anuraga, G., & Otok, B. W. (2013). Pemodelan Kemiskinan di Jawa Timur dengan Structural Equation Modeling-Partial Least Square. *Jurnal Statistika Universitas Muhammadiyah Semarang*, 1(2).
- apple 2019. (n.d.).
- Apple Inc. (2022). *UNITED STATES SECURITIES AND EXCHANGE COMMISSION FORM 10-K ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 One Apple Park Way Cupertino, California 95014 (Address of principal executive offices) (Zip Code)*.
- Arikunto, S. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktik: Vol. Jakarta* (Rineka Cipta).
- Arindaputri, N. B., & Santoso, S. (2023). Analysis of the influence of digital marketing, brand image, and price perception on purchase intention and brand loyalty in Uniqlo apparel products. *International Journal of Research in Business and Social Science* (2147- 4478), 12(4), 57–65. <https://doi.org/10.20525/ijrbs.v12i4.2612>
- Arnould, E. J., & Thompson, C. J. (n.d.). *Consumer culture theory*.
- Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868–882. <https://doi.org/10.1086/426626>
- Atilgan, E., Aksoy, Ş., & Akinci, S. (2005). Determinants of the brand equity. *Marketing Intelligence & Planning*, 23(3), 237–248. <https://doi.org/10.1108/02634500510597283>
- Belén del Río, A., Vázquez, R., & Iglesias, V. (2001). The effects of brand associations on consumer response. *Journal of Consumer Marketing*, 18(5), 410–425. <https://doi.org/10.1108/07363760110398808>
- BPS Provinsi Jawa Tengah. (2019). *Persentase Penduduk menurut Kabupaten/Kota dan Apakah Menguasai/Kepemilikan Telepon Seluler (HP) Selama 3 Bulan Terakhir (Persen), 2017-2019*. BPS. <https://jateng.bps.go.id/indicator/2/1129/1/persentase-penduduk-menurut-kabupaten-kota-dan-apakah-menguasai-kepemilikan-telepon-seluler-hp-selama-3-bulan-terakhir.html>
- Brown, T. A. (2006). *Confirmatory Factor Analysis for Applied Research*. New York: The Guilford Press.
- Büyükdağ, N. (2021). The effect of brand awareness, brand image, satisfaction, brand loyalty and WOM on purchase intention: An empirical research on

- social media. *Business & Management Studies: An International Journal*, 9(4), 1380–1398. <https://doi.org/10.15295/bmij.v9i4.1902>
- Cahyani, & Sutrasmawati. (2016). PENGARUH BRAND AWARENESS DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN. *Management Analysis Journal*, 5(4).
- Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120, 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Coulter, K. S., & Coulter, R. A. (2002). Determinants of trust in a service provider: The moderating role of length of relationship. *Journal of Services Marketing*, 16(1), 35–50. <https://doi.org/10.1108/08876040210419406>
- Counter Point Research. (2023). *Volume Penjualan iPhone di Indonesia (2018-2022)*. Counterpointresearch.Com.
- D Vieira, F. G., de Rezende Pinto, M., Cassimiro de Freitas, R., & Pimenta Resende, S. (2015). *CONSUMER CULTURE THEORY (CCT) NO CONTEXTO DAS EXPERIÊNCIAS DE CONSUMO DE SERVIÇOS: EM BUSCA DE UMA AGENDA DE PESQUISA Consumer Culture Theory (CCT in the context of consumer services experiences: in search of an agenda for research Adriano de Mendonça Joaquim. 2*, 49–68.
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.101966>
- de Mooij, M., & Hofstede, G. (2011). Cross-Cultural Consumer Behavior: A Review of Research Findings. *Journal of International Consumer Marketing*, 23(3–4), 181–192.
- Dea Khoirunnisa, & Albari, A. (2023). The effect of brand image and product knowledge on purchase intentions with e-WOM as a mediator variable. *International Journal of Research in Business and Social Science (2147-4478)*, 12(1), 80–89. <https://doi.org/10.20525/ijrbs.v12i1.2256>
- Dewi, F. M., Sulivyo, L., & Bastaman, A. (2021). MEDIATING EFFECT OF BRAND IMAGE AND BRAND TRUST BETWEEN E-WOM ON SMARTPHONE BUY INTEREST IN TANGERANG CITY. *Russian Journal of Agricultural and Socio-Economic Sciences*, 119(11), 74–80. <https://doi.org/10.18551/rjoas.2021-11.08>

- Doney, P. M., & Cannon, J. P. (1997). An Examination of the Nature of Trust in Buyer–Seller Relationships. *Journal of Marketing*, 61(2), 35–51. <https://doi.org/10.1177/002224299706100203>
- Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Escobar-Rodríguez, T., & Bonsón-Fernández, R. (2017). Analysing online purchase intention in Spain: fashion e-commerce. *Information Systems and E-Business Management*, 15(3), 599–622. <https://doi.org/10.1007/s10257-016-0319-6>
- Evans, Dave, Bratton, S., & McKee, J. (2021). *Social Media Marketing*. AG Printing & Publishing.
- F. Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*, 15(2), 161–183. <https://doi.org/10.1108/JAMR-05-2017-0062>
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1787733>
- Ferdinand, A. (2006). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen* (5th ed.). UNDIP Press.
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry’s brand performance. *International Journal of Hospitality Management*, 76, 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Foroudi, P., Melewar, T. C., & Gupta, S. (2014). Linking corporate logo, corporate image, and reputation: An examination of consumer perceptions in the financial setting. *Journal of Business Research*, 67(11), 2269–2281. <https://doi.org/10.1016/j.jbusres.2014.06.015>
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–353. <https://doi.org/10.1086/209515>
- Gerrikagoitia, J. K., Castander, I., Rebón, F., & Alzua-Sorzabal, A. (2015). New Trends of Intelligent E-marketing Based on Web Mining for E-shops. *Procedia - Social and Behavioral Sciences*, 175, 75–83. <https://doi.org/10.1016/j.sbspro.2015.01.1176>

- Ghafoor, A., Dean, A., & Abbas, N. (2015). Impact of Demographic Factors on Impulse Buying Behavior of Consumers in Multan-Pakistan. In *European Journal of Business and Management* www.iiste.org ISSN (Vol. 7, Issue 22). Online. www.iiste.org
- Ghorbanzadeh, D., Zakieva, R. R., Kuznetsova, M., Ismael, A. M., & Ahmed, A. A. (2023). Generating destination brand awareness and image through the firm's social media. *Kybernetes*, 52(9), 3292–3314. <https://doi.org/10.1108/K-09-2021-0931>
- Ghozali, I. (2006). *Aplikasi analisis multivariate dengan program SPSS*. Badan Penerbit Universitas Diponegoro.
- GoodStats. (2023). *Samsung jadi Merek Ponsel yang Paling Banyak Dipakai Warga Indonesia*. GoodStats. <https://goodstats.id/article/samsung-jadi-merek-ponsel-yang-paling-banyak-dipakai-warga-indonesia-tkg0#:~:text=Kemudian%20disusul%20dengan%20Iphone%20dengan,4%20persen%20pada%20tahun%202023>.
- 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. <https://doi.org/10.1016/j.jretconser.2020.102117>
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions. *Journal of Retailing*, 74(3).
- Gulzar, A., Anwar, A., Sohail, F. Bin, & Akram, S. N. (2011). Impact of brand image, trust, and affect on consumer brand extension attitude: The mediating role of brand loyalty IMPACT OF BRAND IMAGE, TRUST AND AFFECT ON CONSUMER BRAND EXTENSION ATTITUDE: THE MEDIATING ROLE OF BRAND LOYALTY. In *International Journal of Economics and Management Sciences* (Vol. 1, Issue 5). www.managementjournals.org
- Gumelar, G., Rapini, T., & Kristiyana, N. (2023). The Effect of Brand Trust, Brand Awareness, and Brand Positioning on The Purchase Decision of Honda Brand Motorcycle in Students of Muhammadiyah Ponorogo University. *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBI)*, 4(1), 1–9. <https://doi.org/10.31289/jimbi.v4i1.1821>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Pearson, New York, 7.
- Handoyo, T. W., & Mani, L. (2021). Repurchase Decision on iPhone in Indonesia; The Influenced of Social Media between Utilitarian and Hedonic Values in Customer Satisfaction. In *Turkish Journal of Computer and Mathematics Education*

- Hapsari. (2023, August 18). *5 Tips strategi marketing ala iPhone yang bisa diterapkan pada bisnis agar makin cuan*. Hops.
- Hatch, E., & Farhady, H. (1982). *Research Design and Statistic for Applied Linguistics*. London: New Bury House Production, Inc.
- He, A. Z., & Y., L. (2010). The empirical research on the influence of store image on private brand trust and purchase intention. *Nankai Business Review*, 13(2), 79–89.
- Hofstede, G., & Minkov, M. (2010). Long- versus short-term orientation: new perspectives. *Asia Pacific Business Review*, 16(4), 493–504. <https://doi.org/10.1080/13602381003637609>
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92–99. <https://doi.org/10.1016/j.jbusres.2011.02.003>
- Huang, Y., & Huddleston, P. (2009). Retailer premium own-brands: creating customer loyalty through own-brand products advantage. *International Journal of Retail & Distribution Management*, 37(11), 975–992. <https://doi.org/10.1108/09590550910999389>
- Husain, R., Paul, J., & Koles, B. (2022). The role of brand experience, brand resonance and brand trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66. <https://doi.org/10.1016/j.jretconser.2021.102895>
- Idham Alfairoza Manajemen, M., & Ekonomi dan Bisnis, F. (2022). *Pengaruh Brand Image, Brand Awareness, dan Media Sosial terhadap Keputusan Pembelian Parfum HMNS*. <https://ssrn.com/abstract=4246297>
- IDN Times. (2021, March 9). *7 Brand HP yang Kuasai Pasar Indonesia, Banyak yang Punya*. IDN Times.
- Jain, N. K., Kamboj, S., Kumar, V., & Rahman, Z. (2018). Examining consumer-brand relationships on social media platforms. *Marketing Intelligence and Planning*, 36(1), 63–78. <https://doi.org/10.1108/MIP-05-2017-0088>
- Jiang, L. A. , Y. Z. , & J. M. (2013). Measuring consumer perceptions of online shopping convenience. *Journal of Service Management*, 24(2).
- Jiang, Y. , R. H. , & M. F. T. (2016). Destination brand image and brand equity: evidence from domestic travellers in China. *Journal of Business Research*, 69(12), 5773–5783.
- Jones, J. P., & ed. (1999). *How to use advertising to build strong brands*. Sage.
- Kadek, N., Yohana, Y., Ayu, K., Dewi, P., Ayu, G., & Giantari, K. (n.d.). The Role of Brand Image Mediates the Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention. In *American Journal of Humanities and Social Sciences Research* (Issue 1). www.ajhssr.com

- Kadek, N., Yohana, Y., Ayu, K., Dewi, P., Ayu, G., & Giantari, K. (2020). The Role of Brand Image Mediates the Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention. In *American Journal of Humanities and Social Sciences Research* (Issue 1). www.ajhssr.com
- Kapferer, J. N. (2008). *The new strategic brand management: Creating and sustaining brand equity long term*. Kogan Page Publisher.
- Kaur, H., & Kaur, K. (2019). Connecting the dots between brand logo and brand image. *Asia-Pacific Journal of Business Administration*, 11(1), 68–87. <https://doi.org/10.1108/APJBA-06-2018-0101>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2010). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education India.
- Kesumo, A. M., & Rachmawati, I. (n.d.). *ANALISIS BRAND EQUITY IPHONE DI INDONESIA 2015*.
- Kim, D. K. (2016). Influence of brand awareness and brand attitude on purchase. *Journal of Marketing Thought*, 3(1), 16–27.
- Kline, R. B. (2011). *Principles and Practice of Structural Equation Modeling*. Guilford Press.
- Ko, E., Costello, J. P., & Taylor, C. R. (2019). What is a luxury brand? A new definition and review of the literature. *Journal of Business Research*, 99, 405–413. <https://doi.org/10.1016/j.jbusres.2017.08.023>
- Kotler, P., & Keller, K. (2009). *Marketing Management* (13th ed.).
- Lau, G. T., & Lee, S. H. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market-Focused Management*, 4(4), 341–370. <https://doi.org/10.1023/A:1009886520142>
- Layerise. (2023, February 8). *Customer Brand Loyalty: What Apple has, that You Don't!*
- Lin, L., & Lu, C. (2010). The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth. *Tourism Review*, 65(3), 16–34. <https://doi.org/10.1108/16605371011083503>
- Lloyd, A. E., & Luk, S. T. K. (2010). The Devil Wears Prada or Zara: A Revelation into Customer Perceived Value of Luxury and Mass Fashion Brands*. *Journal of Global Fashion Marketing*, 1(3), 129–141. <https://doi.org/10.1080/20932685.2010.10593065>

- Luthfi Alatas, S., & Tabrani, M. (2018). PENGARUH CELEBRITY ENDORSER TERHADAP PURCHASE INTENTION MELALUI BRAND CREDIBILITY. In *JMI* (Vol. 9, Issue 1). <http://www.jurnal.unsyiah.ac.id/JInoMan>
- Lyu, J., & Kim, J. (2020). Antecedents of Social Media–Induced Retail Commerce Activities: Impact of Brand–Consumer Relationships and Psychological Sense of Community. *Journal of Interactive Advertising*, *20*(2), 119–132. <https://doi.org/10.1080/15252019.2020.1769513>
- Macdonald, E. K., & Sharp, B. M. (2000). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication. *Journal of Business Research*, *48*(1), 5–15. [https://doi.org/10.1016/S0148-2963\(98\)00070-8](https://doi.org/10.1016/S0148-2963(98)00070-8)
- Macdonald, E. K., Sharp, B. M., Optus, W., & Engel, L. (2000). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication cognitive decision-making models of consumer choice (e. *Journal of Business Research*, *48*, 5–15.
- Made Gita Widiastiti, N., Nyoman Kerti Yasa, N., & Bayu Rahanata, G. (2020). The Role of Brand Image In Mediating The Relationship of Product Quality And Price Fairness With Purchase Decision (A Case Study of the iPhone Product in Denpasar City). In *SSRG International Journal of Economics and Management Studies (SSRG-IJEMS)* (Vol. 7). www.internationaljournalsrrg.org
- Madeline, S., & Sihombing, S. O. (2019). THE IMPACTS OF BRAND EXPERIENCES ON BRAND LOVE, BRAND TRUST, AND BRAND LOYALTY: AN EMPIRICAL STUDY. In *Jurnal Bisnis dan Manajemen* (Vol. 20, Issue 2).
- Maknunah, L., & Rachmat, B. (2020). The Effect of Brand Image, Brand Trust, Economic Benefits, and Brand Attitude Toward Purchase Intention on Iphone in East Java. *International Journal of Multicultural and Multireligious Understanding*, *7*(2), 308. <https://doi.org/10.18415/ijmmu.v7i2.1484>
- McCracken, G. (1986). Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods. *Journal of Consumer Research*, *13*(1), 71–84. <https://doi.org/10.1086/209048>
- Moh, N., & Sirkumbang, R. (2005). *Research Methods*. Ghalia Indonesia.
- Mohd, N. Y., Nasser, M. N., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity? *Journal of Product and Brand Management*, *16*(1), 38–48. <https://doi.org/10.1108/10610420710731142>
- Moorman, C., Deshpandé, R., & Zaltman, G. (1993). Factors Affecting Trust in Market Research Relationships. *Journal of Marketing*, *57*(1), 81–101. <https://doi.org/10.1177/002224299305700106>

- Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations. *Journal of Marketing Research*, 29(3), 314–328. <https://doi.org/10.1177/002224379202900303>
- Musay 2014. (n.d.).
- Nina Adlini, M., Hanifa Dinda, A., Yulinda, S., Chotimah, O., & Julia Merliyana, S. (2022). *METODE PENELITIAN KUALITATIF STUDI PUSTAKA* (Vol. 6, Issue 1).
- Nugroho, S. D. P., Rahayu, M., & Hapsari, R. D. V. (2022). The impacts of social media influencer's credibility attributes on gen Z purchase intention with brand image as mediation. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(5), 18–32. <https://doi.org/10.20525/ijrbs.v11i5.1893>
- Nur Aisah, I. (2018). Management Analysis Journal THE INFLUENCE OF STORE ATMOSPHERE, PRODUCT KNOWLEDGE AND BRAND IMAGE TOWARD PURCHASE DECISION THROUGH WORD OF MOUTH. *Management Analysis Journal*, 7(2). <http://maj.unnes.ac.id>
- Nur, I., & Supomo, B. (1999). *Metodologi Penelitian Bisnis*. BPFE.
- Nur, Y. (2022). *The Effect of Lifestyle, Brand Image, and Product Quality on Iphone Purchase Decisions*. <https://id.fxssi.com>
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>
- Ott, R. L., & Longnecker, M. T. (2015). *An Introduction to Statistical Methods and Data Analysis*. Cengage Learning.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement – empirical evidence. *Journal of Product & Brand Management*, 14(3), 143–154. <https://doi.org/10.1108/10610420510601012>
- Preacher, K. J., & Leonardelli, G. J. (2024). Calculation for the Sobel Test. In *quantpsy.org*.
- Purnamawati, I. A. Pt. S., Wianto Putra, I. M., & Wahyuni, N. M. (2022). The Effect of Brand Image on Online Purchase Decision with Mediation Word of Mouth on Fashion Products in Denpasar-Bali Province. *Jurnal Ekonomi & Bisnis JAGADITHA*, 9(1), 90–98. <https://doi.org/10.22225/jj.9.1.2022.90-98>
- Putlely, Z., Andry Lesnussa, Y., Wattimena, A. Z., & Matdoan, M. Y. (2021). *Structural Equation Modeling (SEM) untuk Mengukur Pengaruh Pelayanan, Harga, dan Keselamatan terhadap Tingkat Kepuasan Pengguna Jasa Angkutan Umum Selama Pandemi Covid-19 di Kota Ambon*.

- Rajagopal. (2011). Consumer culture and purchase intentions toward fashion apparel in Mexico. *Journal of Database Marketing and Customer Strategy Management*, 18(4), 286–307. <https://doi.org/10.1057/dbm.2011.33>
- Sahin, A., Zehir, C., & Kitapçı, H. (2011a). The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands. *Procedia - Social and Behavioral Sciences*, 24, 1288–1301. <https://doi.org/10.1016/j.sbspro.2011.09.143>
- Sahin, A., Zehir, C., & Kitapçı, H. (2011b). The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands. *Procedia - Social and Behavioral Sciences*, 24, 1288–1301. <https://doi.org/10.1016/j.sbspro.2011.09.143>
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Schade, M., Piehler, R., Warwitz, C., & Burmann, C. (2018). Increasing consumers' intention to use location-based advertising. *Journal of Product and Brand Management*, 27(6), 661–669. <https://doi.org/10.1108/JPBM-06-2017-1498>
- Schroeder, J. E. (2009). The cultural codes of branding. *Marketing Theory*, 9(1), 123–126. <https://doi.org/10.1177/1470593108100067>
- Semuel, H., & Chandra, S. S. (2014). The Analysis of Corporate Social Responsibility Implementation Effects towards Price Fairness, Trust and Purchase Intention at Oriflame Cosmetics Product in Surabaya. *Procedia - Social and Behavioral Sciences*, 155, 42–47. <https://doi.org/10.1016/j.sbspro.2014.10.253>
- Shih, K.-H., Sresteesang, W., Thi, N., Dao, B., & Wu, G.-L. (2018). Assessing the Relationship among Online Word-of-Mouth, Product Knowledge, and Purchase Intention in Chain Restaurant. In *Finance & Management Strategy* (Vol. 13, Issue 1).
- Sholikhah, E. N., Mustofa, M., Nugrahaningsih, D. A. A., Yuliani, F. S., Purwono, S., Sugiyono, S., Widyarini, S., Ngatidjan, N., Jumina, J., Santosa, D., & Koketsu, M. (2020). Acute and Subchronic Oral Toxicity Study of Polyherbal Formulation Containing *Allium sativum* L., *Terminalia bellirica* (Gaertn.) Roxb., *Curcuma aeruginosa* Roxb., and *Amomum compactum* Sol. ex. Maton in Rats. *BioMed Research International*, 2020. <https://doi.org/10.1155/2020/8609364>
- Sichtmann, C. (2007). An analysis of antecedents and consequences of trust in a corporate brand. *European Journal of Marketing*, 41(9–10), 999–1015. <https://doi.org/10.1108/03090560710773318>
- Singh, M. (2022). *Apple's iPhone Keeps Driving Profit Growth*. Tech Crunch.

- Sirohi, N., In, E. W. M., Wittink, D. R., & Louis, H. J. (1998). A Model of Consumer Perceptions and Store Loyalty Intentions for a Supermarket Retailer Wittink is the. *ISSN 224 Journal of Retailing*, 74(2), 223–245.
- Siyoto, & Sodik, M. A. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Sohaib, M., & Han, H. (2023). Building value co-creation with social media marketing, brand trust, and brand loyalty. *Journal of Retailing and Consumer Services*, 74. <https://doi.org/10.1016/j.jretconser.2023.103442>
- Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79, 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>
- Sta, N., Abbassi, R., & Elfidha, C. (2018). The effect of brand love on brand performance: the role of brand loyalty. *Journal of Business and Management Research*, 11, 314–324. www.knowledgejournals.com
- Statista. (2023). *Jumlah Pengguna Smartphone di Dunia*. Statista.
- Su, H.-Y. (2021). THE EFFECT OF BRAND IMAGE ON PURCHASE INTENTION: A STUDY OF LUXURY PRODUCTS. In *The International Journal of Organizational Innovation* (Vol. 14). <https://www.ijoi-online.org/>
- Sugiyono. (2016). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R&D*. Alfabeta.
- Sugiyono. (2017). Metode Penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D. *Bandung : Alfabera*.
- Sugiyono, M. P. P. (2009). Metode Penelitian Kuantitatif & Kualitatif, dan R&D. In *Bandung: Alfabeta* (Vol. 7).
- Sugiyono, P. (2011). Metodologi penelitian kuantitatif kualitatif dan R&D. *Alfabeta*, 62–70.
- Sun, Y., Huang, Y., Fang, X., & Yan, F. (2022). The Purchase Intention for Agricultural Products of Regional Public Brands: Examining the Influences of Awareness, Perceived Quality, and Brand Trust. *Mathematical Problems in Engineering*, 2022. <https://doi.org/10.1155/2022/4991059>
- Susanti, S. A., Sawaki, A., Octora3, Y., & Primadi4, A. (n.d.). *THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE ON E-WOM MEDIATED BY BRAND TRUST IN THE AIRASIA REFUND PROCESS DURING COVID-19 PANDEMIC IN JAKARTA 2020*.
- Syahrani, M. (2023, August 10). *10 Negara Dengan Pengguna Smartphone Terbanyak Di Dunia, Indonesia Masuk Daftar!* GoodStats.
- Tan, Y., Geng, S., Katsumata, S., & Xiong, X. (2021). The effects of ad heuristic and systematic cues on consumer brand awareness and purchase intention:

- Investigating the bias effect of heuristic information processing. *Journal of Retailing and Consumer Services*, 63.
<https://doi.org/10.1016/j.jretconser.2021.102696>
- Tecoalu, M. , T. H. W. , & F. F. (2021). The Effect of Price Perception and Brand Awareness on Service Quality Mediated by Purchasing Decisions:(Study Case on PT. Maybank Indonesia Finance Credit Products). *Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)*, 1(4), 183–195.
- Tih, S., Chan, K. T., Ansary, A., & Ahmed, A. (2016). Green advertising appeal and consumer purchase intention. *Jurnal Pengurusan*, 47, 157–168.
<https://doi.org/10.17576/pengurusan-2016-47-13>
- Tong, L. I., & Chiou, K. C. (1999). Estimating the censored observations under random censoring model for the Exponential distribution. *Journal-Chinese Institute of Industrial Engineers*, 16, 85–92.
- Wijanto, S. H. (2008). *Structural Equation Modeling*. Yogyakarta: Graha Ilmu.
- Wired. (2018). *The WIRED Guide to the iPhone*. Wired.
<https://www.wired.com/story/guide-iphone/>
- Yohana F. C. P. Meilani, I. B. M. P. B., & Ian N. Suryawan, R. R. M. (2020a). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- Yohana F. C. P. Meilani, I. B. M. P. B., & Ian N. Suryawan, R. R. M. (2020b). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- Zahid, W., & Dastane, O. (2016a). *Factors Affecting Purchase Intention of South East Asian (SEA) Young Adults towards Global Smartphone Brands* (Vol. 1).
- Zahid, W., & Dastane, O. (2016b). *Factors Affecting Purchase Intention of South East Asian (SEA) Young Adults towards Global Smartphone Brands* (Vol. 1).
- Zia, A., Younus, S., & Mirza, F. (2021). Investigating the Impact of Brand Image and Brand Loyalty on Brand Equity: the Mediating Role of Brand Awareness. In *International Journal of Innovation, Creativity and Change*. www.ijicc.net (Vol. 15, Issue 2). www.ijicc.net
- Zong, Z., Liu, X., & Gao, H. (2023). Exploring the mechanism of consumer purchase intention in a traditional culture based on the theory of planned behavior. *Frontiers in Psychology*, 14.
<https://doi.org/10.3389/fpsyg.2023.1110191>