

## DAFTAR PUSTAKA

- Aditiya, C., Ningrum, N. K., & Cahyani, P. D. (2024). The Influence Of Kualitas Produk And Citra merek On Keputusan pembelian Of Indosat Card Users With Customer Trust As An Intervening Variable (Case Study of Economics Faculty Students University Sarjanawiyata Tamansiswa Yogyakarta). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(2). <https://doi.org/10.37676/ekombis.v12i2.5196>
- Agustin, A., Sudarwati, S., & Maryam, S. (2021). Keputusan pembelian Based on the Citra merek, Product Design and Lifestyle on Converse Shoes in Surakarta. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(1), 53–59. <https://doi.org/10.29040/ijebar.v5i1.1907>
- Aninda, P. S., & Sazali, H. (2024). Citra merek Pemkab Simalungun dalam Merekonstruksi Objek Wisata Umbul Mabar. *Jurnal Indonesia : Manajemen Informatika Dan Komunikasi*, 5(2), 1791–1798. <https://doi.org/10.35870/jimik.v5i2.763>
- Antara, M. E. Y., & Martini, I. A. O. (2024). APAKAH MINAT BELI KONSUMEN DAPAT MENUNJANG KEPUTUSAN PEMBELIAN MELALUI SERVICE QUALITY? *JMM UNRAM - MASTER OF MANAGEMENT JOURNAL*, 13(2), 141–153. <https://doi.org/10.29303/jmm.v13i2.815>
- Ardani, W. (2024). The Link of Social Media and Citra merek On Consumer Purchase Intention the Mediating Role Pernyataan dari mulut ke mulut secara elektronik. *Kompartemen: Kumpulan Orientasi Pasar Konsumen*, 2(1), 1–6. <https://doi.org/10.56457/kompartemen.v2i1.516>
- Azis, M., Said Abadi, & Faisa Nurdiantini. (2024). Decision in Shopping In the Charity of an Islamic Community Organization. *Niqosiya: Journal of Economics and Business Research*, 4(01), 239–248. <https://doi.org/10.21154/niqosiya.v4i01.3313>
- Bambang, T., & Firdiyansyah, I. (2021). Pengaruh Kualitas Produk, Harga Dan Citra Merek Terhadap Keputusan Pembelian Sepatu Online Di Toko L-in Shop Batam. *Jurnal Rekaman*, 5(1), 86–94. <http://www.ojs.jurnalrekaman.com/index.php/rekaman/article/view/107>
- Buhalis, D. (Ed.). (2022). *Encyclopedia of Tourism Management and Marketing*. Edward Elgar Publishing. <https://doi.org/10.4337/9781800377486>
- Chai, G. (2024). The Influential Factors on Citra merek. *Highlights in Business, Economics and Management*, 39, 682–686. <https://doi.org/10.54097/xwyxmv24>
- Chenavaz, R. Y., Feichtinger, G., Hartl, R. F., & Kort, P. M. (2020). Modeling the

- impact of Kualitas Produk on dynamic pricing and advertising policies. *European Journal of Operational Research*, 284(3), 990–1001. <https://doi.org/10.1016/j.ejor.2020.01.035>
- Diansyah, & NurmalaSari, A. I. (2017). Pengaruh Pemasaran Internet Dan Pernyataan Dari Mulut Ke Mulut Secara Elektronik Terhadap Keputusan Pembelian Dengan Kesadaran Merek Sebagai Variabel Intervening Pada Mahasiswa Universitas 17 Agustus 1945 Jakarta. *Journal of Business Studies*, 2(1), 86.
- Diventy, A. H., Rahadhini, M. D., & ... (2020). The role of digital marketing on purchase intention and keputusan pembelians at Kopi Si Budi Surakarta. ... on Technology, Education ..., 2020, 488–496. [https://ejurnal.unisri.ac.id/index.php/proictss/article/view/5060/3780](https://ejurnal.unisri.ac.id/index.php/proictss/article/view/5060%0Ahttps://ejurnal.unisri.ac.id/index.php/proictss/article/view/5060/3780)
- Ganguly, D. S. (2022). Do Celebrities Influence the Decisions Consumers Make. *INTERANTIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT*, 06(05). <https://doi.org/10.55041/IJSREM13176>
- Ge, F., & Ge, J. (2023). Research on Citra merek Marketing Strategy - From Brand Awareness to Brand Loyalty. *Journal of Global Humanities and Social Sciences*, 4(04), 161–165. <https://doi.org/10.61360/BoniGHSS232014120802>
- Hadita, H., Widjanarko, W., & Hafizah, H. (2020). Pengaruh Kualitas Produk Smartphone Terhadap Keputusan Pembelian di Masa Pandemic Covid19. *Jurnal Kajian Ilmiah*, 20(3), 261–268. <https://doi.org/10.31599/jki.v20i3.294>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2017). *Multivariate Data Analysis*. (7th ed.). Pearson Education, Upper Saddle River.
- Intakoris, S., Wardhanab, M. A., Maryatin, & Prihantono, J. (2023). Pengaruh Kualitas Produk, Waktu Tunggu Terhadap Kepuasan Nasabah Elektronik Pada Penggunaan Fitur Bca M-Banking. *Jurnal Teknologi Dan Manajemen Industri*, 16–21.
- Janudin, J., & Warasto, H. N. (2024). THE INFLUENCE OF LIFESTYLE, CITRA MERK, COUNTRY OF ORIGIN ON PURCHASING DECISIONS WITH KUALITAS PRODUK AS INTERVENING. *International Journal Multidisciplinary Science*, 3(2), 76–86. <https://doi.org/10.56127/ijml.v3i2.1304>
- Khusaini, K., Mawaddah, S. N., & Widiarti, A. (2024). KUALITAS LAYANAN DAN HARGA SEBAGAI PENENTU KEPUTUSAN PEMBELIAN MINUMAN KOPI. *Pelita : Jurnal Penelitian Dan Karya Ilmiah*, 22(1), 34–47. <https://doi.org/10.33592/pelita.v22i1.2052>

- Kinari, K., Drupadi, A. C. V., Yunita, Z., & Indra, R. (2023). A literature review study of Pernyataan Dari Mulut Ke Mulut Secara Elektronikfactors that influence purchasing decisions. *Gema Wiralodra*, 14(3), 1504–1515. <https://doi.org/10.31943/gw.v14i3.597>
- Lestari, E. J. (2024). The Influence of Kualitas Produk, Reputation, and Trust on Purchasing Decisions at PT Semarak Konstruksi Batam. *Jurnal Ilmiah Manajemen Dan Bisnis*, 10(2), 249. <https://doi.org/10.22441/jimb.v10i2.28220>
- Lusyana, G. C., Nurjannah, I. N., Izzuddin, I. R., & Dedu, M. (2024). The Influence Of Digital Marketing And Citra merek On Purchasing Decisions At The Indomobil Plaza Dealer In Indramayu. *Journal of Management, Economic, and Financial*, 2(4), 122–129. <https://doi.org/10.46799/jmef.v2i4.41>
- M. Anwarul Islam, K., M. Shahabuddin, A., Omeish, F., Bashar Bhuiyan, A., & Islam, S. (2023). Effects of brand awareness, religious belief, and brand trust on purchase intentions of halal products among young consumers. *Innovative Marketing*, 19(4), 247–256. [https://doi.org/10.21511/im.19\(4\).2023.20](https://doi.org/10.21511/im.19(4).2023.20)
- Mas, S. I. G. N. B. H. I., & Ekawati, N. W. (2019). CITRA MERAK MEMEDIASI KUALITAS PRODUK SMARTPHONE OPPO DI KOTA DENPASAR Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia Pengguna teknologi smartphone pada negara Indonesia bertumbuh dengan pesat . Lembaga riset digitalmarketing memperkir. *E-Jurnal Manajemen*, 8(1), 7102–7131.
- Mas, S. I. G. N. B. H. I., Ekawati, N. W., Febriana Sulistya Pratiwi., Rupantra, Hidayat, M. S., Purnapardi, M. S., Indarwati, T. A., Alkalah, C., Ramadhan Fajar, A., Ani, J., Lumanauw, B., Tampenawas, J. L. A., Lin, C., Wu, Y.-S., Chen, J.-C. V., Dinawan, Muhammad Rhendria, S., Sari, D. A. T., Ii, B. A. B., Pembelian, K., ... Astari, N. (2022). ANALISIS FAKTOR – FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN. *Jambura*, 9(1), 1–23. <https://doi.org/10.21744/irjmis.v7n1.839>
- Mr. Naveen H. N, & Prof. H. N Ramesh. (2022). Citra merek – An Extended Arm for Customer Building. *International Journal of Advanced Research in Science, Communication and Technology*, 100–106. <https://doi.org/10.48175/IJARSCT-7761>
- Nirwana, N. (2024). Correlation of Consumer Type and Consumption Decision Processq. *International Journal of Management and Economics Invention*, 10(07). <https://doi.org/10.47191/ijmei/v10i7.01>
- Nur Azizah, I., & Lilis Sugi Rahayu Ningsih. (2023). Pengaruh Citra merek Dan Kualitas Produk Terhadap Keputusan Pembelian Busana Muslim Pada Member Rabbani Jombang. *JURNAL EKONOMI BISNIS DAN*

- MANAJEMEN*, 1(4), 54–67. <https://doi.org/10.59024/jise.v1i4.327>
- Obot, O. U., Attai, K. F., Onwodi, G. O., James, I., & John, A. (2024). *Sentiment Analysis of Pernyataan Dari Mulut Ke Mulut Secara Elektronik(Pernyataan dari mulut ke mulut secara elektronik) on E-Learning* (pp. 1–23). <https://doi.org/10.4018/978-1-6684-7366-5.ch057>
- Palma, K. M., Hapid, H., & Wahida, A. (2023). Pengaruh Kualitas Produk Skincare Fenny Frans terhadap Kepuasan Pelanggan di Kota Palopo. *Reslaj : Religion Education Social Laa Roiba Journal*, 5(5), 2729–2737. <https://doi.org/10.47467/reslaj.v5i5.3386>
- Patel, K. R. (2024). Effect of E-pernyataan dari mulut ke mulut secara elektronik Stimuli on Customer Keputusan pembelian. *International Journal For Multidisciplinary Research*, 6(4). <https://doi.org/10.36948/ijfmr.2024.v06i04.25003>
- Pellegrino, A. (2024). Consumer Expectations in the Digital Environment. In *Decoding Digital Consumer Behavior* (pp. 61–76). Springer Nature Singapore. [https://doi.org/10.1007/978-981-97-3454-2\\_5](https://doi.org/10.1007/978-981-97-3454-2_5)
- Pilipus, R. R., Fikry Aransyah, M., & Bharata, W. (2021). Pengaruh Wom (Word of Mouth), Citra merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Minuman Thai Tea Pada Dum Dum Thai Drinks Samarinda. *Jambura*, 4(1), 61–72. <https://ejurnal.ung.ac.id/index.php/JIMB/article/view/10463/2900>
- Pramesti, G. C., Marsudi, & Andharani, S. N. (2024). The Influence of Citra merek on Brand Trust and Its Impact on Brand Loyalty (Study of MS Glow Consumers in Malang City). *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 4(01), 81–90. <https://doi.org/10.22219/jamanika.v4i01.32531>
- Pranaya, A. A., Sarjani, D. K., Rosalia, F., Shabrina, R. M., Shabrina, R. M., & Irwansyah, I. (2023). PERNYATAAN DARI MULUT KE MULUT SECARA ELEKTRONIK DAN PARIWISATA: SEBUAH TINJAUAN PUSTAKA SISTEMATIS. *Jurnal Master Pariwisata (JUMPA)*, 277. <https://doi.org/10.24843/JUMPA.2023.v10.i01.p12>
- Ram, J., & Sun, S. (2020). Business benefits of online-to-offline ecommerce: A theory driven perspective. *Journal of Innovation Economics and Management*, 33(3), 135–162. <https://doi.org/10.3917/jie.033.0135>
- Ramadhan Fajar, A. (2022). Pengaruh Electronic word of mouth, Citra merek dan Brand Trust Terhadap Keputusan Pembelian Kosmetik Wardah Di Kota Medan. *Journal of Economics and Business*, 04(02), 1–9.
- Ramadhan, M. F., Siroj, R. A., & Afgani, M. W. (2024). Validitas and Reliabilitas. *Journal on Education*, 6(2), 10967–10975.

<https://doi.org/10.31004/joe.v6i2.4885>

Sabrina Desweriel, R. (2022). *Efektivitas Pernyataan dari mulut ke mulut secara elektronik Pada Media Sosial Tiktok Dan Kualitas Produk Terhadap Citra Merek Serta Dampaknya Pada Keputusan Pembelian Produk Uniqlo Di Jakarta.*

<https://repository.uinjkt.ac.id/dspace/bitstream/123456789/61075/1/RAVELIA SABRINA DESWERIEL -FEB.pdf>

Saputra, A. L., & Aprilia, T. (2023). Pengaruh Citra Merek Terhadap Minat Beli Konsumen. *Journal of Innovation in Management, Accounting and Business*, 2(1), 1–7. <https://doi.org/10.56916/jimab.v2i1.344>

Saraswati, A. R., & Giantari, I. G. A. K. (2022). Citra merek mediation of Kualitas Produk and Pernyataan Dari Mulut Ke Mulut Secara Elektronik keputusan pembelian. *International Research Journal of Management, IT and Social Sciences*, 9(1), 97–109. <https://doi.org/10.21744/irjmis.v9n1.2012>

Sari Dewi, L. G. P., Edyanto, N., & Siagian, H. (2020). The Effect of Brand Ambassador, BrandSari Dewi, L. G. P., Edyanto, N., & Siagian, H. (2020). The Effect of Brand Ambassador, Citra merek, and Brand Awareness on Keputusan pembelian of Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences*, 76, 01023. *SHS Web of Conferences*, 76, 01023.

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). *Partial Least Squares Structural Equation Modeling* (Issue July). <https://doi.org/10.1007/978-3-319-05542-8>

Smith, K. T., Smith, M., & Wang, K. (2010). Does brand management of corporate reputation translate into higher market value? *Journal of Strategic Marketing*, 18(3), 201–221. <https://doi.org/10.1080/09652540903537030>

Sriyanto, A. (2024). The Influence Of The PERNYATAAN DARI MULUT KE MULUT SECARA ELEKTRONIK, E-Trust, and E-Service on Keputusan pembelian. *International Journal of Social Service and Research*, 4(03), 1008–1017. <https://doi.org/10.46799/ijssr.v4i03.757>

Sugiyono. (2020). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D.*

Tassiello, V., Amatulli, C., Tillotson, J. S., & Laker, B. (2024). aiWOM: Artificial Intelligence Word-of-Mouth. Conceptualizing Consumer-to-AI Communication. *International Journal of Human–Computer Interaction*, 1–13. <https://doi.org/10.1080/10447318.2024.2349362>

Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Keputusan Pembelian: Sebagai Variabel Mediasi Hubungan Kualitas Produk dan Kepercayaan terhadap Kepuasan Konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, 5(1), 67. <https://doi.org/10.33603/jibm.v5i1.4929>

Widiastiti, N. M. G., Yasa, N. N. K., & Rahana, G. B. (2020). The Role of Citra

- merek In Mediating The Relationship of Kualitas Produk And Price Fairness With Keputusan pembelian (A Case Study of the iPhone Product in Denpasar City). *International Journal of Economics and Management Studies*, 7(4), 199–207. <https://doi.org/10.14445/23939125/ijems-v7i4p124>
- Xiao, L., & Li, Y. (2019). Examining the Effect of Positive Online Reviews on Consumers' Decision Making. *Journal of Global Information Management*, 27(3), 159–181. <https://doi.org/10.4018/JGIM.2019070109>
- Zahara, R. (2024). The Effect Of Kualitas Produk On Purchasing Decisions. *Dinasti International Journal of Education Management And Social Science*, 5(5), 1325–1338. <https://doi.org/10.38035/dijemss.v5i5.2511>