

DAFTAR PUSTAKA

- Abou-Shouk, M., & Soliman, M. (2021). The impact of gamification adoption intention on brand awareness and loyalty in tourism: The mediating effect of customer engagement. *Journal of Destination Marketing & Management*, 20, 100559. <https://doi.org/10.1016/j.jdmm.2021.100559>
- Åkesson, M., & Löfberg, N. (2021). *The Palgrave Handbook of Servitization* (M. Kohtamäki, T. Baines, R. Rabetino, A. Z. Bigdeli, C. Kowalkowski, R. Oliva, & V. Parida, Eds.). Springer International Publishing. <https://doi.org/10.1007/978-3-030-75771-7>
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157. <https://doi.org/10.1177/2278682119850275>
- Amal Dabbous, & Karine Aoun Barakat. (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*.
- Amoako, G. K., Caesar, L. D., Dzogbenku, R. K., & Bonsu, G. A. (2023). Service recovery performance and repurchase intentions: the mediation effect of service quality at KFC. *Journal of Hospitality and Tourism Insights*, 6(1), 110–130. <https://doi.org/10.1108/JHTI-06-2021-0141>
- Amzat, I. H., Najimdeen, A. H. A., Walters, L. M., Yusuf, B., & Padilla-Valdez, N. (2023). Determining Service Quality Indicators to Recruit and Retain International Students in Malaysia Higher Education Institutions: Global Issues and Local Challenges. *Sustainability*, 15(8), 6643. <https://doi.org/10.3390/su15086643>
- Aquinia, A., & Soliha, E. (2020). The effect of brand equity dimensions on repurchase intention. *Diponegoro International Journal of Business*, 3(2), 97–103. <https://doi.org/10.14710/dijb.3.2.2020.97-103>
- Azizi, S., Mahdavi Shahri, M., Rahman, H., Abdul Rahim, R., Rasedee, A., & Mohamad, R. (2017). Green synthesis palladium nanoparticles mediated by white tea (Camellia sinensis) extract with antioxidant, antibacterial, and antiproliferative activities toward the human leukemia (MOLT-4) cell line. *International Journal of Nanomedicine*, Volume 12, 8841–8853. <https://doi.org/10.2147/IJN.S149371>
- Babić Rosario, A., de Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, 48(3), 422–448. <https://doi.org/10.1007/s11747-019-00706-1>
- Ballester, E., Ruiz, C., & Rubio, N. (2021). Engaging consumers through firm-generated content on Instagram. *Spanish Journal of Marketing - ESIC*, 25(3), 355–373. <https://doi.org/10.1108/SJME-11-2020-0189>

- Bilgin, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9), e10619. <https://doi.org/10.1016/j.heliyon.2022.e10619>
- Chen, L., Li, Y.-Q., & Liu, C.-H. (2019). How airline service quality determines the quantity of repurchase intention - Mediate and moderate effects of brand quality and perceived value. *Journal of Air Transport Management*, 75, 185–197. <https://doi.org/10.1016/j.jairtraman.2018.11.002>
- Cheraghalizadeh, R., & Dědková, J. (2022). DO SERVICE QUALITY AND SOCIAL MEDIA MARKETING IMPROVE CUSTOMER RETENTION IN HOTELS? TESTING THE MEDIATION EFFECT. *E+M Ekonomie a Management*, 25(2), 118–133. <https://doi.org/10.15240/tul/001/2022-2-008>
- Chiu, W., & Cho, H. (2021). E-commerce brand. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1339–1362. <https://doi.org/10.1108/APJML-10-2018-0403>
- Civelek, M. E., & Ertemel, A. V. (2018). Trust Building Model of Customers on B2c Websites: A Research on Generation Y Customers / B2c Web Sitelerinde Müşterilerin Güven Oluşturma Modeli: Y Jenerasyonu Müşterileri Üzerine Bir Araştırma. *Journal of History Culture and Art Research*, 7(1), 332. <https://doi.org/10.7596/taksad.v7i1.1381>
- Cong, Y., & Zheng, Y. (2017). A Literature Review of the Influence of Electronic Word-of-Mouth on Consumer Purchase Intention. *Open Journal of Business and Management*, 05(03), 543–549. <https://doi.org/10.4236/ojbm.2017.53047>
- Dewi Mustikasari Immanuel, & Martina Apriliyani Maharia. (2020). Engaging Purchase Decision of Customers in Marketplace Channel: A Study of Fashion Online Retail. *Jurnal Bisnis Dan Manajemen*, 7(2), 106–117.
- Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. *Journal of Business Research*, 135, 758–773. <https://doi.org/10.1016/j.jbusres.2021.07.015>
- Fan, Y.-H., & Lin, T.-J. (2023). Identifying university students' online academic help-seeking patterns and their role in Internet self-efficacy. *The Internet and Higher Education*, 56, 100893. <https://doi.org/10.1016/j.iheduc.2022.100893>
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management*, 7(1), 1787733. <https://doi.org/10.1080/23311975.2020.1787733>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen* (Vol. 05). Semarang.
- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-

- word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hancock, T., Breazeale, M., Adams, F. G., & Hardman, H. (2023). Fueling and cooling firestorms: how online community members enable and disable online negative e-WOM. *Journal of Product & Brand Management*, 32(2), 286–304. <https://doi.org/10.1108/JPBM-12-2021-3756>
- Hong, J., Repetti, T., Erdem, M., & Henthorne, T. (2019). Effect of guest demographics on perception of hotel room price. *Journal of Hospitality and Tourism Insights*, 3(1), 3–16. <https://doi.org/10.1108/JHTI-01-2019-0014>
- Hoxha, M. A. (2023). “Community and health-care service quality in Kosovo”: “a confirmatory analytical approach.” *Journal of Enterprising Communities: People and Places in the Global Economy*, 17(2), 535–561. <https://doi.org/10.1108/JEC-11-2021-0151>
- Ilham Fajri, Mochamad Whilky Rizkyanfi, & Rizma Ismaya. (2021). The Effect Of Social Media Marketing On Purchase Decisions With Brand Awareness As An Intervening Variables In Praketa Coffee Shop Purwokerto. *THE JOURNAL GASTRONOMY TOURISM*, 8(2), 97–110.
- 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. <https://doi.org/10.13106/jafeb.2020.vol7.no9.427>
- Kevin Lane Keller, Ambi M. G. Parameswaran, & Isaac Jacob. (2019). *Strategic Brand Management Building, Measuring, and Managing Brand Equity*.
- Kusuma, A. H. P., Sudirman, A., Purnomo, A., Aisyah, S., Sahir, S. H., Rumondang, A., Salmiah, S., Halim, Wirapraja, A., & Napitupulu, D. (2020). *Brand Management: Essence, Position and Strategy*.
- Lee, D. H. (2023). The ADEPT service quality model and distinct perceived value for strategic marketing management: the moderating effect of knowledge-learning experience. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-04-2023-0317>
- Lin, Y.-H., Lin, F.-J., & Wang, K.-H. (2021). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132, 744–752. <https://doi.org/10.1016/j.jbusres.2020.10.054>

- Liu, Y., & Du, R. (2020). Examining the Effect of Reviewer Socioeconomic Status Disclosure on Customers' Purchase Intention. *Journal of Global Information Management*, 28(3), 17–35. <https://doi.org/10.4018/JGIM.2020070102>
- Lucky, O. S., Siti Aisjah, & Ningrum, A. P. (2023a). The impacts of store price image and brand image on repurchase intention with customer satisfaction as mediation. *International Journal of Research in Business and Social Science (2147- 4478)*, 12(1), 22–30. <https://doi.org/10.20525/ijrbs.v12i1.2269>
- Lucky, O. S., Siti Aisjah, & Ningrum, A. P. (2023b). The impacts of store price image and brand image on repurchase intention with customer satisfaction as mediation. *International Journal of Research in Business and Social Science (2147- 4478)*, 12(1), 22–30. <https://doi.org/10.20525/ijrbs.v12i1.2269>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Müller-Pérez, J., Acevedo-Duque, Á., Rettig, P. V., García-Salirrosas, E. E., Fernández-Mantilla, M. M., Izquierdo-Marín, S. S., & Álvarez-Becerra, R. (2023). Consumer Behavior after COVID-19: Interpersonal Influences, eWOM and Digital Lifestyles in More Diverse Youths. *Sustainability*, 15(8), 6570. <https://doi.org/10.3390/su15086570>
- Ngoc Duy Phuong, N., & Thi Dai g, T. (2018a). Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Marketing and Branding Research*, 5(2), 78–91. <https://doi.org/10.33844/mbr.2018.60463>
- Ngoc Duy Phuong, N., & Thi Dai g, T. (2018b). Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Marketing and Branding Research*, 5(2), 78–91. <https://doi.org/10.33844/mbr.2018.60463>
- Osborne, S. P. (2018). From public service-dominant logic to public service logic: are public service organizations capable of co-production and value co-creation? *Public Management Review*, 20(2), 225–231. <https://doi.org/10.1080/14719037.2017.1350461>
- Pandey, N., Jha, S., & Singh, G. (2020). Promotion of green products on Facebook: insights from millennials. *International Journal of Management Practice*, 13(3), 275. <https://doi.org/10.1504/IJMP.2020.106935>
- Philip Kotler. (2019). *Marketing Management, Millenium Edition* (10th ed.). Prentice-Hall.
- Philip Kotler, Gary Armstrong, & Sridhar Balasubramanian. (2023). *Principles of Marketing* (19th ed.).

- Poulis, A., Rizomyliotis, I., & Konstantoulaki, K. (2019). Do firms still need to be social? Firm generated content in social media. *Information Technology & People*, 32(2), 387–404. <https://doi.org/10.1108/ITP-03-2018-0134>
- Rattanaburi, K. (2023). Impact of Electronic Word-Of-Mouth on Consumer-Based Brand Equity and Purchase Intention: Hotel Industry in Thailand. *ABAC Journal*, 43(2), 92–105. <https://doi.org/https://doi.org/10.14456/abacj.2023.17>
- Recha, O., Ruri Aditya Sari, & Akhwanul Akhmal. (2018). Pengaruh Celebrity Endorser Irwansyah Terhadap Minat Beli Konsumen Pada Toko Kue Kekinian Medan Napoleon. *Jurnal Bisnis Administrasi*, 07(02), 59–64.
- Rizwan Qaiser Danish, Muhammad Khalid Khan, Muhammad Muddasar Ghafoor, Ishfaq Ahmad, Asad Afzal Humayon, & Saqib Aslam. (2018). Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A Study of Automobile Industry in South Asian Perspective. *A Research Journal of South Asian Studies*, 33(2), 347–364.
- Salem, O., & Kiss, M. (2022). The impact of perceived service quality on customers' repurchase intention: Mediation effect of price perception. *Innovative Marketing*, 18(4), 1–12. [https://doi.org/10.21511/im.18\(4\).2022.01](https://doi.org/10.21511/im.18(4).2022.01)
- Sanyal, S., Hisam, M. W., & Baawain, A. M. S. (2021). THE IMPACT OF INDIVIDUAL AND TECHNOLOGICAL FACTORS ON ONLINE CUSTOMER SATISFACTION AND REPURCHASE INTENTION: THE MODERATING ROLE OF EWOM AND PERSONALITY. *International Journal of Economics, Management and Accounting*, 29(1), 23–44. <https://www.proquest.com/scholarly-journals/impact-individual-technological-factors-on-online/docview/2556439460/se-2?accountid=49069>
- Sekaran, U., & Bougie, R. (2020). *Research Methods For Business : A Skill Building Approach* (8th Edition). Wiley.
- Şen, S. (2023). MULTIFACETED FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH: BOOTSTRAP PANEL CAUSALITY APPROACH. *Akademik Hassasiyetler*, 10(21), 279–318. <https://doi.org/10.58884/akademik-hassasiyetler.1263224>
- Seo, E.-J., & Park, J.-W. (2018). A Study on the Influence of the Information Characteristics of Airline Social Media on e-WOM, Brand Equity and Trust. *The Open Transportation Journal*, 12(1), 289–300. <https://doi.org/10.2174/1874447801812010289>
- Stojanovic, I., Andreu, L., & Curras-Perez, R. (2018). Effects of the intensity of use of social media on brand equity. *European Journal of Management and Business Economics*, 27(1), 83–100. <https://doi.org/10.1108/EJMBE-11-2017-0049>
- Sudhana, P., Noermijati, N., Sabil Hussein, A., & Khusniyah Indrawati, N. (2021). The mediating role of self-congruity in transnational higher education choice: a proposed framework. *Journal of Applied Research in Higher Education*, 13(3), 811–829. <https://doi.org/10.1108/JARHE-05-2020-0141>
- Sugiarti, Surachman, Rohman, F., & Wijayanti, R. (2023). Influence brand awareness and brand association on brand equity: Mediation of trust and brand loyalty in Kentucky

- Fried Chicken in East Java, Indonesia. *International Journal of Applied Economics, Finance and Accounting*, 16(2), 319–335. <https://doi.org/10.33094/ijaefa.v16i2.987>
- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39, 199–219. <https://doi.org/10.1016/j.ijinfomgt.2017.12.008>
- Sürütü, Ö., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019). Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context. *Journal of Hospitality and Tourism Management*, 40, 114–124. <https://doi.org/10.1016/j.jhtm.2019.07.002>
- Suryani, T., Fauzi, A. A., & Nurhadi, M. (2022). What Should Companies Do to Improve Brand Awareness Through Instagram? The Lens of Signalling Theory. *Asian Journal of Business and Accounting*, 15(2), 247–279. <https://doi.org/10.22452/ajba.vol15no2.9>
- Syahrivar, J., & Ichlas, A. M. (2018). The Impact of Electronic Word of Mouth (E-WoM) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customers' Involvements in Purchasing Decisions? *The Asian Journal of Technology Management (AJTM)*, 11(1), 57–69. <https://doi.org/10.12695/ajtm.2018.11.1.5>
- Tandon, A., Aakash, A., & Aggarwal, A. G. (2020). Impact of EWOM, website quality, and product satisfaction on customer satisfaction and repurchase intention: moderating role of shipping and handling. *International Journal of System Assurance Engineering and Management*, 11(S2), 349–356. <https://doi.org/10.1007/s13198-020-00954-3>
- Tian, H., Siddik, A. B., & Masukujaman, M. (2022). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, 12(2), 50. <https://doi.org/10.3390/bs12020050>
- Vargo, S. L., Akaka, M. A., & Wieland, H. (2020). Rethinking the process of diffusion in innovation: A service-ecosystems and institutional perspective. *Journal of Business Research*, 116, 526–534. <https://doi.org/10.1016/j.jbusres.2020.01.038>
- Xia, M., Zhang, Y., & Gu, R. (2023). Creative Tea Beverages as a New Tourism Attraction? Exploring Determinants of Tourists' Repurchase Intention Using Dual Process Theory. *Sustainability*, 15(13), 10642. <https://doi.org/10.3390/su151310642>
- Xue, J., Rasool, Z., Khan, M. A., Khan, A. I., Khan, F., Khan, A. A., Shoukat, R., & Ali, H. (2021a). The Influence of Substituting Prices, Product Returns, and Service Quality on Repurchase Intention. *Complexity*, 2021, 1–17. <https://doi.org/10.1155/2021/4167340>
- Xue, J., Rasool, Z., Khan, M. A., Khan, A. I., Khan, F., Khan, A. A., Shoukat, R., & Ali, H. (2021b). The Influence of Substituting Prices, Product Returns, and Service Quality on Repurchase Intention. *Complexity*, 2021, 1–17. <https://doi.org/10.1155/2021/4167340>
- Yang, Q., Hayat, N., Al Mamun, A., Makbul, Z. K. M., & Zainol, N. R. (2022). Sustainable customer retention through social media marketing activities using hybrid SEM-

neural network approach. *PLOS ONE*, 17(3), e0264899.
<https://doi.org/10.1371/journal.pone.0264899>

Yu-Ting Teng, & Kai-Ping Huang. (2022). The Effect of Brand Awareness on Consumer' Repurchase Intention - a Study of Streaming Media. *The International Journal of Organizational Innovation* , 15(2).