

DAFTAR PUSTAKA

- Adelia, N., & Rusdianto, R. Y. (2024). The Influence of Brand Awareness and Brand Trust on Brand Loyalty through Customer Satisfaction as an Intervening Variable (Study on Aqua Drinking Water Consumers in Surabaya). *East Asian Journal of Multidisciplinary Research*, 3(3), 1061-1072. <https://doi.org/10.55927/eajmr.v3i3.8645>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes* 50(2), 179-211. [https://doi.org/https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T)
- Almoulna, & Ali. (2020). The Impact Of Social Media Marketing On Customer Satisfaction Through Brand Image (Study Case Turkey Telecommunication Companies). *International Research Journal of Modernization in Engineering Technology and Science*, 2(09).
- Andarini, S., & Aprilia, Y. (2023). Pengaruh Product Quality dan Brand Trust terhadap Repurchase Intention Melalui Customer Satisfaction sebagai Variabel Intervening pada Produk Kecantikan Brand Somethinc. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(6), 3193-3205. <https://doi.org/10.47467/alkharaj.v5i6.3649>
- Annisa Lathifah Raihana, & Madiawati, P. N. (2024). The Effect of Price and Brand Trust on Repurchase Intention Through Consumer Satisfaction as an Intervening Variable in Emina Cosmetics. *Management Studies and Entrepreneurship Journal*, 5, 8598-8613.
- Ardhiyanto, W., P. A. K. R., & Febrilia, I. (2024). Pengaruh Electronic Word Of Mouth, Electronic Service Quality, Dan Persepsi Harga Terhadap Minat Pembelian Ulang Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Layanan Netflix Di Kota Bekasi. *Indonesian Journal of Economy, Business, Entrepreneurship and Finance*, 4. <https://doi.org/10.53067/ijebef>
- Astuti, W. C., & Abdurrahman. (2022). Pengaruh Social Media Marketing Dan Brand Trust Terhadap Minat Beli Ulang Dengan Kepuasan Pelanggan Sebagai Variabel Intervening. *Journal of Advances in Digital Business and Entrepreneurship*, 1.
- Baiq Dhita Risky Saputri, Lalu Edy Herman Mulyono, & Saufi, H. A. (2023). The Influence Of E-Wom And E-Service Quality On Repurchase Intentions In The Sociolla Platform. *International Conference on Economy, Management, and Business (IC-EMBus)*, 1, 1761–1769.
- Darma, N. K. M. S. G. S. (2022). Website Quality, Brand Image, Brand Trust, Repurchase Intentions, and Customer Satisfaction. *Jurnal Manajemen Bisnis*, 19.
- Effendi, A. M., & Sumadi. (2023). The Effect of Brand Image and Brand

- Trust on Gojek Customer Loyalty in Yogyakarta Through Customer Satisfaction as an Intervening Variable. *Business and Investment Review (BIREV), 1*.
- Ellitan, L., Lim, S. F., & Kristanti, M. M. (2023). The Influence of E-Service Quality and Brand Image on Customer Loyalty through Customer Satisfaction on 'Bibit' Application Users. *Research In Management and Accounting, 6(2)*, 104-118. <https://doi.org/10.33508/rima.v6i2.4490>
- Ferdinand, Augusty. 2006. *Structural Equation Modeling Dalam Penelitian Manajemen*. 4th ed. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). Model persamaan struktural: konsep dan aplikasi dengan program Amos 16.0. Badan Penerbit Universitas Diponegoro.
- Ginting, D. B. (2009). Structural Equation Model (SEM). *Media Informatika, 8(3)*, 121-134.
- Gusti Ayu Agung Wulan Pramestyia Putri, & Jatra, I. M. (2024). Pengaruh Social Media Marketing terhadap Repurchase Intention dengan Brand Image Sebagai Mediasi (Studi pada Pelanggan Produk Lipstik Revlon di Kota Denpasar). *Jurnal Ilmiah Manajemen, Ekonomi Bisnis, Kewirausahaan, 11*.
- Han, L., Mingying, H., & Peng, Z. (2025). The influence of social media marketing on the quality of hotel services and the behavioral intentions of tourists. *Acta Psychologica, 255*. <https://doi.org/10.1016/j.actpsy.2025.104881>
- Husnul Maulida Salsabilah, & Mangruwa, R. D. (2024). The Effect Of E-Service Quality And Sales Promotion On Repurchase Intention Through Customer Satisfaction Of Halodoc Customers. *Journal of Economic, Business and Accounting, 7*, 9134-9151.
- Jalil, M. I. A., Lada, S., Bakri, M. A., & Hassan, Z. (2021). Halal Cosmetics Repurchase Intention: The Role Of Marketing In Social Media. *Journal of Islamic Monetary Economics and Finance, 7*, 629 - 650. <https://doi.org/https://doi.org/10.21098/jimf.v7i4.1379>
- Janna, N. M. (2021, Mei 28). Konsep Uji Validitas Dan Reliabilitas Dengan Menggunakan Spss.
- Kevin et al. (2020). Analisa Pengaruh Social Media Marketing Terhadap Repurchase Intention Melalui Brand Trust Sebagai Variabel Mediasi Pada Instagram Adidas Indonesia Di Surabaya. *Jurnal Manajemen Pemasaran*.
- Khoirunnisa, A., & Astini, R. (2021). The Effects of Experiential Marketing and Social Media Marketing on Repurchase Intention with Brand Trust as Variable Mediation for Wearing Klamby Hijab Fashion Products. *European Journal of Business and Management Research, 6(6)*, 35-41.

- <https://doi.org/10.24018/ejbm.2021.6.6.1145>
- Laveen Kumar, K., & Anjani Devi, S. (2024). Beyond Likes and Shares: Unveiling the Sequential Mediation of Brand Equity, Loyalty, Image, and Awareness in Social Media Marketing's Influence on Repurchase Intentions for High-Tech Products. *Qubahan Academic Journal*, 4(2), 23-37. <https://doi.org/10.48161/qaj.v4n2a514>
- Law, C. C. H., Zhang, Y., & Gow, J. (2022). Airline service quality, customer satisfaction, and repurchase Intention: Laotian air passengers' perspective. *Case Studies on Transport Policy*, 10(2), 741-750. <https://doi.org/10.1016/j.cstp.2022.02.002>
- Lawvandy et al. (2022). Pengaruh Sosial Media Marketing Terhadap Kepuasan Pelanggan Di The Wrappers, Medan. *Jurnal Manajemen Perusahaan*.
- Luyanny, L., & William, W. (2024). Pengaruh E-Service Quality Terhadap Repurchase Intention Melalui E-Satisfaction. *Jurnal Manuhara : Pusat Penelitian Ilmu Manajemen dan Bisnis*, 2(3), 217-229. <https://doi.org/10.61132/manuhara.v2i3.1036>
- Luyanny Luyanny, & Widjaja, W. (2024). Pengaruh E-Service Quality Terhadap Repurchase Intention Melalui E-Satisfaction (Studi Pada Pengguna Platform Sociolla Tahun 2023). *Jurnal Manuhara: Pusat Penelitian Ilmu Manajemen dan Bisnis*, 2, 217-229. <https://doi.org/https://doi.org/10.61132/manuhara.v2i3.1036>
- Mahardhika, & Adi. (2023). Analysis of Price Perception, Brand Awareness, Delivery Quality on Customer Satisfaction and Repurchase Intention (Case Study on Consumers of Menantea Products in Pajajaran, Bogor). *Dinasti International Journal of Education Management And Social Science*, 4(3). <https://doi.org/10.31933/dijemss.v4i3>
- Muhammad Ilham Syacroni, H. H., Ridho Rafqi Ilhamalimy. (2023). The Effect of E-Service Quality, Website Quality, Promotion, and E-Trust on Repurchase Intentions at E-Commerce Shopee in DKI Jakarta. *Journal of Business and Entrepreneurship*, 5, 193-205. <https://doi.org/10.54628>
- Muhammad Dhiaulhaq Shidqi, Naili Farida, & Pinem, R. J. (2022). Pengaruh Customer Experience , Brand Trust , Terhadap Repurchase Intention Melalui Customer Satisfaction Sebagai Variabel Intervening (Studi pada konsumen Suzuki Pick UP di Kota Cilacap). *Jurnal Ilmu Administrasi Bisnis*, 11. <https://ejournal3.undip.ac.id/index.php/jiab>
- Nathalia, A., & Indriyanti, I. S. (2022). Pengaruh Social Media Marketing Melalui Brand Awareness Dan E-Wom Terhadap Repurchase Intention Pada Konsumen Kosmetik Halal Sariayu Di Dki Jakarta. *E-Jurnal Manajemen TSM*, 2. <https://doi.org/http://jurnaltsm.id/index.php/EJMTSM>

- Nawangsari, & Novia. (2023). The Influence Of Brand Trust, Product Quality, Price And Social Media Marketing On Interest To Repurchase Wardah Cosmetic Products. *Jurnal Ekonomi*, 12.
- Nopenita, W. G. (2021). The Influence Of E-Service Quality and Price On Customer Satisfaction In Forming Repurchase Intention. *Economics and Education Online Journal*, 19, 1-54. <https://doi.org/10.21009/econosains.0192.05>
- Nurvajri Tr, C., Yunus, M., & Chan, S. (2022). The Effect of Content Marketing and Social Media Influencer on Customer Satisfaction and Their Impact On Online Repurchase Intention During The Covid-19 Pandemic. *International Journal of Scientific and Management Research*, 05(06), 156-168. <https://doi.org/10.37502/ijsmr.2022.5614>
- Panyekar, A. (2024). The Role of Brand Equity, Brand Authenticity, Brand Trust to Increase Customer Satisfaction. *JPEK (Jurnal Pendidikan Ekonomi dan Kewirausahaan)*, 8(1). <https://doi.org/10.29408/jpek.v8i1.25144>
- Puja Risma, Verinita, & Alfitman. (2024). Pengaruh Customer Experience dan E-service Quality pada Online re-purchase Intention melalui Customer Satisfaction. *Journal Of Accounting and Finance Management (JAFM)*, 5. <https://doi.org/https://doi.org/10.38035/jafm>.
- Puspita, D., Ginting, P., & Sembiring, B. K. F. (2024). Effect of Dining Service Quality and Social Media Marketing on Intention to Revisit with Customer Satisfaction as an Intervening Variable at in out Cafe Medan. *Journal of Media,Culture and Communication*(44), 24-33. <https://doi.org/10.55529/jmcc.44.24.33>
- Ramadhania et al. (2023). Social Media Marketing and Brand Image on Repurchase Intention in Wardah Product. *Jurnal Inovasi Bisnis dan Akuntansi*, 4.
- Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*, 29, 1136-1159. [10.1108/APJML-10-2016-0192](https://doi.org/10.1108/APJML-10-2016-0192)
- Savastano, M., Sorin Anagnoste and Isabelle Biclesanu, & Amendola, C. (2024). The impact of e-commerce platforms' quality on customer satisfaction and repurchase intention in post COVID-19 settings. *The TQM Journal*. [10.1108/TQM-04-2024-0143](https://doi.org/10.1108/TQM-04-2024-0143)
- Setiawan, A., Almas, C., & Indrawan, D. (2021). Why Costumers Have The Intention to Repurchase at Coffee Shops in Bogor? Explaining The Role of Social Media Marketing, Dining Atmosphere, and Relationship Marketing. *Jurnal Manajemen dan Agribisnis*. <https://doi.org/10.17358/jma.18.3.252>
- Shiffa, N. A. E., Rahmiati, F., Santoso, A. S., & Yustina, A. I. (2022). Strategic entrepreneurship for achieving customers repurchase

- intention amidst pandemic COVID-19 on digital multi-sided platform: A case of Traveloka. *Sixth Information Systems International Conference*, 197, 247-255. 10.1016/j.procs.2021.12.138 and *Service Sciences*, 16, 145-166. 10.1108/IJQSS-08-2023-0120
- Simbolon, F. P., & Yanti, L. (2021). Customer Engagement in Higher Education: How Important the Role of Social Media Marketing, E-Service Quality and E-Satisfaction for Generation Z Students? *The Winners*, 22(1). <https://doi.org/10.21512/tw.v22i1.6970>
- Sugiyono, & Sutopo. (2020). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (2 ed.). Afabeta
- Surya Chandra, Mohamad Rizan, & Aditya, S. (2022). Pengaruh E-Service Quality dan Customer Experience Terhadap Repurchase Intention dengan Customer Satisfaction sebagai Variabel Intervening. *Jurnal Bisnis, Manajemen, dan Keuangan*, 3.
- Sutanto, W. D. R., & Kussudyarsana, K. (2024). The Role of Brand Trust, Brand Image, Brand Equity on Repurchase Intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 119-128. <https://doi.org/10.37641/jimkes.v12i1.2395>
- Tabaeian, R. A., Shafiee, M. M., & Ansari, A. (2023, November). Can gamified e-service quality improve customer value co-creation and relationship quality in e-retailing? *International Journal of Quality*
- Tarabieh, S., Gil2, I., Galdón-Salvador, J. L., & AlFraihat, S. F. A. (2024). The New Game of Online Marketing: How Social Media Influencers Drive Online Repurchase Intentions Through Brand Trust and Customer Brand Engagement. *Intangible Capital*. <https://doi.org/https://doi.org/10.3926/ic.2515>
- Tuffa Hati, B., & Ra, N. (2022). The Effect of Electronic Word of Mouth and Celebrity Endorser Through Brand Trust on Repurchasing Interests of Lip Cream Make Over Products. *Jurnal Multidisiplin Madani*, 2(11), 3938-3954. <https://doi.org/10.55927/mudima.v2i11.1760>
- Wahyuningtiyas, N., & Ramadhan, T. S. (2023). Effectiveness of Social Media Marketing and E-Service Quality on Repurchase Intention through Brand Loyalty. *International Journal of Entrepreneurship and Business Development*.
- Yanti Mayasari Gintinga, Teddy Chandraa, & Yusriadi, I. M. a. 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*, 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>
- Zeqiri, J., Koku, P. S., Costinel Dobre and Anca-Maria Milovan, Hasani, V. V., & Paientko, T. (2024, May). The impact of social media marketing on brand awareness, brand engagement and

- purchase intention in emerging economies. *Marketing Intelligence & Planning*, 43. 10.1108/MIP-06-2023-0248
- Zia, S., Rafique, R., Rehman, H.-U., & Chudhery, M. A. Z. (2022). A comparison between E-TailQ and ES-Qual for measuring e-service quality in the retail industry: an emerging economy case. *The TQM Journal*, 35(8), 2228-2254.
<https://doi.org/10.1108/tqm-02-2022-0052>