

## DAFTAR PUSTAKA

- Achmad Abyan Zharfan, & Nuruni Ika Kusuma W. (2023). Brand Image: As a Mediating Variable in the Relationship between E-WOM and Repurchase Intention of Teh Botol Sosro Products. *Indonesian Journal of Business Analytics*, 3(3), 589–606. <https://doi.org/10.55927/ijba.v3i3.4817>
- Anggraini, L. P., & Sobari, N. (2023). The Mediation Role of Review Helpfulness, Customers Trust, and Brand Attitude Towards Positive e-WOM and Purchase Intention in Cosmetic Shopping Experience. *Jurnal Manajemen Teori Dan Terapan/ Journal of Theory and Applied Management*, 16(1), 38–51. <https://doi.org/10.20473/jmtt.v16i1.42345>
- Anita Carolina Kioek, M., Ellitan, L., Ika Handayani, Y., & Studi Manajemen Fakultas Bisnis, P. (2022). *PENGARUH INSTAGRAM DAN EWOM TERHADAP MINAT DAN KEPUTUSAN PEMBELIAN KONSUMEN PRODUK SKINCARE*. 14(1). <http://jurnal.ukdc.ac.id/index.php/BIP>
- Anwar, M., & Andrean, D. (2021). *The Effect of Perceived Quality, Brand Image, and Price Perception on Purchase Decision*.
- Attaallah, H. R. (2022). FROM TRADITIONAL TO ELECTRONIC WORD-OF-MOUTH. *International Journal of Research in Commerce and Management Studies*, 04(06), 125–135. <https://doi.org/10.38193/ijrcms.2022.4607>
- Badir, M., & Andjarwati, A. L. (2020). The Effect of E-WOM, Ease of Use and Trust on Purchase Decisions (Study on Tokopedia Application Users). *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 7(1), 39. <https://doi.org/10.24252/minds.v7i1.13715>
- Bhakuni, P., Rajput, S., Sharma, B. K., & Bhakar, S. S. (2021). RELATIONSHIP BETWEEN BRAND IMAGE AND STORE IMAGE AS DRIVERS OF REPURCHASE INTENTION IN APPAREL STORES. *Gurukul Business Review*, 17(1). <https://doi.org/10.48205/gbr.v17.6>

- Bozga, N.-A., & Cristea, A. (2016). Defining Primary Brand Associations for the Strategic Positioning of Certified Organic Products. *International Journal of Sustainable Economies Management*, 5(3), 37–50. <https://doi.org/10.4018/ijsem.2016070103>
- Byrne, B. M. (2010). *Structural Equation Modeling With AMOS: Basic Concepts, Applications, and Programming* (2nd ed.). Routledge.
- Cahaya, A. T., & Pandjaitan, D. R. (2024). *INFLUENCE OF MARKETING MIX AND CONSUMER ATTITUDES REGARDING PURCHASE DECISIONS THROUGH BRAND IMAGE AS A MEDIATING VARIABLE TO (KENTUCKY FRIED CHICKEN LAMPUNG)*.
- Chandra, S. M. P., & Mansur, A. (2024). Product Quality, Celebrity Endorsements, Brand Image, and Trust: Consumer Purchase Decisions. *Marketing and Business Strategy*, 2(1), 44–52. <https://doi.org/10.58777/mbs.v2i1.262>
- Chiu, Y. L., Chen, K. H., Wang, J. N., & Hsu, Y. T. (2019). The impact of online movie word-of-mouth on consumer choice: A comparison of American and Chinese consumers. *International Marketing Review*, 36(6), 996–1025. <https://doi.org/10.1108/IMR-06-2018-0190>
- Christina Catur Widayati, S. V. R. (2019). The Role of Electronic Word of Mouth In Improving Brand Image of Online Shop. *Jurnal Manajemen*, 23(1), 53. <https://doi.org/10.24912/jm.v23i1.444>
- Cleff, T., Walter, N., Sepulveda Martinez, C. J., Javier, C., & Martinez, S. (2011). How Global are Global Brands? An Empirical Brand Awareness and Image Analysis. *Journal of Euromarketing*, 20, 63–84.
- Deheshti, M., Adabi Firouzjah, J., & Alimohammadi, H. (2016). The Relationship between Brand Image and Brand Trust in Sporting Goods Consumers. *Annals of Applied Sport Science*, 4(3), 27–34. <https://doi.org/10.18869/acadpub.aassjournal.4.3.27>

- Elgammal, I., Tan, C. C., Aureliano-Silva, L., & Selem, K. M. (2023). Employing S-O-R approach in linking mobile commerce ubiquity with usage behavior: roles of product reputation and brand trust. *Kybernetes*. <https://doi.org/10.1108/K-07-2023-1359>
- Fauzi, A., Mutmainah, I., & Mulia, A. P. (2024). *Does Perceived Value Moderate the Influence of Brand Image and Hedonic Lifestyle on Purchasing Decisions? Case: Starbucks Brand Coffee Consumer*. 19(1), 88–100. <https://doi.org/10.32832/neraca>
- Ghozali, I. (2017). Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24. Badan Penerbit Universitas Diponegoro.
- Ha, T. M. (2021). *The impact of product characteristics of limited-edition shoes on perceived value, brand trust and p | Enhanced Reader*.
- Haikal, D. M., & Sulisyanto. (2018). *The Effect of Consumer Ethnocentrism, Brand Image, and Perceived Quality, on Purchase Decisions With Purchase Intention as Intervening Variable*.
- Handi, H., Hendratono, T., Purwanto, E., & Ihalauw, J. J. O. I. (2018). The effect of E-WOM and perceived value on the purchase decision of foods by using the go-food application as mediated by trust. *Quality Innovation Prosperity*, 22(2), 112–127. <https://doi.org/10.12776/qip.v22i2.1062>
- Haryono, S. (2016). Metode SEM Untuk Penelitian Manajemen dengan AMOS 22.00, LISREL 8.80 dan Smart PLS 3.0. PT. Intermedia Personalia Utama.
- Harwida, G., Sudarmiatin, & Wardana, L. W. (2024). The Effect of Digital Marketing, Electronic Word of Mouth, and Lifestyle on Purchasing Decisions (Study on Vegetable Product MSMEs in Kediri Regency). *Formosa Journal of Applied Sciences*, 3(11), 4341–4356. <https://doi.org/10.55927/fjas.v3i11.12111>
- Humairoh, H., Annas, M., & Rabbania, A. (n.d.). *Gen Z: Purchase Decision on Go Green Products*. <https://doi.org/10.38035/dijefa.v4i4>

- Huwae, V. E., Tabelessy, W., Tamher, E. R., Tehuayo, E., & Lewaherilla, N. C. (2024). The Effect of Brand Image and Electronic Word of Mouth on Xiaomi Smartphone Purchasing Decisions. *Khazanah Sosial*, 5(4), 700–716. <https://doi.org/10.15575/ks.v5i4.32381>
- Ilhamah, Pudyaningsih, R., & Akramiah, N. (2023). *document-3*.
- Ismail, M., Khan, S., & Ahmad, A. (2025). *The Critical Review of Social Sciences Studies The Interplay of Influencer Marketing and Electronic Word of Mouth to Effect Consumer Purchase Decision*. 3(1), 118–138. <https://thecrsss.com/index.php/Journal/about>
- Jain, R. (2017). *BASIC BRANDING CONCEPTS: BRAND IDENTITY, BRAND IMAGE AND BRAND EQUITY*. [www.tjprc.org](http://www.tjprc.org)
- Juniarto, A., & Suryani, T. (2023). The Spirit of Society Journal International Journal of Society Development and Engagement Strength of Brand Image and Restaurant Atmosphere in Influencing Decision Making and Customer Satisfaction. In *The Spirit of Society Journal* (Vol. 6, Issue 2). Online. <https://jurnal.narotama.ac.id/index.php/scj/index>
- Kamalasena, B. D. T. M., & Sirisena, A. B. (2021). The Impact of Online Communities and E Word of mouth on Purchase Intention of Generation Y: The Mediating Role of Brand Trust. *Sri Lanka Journal of Marketing*, 7(1), 92–116. <https://doi.org/10.4038/sljmuok.v7i1.58>
- 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>
- Kurniawan, D. T., Untari, S., Firmansyah, R., Rakhmad, A. A. N., Kusnayain, Y. I., Fazlurrahman, H., & Salleh, M. S. (2024). *The Effect of Destination Image, Memorable Tourism Experiences, e-WOM, and Brand Trust on Revisit Intention in Trenggalek, East Java Indonesia* (pp. 766–775). [https://doi.org/10.2991/978-94-6463-204-0\\_63](https://doi.org/10.2991/978-94-6463-204-0_63)

- Lestari, R. A. (2022). *ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISIONS MEDIATED BY BRAND TRUST (Study on Wardah Consumers in Jayapura)*.
- Made, I., Wiraandryana, J., Gusti, I., Ketut, A., & Ardani, S. (2021). THE ROLE OF TRUST MEDIATES EFFECT OF E-WOM ON CONSUMER PURCHASE DECISIONS. In *American Journal of Humanities and Social Sciences Research* (Issue 5). [www.ajhssr.com](http://www.ajhssr.com)
- Marmaya, N., Balakrishnan, B., & Shuaib, A. (2018). Electronic Word-Of-Mouth (eWOM) Behavior in Malaysia: Successful Marketing Strategy. *International Journal of Academic Research in Business and Social Sciences*, 8(9). <https://doi.org/10.6007/ijarbss/v8-i9/4694>
- Oktaviani, A. D., Riyanto, D. W. U., & Fuadiputra, I. R. (2022). The Effect of Electronic Word of Mouth, Brand Image, and Brand Trust on Consumer Purchase Decision on Camille Organic Beauty Face Mask. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 2(03), 245–253. <https://doi.org/10.22219/jamanika.v2i03.22736>
- Pandiangan, K., Dwi Atmogo, Y., & Author, C. (2021). *FAKTOR-FAKTOR YANG MEMPENGARUHI BRAND EQUITY: BRAND TRUST, BRAND IMAGE, PERCEIVED QUALITY, & BRAND LOYALTY*. 2(4). <https://doi.org/10.31933/jimt.v2i4>
- Pradana, D., & Hidayah, S. (2017). *Pengaruh harga kualitas produk dan citra merek brand image terhadap keputusan pembelian motor*. 14(1), 16–23.
- Pramudita, A. S. (2019). Pengaruh Insight Media Sosial Instagram Terhadap Penjualan Produk Online. *Jurnal Riset Bisnis Dan Manajemen*, 10.
- Pratama Hafidz, G., Rahma, S., Merek, C., Beli, N., & Kualitas, P. (2023). *Analisis Hubungan antara Brand Image, Brand Trust dan Perceived Quality terhadap Niat Beli Konsumen pada Merek Pakaian Impor* (Vol. 6). <http://Jiip.stkipyapisdompu.ac.id>

- Putri, C. N., & Fauzi, T. H. (2023). THE EFFECT OF E-WOM AND BRAND IMAGE ON PURCHASING DECISIONS OF AUTOMOTIVE PRODUCTS: MEDIATING ROLE OF BRAND TRUST. *Jurnal Aplikasi Manajemen Dan Bisnis*, 9(3). <https://doi.org/10.17358/jabm.9.843>
- Rawi, A. A., & Aryani, L. (2023). ANALISIS PENGARUH BRAND IMAGE, BRAND TRUST DAN VIRAL MARKETING TERHADAP KEPUTUSAN PEMBELIAN PRODUK SEPATU “CONVERSE” (STUDI KASUS REMAJA DI DAERAH CINERE). <https://www.converse.id/>
- Samudro, A., & Hamdan, H. (2021). The Effect of e-WOM, Security and Trust on Purchasing Decisions of Green Lake City Housing. *Journal Ilmiah Manajemen Dan Bisnis*, 7(3), 312–323.
- Solikhah, E. W., Fatmawati, I., Widowati, R., & Suyanto, M. (2022). The Effect E-Wom Website Attractiveness E-Trust and Innovation on Purchase Decision Online Sales. *Journal of Distribution Science*, 20(11), 61–69. <https://doi.org/10.15722/jds.20.11.202211.61>
- Tasriastuti, N. A., Harminingtyas, R., & Widowati, M. (2024). AFFILIATION: Sekolah Tinggi Ilmu Ekonomi Pelita Nusantara 1) 2) 3). *Jurnal Ilmiah Ekonomi*, 19(01). <http://ejournal.stiepena.ac.id/index.php/fe>
- Wala Erpurini, Nur Alamsyah, & Eli Nofita Sari. (2024). Pengaruh Electronic Word Of Mouth Dan Citra Merek Terhadap Keputusan Pembelian Aplikasi Tokopedia. *TEMATIK*, 11(1), 16–24. <https://doi.org/10.38204/tematik.v11i1.1864>
- Yamin, S. (2023). Olah Data Statistik: SMARTPLS 3, SMARTPLS 4, AMOS & STATA (Mudah & Praktis) . PT Dewangga Energi Internasional.
- Yazid, Y., & Kawiryana, H. (2023). How to improve brand image: The role of customer attitude, brand familiarity, brand awareness, and brand extension. *Asian Management and Business Review*, 199–209. <https://doi.org/10.20885/ambr.vol3.iss2.art7>

Yuke, P., Erawan, P., Wahyuni, N. M., Luh, N., & Indiani, P. (2024). *THE INFLUENCE OF BRAND IMAGE AND GREEN MARKETING ON PURCHASING DECISIONS, WHICH ARE MEDIATED BY CUSTOMER SATISFACTION IN THE COFFEE SHOP INDUSTRY IN DENPASAR.*

Yuliana, S., & Maskur, A. (2022). Pengaruh Kualitas Produk, Persepsi Harga, Kualitas Layanan Dan Lokasi Terhadap Keputusan Pembelian (Studi Pada Pelanggan Sinestesa Coffeeshop Pati). *SEIKO : Journal of Management & Business*, 5(1), 2022–2559. <https://doi.org/10.37531/sejaman.v5i1.1772>

Yurizal, S. A. P., & Purwanto, E. (2024). The Mediating Role of Trust in the Impact of Electronic Word of Mouth (E-WOM) and Sales Promotions on Purchase Decisions in Shopee E-Commerce among Urban Consumer. *WIDYAKALA JOURNAL : JOURNAL OF PEMBANGUNAN JAYA UNIVERSITY*, 11(2), 82. <https://doi.org/10.36262/widyakala.v11i2.1076>

