

DAFTAR PUSTAKA

- Abdelrahman, A. I., Bahrez, A. Y. A. S., & Elnazer, A. A. E. M. (2023). The Mediating Role of Electronic Word of Mouth (E-WOM) in Testing The Effect of Celebrities on The Consumer's Decision to Brand Switching: An Applied Study on YouTube App Users in Mansoura City. *Scientific Journal for Financial and Commercial Studies and Research*, 4(2), 771–826. <https://doi.org/10.21608/cfdj.2023.289031>
- Adi, I. N. R., Mulyadi, M., Wirsa, I. N., Astawa, I. N. D., & Setini, M. (2022). Trust Is Felt to be A Good Trigger in Marketing and Green Products in Generating Purchase Interest. *MIX: JURNAL ILMIAH MANAJEMEN*, 12(2), 170. https://doi.org/10.22441/jurnal_mix.2022.v12i2.001
- Afriana, S., Rahmaniar, E., & Shaleh, S. (2022). Concept of Quantitative Research Methodology and Its Implications on Methods in Islamic Education. *IJECA (International Journal of Education and Curriculum Application)*, 5(2), 133. <https://doi.org/10.31764/ijeca.v5i2.8973>
- Agyei, J., Sun, S., Abrokwah, E., Penney, E. K., & Ofori-Boafo, R. (2020). Influence of Trust on Customer Engagement: Empirical Evidence From the Insurance Industry in Ghana. *Sage Open*, 10(1). <https://doi.org/10.1177/2158244019899104>
- Ahmad, R., Okechukwu, W., & Shaari, H. (2022). The Effect of Rebranding on Brand Loyalty: Brand Reputation as Mediator. *International Journal of Academic Research in Business and Social Sciences*, 12(11). <https://doi.org/10.6007/IJARBS/v12-i11/14581>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–221. [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)
- Ajzen, I. (2011). The Theory of Planned Behaviour: Reactions and Reflections. *Psychology & Health*, 26(9), 1113–1127. <https://doi.org/10.1080/08870446.2011.613995>
- Akbar, M. M., & Parvez, N. (2009). Impact of Service Quality, Trust, and Customer Satisfaction on Customer Loyalty. *ABAC Journal*, 29(1).
- Ariningsih, E. P. (2009). *Pengaruh perceived value pada loyalitas konsumen yang dimediasi oleh kepuasan konsumen dan dimoderatori oleh gender*.
- Awasthi, A. K., & Choraria, S. (2015). Effectiveness of Celebrity Endorsement Advertisements: The Role of Customer Imitation Behaviour. *Journal of*

Creative Communications, 10(2), 215–234.
<https://doi.org/10.1177/0973258615597412>

- Aziz, S. A., & Albari. (2023). Pengaruh Kepercayaan Merek dan Nilai yang Dirasakan terhadap Preferensi Merek dan Niat Beli Ponsel Merek Samsung di Indonesia. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 2(1).
- Bansal, H. S., Irving, P. G., & Taylor, S. F. (2004). A Three-Component Model of Customer to Service Providers. *Journal of the Academy of Marketing Science*, 32(3), 234–250. <https://doi.org/10.1177/0092070304263332>
- Boenawan, I. C., & Kustijana, D. H. (2018). Benarkah Niat Beralih Dipengaruhi Oleh Kewajaran Harga, Inconvenience, Dan Atribut Produk Baru Dengan Biaya Beralih Sebagai Moderasi. *Jurnal Manajemen Dan Kearifan Lokal Indonesia*, 1(2), 94. <https://doi.org/10.26805/jmkli.v1i2.10>
- Caldwell, C., & Holloway, C. S. (2017). Trust, Faith, and Commitment: A Reasoned Action Approach. *Business and Management Research*, 6(3), 51. <https://doi.org/10.5430/bmr.v6n3p51>
- Carlos Fandos Roig, J., Sanchez Garcia, J., Angel Moliner Tena, M., & Llorens Monzonis, J. (2006). Customer perceived value in banking services. *International Journal of Bank Marketing*, 24(5), 266–283. <https://doi.org/10.1108/02652320610681729>
- Ceesay, L. B. (2017). Consumer-Band Association: Determinants of Consumer Bank Switching Intention, Case of the Gambia Retail Banking Sector. *Journal of Business & Financial Affairs*, 06(04). <https://doi.org/10.4172/2167-0234.1000295>
- Cho, H.-Y., Yang, H.-C., & Hwang, B.-J. (2023). The Effect of ChatGPT Factors & Innovativeness on Switching Intention : Using Theory of Reasoned Action (TRA). *Journal of Distribution Science*, 21(8), 83–96.
- Cuong, D. T. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *The Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- Damanik, E. R. (2011). Instrumen Perilaku Konsumen Sebagai Input Komunikasi Organisasi Eksternal. *Humaniora*, 2(1).
- Dhafiri, M. Al, Al Furaikh, B., Aljasir, A., Alsubaie, T., Al Dandan, A., Alfalah, R., & Albahar, S. (2022). Practice and Impact of Hair Dyeing; A Local Study. *International Journal of Innovative Research in Medical Science*, 7(12), 764–770. <https://doi.org/10.23958/ijirms/vol07-i12/1594>

- Dogra, N., Bakshi, S., & Gupta, A. (2023). Exploring the switching intention of patients to e-health consultations platforms: blending inertia with push-pull-mooring framework. *Journal of Asia Business Studies*, 17(1), 15–37. <https://doi.org/10.1108/JABS-02-2021-0066>
- Fact.MR. (2023, May 18). *From Natural Hues to Bold Colors: Understanding the Increasing Demand for Hair Dyes*. LinkedIn. <https://www.linkedin.com/pulse/from-natural-hues-bold-colors-understanding-increasing-demand-hair/>
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Gading, W. T., Kuswati, R., Achmad, N., & Lestari, W. D. (2024). Does Attitude Matters in the Relationship of Green Brand Position and Green Brand Knowledge on Switching Intention of Green Product? *Journal of Business and Management Studies*, 6(1), 182–193. <https://doi.org/10.32996/jbms.2024.6.1.11>
- Ganesh, J., Arnold, M. J., & Reynolds, K. E. (2000). Understanding the Customer Base of Service Providers: An Examination of the Differences between Switchers and Stayers. *Journal of Marketing*, 64(3), 65–87. <https://doi.org/10.1509/jmkg.64.3.65.18028>
- Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program SPSS 25 Edisi 9. In *UNDIP*.
- Glucksman, M. (2017). The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2).
- Hagger, M. S. (2019). *The Reasoned Action Approach and the Theories of Reasoned Action and Planned Behavior*. <https://doi.org/10.31234/osf.io/6uszk>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2014). Corrigendum to “Editorial Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance” [LRP 46/1-2 (2013) 1–12]. *Long Range Planning*, 47(6), 392. <https://doi.org/10.1016/j.lrp.2013.08.016>
- 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>
- Hanifati, L. N., & Salehudin, I. (2021). The Effect of Perceived Product Quality, Brand Personality, and Loyalty on Brand Switching Intention of Technological

- Products. *The South East Asian Journal of Management*, 15(2). <https://doi.org/10.21002/seam.v15i2.13336>
- Harjadi, D., Fatmasari, D., & Nurhasanah, A. S. (2020). Market Orientation and Product Innovation to Increase Competitive Advantages and Its Impact on Marketing Performance. *Al-Amwal: Jurnal Ekonomi Dan Perbankan Syari'ah*, 12(1), 12. <https://doi.org/10.24235/amwal.v1i1.5457>
- Harris, N., & Delanty, G. (2023). What Is Capitalism? Toward A Working Definition. *Social Science Information*, 62(3), 323–344. <https://doi.org/10.1177/05390184231203878>
- He, L., Michailidou, F., Gahlon, H. L., & Zeng, W. (2022). Hair Dye Ingredients and Potential Health Risks from Exposure to Hair Dyeing. *Chemical Research in Toxicology*, 35(6), 901–915. <https://doi.org/10.1021/acs.chemrestox.1c00427>
- He, Y., You, Y., & Chen, Q. (2020). Our conditional love for the underdog: The effect of brand positioning and the lay theory of achievement on WOM. *Journal of Business Research*, 118, 210–222. <https://doi.org/10.1016/j.jbusres.2020.06.007>
- Janiszewska, K., & Insch, A. (2012). The Strategic Importance of Brand Positioning in the Place Brand Concept – Elements, Structure and Application of the Positioning Statement. *JOURNAL OF INTERNATIONAL STUDIES*, 5(1), 9–19. <https://doi.org/10.14254/2071-8330.2012/5-1/2>
- Kardinah, N., Supriyatin, T., & Khairunnisak, K. (2023). The Role of Celebrity Endorsement Perception and Self-Image Congruity on Purchase Intention of Early adulthood. *Psymphatic : Jurnal Ilmiah Psikologi*, 10(1), 59–66. <https://doi.org/10.15575/psy.v10i1.24488>
- Kartajaya, H. (2005). *Positioning, diferensiasi dan brand*. PT. Gramedia Pustaka Utama.
- Keaveney, S. M., & Parthasarathy, M. (2001). Customer Switching Behavior in Online Services: An Exploratory Study of the Role of Selected Attitudinal, Behavioral, and Demographic Factors. *Journal of the Academy of Marketing Science*, 29(4), 374–390. <https://doi.org/10.1177/03079450094225>
- Khattak, U., & Billah, Dr. U. I. (2023). Emotional or Functional Positioning? Exploring Drivers of Purchase intention for High-end Consumer Brands. *Sukkur IBA Journal of Management and Business*, 9(2), 1–20. <https://doi.org/10.30537/sijmb.v9i2.1054>

- Kim, K.-H., Kabir, E., & Jahan, S. A. (2016). The Use of Personal Hair Dye and Its Implications for Human Health. *Environment International*, 89–90, 222–227. <https://doi.org/10.1016/j.envint.2016.01.018>
- Kim, S., Ham, S., Moon, H., Chua, B.-L., & Han, H. (2019). Experience, Brand Prestige, Perceived Value (Functional, Hedonic, Social, and Financial), and Loyalty Among GROCERANT Customers. *International Journal of Hospitality Management*, 77, 169–177. <https://doi.org/10.1016/j.ijhm.2018.06.026>
- Kitchen, P. J., & Pelsmacker, P. de. (2004). *Integrated Marketing Communications: A Primer*. Psychology Press.
- Kittirattanadetch, S., & Nurittamont, W. (2024). Evaluating the Impact of Influencer Marketing Attributes and Brand Personality on Brand Switching Intentions in Beverage of New Generation Consumers. *The 2024 WEI International Academic Conference Proceedings*, 67–79.
- Krisdayanti, H., & Arini, E. (2021). Pengaruh Daya Tarik, Citra Merek, Keahlian Dan Selebriti Endorse Terhadap Minat Beli. (*JEMS*) *Jurnal Entrepreneur Dan Manajemen Sains*, 3(1), 67–75. <https://doi.org/10.36085/jems.v3i1.2744>
- Kumar N., A., S., G., B., S., & E., M. (2023). Switching Intention and Switching Behavior of Adults in The Non-Life Insurance Sector: Mediating Role of Brand Love. *Insurance Markets and Companies*, 14(1), 1–7. [https://doi.org/10.21511/ins.14\(1\).2023.01](https://doi.org/10.21511/ins.14(1).2023.01)
- Lantos, G. P. (2018). *Consumer Behavior in Action*. Routledge. <https://doi.org/10.4324/9781315705439>
- Leonita, L. (2023). The Impact Of Celebrity Endorsement on Purchase Intention of Local Skincare Brand: The Role Of Perceived Quality and Perceived Value. *JOURNAL OF BUSINESS STUDIES AND MANGEMENT REVIEW*, 6(2), 128–134. <https://doi.org/10.22437/jbsmr.v6i2.24608>
- Li, R. (2018). The Secret of Internet Celebrities: A Qualitative Study of Online Opinion Leaders on Weibo. *Hawaii International Conference on System Sciences*.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring The Relationship Between Satisfaction, Trust and Switching Intention, Repurchase Intention in The Context of Airbnb. *International Journal of Hospitality Management*, 69, 41–48. <https://doi.org/10.1016/j.ijhm.2017.10.015>
- Lin, C.-N., & Wang, H.-Y. (2017). Understanding users' switching intentions and switching behavior on social networking sites. *Aslib Journal of Information Management*, 69(2), 201–214. <https://doi.org/10.1108/AJIM-08-2016-0127>

- Loudon, D. L., & Della Bitta, A. J. (1993). *Consumer Behaviour: Concepts and Applications (4th ed.)* (4th ed.). McGraw-Hill.
- Mauliansyah, R. (2018). Pengaruh Positioning terhadap Keputusan Pembelian Sepeda Motor Honda di Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 6(2), 818–826. <https://doi.org/10.33059/jmk.v6i2.687>
- McDougall, G. H. G., & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392–410. <https://doi.org/10.1108/08876040010340937>
- Menidjel, C., Bilgihan, A., & Benhabib, A. (2021). Exploring The Impact of Personality Traits on Perceived Relationship Investment, Relationship Quality, and Loyalty in The Retail Industry. *The International Review of Retail, Distribution and Consumer Research*, 31(1), 106–129. <https://doi.org/10.1080/09593969.2020.1781228>
- Mookda, R., Khan, S. W., Intasuwan, S., & Chotchoung, S. (2020). The Effect of Celebrity Endorsement on Consumer Purchase Intention: The Mediating Role of Brand Loyalty. *International Journal of Scientific and Research Publications (IJSRP)*, 10(06), 1016–1021. <https://doi.org/10.29322/IJSRP.10.06.2020.p102123>
- Mowen, J. C., & Minor, M. (2002). *Perilaku konsumen*. Erlangga.
- Muliawan Stanley, & Sugiarto Sugiono. (2018). Pengaruh Food Quality dan Ketersediaan Produk Terhadap Repurchase Intention Produk Sari Roti di Surabaya. *Manajemen Pemasaran Universitas Kristen Petra*, 3(1), 1–6.
- Nofianti, M. (2021, December 27). *Biodata Fujianti Utami Putri, AdBiodata Fujianti Utami Putri, Adik Ipar Vanessa Angel yang Akhirnya Terjun Ke Dunia Entertainment*. Portal Purwokerto.
- Olsson, A., & Sandru, C. (2006). *The Brand Proposition: Positioning & Building Brand Personality*.
- Pakpahan, E. S. B. (2017). Pengaruh Kredibilitas Celebrity Endorsert terhadap Keputusan Pembelian Dan Kepuasan Konsumen You-C 1000 Vitamin Cdi Kota Pekanbaru. *JOMFekon*, 4(1).
- Panjaitan, R., & Cahya, H. N. (2025). A Perspective of Theory of Reasoned Action and Planned Behavior: Purchase Decision. *Jurnal Manajemen*, 29(1), 42–65. <https://doi.org/10.24912/jm.v29i1.2265>
- Papadopoulou, C., Vardarsuyu, M., & Oghazi, P. (2023). Examining The Relationships Between Brand Authenticity, Perceived Value, and Brand Forgiveness: The Role of Cross-Cultural Happiness. *Journal of Business Research*, 167, 114154. <https://doi.org/10.1016/j.jbusres.2023.114154>

- Patel, D., Narayana, S., & Krishnaswamy, B. (2013). Trends in Use of Hair Dye: A Cross-Sectional Study. *International Journal of Trichology*, 5(3), 140. <https://doi.org/10.4103/0974-7753.125610>
- Patel, N. K. (2024). Antecedents of Consumers' Brand Switching Behavior in Mobile Service Provider. *South Asian Journal of Marketing*, 5(1), 15–31. <https://doi.org/10.1108/SAJM-11-2022-0075>
- Pereira, H. G., Carvalho, A., & Portela, S. L. (2015). The Managerial and Economic Effects of Celebrity Endorsement on Consumer Purchasing Intentions. *International Journal of Latest Trends in Finance & Economic Sciences*, 5(2).
- Permatasari. (2019). Celebrity Endorser terhadap Keputusan Pembelian. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 2(3), 287–295.
- Pham, Q., Tran, X., Misra, S., Maskeliūnas, R., & Damaševičius, R. (2018). Relationship between Convenience, Perceived Value, and Repurchase Intention in Online Shopping in Vietnam. *Sustainability*, 10(1), 156. <https://doi.org/10.3390/su10010156>
- Pratama, A. (2023, December 8). *Fuji Didaulat Jadi Brand Ambassador Miranda Hair Treatment*. Info Brand. <https://infobrand.id/fuji-didaulat-jadi-brand-ambassador-miranda-hair-treatment.phtml>
- Pratisthita, D. A. A. P., Yudhistira, P. G. A., & Agustina, N. K. W. (2022). Effect of Brand Positioning, Brand Image, and Perceived Price on Consumer Repurchase Intention Low-Cost Carrier. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 15(2), 181–195. <https://doi.org/10.20473/jmtt.v15i2.35715>
- Priyankara, R., Weerasiri, S., Dissanayaka, R., & Jinadasa, M. (2017). Celebrity Endorsement and Consumer Buying Intention with Relation to the Television Advertisement for Perfumes. *Management Studies*, 5(2). <https://doi.org/10.17265/2328-2185/2017.02.005>
- Purwandari, B., Suriyadin, S. A., Hidayanto, A. N., Setiawan, S., Phusavat, K., & Maulida, M. (2022). Factors Affecting Switching Intention from Cash on Delivery to E-Payment Services in C2C E-Commerce Transactions: COVID-19, Transaction, and Technology Perspectives. *Emerging Science Journal*, 6, 136–150. <https://doi.org/10.28991/esj-2022-SPER-010>
- Rajkumar, N., Vishwakarma, P., & Gangwani, K. K. (2020). Investigating consumers' path to showrooming: a perceived value-based perspective. *International Journal of Retail & Distribution Management*, 49(2), 299–316. <https://doi.org/10.1108/IJRDM-05-2020-0184>

- Reina Paz, M. D., & Rodríguez Vargas, J. C. (2023). Main Theoretical Consumer Behavioural Models. A Review from 1935 to 2021. *Heliyon*, 9(3), e13895. <https://doi.org/10.1016/j.heliyon.2023.e13895>
- Robi'ah, R., Ulfa, N., & Pratiwi, N. (2024). Pandangan Islam Tentang Menyemir Rambut: Antara Tren dan Ketentuan Syari'at. *Indonesian Journal of Education and Development Research*, 3(1), 824–832. <https://doi.org/10.57235/ijedr.v3i1.4957>
- Sa'dam, A. A., & Albari. (2023). Pengaruh Kepercayaan Merek dan Nilai yang Dirasakan terhadap Preferensi Merek dan Niat Beli Ponsel Merek Samsung di Indonesia. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 02(01), 156–168.
- Salsabila. (2023). *Compas Data Market Insight: 7 Merek Pewarna Rambut yang Bagus di Shopee dan Tokopedia*. Compas Market Insight. <https://compas.co.id/article/7-merek-pewarna-rambut/>
- Sangadji, E. M., & Sopiah. (2014). *Perilaku Konsumen, Pendekatan Praktis Disertai: Himpunan Jurnal Penelitian*. Penerbit Andi.
- Sansome, K., Wilkie, D., & Conduit, J. (2024). Beyond Information Availability: Specifying The Dimensions of Consumer Perceived Brand Transparency. *Journal of Business Research*, 170, 114358. <https://doi.org/10.1016/j.jbusres.2023.114358>
- Sarangan, B. (2016). The Impact of Celebrity Endorsement Through Television Advertisements on Intrinsic Motivation of Purchase Intention. *International Journal of Engineering Research and General Science*, 4(1).
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). *The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement*. 2.
- Schall, M., Adonoo, P. L., & Appiah, S. C. Y. (2019). Exploring the Utility of Word of Mouth Advertisement in Improving Product Sales: The Case of Selected Companies in the Kumasi Metropolis of Ghana. *Advances in Applied Sociology*, 09(06), 227–241. <https://doi.org/10.4236/aasoci.2019.96018>
- Sekaran, U. (2017). *Metode Penelitian untuk Bisnis* (6th ed). Salemba Empat.
- Setiawan, A., Djajadikerta, H., Haryanto, H., & Wirawan, S. (2021). Theory of Reasoned Action dan Literasi Teknologi terhadap Adaptasi Perubahan Teknologi. *JURNAL SISTEM INFORMASI BISNIS*, 11(1), 51–61. <https://doi.org/10.21456/vol11iss1pp51-61>
- Setiawan, A., & Sulistiowati, L. H. (2018). Penerapan Modifikasi Technology Acceptance Model (TAM) dalam E-Business. *Jurnal Manajemen Dan Pemasaran Jasa*, 10(2), 171–186. <https://doi.org/10.25105/jmpj.v10i2.2277>

- Shah, M. A. R., Husnain, M., & Zubairshah, A. (2018). Factors Affecting Brand Switching Behavior in Telecommunication Industry of Pakistan: A Qualitative Investigation. *American Journal of Industrial and Business Management*, 08(02), 359–372. <https://doi.org/10.4236/ajibm.2018.82022>
- Singh, J., & Sirdeshmukh, D. (2000). Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments. *Journal of the Academy of Marketing Science*, 28(1), 150–167. <https://doi.org/10.1177/0092070300281014>
- Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer Behaviour*. Pearson Higher Education AU.
- Sumantika, A., & Prakosa, A. (2018). Brand Positioning, Persepsi dan Kepercayaan Nasabah pada Bank Perkreditan Rakyat. *Universitas PGRI Yogyakarta*.
- Suprpto, R., & Azizi, W. (2021). *Buku Ajar Pemasaran Manajemen*. Myria Publisher.
- Suprida, E. (2020). Bosan dengan Rambut Hitam: Kajian Budaya Tentang Tren Mewarnai Rambut di Kecamatan Kota Kuala Simpang, Kabupaten Aceh Tamiang. *Aceh Anthropological Journal*, 4(1), 110. <https://doi.org/10.29103/aaj.v4i1.3155>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer Perceived Value: The Development of A Multiple Item Scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Talitha, F., Yuliati, L. N., & Kirbrandoko. (2019). The effect of celebrity endorsement via perceived value to purchase intention on Instagram. *Russian Journal of Agricultural and Socio-Economic Sciences*, 85(1), 263–270. <https://doi.org/10.18551/rjoas.2019-01.33>
- Tjiptono, F. (2015). *Strategi Pemasaran* (Edisi 4). Andi.
- Trafimow, D. (2009). The Theory of Reasoned Action. *Theory & Psychology*, 19(4), 501–518. <https://doi.org/10.1177/0959354309336319>
- Tseng, L.-Y., Chang, J.-H., & Zhu, Y. L. (2024). What drives the travel switching behavior of Chinese Generation Z consumers. *Journal of Tourism Futures*, 10(1), 131–146. <https://doi.org/10.1108/JTF-07-2020-0110>
- Utarestantix, Warokka, A., & Gallato, C. (2012). Do Customer Dissatisfaction and Variety Seeking Really Affect the Product Brand Switching? A Lesson from the Biggest Southeast Asia Mobile Telecommunication Market. *Journal of Marketing Research and Case Studies*, 1–14. <https://doi.org/10.5171/2012.703614>

- Wahyuni, I. T., & Subandrio. (2024). Pengaruh Perceived Value Dan Customer Satisfaction Terhadap Customer Loyalty (Studi Kasus Pada Customer Solaria Bencoolenmall). *Jurnal Fokus Manajemen*, 4(1), 65–76.
- Wiwaha, R. P. (2022). *Eye Catching, Ini 10 Brand Pewarna Rambut Terlaris di E-Commerce: Local Pride Berhasil Menduduki Top 3!* Kompas Market Insight. <https://compas.co.id/article/pewarna-rambut-terlaris/>
- Yu, X. (2024). The Impact of Brand Positioning on Consumer Willingness to Pay in the Social Media Environment. *Frontiers in Business, Economics and Management*, 13(1), 214–217. <https://doi.org/10.54097/gx2t0m67>
- Yum, K., & Kim, J. (2024). The Influence of Perceived Value, Customer Satisfaction, and Trust on Loyalty in Entertainment Platforms. *Applied Sciences*, 14(13), 5763. <https://doi.org/10.3390/app14135763>
- Yzer, M. (2017). Theory of Reasoned Action and Theory of Planned Behavior. In *The International Encyclopedia of Media Effects* (pp. 1–7). Wiley. <https://doi.org/10.1002/9781118783764.wbieme0075>
- Zainuddin, Z., Mohd Khairi, I., Kartini, M. R., Shaiful Azlan, A., & Faten Fatehah, A. R. (2023). Perception on Brand Positioning of Three Star Hotels in Kuala Terengganu, Terengganu. *Jurnal Intelek*, 18(2). <https://doi.org/10.24191/ji.v18i2.20375>
- Zhao, C., Noman, A. H. Md., & Hassan, M. K. (2023). Bank's Service Failures and Bank Customers' Switching Behavior: Does Bank Reputation Matter? *International Journal of Bank Marketing*, 41(3), 550–571. <https://doi.org/10.1108/IJBM-07-2022-0287>

