

## DAFTAR PUSTAKA

- A Almohaimeed, B. M. (2019). *The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective*. *A Journal of the Academy of Business and Retail Management* (Vol. 13). ABRM.
- Morissan. (2017). Metode Penelitian Survei.. Jakarta: Kencana.
- Ackaradejruangsri. (2014). *The effect of product quality attributes on Thai consumers' buying decisions*.
- Anang F. (2018). *Perilaku Konsumen: (sikap Dan Pemasaran)*.
- Azzahra et al. (2021). Pengaruh Social Media Marketing dan Brand Awareness Terhadap Purchase Intention serta Dampaknya pada Purchase Decision: Studi pada Pengguna Layanan Online Food Delivery di Jakarta. *Jurnal Bisnis, Manajemen, Dan Keuangan-JBMK*, , 2(3), 874–890.
- Banasiewicz. (2005). *Loyalty program planning and analytics*. *Journal of Consumer Marketing*, 22(6), 332–339.
- Bougie, & Sekaran. (2017). *Metode Penelitian Untuk Bisnis Pendekatan Pengembangan Keahlian* (Edisi 6 Buku 1). Salemba Empat.
- Budiman, & Santi. (2012). *Analysis of consumer attitudes to purchase intentions of counterfeiting bag product in Indonesia*. In *International Journal of Management, Economics and Social Sciences (IJMESS) Suggested Citation: Budiman* (Vol. 1, Issue 1). IJMESS Int'l Publishers.
- Chaffey, D. , &, & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, implementation and practice (7th ed.)* (7th ed.). Pearson.
- Chen, Lu, & Wang. (2017). *Customers' purchase decision-making process in social commerce: A social learning perspective*. *International Journal of Information Management*, 37(6), 627–638.
- Clement. (2020). *Most popular social networks worldwide as of April 2024, ranked by number of active users*. Statista.
- Dwi, E., & Watie, S. (2011). *Komunikasi dan Media Sosial (Communications and Social Media)*: Vol. III (Issue 1).
- Engriani, Fitriana, Perhotelan Sekolah Tinggi Pariwisata Trisakti, D., IKPN No, J., Jakarta Selatan, B., Usaha Perjalanan Wisata Sekolah Tinggi Pariwisata Trisakti, D., Perhotelan Sekolah Tinggi Pariwisata Trisakti, M., & IKPN Bintaro Jakarta Selatan, J. I. (2019). Pengaruh promosi media sosial line terhadap keputusan pembelian di starbucks mall taman anggrek.
- Fadhilah. (2015). Pengaruh Pengaruh Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, dan Loyalitas Merek Terhadap Proses Pengambilan Keputusan Pembelian Sepeda Motor Yamaha V-ixion. *Jurnal MIX*, 4(2), 188-205., 4(2), 188–205.
- Farooq. (2019). *Apple Competitors*.
- Fauziah, Ali, & Haymans Manurung. (2024). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Melalui Minat Beli Produk Skintific (Studi Kasus Pada Mahasiswa Universitas Bhayangkara Jakarta Raya).
- Fordian, D., & Ramadiawati, A. A. (2020). *Jurnal Riset Akuntansi dan Manajemen Pengaruh Brand Orientation Dan Co-Creation Value Terhadap Marketing Capability Studi Pada Make-Up Artist (Mua) Di Kota Bandung*. 9(1), 1–15.
- Fujiawati, & Raharja, R. M. (2021). Pemanfaatan media sosial (instagram) sebagai media penyajian kreasi seni dalam pembelajaran. *Jurnal Pendidikan Dan Kajian Seni*, 6(1).
- Gautam, V., & Sharma, V. (2017). *The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands*. *Journal of Promotion Management*, 23(6), 872–888.
- Gede, I., Mindra Jaya, N., Made Sumertajaya, D. I., & Mattjik, A. A. (2008). *Prosiding Seminar Nasional Sains dan Teknologi-II*.
- Ghazali. (2023). Pengaruh persepsi konsumen dan visual complexity pada food photography terhadap

- keputusan pembelian kuliner makanan di kota banjarmasin.
- Ghozali. (2006). *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS)*.
- Ghozali, & Latan. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0* (2nd ed.). Universitas Diponegoro.
- Graziano. (2017). *It's time for the Apple Watch to support Android*.
- Hair, J., & Alamer, A. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example*. *Research Methods in Applied Linguistics*, 1(3).
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). *PLS-SEM: Indeed a silver bullet*. *Journal of Marketing Theory and Practice*, 19(2), 139–152.
- Hamid, solling rahmad, & Anwar, S. M. (2019). *Structural Equation Modeling (Sem) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*.
- Helianthusonfri, J. (2020). *Instagram Marketing Untuk Pemula*. Elex Media Komputindo.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). *A new criterion for assessing discriminant validity in variance-based structural equation modeling*. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Hur, W. M., Ahn, K. H., & Kim, M. (2011). *Building brand loyalty through managing brand community commitment*. *Management Decision*, 49(7), 1194–1213.
- Hutter, & Hoffmann. (2014). Surprise, Surprise. Ambient Media as Promotion Tool for Retailers. *Journal of Retailing*, 90(1), 93–110.
- Irwanto. (2002). *Psikologi umum : buku panduan mahasiswa*. Jakarta : Prehallindo.
- Jaafar, S. N., Lalp, P. E., & Mohamed Naba, M. (2015). *Consumers' Perceptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia*. In *Asian Journal of Business and Management Sciences* (Vol. 2, Issue 8).
- Kango, A., Sultan, I., & Gorontalo, A. (2015). *Media dan Perubahan Sosial Budaya*. 12.
- Keller, K. L. (2013). *Strategic Brand Management*. United States: Pearson.
- Khotimah Harahap, L. (2020). Analisis SEM (*Structural Equation Modelling*) Dengan SMARTPLS (*Partial Least Square*).
- Kotler, & Armstrong. (2017). *Principles of Marketing*. United Kingdom: Pearson.
- Kotler, & Keller. (2009). *Marketing Management..*
- Kotler, & Keller. (2012). *Marketing management*.
- Kotler, & Keller. (2016). *Marketing Management*. 15e. Harlow: Pearson Education.
- Liu, & Wang. (2019). *Interrelationships between viral marketing and purchase Intention via customer-based brand equity*. *Journal of Business and Management Sciences*, 7(2), 72–83.
- Madeline, S., & Sihombing, S. O. (2019). *The Impact of Brand Experiences on Brand love, Brand trust, and Brand loyalty : an Empirical study*. In *Jurnal Bisnis dan Manajemen* (Vol. 20, Issue 2).
- Mahesh. (2013). *Consumer's Perceived Value, Attitude And Purchase Intention Of Green Products*.
- Mahfud Sholihin, D. R. (2013). *Analisis SEM-PLS dengan WarpPLS 3.0* : untuk hubungan nonlinier dalam penelitian sosial dan bisnis (Seno, Ed.).
- Masyitoh & Novita. (2021). Pengaruh digital marketing terhadap minat beli konsumen pada marketplace tokopedia.
- Mirabi, Akbariyeh, & Tahmasebifard. (2015). *A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran*. In *Journal of Multidisciplinary Engineering Science and Technology (JMEST)* (Vol. 2, Issue 1). [www.jmest.org](http://www.jmest.org)
- Mutia. (2023). Kalahkan Tesla, Apple Jadi Perusahaan Teknologi Terbesar di Dunia Awal 2023.
- Nasrullah R. (2017). *Media sosial : perspektif komunikasi, budaya, dan sosioteknologi* (Nunik Siti Nurbaya, Ed.). PT. Remaja Rosdakarya, 2017: Simbiosa Rekatama Media.
- Nofrizal. (2019). Dampak persepsi konsumen terhadap minat beli konsumen berbelanja di lotte mart

- grossir pekanbaru. *Jurnal Sains Pemasaran Indonesia*, XVII, 259–269.
- Pantouw, Pangemanan, & Tumiwa. (2017). The influence of consumer's perception, consumer's attitudes through purchase intention of private label products in indomaret manado. *Jurnal EMBA*, 5(2), 2417–2425.
- Prasetya. (2021). *Pengaruh brand awareness, brand association, perceived quality dan brand loyalty terhadap purchase intention*. Universitas Islam Indonesia.
- Pratama. (2022). Pengaruh Citra Merek, Kualitas Produk, Dan Harga Terhadap Minat Pembelian Kembali Produk Iphone Di Surakarta.
- Pratiwi, A., & Hendrawan, D. (2017). Pengaruh brand awareness, brand association dan brand loyalty terhadap purchase intention rokok merek surya pro mild di kota kediri.
- Pulungan, Sumarwan, & Simanjuntak. (2016). *Effect of Brand Equity Dimension on Purchasing Behavior (Case Study: Aroma Bakery and Cake Shop in Medan)*. In *An International Peer-reviewed Journal* (Vol. 26).
- Ramayanis. (2023). Perbandingan Manajemen Strategi Harga Jual Antara Iphone dan Android.
- Revina, & Natih. (2015). *The Influence of Brand awareness, brand loyalty and perceived quality on purchase intention of yamaha mio in Surabaya*.
- Romadhon, M. Z., Hukum, F., Bisnis, D., Duta, U., Surakarta, B., & Gunaningrat, R. (2024). Pengaruh Citra Merek Dan Persaingan Pangsa Pasar Pada Gadget Merek Apple Terhadap Minat Beli di Indonesia Damar Putranto. *Jurnal Riset Dan Inovasi Manajemen*, 2(1), 186–195.
- Sahir, H. S. (2022). *Metodologi Penelitian*.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–40). Springer International Publishing.
- Schiffman. (2007). *Perilaku Konsumen*. Edisi VII. Jakarta : Indeks.
- Semuel, H., & Setiawan, K. Y. (2018). *Promosi melalui Sosial Media, Brand Awareness, Purchase intention pada produk sepatu Olahraga*.
- Sopiany, W., Hidayat, R. H., Setiawati, R., & Hadi, F. N. (2022). Integrasi Sosial Dalam Masyarakat Beragama Sebagai Mediasi Konflik Sosial. *El-Ghiroh*, 20(02), 219–234.
- Sudayo, & Saefuloh. (2019). *Analisis Pengaruh Kesadaran Merek, Citra Merek, Persepsi Kualitas, dan Loyalitas Merek Terhadap Minat Beli Studi Kasus : Merek Nokia*.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif Dan R &D*. Bandung, Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif Dan R &D*. Bandung, Alfabeta.
- Utami, & Triyono. (2013). Pemanfaatan Blackberry Sebagai Sarana Komunikasi Dan Penjualan Batik Online Dengan Sistem Dropship Di Batik Solo.
- Winatapradja. (2013). Ekuitas Merek Pengaruhnya Terhadap Keputusan Pembelian Produk Donat J.co Donuts & Coffee Di Manado Town Square. *Jurnal EMBA*, 1(3), 958–968.
- Wong. (2013). *Partial least square structural equation modeling (PLS-SEM) techniques using SmartPLS*.
- Younus, Rasheed, & Zia. (2015). *Identifying the Factors Affecting Customer Purchase Intention. Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc*, 15.
- Yuniamartha. (2021). Pengaruh persepsi konsumen dan citra produk terhadap keputusan pembelian produk kosmetik emina.