

DAFTAR PUSTAKA

- Ahmed, R. R., Zaidi, E. Z., Alam, S. H., Streimikiene, D., & Parmar, V. (2023). Effect of Social Media Marketing of Luxury Brands on Brand Equity, Customer Equity and Customer Purchase Intention. *Www.Amfiteatrueconomic.Ro*, 25(62), 265. <https://doi.org/10.24818/EA/2023/62/265>
- Amanda, T., Andriani, M., & Author, C. (2022). Effect of Brand Positioning and Brand Awareness on Repurchase Intention and Consumer Satisfaction (Study on Online Marketplace). In *Advances in Business Research International Journal* (Vol. 8, Issue 3).
- Ansari, S., Ansari, G., Ghorri, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers purchase decision? A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 17(2), 156. <https://doi.org/10.31106/jema.v17i2.6916>
- Armawan, I., Sudarmiati, Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop. *International Journal of Data and Network Science*, 7(1), 141–152. <https://doi.org/10.5267/j.ijdns.2022.11.008>
- BİLGİN, 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>

Cheung, M. L., Pires, G. D., & Rosenberger <suffix>III</suffix>, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, 17(3), 243. <https://doi.org/10.1504/ijebr.2019.10019330>

Cheung, M. L., Pires, G. D., Rosenberger, P. J., & De Oliveira, M. J. (2021). Driving COBRAs: the power of social media marketing. *Marketing Intelligence and Planning*, 39(3), 361–376. <https://doi.org/10.1108/MIP-11-2019-0583>

Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>

Dam, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>

Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>

Eka Putri, L., Kamal, S., Surya, S., Rizal, R., Aprilya Yulfi, N., Rahma Putri, W., & Alhabil, L. (2022). Penyuluhan Pemanfaatan Minyak Atsiri Cengkeh dan Serai sebagai Aromaterapi Aplikasi Parfum Masker. *Jurnal Pengabdian Masyarakat Dharma Andalas*, 01(01). <https://doi.org/10.47233/jpmda.v1i1.609>

- Elaydi, H. O. (2018). The Effect of Social Media Marketing on Brand Awareness through Facebook: An Individual-Based Perspective of Mobile Services Sector in Egypt. *Open Access Library Journal*, 05(10), 1–13.
- ElAydi, H. O. (2018). The Effect of Social Media Marketing on Brand Awareness through Facebook: An Individual-Based Perspective of Mobile Services Sector in Egypt. *OALib*, 05(10), 1–5. <https://doi.org/10.4236/oalib.1104977>
- Eusemann, M., & Okle, A.-K. (2023). *Brand awareness and brand image: A mixed methods study investigating brand knowledge of the Danish fashion brand Shaping New Tomorrow*. <http://www.plagiarism.aau.dk/Rules+and+Regulations/>
- F. Hair Jr, J., Tomas M. Hult, G., M. Ringle, C., Sarstedt, M., P. Danks, N., & Ray, S. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R A Workbook* (1st ed. 2021). Springer. <https://doi.org/https://doi.org/10.1007/978-3-030-80519-7>
- Farenza, Goenawan, F., & Monica, V. (2021). Tingkat Brand Awareness Masyarakat Surabaya pada Tahap Top Of Mind Terhadap Brand Sociolla yang Berlokasi di Tunjungan Plaza Surabaya. *JURNAL E-KOMUNIKASI PROGRAM STUDI ILMU KOMUNIKASI UNIVERSITAS KRISTEN PETRA, SURABAYA*, 9, 1–11. www.sociolla.com,
- Gede Made Dharmadiaksa Saputra, I., & Wayan Ekawati, N. (2020). Mediating Role Customer Satisfaction Brand Image Effect on Repurchase Intention (A Case Study on Consumer Talib M.Aboe Shop in Tabanan City). *American Jo4urnal of Humanities and Social Sciences Research*, 4(3), 3–88. www.ajhssr.com
- Gusti Ayu Putu Candra Santi, I., Suasana, I., & Gst Kt Gd Suasana, I. A. (2021). THE ROLE OF BRAND IMAGE MEDIATES THE EFFECT OF ELECTRONIC WORD OF MOUTH ON REPURCHASE INTENTION IN STARBUCKS COFFEE Environmental commitment and green innovation reaching success new products of creative industry in Bali View project

Family's Green Brand Purchasing Behavior in Bali View project THE ROLE OF BRAND IMAGE MEDIATES THE EFFECT OF ELECTRONIC WORD OF MOUTH ON REPURCHASE INTENTION IN STARBUCKS COFFEE. In *International Journal of Management and Commerce Innovations* (Vol. 9). www.researchpublish.com

Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetyo, T., Pital-Oka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022a). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>

Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetyo, T., Pital-Oka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022b). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>

Herjanto, H., & Amin, M. (2020). Repurchase intention: the effect of similarity and client knowledge. *International Journal of Bank Marketing*, 38(6), 1351–1371. <https://doi.org/10.1108/IJBM-03-2020-0108>

Hien, N. N., Phuong, N. N., van Tran, T., & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 10(6), 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>

Huang, L.-C., Gao, M., & Hsu, P.-F. (2019). A Study on the Effect of Brand Image on Perceived Value and Repurchase Intention in Ecotourism Industry. In *Ekoloji* (Vol. 28, Issue 107).

Hui-Wen Chuah, S., Sujanto, R. Y., Sulistiawan, J., & Cheng-Xi Aw, E. (2022). What is holding customers back? Assessing the moderating roles of personal and social norms on CSR'S routes to Airbnb repurchase intention in the

COVID-19 era. *Journal of Hospitality and Tourism Management*, 50, 67–82.
<https://doi.org/10.1016/j.jhtm.2021.12.007>

Husain, R., Ahmad, A., & Khan, B. M. (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. *Cogent Business and Management*, 9(1).
<https://doi.org/10.1080/23311975.2022.2034234>

Husain, R., Paul, J., & Koles, B. (2022). The role of brand experience, brand resonance and brand trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66. <https://doi.org/10.1016/j.jretconser.2021.102895>

Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020a). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>

Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020b). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>

Infante, A., & Mardikaningsih, R. (2022). The Potential of Social Media as a Means of Online Business Promotion. In *Journal of Social Science Studies* (Vol. 2, Issue 2).

IZZUDIN, M. S., & NOVANDARI, W. (2018). The Effect Of Perceived Quality, Brand Image On Customer Satisfaction And Brand Awareness Toward Repurchase Intention. *JOURNAL OF RESEARCH IN MANAGEMENT*, 1(3).
<https://doi.org/10.32424/jorim.v1i3.44>

Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*, 53(101774), 1–12. <https://doi.org/10.1016/j.jretconser.2019.03.001>

Kevin Putra Bawono, T., & Subagio, H. (2020). *ANALISA PENGARUH SOCIAL MEDIA MARKETING TERHADAP REPURCHASE INTENTION MELALUI BRAND TRUST SEBAGAI VARIABEL MEDIASI PADA INSTAGRAM ADIDAS INDONESIA DI SURABAYA.*

Khoirunnisa, A., & Astini, R. (2021a). 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/ejbmr.2021.6.6.1145>

Khoirunnisa, A., & Astini, R. (2021b). 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/ejbmr.2021.6.6.1145>

Khoirunnisa, A., & Astini, R. (2021c). 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/ejbmr.2021.6.6.1145>

Kim, R. B., & Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9–21. <https://doi.org/10.14254/2071>

Kwan Soo Shin, S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. (2019). Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. *Current Journal of Applied Science and Technology*, 1–17. <https://doi.org/10.9734/cjast/2019/v38i430376>

Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022a). An analysis of the effects of customer satisfaction and engagement on social media on

- repurchase intention in the hospitality industry. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2028331>
- Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022b). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2028331>
- Mao, Y., Lai, Y., Luo, Y., Liu, S., Du, Y., Zhou, J., Ma, J., Bonaiuto, F., & Bonaiuto, M. (2020). Apple or Huawei: Understanding flow, brand image, brand identity, brand personality and purchase intention of smartphone. *Sustainability (Switzerland)*, 12(8). <https://doi.org/10.3390/SU12083391>
- Marques, C., da Silva, R. V., Davcik, N. S., & Faria, R. T. (2020). The role of brand equity in a new rebranding strategy of a private label brand. *Journal of Business Research*, 117, 497–507. <https://doi.org/10.1016/j.jbusres.2020.06.022>
- Maskuroh, N., Fahlevi, M., Irma, D., Rita, & Rabiah, A. S. (2022). Social media as a bridge to e-commerce adoption in Indonesia: A research framework for repurchase intention. *International Journal of Data and Network Science*, 6(1), 107–114. <https://doi.org/10.5267/J.IJDNS.2021.9.017>
- Meliawati, T., Gerald, S. C., & Akhmad Edhy Aruman. (2023). The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention. *Journal of Consumer Sciences*, 8(1), 77–92. <https://doi.org/10.29244/jcs.8.1.77-92>
- Noori Ismael, Z. (2022). Marketing strategy: The Influence of Corporate Social Responsibility on Brand Awareness. *International Journal of Engineering, Business and Management (IJEEM)*, 6(5), 2456–7817. <https://doi.org/10.22161/ijeem.6.5>
- Nur Hidayati, A., Anastasia Isabela, B., Shofiani Yuwananda, Y., & Gunadi, W. (2021a). The Effect of Nostalgia Emotion to Brand Trust and Brand

- Attachment towards Repurchase Intention. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 3).
- Nur Hidayati, A., Anastasia Isabela, B., Shofiani Yuwananda, Y., & Gunadi, W. (2021b). The Effect of Nostalgia Emotion to Brand Trust and Brand Attachment towards Repurchase Intention. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 3).
- Nurhandayani, A., Syarief, R., Syarief, R., & Najib, M. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Universitas Brawijaya Journal of Applied Management (JAM)*, 17(4), 650–661. <https://doi.org/10.21776/ub.jam.2019.017.04.09>
- Prabeng, A., Ningrat, N. S., Nyoman, N., & Yasa, K. (2019). The Effect of Advertising and Celebrity Endorsement on Purchase Intention with Brand Awareness as Intervening Variable. In *American Journal of Humanities and Social Sciences Research* (Vol. 3, Issue 10). AJHSSR. www.ajhssr.com
- Putri, K. A. M. A., & Yasa, N. N. K. (2022). The Role of Customer Satisfaction as Mediating Variable on the Effect of Brand Image towards Coffee Shop Customer's Repurchase Intention. *European Journal of Business and Management Research*, 7(2), 149–154. <https://doi.org/10.24018/ejbmr.2022.7.2.1271>
- Ratasuk, A., & Gajesanand, S. (2020). Factors Influencing Brand Image and Customer Repurchase Intention: The Case of Coffee Chain Shops Located in Gas Service Stations in Bangkok. *Journal of Academic University of the Thai Chamber of Commerce Humanities and Social Sciences*, 3, 171–188.
- Revano Hiendrawan, Y., & Bernarto, I. (2021). THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND TRUST ON REPURCHASE INTENTION ON ZALORA INDONESIA'S SOCIAL MEDIA. In *20 Indonesian Digital Marketing Journal* (Vol. 1, Issue 1).

- Riki Wijayajaya, H., & Tri Astuti, S. R. (2018). The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping. *KnE Social Sciences*, 3(10), 915. <https://doi.org/10.18502/kss.v3i10.3182>
- Rimiyati, H., & Khoirul Azmi, T. (2022). The Influence of Perceived E-Service Quality, Promotional Mix, Brand Awareness and Online Repurchase Intention. *International Journal of Social Science And Human Research*, 05(11). <https://doi.org/10.47191/ijsshr/v5-i11-40>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81–91. <https://doi.org/10.52403/ijrr.20210912>
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Setiawan Slamet, 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 & Agribisnis*, 18(3). <https://doi.org/10.17358/jma.18.3.252>
- Simanjuntak, M., Sumarwan, U., & Situmorang, A. D. (2020). The effect of marketing mix and brand image on customer loyalty of remixed mortar. *Independent Journal of Management & Production*, 11(2), 450. <https://doi.org/10.14807/ijmp.v11i2.963>

- Statista. (2023, June 28). *Revenue of the fragrances market in Indonesia from 2014 to 2027(in million U.S. dollars)*. Statista Research Department. <https://www.statista.com/forecasts/1214234/indonesia-revenue-fragrance-market>
- Sudaryanto, S., Ari, S., & Meliana, M. (2021). Does COVID-19 Affect Online Experience Towards Repurchase Intention? An Empirical Study in Indonesia*. *Journal of Asian Finance*, 8(6), 1013–1023. <https://doi.org/10.13106/jafeb.2021.vol8.no6.1013>
- Sudaryanto, Suroso, I., Pansiri, J., Umama, T. L., & Hanim, A. (2021). Impact of culture, brand image and price on buying decisions: Evidence from East Java, Indonesia. *Innovative Marketing*, 17(1), 130–142. [https://doi.org/10.21511/im.17\(1\).2021.11](https://doi.org/10.21511/im.17(1).2021.11)
- Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions. In *CommIT Journal* (Vol. 16, Issue 1).
- Suprpto, W., Stefany, S., & Ali, S. (2020). Service Quality, Store Image, Price Consciousness, and Repurchase Intention on Mobile Home Service. *SHS Web of Conferences*, 76, 01056. <https://doi.org/10.1051/shsconf/20207601056>
- Upadana, M. wahyu K., & Pramudana, K. A. S. (2020). BRAND AWARENESS MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1921. <https://doi.org/10.24843/ejmunud.2020.v09.i05.p14>
- Wilson, N., Alvita, M., & Wibisono, J. (2021). THE EFFECT OF PERCEIVED EASE OF USE AND PERCEIVED SECURITY TOWARD SATISFACTION AND REPURCHASE INTENTION. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 145. <https://doi.org/10.24912/jmieb.v5i1.10489>

Ximena, G., Fernandez, M., Giuliana, F., Rebata, R., Jesus, Y., & Lopez, G. (2022). Analysis of E-Commerce Repurchase Intention by Consumers during the Covid-19 Pandemic Based on Social Network Behavior. *Industrial Engineering and Operations Management*, 1784–1793.