

DAFTAR PUSTAKA

- Akbar, Y. R., Zain, I., & Nuraini, P. (2019). Analisis dimensi service marketing mix sebagai pengukur kepuasan nasabah bank syariah di pekanbaru. *Jurnal Tabarru': Islamic Banking and Finance*, 2(2), 1–15.
- Akkaya, M. (2021). Understanding the impacts of lifestyle segmentation & perceived value on brand purchase intention: An empirical study in different product categories. *European Research on Management and Business Economics*, 27(3), 100155.
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep Umum Populasi dan Sampel dalam Penelitian. *PILAR*, 14(1), 15–31.
- Arini, P. E., & Sudiksa, I. B. (2019). Peran persepsi harga dalam memediasi brand image terhadap niat beli konsumen. *E-Jurnal Manajemen*, 8(3), 1665–1695.
- Arsyillah, P. (2022). *Pengaruh affiliate marketing, perceived price dan lifestyle terhadap purchasing decision dengan mental accounting sebagai variable moderasi (Studi pada masyarakat di Kota Surabaya)* (p. 27). Universitas Hayam Wuruk Perbanas Surabaya.
- Athapaththu, J. C., & Kulathunga, K. (2018). Factors affecting online purchase intention: Effects of technology and social commerce. *International Business Research*, 11(10), 111–128.
- Azizah, F. E. (2022). *Hukum penggunaan e-liquid pada rokok elektrik menurut maqashid syariah: studi kasus vape street di Dusun Krajan Desa Balung Lor Kecamatan Balung Kabupaten Jember* (pp. 1–86). Universitas Kiai Haji Achmad Siddiq Jember.
- Barrigusti, N. (2020). *Pengaruh perceived quality dan harga terhadap keputusan pembelian sepeda motor Honda Beat pada PT. Capella Dinamik Nusantara Bangkinang ditinjau dari perspektif ekonomi islam* (pp. 1–109). Universitas Islam Negeri Sultan Syarif Kasim Riau.
- Bekti, D. J. (2021). Peran ekuitas merek di Screamous Clothing Bandung. *Bandung Conference Series: Communication Management*, 1(1), 1–6.
- Bernarto, I., & Purwanto, A. (2022). The effect of perceived risk, brand image and perceived price fairness on customer satisfaction. *Brand Image and Perceived Price Fairness on Customer Satisfaction (March 1, 2022)*, 26(1), 35–50.
- Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model keputusan pembelian

melalui kepuasan konsumen pada marketplace: Kualitas produk dan kualitas pelayanan (Literature review manajemen pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 211–224.

- Cheung, M. L., Pires, G. D., & Rosenberger III, 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), 243–261.
- Curvelo, I. C. G., de Morais Watanabe, E. A., & Alfinito, S. (2019). Purchase intention of organic food under the influence of attributes, consumer trust and perceived value. *Revista de Gestão*, 26(3), 198–211.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585–593.
- Dam, T. C. (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.
- Delvika, Y. (2020). Analisis kualitas produk rumah tangga dengan metode Quality Function Deployment (QFD) Pada PT. ABC. *Jurnal Ilmiah Teknik Industri Prima (JURITI PRIMA)*, 4(1), 10–19.
- Dewi, S. K., & Sudaryanto, A. (2020). *Validitas dan reliabilitas kuesioner pengetahuan, sikap dan perilaku pencegahan demam berdarah*. 73–79.
- Dharmayana, I. M. A., & Rahanatha, G. B. (2018). Pengaruh brand equity, brand trust, brand preference, dan kepuasan konsumen terhadap niat membeli kembali. *E-Jurnal Manajemen Unud*, 6(4), 2018–2046.
- Durmaz, Y., Çavuşoğlu, S., & Özer, Ö. (2018). The effect of brand image and brand benefit on customer loyalty: the case of Turkey. *International Journal of Academic Research in Business and Social Sciences*, 8(5), 528–540.
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., & Gandasari, D. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(1), 1–11.
- 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.
- Erkmen, E., & Hancer, M. (2019). Building brand relationship for restaurants: An examination of other customers, brand image, trust, and restaurant attributes. *International Journal of Contemporary Hospitality Management*, 31(3), 1469–

1487.

- Faizal, H., & Nurjanah, S. (2019). Pengaruh persepsi kualitas dan citra merek terhadap loyalitas pelanggan dengan kepercayaan pelanggan dan kepuasan pelanggan sebagai variabel antara. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(2), 307–316.
- Fauzan, M. (2022). *Pengaruh Virtual Museum Terhadap Minat Berkunjung Pada Museum Multatuli Rangkasbitung* (pp. 1–147). Fakultas Adab dan Humaniora UIN Syarif Hidayatullah Jakarta.
- Fenetta, A., & Keni, K. (2020). Pengaruh brand awareness dan perceived quality terhadap purchase intention: Brand loyalty sebagai variabel mediasi. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(6), 270–275.
- García-Fernández, J., Gálvez-Ruíz, P., Fernández-Gavira, J., Vélez-Colón, L., Pitts, B., & Bernal-García, A. (2018). The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review*, 21(3), 250–262.
- Hafidz, G. P. (2023). Analisis hubungan antara brand image, brand trust dan perceived quality terhadap niat beli konsumen pada merek pakaian impor. *JIIP-Jurnal Ilmiah Ilmu Pendidikan*, 6(5), 3405–3418.
- Hakim, L. L., & Keni, K. (2020). Pengaruh brand awareness, brand image dan customer perceived value terhadap purchase intention. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(3), 81–86.
- Hanifah, H., Sutedja, A., & Ahmaddien, I. (2020). *Pengantar Statistika*. CV WIDINA MEDIA UTAMA.
- Hasan, A. (2013). *Marketing dan kasus-kasus pilihan, CAPS (Center for Academic Publishing Services)* (p. 210). Yogyakarta.
- Herlambang, R. T. (2021). *Analisis harga, kualitas, promosi dan brand trust terhadap minat beli Honda Vario 150 cc* (pp. 1–14). Universitas Mercu Buana Jakarta.
- Hien, N., Phuong, N., Tran, T. Van, & Thang, L. (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.
- Hulu, P., Ruswanti, E., & Hapsari, N. P. (2018). Influence of product quality, promotion, brand image, consumer trust towards purchase intention (Study case on Pocari Sweat Isotonic Drink in Indonesia). *Universitas Esa Unggul*, 1(1), 1–13.
- Hutabarat, Z., Larson, D., & Irawan, M. D. (2021). Pengaruh Perceived Parental Reward, Entrepreneurial Self Efficacy, Yang Dimoderasi Family Business

- Involvement Terhadap Entrepreneurial Intention Di Universitas Pelita Harapan. *IDEI: Jurnal Ekonomi & Bisnis*, 2(1), 54–68.
- Ilmiyah, L. (2022). *Pengaruh word of mouth dan brand trust terhadap purchase intention maskapai penerbangan Garuda Indonesia* (p. 19). Politeknik Negeri Sriwijaya.
- Indah, D. R., Afalia, I., & Maulida, Z. (2020). Pengaruh citra merek, kualitas produk dan harga terhadap keputusan pembelian produk hand and body lotion vaseline (studi kasus pada mahasiswa universitas samudra). *Jurnal Samudra Ekonomi Dan Bisnis*, 11(1), 83–94.
- Indaryadi, A. I. K. (2020). *Pengaruh celebrity endorser, brand image, brand loyalty, dan perceived quality terhadap minat beli konsumen dan dampaknya terhadap intensi rekomendasi merek Sepatu Compass* (p. 14). STIE YKPN.
- Ismaulidina, I., Hasibuan, E. J., & Hidayat, T. W. H. W. (2020). Strategi Komunikasi Public Relation Dalam Membangun Citra Dan Kepercayaan Calon Jemaah Haji dan Umroh. *Jurnal Ilmu Pemerintahan, Administrasi Publik, Dan Ilmu Komunikasi (JIPIKOM)*, 2(1), 12–17.
- Janna, N. M., & Herianto, H. (2021). *Konsep uji validitas dan reliabilitas dengan menggunakan SPSS*. 1(1), 1–12.
- Jeaheng, Y., Al-Ansi, A., & Han, H. (2020). Impacts of Halal-friendly services, facilities, and food and Beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust, and loyalty. *Journal of Hospitality Marketing & Management*, 29(7), 787–811.
- Keni, K. (2019). Pengaruh brand awareness, brand association, perceived quality, dan brand loyalty terhadap customer purchase decision. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 176–185.
- Kurniawan, R. (2021). *Pengaruh kepercayaan merek (brand trust) terhadap keputusan pembelian produk deodoran merek Axe di Bandar Lampung* (pp. 1–29). IIB DARMAJAYA.
- Larson, H. J., Clarke, R. M., Jarrett, C., Eckersberger, E., Levine, Z., Schulz, W. S., & Paterson, P. (2018). Measuring trust in vaccination: A systematic review. *Human Vaccines & Immunotherapeutics*, 14(7), 1599–1609.
- Lee, J. E., Goh, M. L., & Noor, M. N. B. M. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178.
- Mahardika, I. K. A. P. B. (2021). Pengaruh suasana toko, promosi dan harga terhadap minat beli di The Clouds Vapor & Matter di Kota Denpasar. *JUSTBEST: Journal*

- of Sustainable Business and Management*, 1(1), 31–44.
- Makmor, N., Alam, S. S., & Aziz, N. A. (2018). Social support, trust and purchase intention in social commerce era. *Int. J. Supply Chain Manag*, 7(5), 572–581.
- Mamahit, A. Y. (2019). *Metodologi Penelitian*. Yayasan Bina Lentera Insan.
- Mateen Khan, M. (2019). Celebrity endorsement and purchase intention: The role of perceived quality and brand loyalty. *College of Management Sciences*, 14(2), 99–120.
- Miftah. (2023). *Pengaruh labelisasi halal dan promosi terhadap harga dan minat beli konsumen pada produk kosmetik (Studi Kasus Pada Toko Kosmetik Beauty Kendari)* (pp. 41–67). IAIN KENDARI.
- Mufarrikoh, Z. (2019). *Statistika pendidikan (Konsep sampling dan uji hipotesis)*. Jakad Media Publishing.
- Nazal, M. Y. B. H. (2020). Pengaruh harga, brand image, dan kualitas produk terhadap minat beli di Garasi Vape Store Lumajang. *Jobman: Journal of Organization and Bussines Management*, 2(4), 252–259.
- Oliveira, G. F., & Rabechini Jr, R. (2019). Stakeholder management influence on trust in a project: A quantitative study. *International Journal of Project Management*, 37(1), 131–144.
- Pandiangan, K., Masiyono, M., & Atmogo, Y. D. (2021). Faktor-faktor yang mempengaruhi brand equity: brand trust, brand image, perceived quality, & brand loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471–484.
- Pangestoe, J., & Purwianti, L. (2022). Analisa pengaruh brand image, celebrity endorser, attitude, trust, dan brand awareness terhadap purchase intention pada fashion sportwear di Kota Batam. *SEIKO: Journal of Management & Business*, 5(1), 137–155.
- Pramudya, A. K., Sudiro, A., & Sunaryo, S. (2018). The role of customer trust in mediating influence of brand image and brand awareness of the purchase intention in airline tickets online. *Jurnal Aplikasi Manajemen*, 16(2), 224–233.
- Pribadi, A. T. (2020). *Pengaruh e-service quality dan trust terhadap repurchase intention dengan satisfaction sebagai intervening (Studi kasus pada pembeli e-commerce Bukalapak)*. UNIVERSITAS NEGERI JAKARTA.
- Putri, A. F. (2019). Pentingnya orang dewasa awal menyelesaikan tugas perkembangannya. *SCHOULID: Indonesian Journal of School Counseling*, 3(2), 35–40.
- Rahman, M. A., Abir, T., Yazdani, D. M. N., Hamid, A. B. A., & Al Mamun, A. (2020).

- Brand image, eWOM, trust and online purchase intention of digital products among Malaysian consumers. *Journal of Xi'an University of Architecture & Technology*, 12(3), 4935–4946.
- Rahmawan, G., & Suwitho, S. (2020). The influence of brand image, brand awareness, perceived quality on school shoes purchase intention. *International Conference of Business and Social Sciences*, 514–523.
- Ramadhan, M. D., & Muthohar, M. (2019). The influence of perceived price, perceived quality, brand image, and store image on the purchase intention of Hypermart private label. *16th International Symposium on Management (INSYMA 2019)*, 140–143.
- Ramadhani, M. D. (2018). *Pengaruh etnosentrisme konsumen, perceived quality, dan brand awareness terhadap proses keputusan pembelian sepatu olahraga Specs pada mahasiswa anggota ukm olahraga perguruan tinggi di Ciputat* (p. 23). Fak. Ekonomi dan Bisnis Uin Jakarta.
- Ramesh, K., Saha, R., Goswami, S., & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management*, 26(2), 377–387.
- Rausch, T. M., & Kopplin, C. S. (2021). Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing. *Journal of Cleaner Production*, 278(1), 1–36.
- Ridwan, L. M., Solihat, A., & Trijumansyah, A. (2018). Pengaruh product knowledge dan brand association terhadap purchase intention kawasan Kampung Kreatif Dago Pojok. *Jurnal Pariwisata*, 5(1), 68–82.
- Rinawati, G. A., Agung, A. A. P., & Anggraini, N. P. N. (2021). Pengaruh celebrity endorser dan brand image terhadap keputusan pembelian Freshcare di Kota Denpasar. *EMAS*, 2(1), 98–106.
- Roseira, C., Teixeira, S., Barbosa, B., & Macedo, R. (2022). How Collectivism Affects Organic Food Purchase Intention and Behavior: A Study with Norwegian and Portuguese Young Consumers. *Sustainability*, 14(12), 7361.
- Rosillo-Díaz, E., Blanco-Encomienda, F. J., & Crespo-Almendros, E. (2019). A cross-cultural analysis of perceived product quality, perceived risk and purchase intention in e-commerce platforms. *Journal of Enterprise Information Management*, 33(1), 139–160.
- Sapitri, J. E. (2019). Pengaruh Kepemimpinan Dan Motivasi Terhadap Kinerja Karyawan: Koperasi STMT PT. Patra Niaga Plumpang Jakarta Utara. *Jurnal Mitra Manajemen*, 3(9), 886–902.

- Saputra, M. D. A., & Widiartanto, W. (2019). Pengaruh structural assurance dan perceived reputation terhadap purchase intention melalui trust pada konsumen Tokopedia. *Jurnal Administrasi Bisnis*, 8(2), 111–120.
- Sari, D. M. F. P., & Mitafitrotin, M. (2020). Perceived price, product design dan online customer review terhadap purchase intention pada produk Wardah di marketplace Shopee Mall. *Jurnal Ilmiah Manajemen Dan Bisnis*, 5(1), 81–89.
- Satriawan, K. A., & Setiawan, P. Y. (2020). The role of purchase intention in mediating the effect of perceived price and perceived quality on purchase decision. *International Research Journal of Management, IT and Social Sciences*, 7(3), 38–49.
- Setiyanto, R. (2013). Faktor-Faktor Penyebab Merokok. *Bandung: Alfa Beta*.
- Severt, K., Shin, Y. H., Chen, H. S., & DiPietro, R. B. (2022). Measuring the relationships between corporate social responsibility, perceived quality, price fairness, satisfaction, and conative loyalty in the context of local food restaurants. *International Journal of Hospitality & Tourism Administration*, 23(3), 623–645.
- Shwastika, R., & Keni, K. (2021). The effect of brand awareness, social media marketing, perceived quality, hedonic motivation, and sales promotion towards consumers intention to purchase in fashion industry. *International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 23–31.
- Sikteubun, M. R., Dirgantara, I. M. B., & Nurdianasari, R. (2022). Analisis Pengaruh Brand Image, Perceived Price, Dan Perceived Value Terhadap Purchase Intentions Pada Produk Private Label. *Diponegoro Journal of Management*, 11(6), 1–12.
- Son, J., & Jin, B. E. (2019). When do high prices lead to purchase intention? Testing two layers of moderation effects. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1516–1531.
- Song, H., Wang, J., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(1), 50–59.
- Stylidis, K., Quattelbaum, B., Bergsjö, D., Hellberg, E., Lundström, O., Siljefalk, L., Heimersson, E., & Söderberg, R. (2022). Perceived Quality Attributes Importance Ranking Methodology in the Automotive Industry: A Case Study on Geometry Appearance Attributes at CEVT. *Procedia CIRP*, 107(1), 1559–1564.
- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When brand image, perceived price, and perceived quality interplay in predicting purchase intention: Developing a rhombus model. *Richtmann Publishing*, 11(1), 232–245.

- Suhud, U., & Willson, G. (2019). Low-cost green car purchase intention: Measuring the role of brand image on perceived price and quality. *International Journal of Economics and Business Administration*, 7(3), 238–249.
- Sumarsid, S., & Paryanti, A. B. (2021). Analisis pengaruh customer satisfaction dan trust in brand terhadap customer retention (Studi kasus pengguna kartu XL di Sekolah Tinggi Manajemen Labora). *JURNAL MITRA MANAJEMEN*, 12(2), 85–96.
- Taherdoost, H. (2019). What is the best response scale for survey and questionnaire design; review of different lengths of rating scale/attitude scale/Likert scale. *Hamed Taherdoost*, 8(1), 1–10.
- Tanjaya, S. C., Mananeke, L. L., & Tawas, H. N. (2019). Pengaruh kualitas informasi, kepercayaan dan kemudahan konsumen terhadap keputusan pembelian produk vape di Instagram. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(4), 4935–4944.
- Tanuwihardja, R. K., & Susanto, A. D. (2012). Rokok elektronik (Electronic cigarette). *Jurnal Respirasi Indonesia*, 32(1), 53–61.
- Tarigan, E. F., Nilmarito, S., Islamiyah, K., Darmana, A., & Suyanti, R. D. (2022). Analisis Instrumen Tes Menggunakan Rasch Model dan Software SPSS 22.0. *Jurnal Inovasi Pendidikan Kimia*, 16(2), 92–96.
- Teng, H.-J., Ni, J.-J., & Chen, H.-H. (2018). Relationship between e-servicescape and purchase intention among heavy and light internet users. *Internet Research*, 28(2), 333–350.
- Tong, X., & Su, J. (2018). Exploring young consumers' trust and purchase intention of organic cotton apparel. *Journal of Consumer Marketing*, 35(5), 522–532. <https://doi.org/10.1108/JCM-04-2017-2176>
- Ueno, T., Sawa, Y., Kim, Y., Urakami, J., Oura, H., & Seaborn, K. (2022). Trust in human-ai interaction: Scoping out models, measures, and methods. *CHI Conference on Human Factors in Computing Systems Extended Abstracts*, 1–7.
- Walia, S. B., & Kumar, H. (2022). Impact of perceived quality, perceived value and perceived price on satisfaction and purchase intention towards eco-friendly products. *International Journal of Green Economics*, 16(2), 101–114.
- Wibowo, S. A., Rizan, M., & Febrilia, I. (2021). The influence of country-of-origin and brand image on purchase intention of Oppo smartphone with perceived quality as intervening variables. *Jurnal Dinamika Manajemen Dan Bisnis*, 4(1), 32–60.
- Yan, L., Xiaojun, F., Li, J., & Dong, X. (2019). Extrinsic cues, perceived quality, and

- purchase intention for private labels: Evidence from the Chinese market. *Asia Pacific Journal of Marketing and Logistics*, 31(3), 714–727.
- Yu, W., Han, X., Ding, L., & He, M. (2021). Organic food corporate image and customer co-developing behavior: The mediating role of consumer trust and purchase intention. *Journal of Retailing and Consumer Services*, 59(1), 102377.
- Yuliansyah, A., & Handoko, T. D. (2019). Pengaruh perceived quality dan perceived value terhadap brand loyalty melalui customer satisfaction J-Klin Beauty Jember. *Costing: Journal Of Economic, Business And Accounting*, 2(2), 292–301.
- Zietsman, M. L., Mostert, P., & Svensson, G. (2018). Perceived price and service quality as mediators between price fairness and perceived value in business banking relationships: A micro-enterprise perspective. *International Journal of Bank Marketing*, 37(1), 2–19.