

DAFTAR PUSTAKA

- Abrar, M. (2017). *EWOM and brand awareness impact on consumer purchase intention : mediating role of brand image Tanveer Abbas **.
- Al-hassan, M., & Al-oqaily, A. (2021). *The effect of the electronic word of mouth on purchase intention via the brand image as a mediating factor: an empirical study The effect of the electronic word of mouth on purchase intention via the brand image as a mediating factor: an empirical study.* August 2022. <https://doi.org/10.1504/IJNVO.2021.10037256>
- Alrwashdeh, M., Emeagwali, O., & Aljuhmani, H. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in North Cyprus. *Management Science Letters*, 9(4), 505–518.
- Ambarwati, M., Sunarti, & Mawardi, M. K. (2015). (*Survei Pada Mahasiswa Universitas Brawijaya Yang Menggunakan Pasta Gigi Pepsodent*). 25(1).
- Anggraini, A., Indiworo, R. H., & Violinda, Q. (2022). Pengaruh Citra Merek, Inovasi Produk dan Kepercayaan Merek Terhadap Minat Beli Produk Smartphone Samsung (Studi Kasus Pada Mahasiswa Upgris). *MANABIS: Jurnal Manajemen dan Bisnis*, 1(3), 244–249.
- Apple. (2022). Semua model iPhone. Apple. <https://www.apple.com/id/iphone/compare/>
- Ardana, Y. A., & Rastini, N. M. (2018). Peran Citra Merek Memediasi Pengaruh E-Wom Terhadap Minat Beli Smartphone Samsung Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 7(11), 5901.
- Ayu, K., Dewi, P., Ayu, I. G., & Giantari, K. (2020). *The Role of Brand Image in Mediating the Influence of E-Wom and Celebrity Endorser on Purchase Intention*. 1, 221–232.
- Can/DAL. (2021). Apple Kembali Digugat Kasus Klaim Palsu iPhone Tahan Air. *CNN Indonesia*. <https://www.cnnindonesia.com/teknologi/20210426142702-185-634917/apple-kembali-digugat-kasus-klaim-palsu-iphone-tahan-air>

- Cindy Mutia Annur. (2022). *Apa yang Membuat Konsumen Setia Pakai iPhone? Ini Surveinya.* databoks.
<https://databoks.katadata.co.id/datapublish/2022/09/26/apa-yang-membuat-konsumen-setia-pakai-iphone-ini-surveinya>
- Dihni, V. A. (2022). *10 Smartphone Terlaris Tahun 2021, iPhone Mendominasi.* databoks. <https://databoks.katadata.co.id/datapublish/2022/03/14/10-smartphone-terlaris-tahun-2021-iphone-mendominasi>
- Dudovskiy, J. (2021). *iPhone Segmentation, Targeting and Positioning.* <https://research-methodology.net/apple-segmentation-targeting-and-positioning/>
- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purKunja, S. R., & Acharyulu, G. (2018). Examining the effect of eWOM on the customer purchase intention through value co-creation (VCC) in social networking sites (SNSs): A s. *The Business & Management Review*, 7(5), 268.
- Evgeniy, Y., Lee, K., & Roh, T. (2019). The effect of eWom on purchase intention for Korean-brand cars in Russia: The mediating role of brand image and perceived quality. *Journal of Korea Trade*, 23(5), 102–117.
- Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*.
- Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan disertasi ilmu manajemen.*
- Foster, B., Johansyah, M. D., Indonesia, I., City, B., Sciences, N., & Padjadjaran, U. (2019). *EWOW ' S Strength on Brand Image and Brand Trust and its ' Impact on Interest to Buy iPhone Smartphone Products.* 9(12), 79–93.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2019). Multivariate data analysis . Uppersaddle River. *Multivariate Data Analysis (5th ed)* Upper Saddle River, 5(3), 207–219.
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis. In *Multivariate data analysis* (hal. 785).

- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of interactive marketing*, 18(1), 38–52.
- IDC. (2022). *Indonesia's Smartphone Market Declines 17.3% in 1Q22 Due to Weak Demand and Supply Issues*. IDC Reports. IDC. <https://www.idc.com/getdoc.jsp?containerId=prAP49293122>
- Index, T. B. (2022). *Top brand index smartphone*. Top Brand Index. https://www.topbrand-award.com/top-brand-index/?tbi_find=iphone
- Iqbal, A., Khan, N. A., Malik, A., & Faridi, M. R. (2022). E-WOM effect through social media and shopping websites on purchase intention of smartphones in India. *Innovative Marketing*, 18(2), 13.
- Jacob, M. R., & Berlianto, M. P. (2022). The Determinant Factors that Influence Repurchase Intention of Samsung Smartphone in Jabodetabek. *Enrichment: Journal of Management*, 12(4), 2678–2689.
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143–157. <https://doi.org/10.1504/IJSEM.2018.096077>
- Kamalul Ariffin, S., Mohan, T., & Goh, Y. N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, 12(3), 309–327. <https://doi.org/10.1108/JRIM-11-2017-0100>
- Kemp, S. (2021). *Digital 2021: Indonesia*. <https://datareportal.com/reports/digital-2021-indonesia>
- Khr/DAL. (2020). *Pengguna iPhone Ramai Keluhkan Baterai Boros*. <https://www.cnnindonesia.com/teknologi/20201203140540-185->

- 577558/pengguna-iphone-12-ramai-keluhkan-baterai-boros
- Kim, J., Ji, H. G., Oh, S., Hwang, S., Park, E., & del Pobil, A. P. (2021). A deep hybrid learning model for customer repurchase behavior. *Journal of Retailing and Consumer Services*, 59(May), 102381. <https://doi.org/10.1016/j.jretconser.2020.102381>
- 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/10.14254/2071-8330.2019/12-3/1>
- Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016). Marketing Management, 15e édition. New Jersey: Pearson Education.
- Kudeshia, C., & Kumar, A. (2017). *Social eWOM: does it affect the brand attitude and purchase intention of Management Research Review Article information : March*. <https://doi.org/10.1108/MRR-07-2015-0161>
- Kunja, S. R., & Acharyulu, G. (2018). Examining the effect of eWOM on the customer purchase intention through value co-creation (VCC) in social networking sites (SNSs): A study of select Facebook fan pages of smartphone brands in India. *Management Research Review*.
- Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektifitas Media Instagram Dan E-Wom (Electronic Word Of Mouth) Terhadap Minat Beli Serta Keputusan Pembelian. *Jurnal Penelitian IPTEKS*, 5(1), 101–115. <https://doi.org/10.32528/ipteks.v5i1.3024>
- 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*, 12(8), 3391.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019a). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94(December 2017), 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019b). How

- smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387.
- Mehyar, H., Saeed, M., Baroom, H., Afreh, A. L. I. A., & Al-adaileh, R. (2020). *Definition purchasing intention*. 98(02).
- Meilatinova, N. (2021). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. *International Journal of Information Management*, 57(January 2020), 102300. <https://doi.org/10.1016/j.ijinfomgt.2020.102300>
- Moksaoka, I., & Rahyuda, I. (2016). Peran Brand Image Dalam Memediasi Country of Origin Terhadap Purchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 5(3), 253424.
- Mukhlis, M., Sirait, H. A. S., & Ersa, N. S. (2022). PENERAPAN STANDAR PELAYANAN TRANSPORTASI TRANS METRO DELI DITINJAU DARI PENGOPERASIAN DAN KARAKTERISTIK PENUMPANG. *Jurnal Teknik Sipil*, 11(1), 48–54.
- Mustafi, M. A. A., & Hosain, M. S. (2020). The role of online advertising on purchase intention of smartphones: mediating effects of flow experience and advertising value. *Journal of Contemporary Marketing Science*, 3(3), 385–410. <https://doi.org/10.1108/jcmars-05-2020-0024>
- NATSIR, N., & ERNAWATI, S. R. I. (2020). Pengaruh iklan, kepercayaan merek dan citra merek terhadap minat beli konsumen pengguna handphone Oppo di Kota Bima. *Jurnal Ilmiah Manajemen Emor (Ekonomi Manajemen Orientasi Riset)*, 4(1), 1–15.
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767. <https://doi.org/10.1108/JIMA-03-2018-0059>
- Puriwat, W., & Tripopsakul, S. (2022). Consumers' Attitude towards Digital Social Responsibility: Impacts on Electronic Word of Mouth and Purchase Intention. *Emerging Science Journal*, 6(1), 64–74.
- Putera, I. W., & Warmika, I. G. (2020). *Open Access The Role of Brand Image*

- Mediates the Effect of Electronic Word of Mouth on NMAX Purchase Intention in Tabanan City.* 3, 97–105.
- Putra, T. R. I., Ridwan, & Kalvin, M. (2020). How Electronic Word of Mount (E-Wom) Affects Purchase Intention with Brand Image As A Mediation Variable: Case of Xiaomi Smartphone in Student. *Journal of Physics: Conference Series*, 1500(1). <https://doi.org/10.1088/1742-6596/1500/1/012094>
- Redata, L., Kezia, R., Solaiman, K. H., & Santoso, S. (2021). Analisis korelasi pendampingan komunitas terhadap inovasi pelaku ekonomi kreatif dan pemenuhan kebutuhan konsumen: Studi kasus pada komunitas tangerang berdaya dan pelaku ekonomi kreatif kuliner Tangerang (Correlation analysis of community assistance on c. *Business Management Journal*, 17(1), 1–19.
- Rehman, F. U., & Zeb, A. (2022). Translating the impacts of social advertising on Muslim consumers buying behavior: the moderating role of brand image. *Journal of Islamic Marketing, September*. <https://doi.org/10.1108/JIMA-07-2021-0231>
- Reza Pahlevi. (2022). *APJII: Penetrasi Internet Indonesia Capai 77,02% pada 2022*. <https://databoks.katadata.co.id/datapublish/2022/06/10/apjii-penetrasi-internet-indonesia-capai-7702-pada-2022>
- Riyanto, G. P. (2021). Apple Dituntut Rp 120 Miliar gara-gara Bikin Baterai iPhone Bermasalah. *Kompas*. <https://tekno.kompas.com/read/2021/03/03/07350057/apple-dituntut-rp-120-miliar-gara-gara-bikin-baterai-iphone-bermasalah?page=all>
- Riyanto, P. G. (2021). *5 Besar Vendor Smartphone Global, Apple Teratas Berkat iPhone 12*. *Kompas*. <https://tekno.kompas.com/read/2021/02/24/19010007/5-besar-vendor-smartphone-global-apple-teratas-berkat-iphone-12>
- Rosara, N. A., & Luthfia, A. (2020). *Factors Influencing Consumer's Purchase Intention on Beauty Products in Youtube* *. 6, 37–46.
- Santi, I., & Suasana, I. (2021). The Role of Brand Image Mediates The Effect of Electronic Word of Mouth on Repurchase Intention in Starbucks Coffee. *International Journal of Management and Commerce Innovations*, 9(1),

- 328–338.
- Saputra, R. (2019). *XIAOMI (STUDI KASUS DI JAKARTA BARAT)*. 15(1), 1–11.
- Savitri, C., Hurriyati, R., Adi, L., & Hendrayati, H. (2022). *International Journal of Data and Network Science*. 6, 185–192. <https://doi.org/10.5267/j.ijdns.2021.9.009>
- 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(September 2017), 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.
- Wisnu, D., & Permana, G. I. (2022). *DAMPAK PEMASARAN SOSIAL MEDIA DAN CITRA MEREK TERHADAP NIAT BELI*. Pustaka Peradaban. [https://www.google.co.id/books/edition/DAMPAK PEMASARAN_SOSIAL_MEDIA_DAN_CITRA/4UCLEAAAQBAJ?hl=id&gbpv=1&printsec=fro ntcover](https://www.google.co.id/books/edition/DAMPAK PEMASARAN_SOSIAL_MEDIA_DAN_CITRA/4UCLEAAAQBAJ?hl=id&gbpv=1&printsec=frontcover)
- WU, L., QU, Y., ZHAO, S., & ZHOU, S. (2022). The Impact of Brand Image on Laptop Purchasing Intention —The Moderating Role of Consumer Ethnocentrism. *International Journal of Business, Economics and Management*, 9(1), 1–19. <https://doi.org/10.18488/62.v9i1.2904>
- Yohana, N. K., Dewi, K. A. P., & Giantari, I. (2020). The Role of Brand Image Mediates the Effect of Electronic word of mouth (E-WOM) on Purchase Intention. *American Journal of Humanities and Social Sciences Research (AJHSSR) Volume-4*.
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493–504.

