

DAFTAR PUSTAKA

- Abbas, I., & Ali, U. A. (2023). *Impact of Employer Branding, Social Media Marketing & EWOM on Consumer Online Purchase Intention with Mediation of Brand Trust. International Journal of Trends and Innovations in Business & Social Sciences*, 1(3), 100–110. <https://doi.org/10.48112/tibss.v1i3.645>
- Abinesh, R. P. (2024). Do Social Media Marketing Influence Trust and Brand Loyalty? A Study with Special Reference to Cosmetic Brand. *Pakistan Journal of Life and Social Sciences (PJLSS)*, 22(2). <https://doi.org/10.57239/PJLSS-2024-22.2.001336>
- Abouzeid, W., Mahmoud, A. E. A., & Mohammad, S. T. (2023). The Impact of Electronic Word-of-Mouth on Consumer Purchase Intention and Brand trust in the Egyptian Market. *MSA-Management Sciences Journal*, 2(4), 76–93. <https://doi.org/10.21608/msamsj.2023.239186.1031>
- Aditya, D. E., Siregar, M. E. S., & Sari, D. A. P. (2023). MEASURING PURCHASE DECISION TENDENCIES OF JAKARTA SPECIAL REGION E-COMMERCE CONSUMER. In *Jurnal Dinamika Manajemen dan Bisnis* (Vol. 6, Issue 1). <http://journal.unj.ac.id/unj/index.php/jdmb>
- Adnan, M., Yousaf, Z., Qamar, M., Babar, Z., & Malik, S. M. (2020). Social Media Marketing and Emergence of Aspirational Brand Luxury: Female Consumers' Buying Behavior in Pakistan. In *Pakistan Journal of Commerce and Social Sciences* (Vol. 2020, Issue 1).
- 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). <https://doi.org/10.1016/j.iedeen.2021.100155>
- Alexander, G. (2024). Role of Social Media Influencers in Shaping Public Opinion and Consumer Behavior in Greece. *International Journal of Communication and Public Relation*, 9(1), 13–26. <https://doi.org/10.47604/ijcpr.2269>
- Al-Haddad, S., Sharabati, A. A., Harb, L., Husni, A., & Abdelfattah, M. (2022). E-WOM and consumers' purchase intention: An empirical study on Facebook. *Innovative Marketing*, 18(3), 149–158. [https://doi.org/10.21511/im.18\(3\).2022.13](https://doi.org/10.21511/im.18(3).2022.13)
- Allan, M. S., Ashour, M. L., Ali, N. N., & Al Warasneh, A. N. (2022). FACTORS AFFECTING FEMALE ONLINE PURCHASE DECISION. *Journal of Governance and Regulation*, 11(1 Special Issue), 351–360. <https://doi.org/10.22495/jgrv11i1siart14>
- Althuwaini, S. (2022). The Effect of Social Media Activities on Brand Loyalty for Banks: The Role of Brand Trust. *Administrative Sciences*, 12(4). <https://doi.org/10.3390/admsci12040148>

- Ang, O. F., & Andreani, F. (2022). *Pengaruh Social Media Marketing Pada Facebook Terhadap Minat Beli Feel in Taste di Kupang Dengan Kepercayaan Konsumen Sebagai Variabel Mediasi* (Vol. 10, Issue 1).
- Anggraini, D. R., Nursaidah, & Reskpiutri, T. D. (2024). Pengaruh Brand Image, Brand Trust dan Perceived Quality terhadap Purchase Intention Pelanggan di Mey Cookies Jember. *Jurnal Manajemen Dan Bisnis*.
- 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>
- Asyakra, A., & Rivai, A. R. (2024). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Image Sebagai Intervening (Studi pada Pengguna Wardah Kosmetik). *J-MAS (Jurnal Manajemen Dan Sains)*, 9(1), 306. <https://doi.org/10.33087/jmas.v9i1.1602>
- Aziz, A. Al, & Kurniawati. (2024). PENGARUH SOCIAL MEDIA MARKETING DAN BRAND EXPERIENCE TERHADAP PURCHASE INTENTION PRODUK FASHION DENGAN MODERASI BRAND EQUITY. *Jurnal Riset Bisnis*, 8(1), 40–54.
- Azzahra, A. A., Handoyo, P., Harianto, S., Universitas, S., & Surabaya, N. (2023). RELASI FENOMENA “MBAK-MBAK SCBD” DI JAKARTA SELATAN DENGAN GAYA HIDUP URBAN: GENSI MENJADI ORIENTASI HIDUP? In *Journal Jurnal Pendidikan Sosiologi Undiksha Jurusan Sejarah, Sosiologi dan Perpustakaan* (Vol. 5).
- Az-Zahra, K. N., & Faiz, M. A. (2024). Pengaruh Marketing 5.0 Dan Fomo (Fear Of Missing Out). : : *IKRAITH-EKONOMIKA*. <https://doi.org/10.37817/IKRAITH-EKONOMIKA>
- Badzlin, F., Permana, E., & Ekonomi dan Bisnis, F. (2024). PENGARUH KUALITAS PRODUK, HARGA, DAN SOCIAL MEDIA MARKETING TIKTOK TERHADAP KEPUTUSAN PEMBELIAN PRODUK CORKCICLE DI INDONESIA. *JIMP*, 4(1), 48–63.
- Bahroni, I., & Manggala, H. K. (2023). *PENGARUH BRAND IMAGE TERHADAP PURCHASE INTENTION MELALUI E-TRUST (STUDI PADA CALON KONSUMEN ONLINE STORE HOODIEKU)*. 10(2). <https://doi.org/10.36987/ecobi.v10i2>
- Bawono, T. K. P., & Subagio, H. (2020). *ANALISA PENGARUH SOCIAL MEDIA MARKETING TERHADAP REPURCHASE INTENTION MELALUI BRAND TRUST SEBAGAI VARIABEL MEDIASI PADA INSTAGRAM ADIDAS INDONESIA DI SURABAYA*.
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186–195. <https://doi.org/10.1016/j.jbusres.2021.03.067>

- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Bernarto, I., Berlianto, M., Meilani, Y., Masman, R., & Suryawan, I. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- Bulmer, S., Palakshappa, N., Dodds, S., & Harper, S. (2024). Sustainability, brand authenticity and Instagram messaging. *Journal of Business Research*, 175. <https://doi.org/10.1016/j.jbusres.2024.114547>
- Cardoso, A., Gabriel, M., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., Oliveira, M., & Meirinhos, G. (2022). Trust and Loyalty in Building the Brand Relationship with the Customer: Empirical Analysis in a Retail Chain in Northern Brazil. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3). <https://doi.org/10.3390/joitmc8030109>
- Çavuşoğlu, S., Demirağ, B., Durmaz, Y., & Çıkmaz, G. (2021). The Impact of Brand Image and Brand Conscious on Perceived Price and Purchase Intention. *Transnational Marketing Journal*, 9(2), 389–405. <https://doi.org/10.33182/tmj.v9i2.1133>
- Christine, Situmorang, S. H., & Sembiring, B. K. F. (2024). *User Generated Content (UGC) to Visit and Purchase Intention: Literature Review*. <https://doi.org/10.47065/jamek.v4i2.1265>
- 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>
- 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>
- Devi, S., Hamid, R. S., & Maszudi, E. (2023). Peran e-Wom e-Service Quality dan e-Trust dalam Menentukan Keputusan Pembelian. *Jesya*, 6(2), 1888–1898. <https://doi.org/10.36778/jesya.v6i2.1187>
- Dewi, W. W. A., Avicenna, F., & Meideline, M. M. (2020). Purchase intention of green products following an environmentally friendly marketing campaign: Results of a survey of instagram followers of innisfreeindonesia. *Asian Journal for Public Opinion Research*, 8(2), 160–177. <https://doi.org/10.15206/ajpor.2020.8.2.160>
- Dinata, J., & Firdausy, C. M. (2023). Pengaruh Brand Image dan Brand Personality terhadap Brand Loyalty dengan Brand Trust Sebagai Variabel Mediasi Pelanggan The Body Shop di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*.

- 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>
- Ezzat, M., Abd, M., Monem, E., Abd, E., & Salam, E. (2022a). Minia Journal of Tourism and Hospitality Research Impact of Electronic Word of Mouth on Purchase Intention: Mediating Role of Brand Image and Brand Trust of Tourist Destinations and Hospitality Establishments in Egypt. *Minia Journal of Tourism and Hospitality Research*, 14.
- Ezzat, M., Abd, M., Monem, E., Abd, E., & Salam, E. (2022b). Minia Journal of Tourism and Hospitality Research Impact of Electronic Word of Mouth on Purchase Intention: Mediating Role of Brand Image and Brand Trust of Tourist Destinations and Hospitality Establishments in Egypt. *Minia Journal of Tourism and Hospitality Research*, 14.
- Fakhri, M. R. (2023). Analyzing the Effectiveness of Social Media Marketing in PT Primajasa. *Malaysian Journal of Business, Economics and Management*, 47–53. <https://doi.org/10.56532/mjbem.v2i2.19>
- Fathia, T., & Halim, R. E. (2025). The influence of trust, popularity, and social media influencer fit on impulse purchases of affordable luxury fashion brands among millennials and generation z. *Institute for Advanced Science, Social and Sustainable Future*. <https://doi.org/10.61511/linkage.v2i1.2025.1770>
- Fatihah, M. (2023). The Influence Of Service Quality, Customer Trust, And Customer Satisfaction On Uniqlo's Customer Loyalty. *Journal Of Social Science Research*, 3, 14180–14191.
- Firdaus, F. M., & Firmansyah, F. (2024). The Influence of Brand Image and Price Discounts on Buying Impulse with Buying Interest as An Intervening Variable: Study of Miniso Consumers in Malang City. *Bisnis & Entrepreneurship*, 18(2), 533–543.
- Garcia, N. P., Otálora, M., Auza, D. P., & Cruz, M. P. (2024). Reviews, trust, and customer experience in online marketplaces: the case of Mercado Libre Colombia. *Frontiers in Communication*, 9. <https://doi.org/10.3389/fcomm.2024.1460321>
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 15(1), 16–38. <https://doi.org/10.1108/ramj-05-2020-0024>
- 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). <https://doi.org/10.1016/j.rmal.2022.100027>
- Hakim, Y. P., Pusriadi, T., & Lestono, B. (2024). The Mediating Role of Brand Image on Purchase Intention: An Analysis of Product Quality, Price, and Promotion. *Journal of Management*, 3(2), 590–601. <https://myjournal.or.id/index.php/JOM>

- Hardoko. (2020). *Pengaruh e-WOM (Electronic Word of Mouth) Terhadap Keputusan Pembelian online di Daerah Istimewa Yogyakarta*.
- Hokky, L. A., & Bernarto, I. (2021). *The Role of Brand Trust and Brand Image on Brand Loyalty on Apple Iphone Smartphone Users in DKI Jakarta*.
- Hutabarat, M. L. P., & Pakpahan, R. (2023). *PERANAN BRAND IMAGE, BRAND TRUST, SATISFACTION, BRAND LOVE, BRAND RESPECT DALAM MENINGKATKAN BRAND LOYALTY MCDONALD'S INDONESIA*. <https://www.topbrand-award.com/en/top-brand-index>
- Immawati, S. A., & Anggi, A. (2023). The Effects of e-WOM and Green Product Innovation on Consumer Purchase Decisions through Social Media Marketing on Beauty Products in Sociolla. *Telaah Bisnis*, 23(2), 168. <https://doi.org/10.35917/tb.v23i2.338>
- Ismael, A. S., Amin, M. Bin, Ali, M. J., Hajdú, Z., & Péter, B. (2025). Relationship between social media marketing and young customers' purchase intention towards online shopping. *Cogent Social Sciences*, 11(1). <https://doi.org/10.1080/23311886.2025.2459881>
- Izzati, A. U., Anindea, F., Anguna, W. M., & Bari, A. (2023). *Examination the Influence of Grab Indonesia Social Media Marketing toward User Purchased Intention*. 1(01). <https://doi.org/10.33019/equity.v1i1>
- Jedidi, H., & Heil, O. (2020). Prestige Pricing in Markets for Luxury & Premium Products. *Scientific Journal of Research & Reviews*, 2(4). <https://doi.org/10.33552/sjrr.2020.02.000542>
- Kalbuadi, A., Saputra, A. M., Hermanto, A., & Mataram, U. T. (2022). *Peran Social Media Marketing Terhadap Brand Awareness dan Brand Commitment (Studi Pada Universitas Teknologi Mataram di Kota Mataram)*. 12.
- Kavleen Bharej, M., & Singh, N. (2024). Electronic Word of Mouth (eWOM) And Its Impact on Consumer Buying Behaviour. In *Journal of Information Systems Engineering and Management* (Vol. 2025, Issue 38s). <https://www.jisem-journal.com/>
- Khan, Z., Khan, A., Nabi, M. K., Khanam, Z., & Arwab, M. (2023). The effect of eWOM on consumer purchase intention and mediating role of brand equity: a study of apparel brands. *Research Journal of Textile and Apparel*. <https://doi.org/10.1108/RJTA-11-2022-0133>
- Kim, E. J., Kim, S. H., & Lee, Y. K. (2019). The effects of brand hearsay on brand trust and brand attitudes. *Journal of Hospitality Marketing and Management*, 28(7), 765–784. <https://doi.org/10.1080/19368623.2019.1567431>
- Kirana, S. (2023). Peran Social Media Marketing dan Marketing Mix Berpengaruh Terhadap Minat Beli Konsumen Produk Corkcicle Melalui Brand Image. In *Bisnis Dharma Andalas* (Vol. 25, Issue 1).

- Koç, B. (2023). *The Role of User Interactions in Social Media on Recommendation Algorithms: Evaluation of TikTok's Personalization Practices From User's Perspective*. <https://doi.org/10.13140/RG.2.2.34692.71040>
- Kristinawati, A., & Keni. (2020). *PENGARUH BRAND IMAGE, PERCEIVED QUALITY DAN EWOM TERHADAP PURCHASE INTENTION MOBIL DI JAKARTA*.
- Kumaresan, C. R., & Samyoss, C. (2024). Effect of Brand Image and Brand Trust on Purchase Intention of Fast-Moving Consumer Goods. *International Journal of Scientific Research in Engineering and Management*, 08(12), 1–7. <https://doi.org/10.55041/IJSREM39602>
- Laradi, S., Berber, N., Rehman, H. M., Hossain, M. B., Hiew, L. C., & Illés, C. B. (2023). Unlocking the power of social media marketing: Investigating the role of posting, interaction, and monitoring capabilities in building brand equity. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2273601>
- Latifah, S. Z., & Fikriah, N. L. (2024). Perceived value dan brand trust terhadap purchase intention dengan mediasi brand preference. *Journal of Management and Digital Business*, 4(2), 383–395. <https://doi.org/10.53088/jmdb.v4i2.898>
- Lee, S., & Winterich, K. P. (2022). The Price Entitlement Effect: When and Why High Price Entitles Consumers to Purchase Socially Costly Products. *Journal of Marketing Research*, 59(6), 1141–1160. <https://doi.org/10.1177/00222437221094301>
- Leislee, J., & Nawawi, M. T. (2024). *PENGARUH BRAND TRUST, BRAND AWARENESS, DAN PERCEIVED QUALITY TERHADAP PURCHASE INTENTION PRODUK PRIVATE LABEL JAKARTA (STUDI KASUS PADA INDOMARET)*. 06.
- Leong, C. M., Loi, A. M. W., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 10(2), 145–157. <https://doi.org/10.1057/s41270-021-00132-9>
- Leung, S. O. (2011). A comparison of psychometric properties and normality in 4-, 5-, 6-, and 11-point likert scales. *Journal of Social Service Research*, 37(4), 412–421. <https://doi.org/10.1080/01488376.2011.580697>
- Liu, H., Jayawardhena, C., Osburg, V. S., Yoganathan, V., & Cartwright, S. (2021). Social sharing of consumption emotion in electronic word of mouth (eWOM): A cross-media perspective. *Journal of Business Research*, 132, 208–220. <https://doi.org/10.1016/j.jbusres.2021.04.030>
- Lutfiah, N. G., & Astuti, B. (2024). Pengaruh Sosial Media Marketing dan Pengalaman Merek terhadap Niat Berkunjung Kembali, Kepercayaan Merek dan Loyalitas Merek pada Starbucks Indonesia. *Jurnal Pendidikan Ekonomi Dan Kewirausahaan*, 8(2), 449. <https://doi.org/10.29408/jpek.v8i2.25351>
- Ma, L., Gao, S., & Zhang, X. (2022). How to Use Live Streaming to Improve Consumer Purchase Intentions: Evidence from China. *Sustainability (Switzerland)*, 14(2). <https://doi.org/10.3390/su14021045>

- Made, I., Wiraandryana, J., Gusti, I., Ketut, A., & Ardani, S. (2021). THE ROLE OF TRUST MEDIATES EFFECT OF E-WOM ON CONSUMER PURCHASE DECISIONS. In *American Journal of Humanities and Social Sciences Research* (Issue 5). www.ajhssr.com
- Madeline, S., & Sihombing, S. O. (2019). THE IMPACTS OF BRAND EXPERIENCES ON BRAND LOVE, BRAND TRUST, AND BRAND LOYALTY: AN EMPIRICAL STUDY. In *Jurnal Bisnis dan Manajemen* (Vol. 20, Issue 2).
- Mahdieh, O., Mohammadi, S., & Mohammadi, F. (2023). The Effect of Social Media Marketing on Purchase Intention with the Mediating Role of Brand Awareness and Consumer Motivation. *Interdisciplinary Journal of Management Studies (IJMS)*.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>
- Marwan, J., Raharjo, P., Rachmatsyah, T. H., & Mega, Z. (2023). Transformation of Marketing Role Strategy in Realizing Purchase Intention. *International Journal of Application on Economics and Business*, 1(3), 1640–1653. <https://doi.org/10.24912/ijaeb.v1i3.1640-1653>
- Marziqah, R., & Albari, A. (2023). The Influence of eWOM and Brand Image on Brand Trust and Purchase Intention of Mixue Ice Cream & Tea Consumers in the Special Region of Yogyakarta. *Journal of Business and Management Review*, 4(9). <https://doi.org/10.47153/jbmr49.7932023>
- Maya, D. F., Lod, S., & Aam, B. (2021). MEDIATING EFFECT OF BRAND IMAGE AND BRAND TRUST BETWEEN E-WOM ON SMARTPHONE BUY INTEREST IN TANGERANG CITY. *Russian Journal of Agricultural and Socio-Economic Sciences*, 119(11), 74–80. <https://doi.org/10.18551/rjoas.2021-11.08>
- Mu, J. (2023). The Impact of Social Media Marketing on Consumers' Purchasing Intention. *Frontiers in Business, Economics and Management*. <https://doi.org/10.3969/j.issn.1673>
- Muninggar, D. A., Rahmadini, A., & Sanjaya, V. F. (2022). WoM Terhadap Minat Beli pada Aplikasi Shopee (Studi Kasus Kota Bandar Lampung) (Danit Anggi Muninggar)) Pengaruh Electronic Word of Mouth (E-WoM) Terhadap Minat Beli pada Aplikasi Shopee (Studi Kasus Kota Bandar Lampung). In *Business and Entrepreneurship Journal (BEJ) e-ISSN* (Vol. 3, Issue 1).
- Nawaz, S. S., & Kaldeen, M. (2020). Impact of Digital Marketing on Purchase Intention. *International Journal of Advanced Science and Technology*, 29(4), 1113–1120.
- Negara, M. F. S., MS, M., & Rouly, D. (2020). Customer Purchase Intention on Counterfeit Fashion Products: Application of Theory of Reasoned Action. *International Journal of Economics and Management Studies*, 7(10), 105–108. <https://doi.org/10.14445/23939125/ijems-v7i10p116>

- Ngo, T. T. A., Vuong, B. L., Le, M. D., Nguyen, T. T., Tran, M. M., & Nguyen, Q. K. (2024). The impact of eWOM information in social media on the online purchase intention of Generation Z. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2316933>
- Nguyen, C., Pham, S., & Nguyen, L. (2025). The mediating effect of brand image on the relationship between E-WOM and purchase intention: the case study of FOREO skin-care devices. *Cogent Business and Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2471532>
- Nguyen, D. T., & Vu, H. T. (2022). Measuring Attitudes Toward Sponsor And Purchase Intention. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2049961>
- Nilam, O. :, Sari, A., Arifin, D., Adalah Dosen, P., Pada, M., Ekonomi, F., Universitas, B., & Kartanegara, K. (2020). *ANALISIS DIMENSI BRAND TRUST TERHADAP BRAND LOYALTY (STUDI PADA PENGGUNA SIMCARD IM3 MAHASISWA FEBIS UNIKARTA)* (Vol. 21).
- Nudin, S. H., & Nurlinda, R. A. (2023). Pengaruh Social Media Marketing Dan Celebrity Endorser Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Intervening. *Jurnal Bintang Manajemen*, 1(3), 160–184. <https://doi.org/10.55606/jubima.v1i3.1868>
- Nurhadi, M., Suryani, T., & Fauzi, A. A. (2023). The Power of Website and Social Media for Strengthening Brand Image, E-WoM, and Purchase Decision. *Journal of Economics, Business, & Accountancy Ventura*, 25(3), 273–287. <https://doi.org/10.14414/jebav.v25i3.3093>
- 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>
- Paisri, W., Ruanguttamanun, C., & Sujchaphong, N. (2022). Customer experience and commitment on eWOM and revisit intention: A case of Taladtongchom Thailand. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2108584>
- Permataningrum, R. N., & Vania, A. (2024). Perceived Quality versus Social Media Marketing: Understanding Their Differential Effects on Brand Trust and Brand Loyalty. In *Iltizam Journal of Shariah Economic Research* (Vol. 8, Issue 2).
- Pertiwi, H. F., & Rusfian, E. Z. (2021). ANALISIS PENGARUH KOMUNIKASI E-WOM TERHADAP BRAND EQUITY DAN PURCHASE INTENTION PADA LUXURY FASHION ITEM ECOMMERCE BANANANINA DI MEDIA SOSIAL INSTAGRAM. *Jurnal Ilmiah Indonesia*. <https://doi.org/10.36418/syntax>

- Pusat Pelayanan Statistik Dinas Komunikasi, I. dan S. P. D. J. (2020). *SURVEI PENGGUNAAN TEKNOLOGI, INFORMASI, DAN KOMUNIKASI (TIK) DI DKI JAKARTA*.
- Puspaningrum, A. (2020). Social Media Marketing and Brand Loyalty: The Role of Brand Trust. *Journal of Asian Finance, Economics and Business*, 7(12), 951–958. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO12.951>
- Putra, G. K., Fajri, R. A., & Praptiningsih, N. A. (2025). *SOSMANIORA (Jurnal Ilmu Sosial dan Humaniora) Strategi Brand Activation Ninja Xpress Melalui Special Event*. 4(2), 461–470. <https://doi.org/10.55123/sosmaniora.v4i2.5298>
- Putri, A., Haryani Hatta, I., & Noor, L. S. (2024). PENGARUH PROMOSI ONLINE DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI KONSUMEN PADA AKUN INSTAGRAM “@CRSL.STORE.” *JIMP*, 4(1).
- Putri, & Fauzi. (2023). The Effect of E-WOM and Brand Image on Purchasing Decisions of Automotive Products: Mediating Role of Brand Trust. *Jurnal Aplikasi Manajemen Dan Bisnis*, 9(3). <https://doi.org/10.17358/jabm.9.843>
- Qadri, R. A., Sinambela, F. A., & Ana, A. (2023). Impact of EWOM on Purchase Intentions by Mediating Brand Image, Satisfaction and Trust in E-commerce in Indonesia. *Wiga : Jurnal Penelitian Ilmu Ekonomi*, 13(2), 138–152. <https://doi.org/10.30741/wiga.v13i2.1128>
- Rahayu, A., Riftianingsih, R., & Dirgantari, P. D. (2024). The Influence of Brand Image And Brand Trust on Brand Loyalty Survey on Lazadclub Members. In *Advances in Economics, Business and Management Research* (pp. 1167–1189). https://doi.org/10.2991/978-94-6463-443-3_147
- Rahmayanti, P. L. D., Suartina, I. W., Yasa, N. N. K., & Tirtayani, I. G. A. (2024). THE ROLE OF DIGITAL MARKETING STRATEGY MEDIATES THE INFLUENCE OF DIGITAL ORIENTATION ON SUSTAINABLE BUSINESS PERFORMANCE. *International Journal of Economic Literature (INJOLE)*, 2(8), 2232–2244.
- Ranti, M. S., & Setiyaningrum, A. (2022). Pengaruh Electronic Word of Mouth (E-WoM) Terhadap Minat Beli pada Aplikasi Shopee (Studi Kasus Kota Bandar Lampung). *Jurnal Manajemen Maranatha*, 22(1), 1–16. <https://doi.org/10.28932/jmm.v22i1.4850>
- Reza, C. F., Nyoman, I. B., & Ningrum, N. K. (2024). Pengaruh Brand Image terhadap Brand Loyalty dengan Satisfaction dan Brand Trust sebagai Variabel Mediasi (Studi Kasus pada Smartphone Merek Xiaomi di Yogyakarta). *Jurnal Pendidikan Ekonomi Dan Kewirausahaan*, 8(2), 503. <https://doi.org/10.29408/jpek.v8i2.25496>
- Rodriques, Y., & Rahanatha, G. B. (2018). PERAN BRAND TRUST MEMEDIASI HUBUNGAN BRAND IMAGE DENGAN BRAND LOYALTY (Studi Pada Konsumen iPhone di Kota Denpasar). *E-Jurnal Manajemen Universitas Udayana*, 7(3), 1310. <https://doi.org/10.24843/ejmunud.2018.v7.i03.p07>

- Rohani, Hadidu, A., & Hm, M. (2023). Consumer Behavior: Components of Purchase Intention Products E-Commerce. In *Jurnal Ekonomi Syariah Indonesia (JESI): Vol. XIII* (Issue 2). <https://ejournal.almaata.ac.id/index.php/JESI/index>
- Sagfra, S. E., & Hasanati, N. (2023). Electronic word of mouth dan minat beli pada follower produk hijab Naihijab.id. *Cognicia*, 11(1), 24–32. <https://doi.org/10.22219/cognicia.v11i1.25029>
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Sanjaya, A. S. (2020). PENGARUH DIMENSI SOCIAL MEDIA MARKETING TERHADAP MINAT BELI CLIMATETHIRTY. In *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 5, Issue 4).
- Saputra, A. A. A. J., & Wardana, I. M. (2020). THE ROLE OF TRUST AND BRAND IMAGES IN MEDITATION OF E-WOM EFFECTS ON PURCHASE DECISIONS. In *American Journal of Humanities and Social Sciences Research* (Issue 7). www.ajhssr.com
- Sari. (2021). PENGARUH BRAND IMAGE BENEFITS (FUNCTIONAL, SOCIAL, SYMBOLIC, EXPERIENTIAL DAN APPEARANCE ENHANCES) TERHADAP KEPUASAN KONSUMEN DAN LOYALITAS PEMBELIAN LIPSTIK REVLON DI WILAYAH JAKARTA. *Journal Health of Education*, 2(2), 104–104.
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021a). 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>
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021b). 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>
- Sarpong, A., & Zungu, N. P. (2025). Sports sponsorship, brand image, and purchase intentions toward sponsors' products. *Managing Sport and Leisure*. <https://doi.org/10.1080/23750472.2024.2444449>
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Septiani, T., Sadat, A. M., & Sari, D. A. P. (2024). *Analysis of Consumer Purchase Intentions on Matahari.com in DKI Jakarta*.
- Shelly, & Sitorus, D. H. (2022). PENGARUH BRAND IMAGE, BRAND QUALITY, BRAND TRUST TERHADAP BRAND LOYALTY PADA PRODUK MEREK PHILIPS.

- Shinta, D. K., & Sudaryanto, A. (2020). *Validitas dan Reliabilitas Kuisioner Pengetahuan, Sikap dan Perilaku Pencegahan Demam Berdarah*.
- Silvi, D. K., & Prabandari, S. P. (2024). PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPERCAYAAN KONSUMEN DAN MINAT BELI. *JURNAL MANAJEMEN PEMASARAN DAN PERILAKU KONSUMEN*, 03. <https://doi.org/10.21776/jmppk>
- Sohail, M. S., Hasan, . M, & Sohail, A. S. (2020). The Impact of Social Media Marketing on Brand Trust and Brand Loyalty: An Arab Perspective. In *International Journal of Online Marketing* (Vol. 10, Issue 1). <https://orcid.org/0000-0002-9253-8515>
- Stefanny, N., Rahmiati, F., & Roni, M. (2022). The Role of Brand Image and Brand Trust in Mediating the Influence of E-WOM on Purchase Decision (Case of Video-On-Demand Netflix). *IDEAS: Journal of Management and Technology*, 2(1), 12–21. <http://e-journal.president.ac.id/presunivojs/index.php/IDEAS>
- Sunaryanto, K., & Oktaviandri, N. L. (2024). *Peran Electronic Word of Mouth Sebagai Mediasi yang Menghubungkan Social Media Marketing dengan Purchase Intention*.
- Suntoro, W., & Silintowe, Y. B. R. (2020). ANALISIS PENGARUH PENGALAMAN MEREK, KEPERCAYAAN MEREK, DAN KEPUASAN MEREK TERHADAP LOYALITAS MEREK. *MODUS*, 32(1), 25–41.
- Supriadi, Y. N., Ariefiara, D., Desmintari, D., & Ahman, E. (2021). MEMBANGUN CITRA MEREK PERUSAHAAN DAN KUALITAS PRODUK DALAM MEMEDIASI PENGARUH E-WOM PADA KEPUTUSAN PEMBELIAN MELALUI APLIKASI DIGITAL. *MIX: JURNAL ILMIAH MANAJEMEN*, 11(3), 311. <https://doi.org/10.22441/mix.2021.v11i3.002>
- Suryatini, N. W., Juniman, P. T., Riesardhy, A. W., & Irwansyah. (2025). User-Generated Content: A Systematic Literature Review (SLR) Research. *JURNAL KOMUNIKASI INDONESIA*, 14(1). <https://doi.org/10.7454/jkmi.v14i1.1235>
- Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, 10(16). <https://doi.org/10.1016/j.heliyon.2024.e36254>
- Tanprajna, R. F., & Ellyawati, J. (2020). *Effect of E-Referral and E-Wom on Purchase Intention: An Empirical Study in Indonesia*.
- Ulan, K., Rivai, A. K., & Sari, D. A. (2022). *Pengaruh Electronic Word of Mouth dan Brand Image terhadap Purchase Intention dengan Brand Awareness sebagai Intervening: Studi Pada Produsen Dessert Box*.
- Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, & Abdul Sami. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>

- Utama, A. P., & Ambarwati, A. N. (2022). *Andyan Pradipta Utama, Aprilia Ningrum Ambarwati | THE EFFECT OF BRAND AWARENESS, BRAND IMAGE AND TRUST ON CONSUMER BUYING INTEREST*. www.astraisuzu.co.id
- Welsa, H., Cahya, A. D., & Dwifa, R. S. (2023). PURCHASE INTENTION YANG DIMEDIASI OLEH BRAND EQUITY (STUDI KASUS PADA KFC DI DAERAH ISTIMEWA YOGYAKARTA). In *MANAJEMEN : JURNAL EKONOMI USI* (Vol. 5, Issue 2).
- Widya, I. N. (2024). MEMBANGUN KEPERCAYAAN: PERAN BRAND IMAGE DAN BRAND TRUST DALAM MEMEDIASI HUBUNGAN E-WOM DAN PURCHASE INTENTION. *Jurnal Manajemen Dan Profesional*.
- Yang, J., & Battocchio, A. F. (2021). Effects of transparent brand communication on perceived brand authenticity and consumer responses. *Journal of Product and Brand Management*, 30(8), 1176–1193. <https://doi.org/10.1108/JPBM-03-2020-2803>
- Yang, J., Teran, C., Battocchio, A. F., Bertellotti, E., & Wrzesinski, S. (2021). Building Brand Authenticity on Social Media: The Impact of Instagram Ad Model Genuineness and Trustworthiness on Perceived Brand Authenticity and Consumer Responses. *Journal of Interactive Advertising*, 21(1), 34–48. <https://doi.org/10.1080/15252019.2020.1860168>
- Yao, A. (2023). Uncovering heterogeneous prestige effect in luxury consumption: Insights from the Chinese luxury market. *Journal of Business Research*, 168. <https://doi.org/10.1016/j.jbusres.2023.114235>
- Yohana, N. K. Y., Dewi, K. A. P., & Giantari, I. G. A. K. (2020). The Role of Brand Image Mediates the Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention. In *American Journal of Humanities and Social Sciences Research* (Issue 1). www.ajhssr.com
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41. <https://doi.org/10.1016/j.elerap.2020.100980>
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.644020>