

REFERENSI

- Aaker, D. A. (1991). *Managing Brand Equity*.
- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(3), 102–120.
<https://doi.org/10.2307/41165845>
- Abdillah, W., & Jogiyanto. (2015). Partial Least Square (PLS) Alternatif Structural Equation Modelling (SEM) Dalam Penelitian Bisnis. Penerbit: CV Andi Offset (Penerbit Andi). In *Yogyakarta: Penerbit Andi* (Vol. 22). Penerbit Andi.
- Agung, N., & Darma, G. (2019). Opportunities and Challenges of Instagram Algorithm in Improving Competitive Advantage. *International Journal of Innovative Science and Research Technology*, 4(1), 743–747.
www.ijisrt.com743
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Ajzen, I. (1991). *The Theory of Planned Behavior*. *Organizational Behavior and Human Decision Processes*. 34(11), 1369–1376.
<https://doi.org/10.1080/10410236.2018.1493416>
- Ajzen, I., & Fishbein, M. (1975). A Bayesian Analysis of Attribution Processes. *Psychological Bulletin*, 82(2), 261.
- Alwi, S. F. S., Nguyen, B., Melewar, T., Loh, Y. H., & Loh, Y. H. (2016). Industrial Management & Data Systems Article information : Explicating industrial brand equity : Integrating brand trust , brand. *Industrial Management & Data Systems*, 116(5), 1–41.
- Anagnostopoulos, C., Parganas, P., Chadwick, S., & Fenton, A. (2018). Branding in pictures: using Instagram as a brand management tool in professional team sport organisations. *European Sport Management Quarterly*, 18(4), 413–438.
<https://doi.org/10.1080/16184742.2017.1410202>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- AR, A. A., TAŞKIN, Ç., & AYDIN, G. (2014). The Role of Brand Trust on Parents Purchase Intentions of Baby-Care Products. *Doğuş Üniversitesi Dergisi*, 2(15), 165–180. <https://doi.org/10.31671/dogus.2018.84>
- Bianchi, C., Andrews, L., & Andrews, L. (2018). *Consumer engagement with retail firms through social media : an empirical study in Chile firms*.
<https://doi.org/10.1108/IJRDM-02-2017-0035>
- Bilgin, Y. (2020). *The Influence of Social Media Friendship on Brand Awareness and Purchase Intention : Evidence from young adult consumers*. 8, 54–77.
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770–790.
<https://doi.org/10.1108/01409171211255948>

- Bungin, B. (2015). *Metodologi Penelitian Sosial dan Ekonomi*. Prenadamedia Group.
- Casaló, L., Flavián, C., & Guinaliú, M. (2007). The impact of participation in virtual brand communities on consumer trust and loyalty: The case of free software. *Online Information Review*, 31(6), 775–792. <https://doi.org/10.1108/14684520710841766>
- Chan, B., Purwanto, E., & Hendratono, T. (2020). *Social Media Marketing , Perceived Service Quality , Consumer Trust and Online Purchase Intentions*. 62(10), 6265–6272.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chin, W. W. (1995). Partial Least Squares Is To Lisrel As Principal Components. *Technology Studies*, 2(1995), 315–319.
- D'Alessandro, S., Girardi, A., & Tiangsoongnern, L. (2012). Perceived risk and trust as antecedents of online purchasing behavior in the USA gemstone industry. *Asia Pacific Journal of Marketing and Logistics*, 24(3), 433–460. <https://doi.org/10.1108/13555851211237902>
- Dabbous, A., Aoun Barakat, K., & Merhej Sayegh, M. (2020). Social Commerce Success: Antecedents of Purchase Intention and the Mediating Role of Trust. *Journal of Internet Commerce*, 19(3), 262–297. <https://doi.org/10.1080/15332861.2020.1756190>
- Dodds, W. ., Monroe, K. B., & Grewal, D. (1991). No Title. In *Effects of price, brand, and store information on buyers ' product evaluations "*. Journal ofMarketing Research.
- Donovan, R., & Rossiter, J. (1982). Store atmosphere: an environmental psychology approach. *Journal of Retailing*, 58(1), 34–57.
- Duffett, R. G. (2017). *Influence of social media marketing communications on young consumers ' attitudes*. 18(1), 19–39. <https://doi.org/10.1108/YC-07-2016-00622>
- Duffett, R. G. (2019). *Influence of social media marketing communications on young consumers ' attitudes Influence of social media marketing communications on young consumers ' attitudes*. November. <https://doi.org/10.1108/YC-07-2016-00622>
- Ebeid, A. Y. (2014). Distribution Intensity, Advertising, Monetary Promotion, and Customer-Based Brand Equity: An Applied study in Egypt. *International Journal of Marketing Studies*, 6(4), 113–122. <https://doi.org/10.5539/ijms.v6n4p113>
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing. *Journal of Business Research*, 54(2), 177–184. [https://doi.org/10.1016/s0148-2963\(99\)00087-9](https://doi.org/10.1016/s0148-2963(99)00087-9)
- Foux, G. (2006). *Consumer-generated media: get your customers involved*. Brand Strategy.
- Gallaughar, J., & Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. *MIS Quarterly Executive*, 9(4), 197–212.
- Gefen, D. (2002). Customer Loyalty in e-Commerce Settings.pdf.crdownload.

- Journal of the Association for Information Systems*, 3(1), 27–51.
<https://pdfs.semanticscholar.org/00f2/f77fe6480f66c2982010a091e8c76c61b7ff.pdf>
- Gredyon, A., & Sari, W. P. (2019). Kopi dan Bauran Pemasaran (Studi Fenomenologi Kedai 9 Cups Coffee and Roastery). *Prologia*, 2(2), 250.
<https://doi.org/10.24912/pr.v2i2.3584>
- Greenwald, A. G. (1968). *Cognitive Learning, Cognitive Responses to Persuasion, and Attitude Change*. Academic Press.
- Ha, H.-Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour*, 4(6), 438–452.
<https://doi.org/10.1002/cb.29>
- Ha, H. Y. (2004). Factors influencing consumer perceptions of brand trust online. *Journal of Product & Brand Management*, 13(5), 329–342.
<https://doi.org/10.1108/10610420410554412>
- Hadi, S. (1991). *Statistik dalam Basica Jilid 1*.
- Hair, J. F. J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publication Inc.
- Hajli, N. (2019). *The impact of positive valence and negative valence on social commerce purchase intention*. <https://doi.org/10.1108/ITP-02-2018-0099>
- Hajli, N., Sims, J., Zadeh, A. H., & Richard, M. (2016). A social commerce investigation of the role of trust in a social networking site on purchase intentions. *Journal of Business Research*.
<https://doi.org/10.1016/j.jbusres.2016.10.004>
- Hanggita, A. T. (2018). Analisis Faktor Pemilihan Lokasi Usaha Jasa Pada Umkm Di Kecamatan Paciran. *Manajemen Bisnis*, 8(2), 167–176.
<https://doi.org/10.22219/jmb.v8i2.7069>
- Harwani, Y., & Sakinah, A. A. (2020). *The Influence of Brand Awareness, Packaging Design and Word of Mouth on Purchase Intention*. 120(January 2018), 245–252. <https://doi.org/10.2991/aebmr.k.200205.043>
- Hoang, X. L., Kim, T., Nguyen, C., & Ly, H. M. (2020). *The Moderating Role of CSR Associations on the Link between Brand Awareness and Purchase Intention*. 7(6), 233–240. <https://doi.org/10.13106/jafeb.2020.vol7.no6.233>
- Hsu, C. L., Chen, M. C., Kikuchi, K., & Machida, I. (2017). Elucidating the determinants of purchase intention toward social shopping sites: A comparative study of Taiwan and Japan. *Telematics and Informatics*, 34(4), 326–338. <https://doi.org/10.1016/j.tele.2016.04.016>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, 22(5), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299>
- Išoraitė, M. (2016). Raising Brand Awareness Through Internet Marketing Tools. *Independent Journal of Management & Production*, 7(2), 320–339.
<https://doi.org/10.14807/ijmp.v7i2.391>
- Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step

- in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1), 51–57. <https://doi.org/10.1207/153276602753338081>
- Jansen. (2020). Pengaruh Service Attributes Terhadap Overall Satisfaction dan Membership Renewal Intention Member Knockout Boxing Camp Surabaya. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2017). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *International Journal of Information Management*, 39(March 2017), 169–185. <https://doi.org/10.1016/j.ijinfomgt.2017.12.001>
- Keller, K. L. (1993). Conceptualizing, measuring, managing. *Journal of Marketing*, 57, 1–22.
- Kerpen, D. (2011). *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook*.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Koniewski, M. (2012). Brand Awareness and Customer Loyalty. *PMR Research*.
- Kurniawan, A., Yulivan, I., Nasional, P., & Jakarta, V. (2020). Pengaruh Learning Organization dan Innovation Strategy terhadap Daya Saing Budidaya Bawang Putih di Kabupaten Temanggung Mahasiswa Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis, Universitas Fakultas Ekonomi dan Bisnis, Universitas Pembangu. 4(2), 93–112.
- Kurniawan, D. (2020). The Application of Storytelling in Promotion Through Story Feature in Instagram. 391, 91–95. <https://doi.org/10.2991/assehr.k.200108.020>
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755–1767. <https://doi.org/10.1016/j.chb.2012.04.016>
- Lavidge, R. J., & Steiner, G. A. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25(6), 59. <https://doi.org/10.2307/1248516>
- Lee, J. E., & Goh, M. L. (2019). Understanding purchase intention of university students towards skin care products. 3(3), 161–178. <https://doi.org/10.1108/PRR-11-2018-0031>
- Lim, C., & Goh, Y. (2019). Investigating the purchase intention toward healthy drinks among Urban consumers in. *Journal of Foodservice Business Research*, 0(0), 1–17. <https://doi.org/10.1080/15378020.2019.1603043>
- Lowry, P. B., Vance, A., Moody, G., Beckman, B., & Read, A. (2008). Explaining and predicting the impact of branding alliances and web site quality on initial consumer trust of E-commerce web sites. *Journal of Management Information Systems*, 24(4), 199–224. <https://doi.org/10.2753/MIS0742-1222240408>

- Lutfie, H., & Marcelino, D. (2020). *PURCHASE INTENTION OF OMG-EVENT-ASIA 'S : HOW SOCIAL MEDIA PROMOTIONS EFFECT THROUGH BRAND AWARENESS ?* 2(1), 55–68.
- Machali, I. (2018). *Metode Penelitian Kuantitatif*. PPMPI.
- Mardalis, A., & Hastuti, A. P. (2017). *PEMANFAATAN MEDIA SOSIAL UNTUK MEMBANGUN KEPERCAYAAN MERK*. 50–62.
- Mcalexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Marketplace Communities A Broader View of Brand Community. *Journal of Marketing*, 66(January), 38–54.
- Mcclure, C., & Seock, Y. (2020). Journal of Retailing and Consumer Services The role of involvement : Investigating the effect of brand ' s social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53(September 2018), 101975.
<https://doi.org/10.1016/j.jretconser.2019.101975>
- McGuire, W. J. (1968). Cognitive learning, cognitive response to persuasion, and attitude change. *Psychological Foundations of Attitudes*, 147170.
- McKinney, M., & Benson, A. (2013). *The value of brand trust*. Brand Strategy.
- Mishra, M. K., Kesharwani, A., & Das, D. (2016). Journal of Indian Business Research; Bingley. *Journal of Indian Business Research*, 8(2), 78–97.
<https://doi.org/10.1108/JIBR-04-2015-0045>
- Oktariswan, D., & Yuliyanti, R. (2020). Peran Kualitas Audit Dalam Memoderasi Pengaruh Kompetensi Auditor Dan Sistem Pengendalian Intern Pemerintah Terhadap Pencegahan Fraud Star. *Prosiding Seminar Nasional Pakar 2020 Buku Ii*, 110(9), 1689–1699.
- Pandey, A., Sahu, R., & Dash, M. K. (2018). Social media marketing impact on the purchase intention of millennials. *International Journal of Business Information Systems*, 28(2), 147–162.
<https://doi.org/10.1504/IJBIS.2018.091861>
- Poturak, M., & Softić, S. (2019). *Influence of Social Media Content on Consumer Purchase Intention : Mediation Effect of Brand Equity*. 12(23), 17–43.
- Poulis, A., Rizomyliotis, I., & Konstantoulaki, K. (2018). *Do firms still need to be social ? Firm generated content in social media*. <https://doi.org/10.1108/ITP-03-2018-0134>
- Pramono, R., Cornelia, J., Sastradi, Y., & Purwanto, A. (2020). *Pengaruh Pembelajaran variasi Menu, Harga, Lokasi Dan Promosi Pada Intensi Beli Di Restoranxyz Gading Serpong*. 4(1), 226–235.
- Ruparelia, N., White, L., & Hughes, K. (2010). Drivers of brand trust in internet retailing. *Journal of Product and Brand Management*, 19(4), 250–260.
<https://doi.org/10.1108/10610421011059577>
- Salisbury, W. D., Chin, W. W., Gopal, A., & Newsted, P. R. (2002). Research report: Better theory through measurement - Developing a scale to capture consensus on appropriation. *Information Systems Research*, 13(1), 91–103.
<https://doi.org/10.1287/isre.13.1.91.93>
- Sasmitaning, Z. D., Rachma, N., & Rahman, F. (2020). *Pengaruh Experiential Marketing dan Brand Trust terhadap Customer Loyalty melalui Customer Satisfaction sebagai Variabel Intervening*. 60–75.

- Schau, H. J., Jr, A. M. M., & Arnould, E. J. (2009). *Schau How Brand Community Practices Create Value.pdf*. 73(September), 30–51.
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer Behavior, 7th ed.,*. Practice Hall.
- Schivinski, B., & Dabrowski, D. (2015). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*, 9(1), 31–53. <https://doi.org/10.1108/JRIM-02-2014-0007>
- Semuel, H., & Setiawan, K. Y. (2018). *PROMOSI MELALUI SOSIAL MEDIA , BRAND AWARENESS , PURCHASE*. 12(1), 47–52. <https://doi.org/10.9744/pemasaran.12.1.47>
- 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>
- Shahid, Z., Hussain, T., Park, N. C., Bagh, T., & Scheme, H. (2017). *The Impact of Brand Awareness on The consumers ' Purchase Brand Knowledge Brand Equity Brand Loyalty Percieved Quality Brand Awareness Brand Image*. 33, 34–38.
- Siregar, S. (2016). *Statistika Deskriptif untuk Penelitian Dilengkapi Perhitungan Manual dan Aplikasi SPSS Versi 17*. PT Raja Grafindo Persada.
- Smith, R. E., Chen, J., & Yang, X. (2008). The impact of advertising creativity on the hierarchy of effects. *Journal of Advertising*, 37(4), 47–62. <https://doi.org/10.2753/JOA0091-3367370404>
- Sri Rahayu. (2020). Pengaruh Kualitas Sumber Daya Manusia Terhadap Kinerja Karyawan Pada Koperasi Unit Desa Di Lau Gumba Brastagi Sumatera. *Jurnal Manajemen Tools*, 12(1), 51.
- Srivastava, N., Dash, S., & Mookerjee, A. (2016). Determinants of brand trust in high inherent risk products: The moderating role of education and working status. *Marketing Intelligence & Planning*, 11(6), 3–4. <https://doi.org/10.1108/EUM0000000001120>
- Stojanovic, I., Andreu, L., & Curras-Perez, R. (2018). Effects of the intensity of use of social media on brand equity: An empirical study in a tourist destination. *European Journal of Management and Business Economics*, 27(1), 83–100. <https://doi.org/10.1108/EJMBE-11-2017-0049>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Alfabeta.
- Takaya, R. (2019). the Effect of Celebrity Endorsment on Brand Image and Trust Brand and It'S Impact To Purchaseintention Case Study: Oppo Smartphone. *Business and Entrepreneurial Review*, 17(2), 183. <https://doi.org/10.25105/ber.v17i1.5228>
- Tarigan, R., & Tritama, H. B. (2016). The Effect of Social Media to the Brand Awareness of A Product of A Company. *CommIT (Communication and Information Technology) Journal*, 10(1), 9. <https://doi.org/10.21512/commit.v10i1.904>
- Tatar, S. ahika B., & Eren-Erdog mus, I. (2016). *The effect of social media marketing on brand trust and brand loyalty for hotels*. <https://doi.org/10.1007/s40558-015-0048-6>

- Toor, A., Husnain, M., & Hussain, T. (2017). *The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan : Consumer Engagement as a Mediator*. 10(1), 167–200.
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence and Planning*, 32(3), 328–344.
<https://doi.org/10.1108/MIP-04-2013-0056>
- Umar, H. (2008). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. PT Raja Grafindo Persada.
- Valentini, C., Romenti, S., Murtarelli, G., & Pizzetti, M. (2018). Digital visual engagement: influencing purchase intentions on Instagram. *Journal of Communication Management*, 22(4), 362–381.
<https://doi.org/10.1108/JCOM-01-2018-0005>
- Walewangko, V. R. (2020). Pengaruh Lingkungan Kerja Dan Stres Kerja Terhadap Kinerja Karyawan Pada Pt Nusamulti Centralestari Tangerang. *Jurnal Manajemen Kewirausahaan*, 17(1), 69.
<https://doi.org/10.33370/jmk.v17i1.391>
- Widyartono, A., & Tyra, M. J. (2017). Pengaruh Kepercayaan Dan Resiko Terhadap Sikap Dan Perilaku Dalam Menggunakan Aplikasi Mobile Berbasis Android. *Jurnal Ekonomi*, 21(3), 444–461.
<https://doi.org/10.24912/je.v21i3.30>
- Williams, J., & Chinn, S. J. (2010). Meeting Relationship-Marketing Goals Through Social Media: A Conceptual Model for Sport Marketers. *International Journal of Sport Communication*, 3(4), 422–437.
<https://doi.org/10.1123/ijsc.3.4.422>
- Zhao, J. Di, Huang, J. S., & Su, S. (2019). The effects of trust on consumers' continuous purchase intentions in C2C social commerce: A trust transfer perspective. *Journal of Retailing and Consumer Services*, 50(May), 42–49.
<https://doi.org/10.1016/j.jretconser.2019.04.014>