

DAFTAR PUSTAKA

- Aditi, B., Silaban, P., & Edward, Y. R. (2022). The effect of social media and word of mouth on buying interest and brand image in creative economic business . *International Journal of Data and Network Science* 7 (2023). 225–234.
- Adriana, T., Ellitan, L., & Lukito, R. H. (2022). PENGARUH SOCIAL MEDIA MARKETING DAN ELECTRONIC WORD OF MOUTH TERHADAP PURCHASE INTENTION MELALUI BRAND IMAGE PADA SCARLETT-WHITENING DI SURABAYA. *Jurnal Ilmiah Mahasiswa Manajemen (JUMMA)*, 21-29.
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An Applicant Smartphone brand in Cyprus. *Management Science Letters*, 505-518.
- Alwan, M., & Alshurideh, M. T. (2022). The effect of digital marketing on purchase intention: Moderating effect of brand equity. *International Journal of Data and Network Science*, 837.
- Anizir, & Wahyuni, R. (2017). Pengaruh Social Media Marketing Terhadap Brand Image Perguruan Tinggi Swast Di Kota Serang. *Jurnal Sains Manajemen Vol.3 No.2*, 1-14.
- Apriani, M. (2019). PENGARUH BRAND IMAGE, KUALITAS PRODUK DAN REFERENCE GROUP TERHADAP MINAT BELI PRODUK KOSMETIK MASKARA MAYBELLINE (STUDI PADA MAHASISWI S-1 UNIVERSITASI BRAWIJAYA MALANG). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 7 (2). , 1-17.
- Armawan, I., Sudarmiatin, Hermawan, A., & Rahayu, W. P. (2022). 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*, 141.
- Arwachyntia, S. S. (2022). Analisa Pengaruh Social Media Influencer Dan Social Media Marketing Terhadap Brand Image Serta Dampaknya Pada Purchase Intention (Studi Kasus pada Perawatan Wajah Pria). *Jurnal Perilaku dan Strategi Bisnis Vol.10 No.1*, 1-20.
- Asnan, N. (2021). Pengaruh Social Media Marketing Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Mediasi (Studi Kasus Pada Followers Instagram Kirin Kimbap). *Jurnal Ilmiah Nasional Fakultas Ekonomi dan Bisnis Universitas Brawijay*, 1-14.
- Astarina, Y., & Elvera. (2021). *METODOLOGI PENELITIAN*. Yogyakarta: ANDI.
- Bilgin, 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.

- Budianta, A. (2020, 05 19). "Kehidupan Baru", *Adaptasi Hadapi Pandemi*. Retrieved from [djkn.kemenkeu.go.id: https://www.djkn.kemenkeu.go.id/artikel/baca/13107/Kehidupan-Baru-Adaptasi-Hadapi-Pandemi.html](https://www.djkn.kemenkeu.go.id/artikel/baca/13107/Kehidupan-Baru-Adaptasi-Hadapi-Pandemi.html)
- Budiastuti, D., & Bandur, A. (2018). *Validitas dan Reliabilitas Penelitian*. Jakarta: Mitra Wacana Media .
- Damayanti, S., Chan , A., & Barkah, C. S. (2021). PENGARUH SOCIAL MEDIA MARKETING TERHADAP BRAND IMAGE MYPANGANDARAN TOUR AND TRAVEL. *Jurusan Manajemen Fakultas Ekonomika dan Bisnis Universitas Negeri Surabaya Volume 9 Nomor 3* , 852-862.
- dataindonesia.id. (2023, 01 17). *Pengguna Smartphone Indonesia Terbesar Keempat Dunia pada 2022*. Retrieved from [dataindonesia.id: https://dataindonesia.id/digital/detail/pengguna-smartphone-indonesia-terbesar-keempat-dunia-pada-2022](https://dataindonesia.id/digital/detail/pengguna-smartphone-indonesia-terbesar-keempat-dunia-pada-2022)
- Firmansyah, D. A. (2019). *Pemasaran Produk Dan Merek (Planning & Strategy)*. Surabaya : Qiara Media .
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS) (4th ed.)*. Badan Penerbit Universitas.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS25 Edisi 9*. Sekarang : Badan Penerbit Universitas Diponegoro.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donovito, R., & Singh, R. (2016). Social Media Marketing Efforts of Luxury brands: Influence on brand equity and consumer behaviour. *Journal of Business Research* 69, 5833-5841.
- goodstats.id. (2022, 11 05). *Mengulik Perkembangan Penggunaan Smartphone di Indonesia*. Retrieved from [goodstats.id: https://goodstats.id/article/mengulik-perkembangan-penggunaan-smartphone-di-indonesia-sT2LA](https://goodstats.id/article/mengulik-perkembangan-penggunaan-smartphone-di-indonesia-sT2LA)
- idntimes.com. (2021, 03 09). *7 Brand HP yang Kuasai Pasar Indonesia, Banyak yang Punya*. Retrieved from [idntimes.com: https://www.idntimes.com/tech/gadget/amp/na-zakiah-1/brand-smartphone-yang-menguasai-market-indonesia](https://www.idntimes.com/tech/gadget/amp/na-zakiah-1/brand-smartphone-yang-menguasai-market-indonesia)
- Indika, D. R., & Jovita, C. (2017). Media Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen. *Jurnal Bisnis Terapan Fakultas Ekonomi dan Bisnis Universitas Padjajaran, Bandung*, 25-32.
- Kazmi, A., & Mehmod, Q. S. (2016). The effect of electronic word of mouth communication and brand image on purchase intention: a case of consumer electronics in Haripur : Pakistan. *Management Science Letters* 6 , 499-5.
- Keller, K. L. (2013). *Strategic Brand Management Building, Measuring, and Managing Brand Equity 4E*. England: Pearson Education Limited .
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th Global Edition*. Pearson .

- Kim, A. J., & Ko, E. (2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention . *Journal of Global Fashion Marketing*, 164-169.
- Kotler , P., & Keller, K. L. (2016). *Marketing Management* . Person Education .
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15 e*. England: Pearson Education.
- Kusuma, A. H., Sudirman, A., Purnomo, A., Aisyah, S., Sahir, S. H., Rumondang , A., . . . Simarmata, J. (2020). *Brand Management Esensi, Posisi & Strategi*. Medan : Yayasan Kita Menulis.
- Manten, N. E., Sulhaini, & Rinuastuti, B. H. (2021). PENGARUH COUNTRY OF ORIGIN, BRAND IMAGE DAN PERCEIVED QUALITY TERHADAP MINAT BELI SMARTPHONE OPPO. *UNRAM MANAGEMENT REVIEW Vol.1 No.1*, 2809-4263.
- Monica, O. (2020). *Analisis Pengaruh Price Discount, Free Gift, dan Social Media Marketing Terhadap Perilaku Konsumen Dengan Metode AIDA Pada Produk Smartphone Premium Huawei di Indonesia*. Retrieved from <https://openlibrary.telkomuniversity.ac.id>
- Moslehpur, M., Ismail, T., Purba, B., & Wong, W. K. (2022). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 90-103.
- Nandya, E. (2022). Retrieved from Dampak Social Media Marketing Instagram dan Brand Image Pada Instagram Traveloka Terhadap Loyalitas Konsumen.: <https://openlibrary.telkomuniversity.ac.id/>
- Nurhandayani, A. N., Syarief, R., & Najib, M. (2019). THE IMPACT OF SOCIAL MEDIA INFLUENCER AND BRAND IMAGES TO PURCHASE INTENTION. *Journal of Applied Management (JAM)*.
- Pratama, R. I., Megadini, D. D., & Kusriandini, T. (2019). Effect of Perceived Ease of Use, Word-of-Mouth Communication, and Brand Image on Decision to Use Lazada E-Commerce Services. *International Journal of Multicultural and Multireligious Understanding* , 173-186.
- Priansa, D. J. (2017). *PERILAKU KONSUMEN DALAM PERSAINGAN BISNIS KONTEMPORER*. Bandung: ALFABETA.
- Priatni, S. B., Hutariana, T., & Hindarwati, E. N. (2020). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Awareness sebagai Variable Intervening pada Martha Tilaar Salon Day Spa. *Jurnal Ekonomi Manajemen dan Perbankan*, 145-155.
- Purwanto, E. A., & Sulistyastuti, D. R. (2017). *METODE PENELITIAN PARIWISATA (Kuantitatif, Kualitatif, Kombinasi, R&D)*. Gava Media Jilid 2.
- Putri, D. C. (2021). *Pengaruh Brand Image Terhadap Purchase Intention Melalui Brand Loyalty Pada Billionaires Project* . Retrieved from

openlibrary.telkomuniversity.ac.id:
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/168805/slug/pengaruh-brand-image-terhadap-purchase-intention-melalui-brand-loyalty-pada-billionaires-project.html>

- Rosdiana, M. F. (2022). *Pengaruh Social Media Marketing dan Harga Terhadap Keputusan Pembelian Melalui Brand Image Sebagai Variabel Intervening (Smartphone Samsung)*. Retrieved from openlibrary.telkomuniversity.ac.id: <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/182896/slug/pengaruh-social-media-marketing-dan-harga-terhadap-keputusan-pembelian-melalui-brand-image-sebagai-variabel-intervening-smartphone-samsung.html>
- Rosdiana, R., & Haris, I. A. (2018). Pengaruh Kepercayaan Konsumen Terhadap Minat Beli Produk Pakaian Secara Online. *International Journal of Social Science and Business*, 169-175.
- Sallam, M. A. (2016). The Impact of Brand Image and Corporate Branding on Consumer's Choice: The Role of Brand Equity. *International Journal of Marketing Studies* 8(1):98, 98-106.
- Samsung. (2022). *Logo Samsung*. Retrieved from Samsun.com: <https://www.samsung.com/id/>
- Sanita, S., Kusniawati, A., & Nurlestari, M. (2019). PENGARUH PRODUCT KNOWLEDGE DAN BRAND IMAGE TERHADAP PURCHASE INTENTION. *BUSINESS MANAGEMENT AND ENTREPRENEURSHIP JOURNAL VOL 1 (3)*, 169-184.
- 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* 10 , 2139–2146.
- Sarwono, J., & Narimawati, U. (2015). *Membuat Skripsi, Tesis, dan Disertasi dengan Partial Least Square SEM (PLS-SEM)*. Yogyakarta: ANDI.
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science* , 185-192.
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (99). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science* , 185.
- Sekaran, U., & Bougie, R. (2017). *Metodologi Penelitian Untuk Bisnis Edisi 6* . Jakarta: Salemba Empat.
- 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.
- Setianingsih, F. E., & Aziz, F. (2022). Pengaruh Social Media Marketing TikTok Terhadap Minat Beli Online. *Jurnal Administrasi Bisnis Vol 11(2)*, 107-116.

- Sholihin, M., & Ratmono, D. (2020). *Analisis SEM-PLS dengan WraoPLS 7.0- Untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis*. Yogyakarta: ANDI OFFSET.
- statista.com. (2022, 01 19). *Number of smartphone users in Indonesia from 2019 to 2021 with forecasts until 2028 (in millions)*. Retrieved from statista.com: <https://www.statista.com/statistics/266729/smartphone-users-in-indonesia/#:~:text=The%20number%20of%20smartphone%20users,India%20and%20the%20United%20States.&text=In%202018%2C%20the%20subscriber%20count,Telkomsel%20amounted%20to%20163%20million>
- statista.com. (2023, 02). *Most Commonly Used Social Media Platform for Purchases During The Last 12 Months in Indonesia as of February 2023*. Retrieved from statista.com: <https://www.statista.com/statistics/1373651/indonesia-social-media-platforms-used-for-social-commerce/?locale=en>
- Sugiyono. (2017). *Metodologi Penelitian Kuantitatif*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Bandung: Alfabeta.
- Sugiyono. (2020). *METODE PENELITIAN PARIWISATA (Kuantitatif, Kualitatif, Kombinasi, R&D)*. Bandung: Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Bandung : ALFABETA.
- Takaya, R. (2019). THE EFFECT OF CELEBRITY ENDORSMENT ON BRAND IMAGE AND TRUST BRAND AND IT'S IMPACT TO PURCHASE INTENTION CASE STUDY: OPPO SMARTPHONE. *Business and Entrepreneurial Review Vol.17, No.2*, 183-196.
- topbrand-award.com. (2022). *topbrand-award.com*. Retrieved from Komparasi Brand Index: https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=10&id_subkategori=166&tahun_awal=2019&tahun_akhir=2022&brand1=iPhone&brand2=Oppo&brand3=Samsung&brand4=Vivo&brand5=Xiaomi
- Widodo. (2017). *Metodologi Penelitian Populer & Praktis*. Jakarta: PT Raja Grafindo Persada.
- Widodo. (2017). *METODOLOGI PENELITIAN Populer & Praktis*. Jakarta: PT RajaGrafindo Persada.
- Wulandari, S. P., Hutauruk, W. R., & Prasetyaningtyas, S. W. (2021). Pengaruh Brand Ambassador Terhadap Purchase Intention yang dimediasi Brand Image dan Brand Awareness. *Jurnal Ilmu Manajemen dan Bisnis - Vol 12 No 2*, 130-137.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research: A Administration and Management Volume 15 Issue 2 Version 1.0*.
- Yunikartika, L., & Harti. (2022). Pengaruh Social Media Marketing dan Electronic Word Of Mouth (E-WOM) Terhadap Minat Beli Kuliner Melalui Kepercayaan Sebagai Variabel Intervening pada Akun Instagram @carubanmangan. *Jurnal E-Bis (Ekonomi-Bisnis) Vol.6 No.1*, 112-130.

- Zahira, S. E. (2021). *Pengaruh Social Media Marketing Pada Brand Image dan Brand Trust Terhadap Purchase Intention Produk Kosmetik Sariayu Martha Tilaar (Studi kasus pada social media Instagram)*. Retrieved from Openlibrary.telkomuniversity.ac.id:
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/170701/slug/pengaruh-social-media-marketing-pada-brand-image-dan-brand-trust-terhadap-purchase-intention-produk-kosmetik-sariayu-martha-tilaar-studi-kasus-pada-social-media-instagram-.html>
- Zulfikar, F. (2023, 01 06). *10 Negara dengan Pengguna Internet Tertinggi di Dunia, Indonesia Nomor Berapa?* Retrieved from detik.com:
<https://www.detik.com/edu/detikpedia/d-6502474/10-negara-dengan-pengguna-internet-tertinggi-di-dunia-indonesia-nomor-berapa>