

## DAFTAR PUSTAKA

- 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 brands in north Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Amanda, L., & Mudiantono. (2015). ANALISIS PENGARUH CELEBRITY ENDORSER DAN PROMOSI PENJUALAN TERHADAP KEUNGGULAN MEREK SERTA PENGARUHNYA TERHADAP MINAT BELI SEPEDA MOTOR YAMAHA MIO (Studi Kasus pada Warga di Kota Semarang). *DIPONEGORO JOURNAL OF MANAGEMENT*, 4, 1–12. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Antara News. (2023). *Samsung konfirmasi masalah kamera blur pada Galaxy S23 dan Galaxy S23+ - ANTARA News*. <https://www.antaranews.com/berita/3571008/samsung-konfirmasi-masalah-kamera-blur-pada-galaxy-s23-dan-galaxy-s23->
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2022). *Profil Internet Indonesia 2022*.
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45. <https://doi.org/10.1016/j.jretconser.2010.09.003>
- Belch, G. E., & Belch, M. A. (2004). *Belch: Advertising and Promotion, Sixth Edition Front Matter Preface The Changing World of Advertising and Promotion (Sixth)*.
- Chaffey, D. (2015). *Digital Business and E-Commerce Management (6th ed.)*. Pearson Education Limited.
- Chandra, Z. A. P., & Indrawati. (2022). The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables. *Quality - Access to Success*, 24(192), 163–173. <https://doi.org/10.47750/QAS/24.192.19>
- Chen, C.-M., Liu, H.-M., & Ann, B.-Y. (2018). Product attributes and purchase intention for smartphones: a moderated mediation model “Product attributes and purchase intention for smartphones: a moderated mediation model.” In *Int. J. Mobile Communications* (Vol. 16, Issue 1).
- Chong, A. Y. L., Khong, K. W., Ma, T., McCabe, S., & Wang, Y. (2018). Analyzing key influences of tourists’ acceptance of online reviews in travel decisions. *Internet Research*, 28(3), 564–586. <https://doi.org/10.1108/IntR-05-2017-0212>

- CNBC Indonesia. (2023). *Pasar HP Anjlok, Ini Alasan Warga RI Ogah Beli Ponsel Baru*.  
<https://www.cnbcindonesia.com/tech/20230225185159-37-416988/pasar-hp-anjlok-ini-alasan-warga-ri-ogah-beli-ponsel-baru>
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.).
- Databoks. (2021). *Faktor Pendorong Pembelian Produk*.  
<https://databoks.katadata.co.id/datapublish/2021/11/22/promo-gratis-ongkir-jadi-alasan-utama-pengguna-internet-belanja-online>
- Databoks. (2023). *Harga hingga Kualitas, Ini yang Dipikirkan Calon Pembeli dalam Memilih Handphone*. <https://databoks.katadata.co.id/datapublish/2023/03/14/harga-hingga-kualitas-ini-yang-dipikirkan-calon-pembeli-dalam-memilih-handphone>
- DSCC. (2023). *Monthly Flagship Smartphone Tracker - Display Supply Chain Consultants*. <https://www.displaysupplychain.com/report/monthly-flagship-smartphone-tracker>
- Eliza, R., Sinaga, M., & Kusumawati, A. (2018). PENGARUH YOUTUBE BEAUTY VLOGGER TERHADAP MINAT BELI KONSUMEN DAN DAMPAKNYA TERHADAP KEPUTUSAN PEMBELIAN PRODUK (Studi pada Pengguna Kosmetik Maybelline di Indonesia). In *Jurnal Administrasi Bisnis (JAB)/Vol* (Vol. 63, Issue 1). [www.pixability.com](http://www.pixability.com)
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0* (2nd ed.). Universitas Diponegoro Semarang.
- Gsmarena.com. (2023). *Samsung Galaxy S23 - Full phone specifications*.  
[https://www.gsmarena.com/samsung\\_galaxy\\_s23-12082.php](https://www.gsmarena.com/samsung_galaxy_s23-12082.php)
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION* (8th ed.). [www.cengage.com/highered](http://www.cengage.com/highered)
- Hair, J. F., Hult, G. T. M., Ringle Christian M, & Sarstedt Marko. (2015). *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Handoko, N. T., & Melinda, T. (2021). EFFECT OF ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION THROUGH BRAND IMAGE AS MEDIA IN TOKOPEDIA. *Business and Accounting Research (IJEBA) Peer Reviewed-International Journal*, 5. <https://jurnal.stie-aas.ac.id/index.php/IJEBA>
- Hardani, Nur Himatul Auliya, Helmina Andriana, Roushandy Asri Fardani, Jumari Ustiawaty, Evi Fatmi Utami, Dhika Julia Sukmana, & Ria Rahmatul Istiqomah. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*.  
<https://www.researchgate.net/publication/340021548>

- Hidayah, R. T., & Akmal, M. F. D. (2023). The Influence of Social Media Marketing Activities on the Purchase Intention of Samsung Z Flip Smartphone. *Jurnal Ilmiah MEA*, 7(2).
- Hollensen, S. (2019). *Marketing management : a relationship approach* (fourth). Pearson Benelux BV.
- IDN Times Media. (2023). *Harga 6 HP Flagship Samsung Terlaris sepanjang Q1 2023*. <https://www.idntimes.com/tech/gadget/samuel-11/harga-6-hp-flagship-samsung-terlaris-q1-2023-c1c2-1?page=all>
- IDNtimes. (2023). *Harga 6 HP Flagship Samsung Terlaris sepanjang Q1 2023*. <https://www.idntimes.com/tech/gadget/samuel-11/harga-6-hp-flagship-samsung-terlaris-q1-2023-c1c2-1>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi* (Dinah Sumayyah, Ed.). PT Refika Aditama.
- 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), 13–25. [https://doi.org/10.21511/im.18\(2\).2022.02](https://doi.org/10.21511/im.18(2).2022.02)
- Isnagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *SPRINGER BRIEFS IN BUSINESS Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Directions*. <http://www.springer.com/series/8860>
- Jagat Review (Youtube). (2023). *Smartphone Ringkas Terbaik 2023? Ya, Ini Kandidat Terkuat Kami! Review Samsung Galaxy S23 - YouTube*. <https://www.youtube.com/watch?v=DvQOAKN365k>
- 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>
- Keller, K., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition* (5th ed). Pearson.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17e ed.).
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management*.
- Lay-Yee, L. K., Han, K.-S., & Benjamin, C. Y.-F. (2013). FACTORS AFFECTING SMARTPHONE PURCHASE DECISION AMONG MALAYSIAN GENERATION Y. *International Journal of Asian Social Science*, 3, 2426–2440. <http://www.aessweb.com/journal-detail.php?id=5007>

- Lismanizar, & Utami, S. (2018). Pengaruh Keamanan Pangan, Kesadaran Kesehatan, Nilai Yang Dirasakan dan Harga Terhadap Niat Beli Makanan Cepat Saji Pada Konsumen KFC Di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Mahasiswa*, 3.
- Mei Min, C., Ling Hong, C., Jian Ai, Y., & Pei Wah, W. (2012). Conceptual Paper: Factors Affecting the Demand of Smartphone among Young Adult. *International Journal on Social Science, Economics and Art*, 2(2), 44–49. <https://doi.org/10.35335/ijosea.v2i2.200>
- Mizik, N., & Hanssens, D. M. (2018). Handbook of marketing analytics: Methods and applications in marketing management, public policy, and litigation support. In *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*. Edward Elgar Publishing Ltd. <https://doi.org/10.4337/9781784716752>
- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer behavior : building marketing strategy* (13th ed.).
- Muljani, N., & Koesworo, Y. (2019). INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY The impact of brand image, product quality and price on purchase intention of smartphone. *International Journal Research Culture Society*.
- Ngatno. (2017). *Manajemen Pemasaran*.
- 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>
- Peter, J. Paul., & Olson, J. C. (Jerry C. (2010a). *Consumer Behavior & Marketing Strategy*. McGraw-Hill Irwin.
- Peter, J. Paul., & Olson, J. C. (Jerry C. (2010b). *Consumer behavior & marketing strategy*. McGraw-Hill Irwin.
- Putra, T. R. I., Ridwan, & Calvin, 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>
- Putri, A. yunita, & Firman, F. (2023). The impact of brand awareness and electronic word of mouth (e-wom), which are both mediated by brand image, on purchase intent for iPhone smartphone devices. *Marketing Management Studies*. <https://doi.org/10.24036/mms.v3i2.373>

- Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2017). Factors Influencing Purchasing Intention of Smartphone among University Students. *Procedia Economics and Finance*, 37, 245–253. [https://doi.org/10.1016/s2212-5671\(16\)30121-6](https://doi.org/10.1016/s2212-5671(16)30121-6)
- Rakib, M. R. H. K., Pramanik, S. A. K., Amran, M. Al, Islam, M. N., & Sarker, M. O. F. (2022). Factors affecting young customers' smartphone purchase intention during Covid-19 pandemic. *Heliyon*, 8(9). <https://doi.org/10.1016/j.heliyon.2022.e10599>
- Rudyanto, R. (2018). PENGARUH PEMASARAN JEJARING MEDIA SOSIAL DAN KETERKAITAN KONSUMEN TERHADAP NIAT BELI KONSUMEN. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(2), 177–200. <https://doi.org/10.25105/jmpj.v11i2.3126>
- Ryder, M., Malik, M., Bark, Y., & Ruelens, B. (2020). *Applied Marketing Management*.
- Samsung. (2023a). *Info Perusahaan | Tentang Kami | Samsung Indonesia*. <https://www.samsung.com/id/about-us/company-info/>
- Samsung. (2023b). *Logo | Identitas Merek | Tentang Kami | Samsung Indonesia*. <https://www.samsung.com/id/about-us/brand-identity/logo/>
- Samsung. (2023c). *Samsung Galaxy S23 and Galaxy S23+ Review | Samsung Indonesia*. <https://www.samsung.com/id/smartphones/galaxy-s23/reviews/>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business A Skill-Building Approach*. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)
- Statcounter. (2023). *Mobile Vendor Market Share Indonesia | Statcounter Global Stats*. <https://gs.statcounter.com/vendor-market-share/mobile/indonesia>
- Statista. (2021). *Indonesia: alasan membeli aplikasi seluler 2021 | Statista*. <https://www.statista.com/statistics/1280302/indonesia-reasons-for-buying-a-mobile-app/>
- Statista. (2023a). *Indonesia: smartphone penetration rate 2028 | Statista*. <https://www.statista.com/statistics/321485/smartphone-user-penetration-in-indonesia/?locale=en>
- Statista. (2023b). *Indonesia: sumber utama ulasan produk di kalangan pengguna seluler 2023 | Statista*. <https://www.statista.com/statistics/1379356/indonesia-main-sources-for-product-reviews-among-mobile-users/>
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*.
- Sukmaconvert. (2023). *Perjalanan dan Sejarah Samsung Memasuki Pasar Smartphone*. <https://www.sukmaconvert.com/sejarah-samsung/>

- Top Brand Award. (2023). *Top Brand Index Smartphone / Top Brand Award*.  
[https://www.topbrand-award.com/top-brand-index/?tbi\\_year=2023&type=subcategory&tbi\\_find=smartphone](https://www.topbrand-award.com/top-brand-index/?tbi_year=2023&type=subcategory&tbi_find=smartphone)
- Tran, T.-T. (2018). Factors affecting to the purchase and repurchase intention smartphones of Vietnamese staff. *International Journal of ADVANCED AND APPLIED SCIENCES*, 5(3), 107–119. <https://doi.org/10.21833/ijaas.2018.03.015>
- Triatmaja, I. N. A., & Ekawati, N. W. (2023). PENGARUH KUALITAS PRODUK, HARGA, DAN CITRA MEREK TERHADAP NIAT BELI SMARTPHONE OPPO. *E-Jurnal Manajemen Universitas Udayana*, 12(4), 412.  
<https://doi.org/10.24843/EJMUNUD.2023.v12.i04.p05>
- Wijaya, O. Y. A., Sulistiyani, Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, 5(3), 231–238.  
<https://doi.org/10.5267/j.ijdns.2021.6.011>
- Winarno, K. O., & Indrawati. (2022). Impact Of Social Media Marketing And Electronic Word Of Mounth (E-WOM) On Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(3). <https://doi.org/10.21776/ub.jam.2022.020.03.15>
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management*, 03(01), 58–62.  
<https://doi.org/10.4236/ojbm.2015.31006>