

DAFTAR PUSTAKA

- Abzari, Mehdi, Reza A. Ghassemi, dan L. N. V. (2014). Analysing The Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company. *Journal of Social and Behavioral Sciences*, Vol. 143, 822–826.
- Ahmed, Z., Rizwan, M., Ahmad, M., & Haq, M. (2014). Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of sociological research*, 5(1), 306-326.
- Akbar, M. A., Khotimah, K., Pasolo, F., & Labo, I. A. (2019, August). *Electronic Word Of Mouth (E-Wom) Pengaruhnya Terhadap Purchase Intention Melalui Brand Image Pada Smartphone Xiaomi (Studi Pada Mahasiswa Di Kota Jayapura)*. In *Prosiding Industrial Research Workshop and National Seminar* (Vol. 10, No. 1, pp. 938-954).
- Ali, Hasan. 2013. *Marketing dan Kasus Kasus Pilihan*. Yogyakarta. CAPS (Center For Academic Publishing Service)
- Anggraini, R., & Sumiati, S. (2022). Analisis Pengaruh Faktor *Brand Image*, Food Quality, Price dan E-Wom terhadap Repurchase Intention pada Oleh-Oleh Khas Kota Batam. *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, 5(2), 1214-1226.
- Apritama, N. A., & Susila, I. (2023). Analisis Pengaruh *Brand Image*, Customer Service, Dan E-Wom Terhadap Repurchase Intention Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Jurnal Media Wahana Ekonomika*, 20(1), 135-150.
- British Food Journal, *Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value and repurchase intention* 118(12), 2963–2980. <https://doi.org/10.1108/BFJ-03-2016-0128>
- C. Agatha, A. Tumbel, D. Soepeno, U. Sam, and R. Manado, “*Pengaruh Brand Image Dan Electronic Word Of Mouth Terhadap Minat Beli Konsumen Oriflame Di Manado The Effect Of Brand Image And Electronic Word Of Mouth On Interest To Buy Oriflame Consumers In Manado*,” vol. 7, no. 1, pp. 131– 140

- Cahyono, F. D., Kusumawati, A., & Kumadji, S. (2016). Analisis faktor-faktor pembentuk *electronic word-of-mouth (ewom)* dan pengaruhnya terhadap minat beli (survei pada followers akun instagram@saboten_shokudo). *Doctoral dissertation, Brawijaya University*.
- Chairunisa, M., & Herawati, S. (2022). Peran Mediasi *Brand Image* pada Pengaruh E-WOM terhadap Repurchase Intention Pelembab Pond's di Kota Bandung. Portofolio: *Jurnal Ekonomi, Bisnis, Manajemen, dan Akuntansi*, 19(2), 50-64.
- Chiang, Y.-J. (2016). Examining the Relationships between Destination Image, Place Attachment, and Destination Loyalty in the Context of Night Markets. *International Journal of Business and Management*, 11(2), 11. <https://doi.org/10.5539/ijbm.v11n2p11>
- D. Kala, E. Studies, and D. S. Chaubey, “*The effect of eWOM communication on Brand Image and purchase intention towards lifestyle products in India,*” no. November, 2018.
- Dewi, N. K., Andri, G., & Yonaldi, S. (2012). Pengaruh Iklan, Citra Merek, dan Kepuasan Konsumen terhadap Loyalitas Konsumen dalam Menggunakan Vaseline Hand and Body Lotion di Kota Padang (Studi Kasus di PT. UNILEVER Cabang Padang). *Jurnal Manajemen Dan Kewirausahaan*, 3(2), 11–29.
- Devara, S. A., & Rachmawati, I. (2023). Pengaruh E-Wom, *Brand Image*, dan Price Terhadap Repurchase Intention Pada Iphone. SEIKO: *Journal of Management & Business*, 6(1), 21-32
- Eliyana, R. R. (2021). Pengaruh Citra Merk (*Brand Image*) Terhadap Keputusan Pembelian Produk Ms Glow Pada Klinik Ms Glow Cabang Tangerang. *Jurnal Manajemen Bisnis Unbara*, 2(2), 163-172.
- Foster, B. (2016). Impact of Brand Image on Purchasing Decision on Mineral Water Product “Amidis” (Case Study on Bintang Trading Company). *American Research Journal of Humanities and Social Sciences*. 2, 1-11
- Firdaus, R., & Sharif, O. O. (2020). Analisis Pengaruh Electronic Word Of Mouth (E-Wom) Pada *Brand Image* Dan Purchase Intention Terhadap Produk Sepatu Nike (Studi Pada Konsumen Di Kota Bandung). *Jurnal Mitra Manajemen*, 4(6), 900-914.

- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). *e-WOM scale: word-of-mouth measurement scale for e-services context*. *Canadian Journal of Administrative Sciences*, 27(1), 5- 23. doi:10.1002/CJAS.129
- Hair Jr, Joseph F dkk. 2014. *Multivariate Data Analysis*. Edisi Internasional. England: Pearson Education Limited
- Hicks, J.M., Page Jr, T.J., Behe, B.K., Dennis, J.H., & Fernandez, R. Thomas. 2005. *Delighted Consumers Buy Again, Journal of Consumer Satisfaction, Disastifaction and Complaining Behaviour*, Vol.18, pp.94-104
- Hellier, P.K., Geursen, G.M., Rodney, C.A., dan Rickard, J.A. (2003). Customer Repurchase Intention: A General Structural Equation Model, *European Journal of Marketing*, 37(11/12), 1762-1800.
- Iswara, G. A. N., & Santika, I. W. (2019). Peran Citra Merek Dalam Memediasi Pengaruh E-Wom Terhadap Minat Beli Sepatu Merek Bata (*Doctoral dissertation, Udayana University*).
- N. Jalilvand, M. R. dan Samiei, “*The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in the Automobile Industry in Iran*,” *J. Mark. Intel. Plan.*, vol. Vol. 30, pp. 460–476, 2012
- Kristinawati, A., & Keni, K. (2021). Pengaruh *Brand Image*, perceived quality, dan ewom terhadap purchase intention mobil di Jakarta. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 5(5), 524-529.
- Kotler, P. and K.L.Keller (2009), *Marketing Management*, 13th ed. Upper Saddle River, NJ: Pearson Education, Inc.
- Kotler, P. T., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management*. Singapore: Pearson Education
- Litvin, S.W., Goldsmith, R.E. and Pan, B. (2008) *Electronic Word-of-Mouth in Hospitality and Tourism Management*. *Tourism Management*, 29, 458-468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Maia, C. R., Lunardi, G. L., Dolci, D., & D’Avila, L. C. (2019). *Competitive price and trust as determinants of purchase intention in social commerce*. *BAR-Brazilian Administration Review*, 16. <https://doi.org/10.1590/1807-7692bar2019190074>
- Matzler, Kurt & Bidmon, Sonja & Grabner-Kräuter, Sonja. 2006. Individual determinants of brand affect: The role of the personality traits of

- extraversion and openness to experience. *Journal of Product and Brand Management*. 15. 427-494. 10.1108/10610420610712801.
- Mcpheron, Abbey. (2021). *Growing Your Business: Brand Image and The Secrets to Success: How to Use Images to Grow Influence*. New York: Independently published
- Megantara, I. M. T., & Suryani, A. (2016). Penentu Niat Pembelian Kembali Tiket Pesawat Secara *Online* Pada Situs Traveloka.Com. *E-Jurnal Manajemen*, 5(9),5783–5810.
<https://ojs.unud.ac.id/index.php/Manajemen/article/view/23097>
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273
- Nurhayati, K. (2016). Analisis Faktor-Faktor yang Mempengaruhi Minat Pembelian Ulang: Studi Empiris Pada Konsumen Tsabita Bakery di Surakarta (*Doctoral dissertation, Universitas Muhammadiyah Surakarta*).
- O. Torlak, B. Y. Ozkara, M. A. Tiltay, H. Cengiz, and M. F. Dulger, “The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning Cell Phone Brands for Youth Consumers in Turkey Eskisehir Osmangazi University University of Nevada,” *J. Mark. Dev. Compet.*, vol. 8, no. 2, pp. 61– 68, 2014.
- Otero, C., & Giraldo, W. (2018). International Review of Management and Marketing Effects of Brand Love and Brand Equity on Repurchase Intentions of Young Consumers. *International Review of Management and Marketing*, 8(4), 7–13. <http://www.econjournals.com>
- Pentury, L. V., Sugianto, M., & Remiasa, M. (2019). Pengaruh E-Wom Terhadap *Brand Image* Dan Purchase Intention Pada Hotel Bintang Tiga Di Bali. *Jurnal Manajemen Perhotelan*, 5(1), 26-35.
- Purwianti, L. (2021). Pengaruh Religiositik, EWOM, *Brand Image* dan Attitude terhadap Purchase Intention. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, 5(1), 40-50.
- Raji, R. A., Rashid, S., & Ishak, S. (2019) ‘The mediating effect of *Brand Image* on the relationships between social media advertising content, sales promotion content and behaviuoral intention’, *Journal of Research in Interactive Marketing*, 13 (3), pp. 302- 330.

- Rukmana, Ivana Deva. “10 Top Brand Cushion Lokal Terlaris: Somethinc, Make Over, dan MS Glow Jadi Primadonanya” www.compas.co.id diakses pada tanggal 17 maret 2023 pukul 05.33 WIB
<https://compas.co.id/article/10-top-brand-cushion-lokal-terlaris-2022-somethinc-make-over-dan-ms-glow-jadi-primadonanya/>
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021). 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.
- Semet, H. A. I. F., Kindangen, P., & Tulung, J. E. (2021). *The Influence of Consumer Perceived Value Dimensions of Consumer Repurchase Intention of Imported Thrift Clothes (Study Case : Rumah Live Online Manado)*. *Emba*, 9(4), 532–542.
- Setiana, R., & Marlien, R. A. (2021). *Niat Beli Ulang: E-Wom, Celebrity Endorse Dan Citra Merek*. Skripsi.
- Sitanggang, B., & Tiana, E. (2022). *Pengaruh Kepercayaan Merek Dan Kepuasan Pelanggan Terhadap Minat Beli Kembali Produk Skincare Ms Glow*. Skripsi.
- Sugiyono, 2008. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- T. Helnnig-Thurau, V. Eifler, T. Hennig-Thurau, K. P. Gwinner, And D. D. Gremler, (2004) “Electronic Word-Of-Mouth Via Consumer-Opinion Platforms : What Motivates Consumers To 954 Articulate Themselves On The Internet ?,” *Jurnal Pemasaran Interaktif* Vol.18 No 1
- Tariq, M. I., Rafay Nawaz, M., Nawaz, M. M., & Butt, H. A. (2013). Customer Perceptions about Branding and Purchase Intention: A Study of FMCG in an Emerging Market. *J. Basic. Appl. Sci. Res*, 3(2), 340–347.
- Wahyuni, R. N. (2023). *Pengaruh Experiential Marketing Dan Sosial Media Marketing Terhadap Minat Beli Ulang (Pada Konsumen Kafe Dasarasa Di Kabupaten Jombang) (Doctoral dissertation, STIE PGRI Dewantara Jombang)*.
- Wang, E. S. T., & Yu, J. R. (2016). Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value and repurchase intention. *British Food Journal*, Vol. 118 Edisi 12

- Wardhana, Aditya, et al. (2021). *Manajemen Pemasaran*. Bandung: Media Sains Indonesia
- Winarta, V. (2018). Pengaruh e-wom terhadap intention wisata di Raja Ampat Papua (theory of planned behavior). *Calyptra*, 6(2), 982-1000.
- Yundari, N. P. S., & Wardana, I. M. (2019). Pengaruh *Brand Image*, Consumer Satisfaction, Electronic Word of Mouth Terhadap Niat Menggunakan Kembali. *Jurnal Manajemen*, 8(7), 4647.
- Yu Jen Chiang. (2016). Examining The Relationship Between Destination Image, Place Attachment and Destination Loyalty in The Context of Night Market. *International journal of business and management*, 11(2), 11 –21