

DAFTAR PUSTAKA

- Akbari, P. A. B. (2018). *Pengaruh Brand Awareness Sepatu Nike Terhadap Keputusan Pembelian (Studi Kasus Pada Warga Kota Bandung)*. Telkom.
- Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412.
- 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.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (1995). *Consumer Behavior* (8th ed.). The Dryden Press.
- Budiman, J., & Hartoko, R. (2022). Analisis Pengaruh Brand Image, Brand Awareness, e-WOM Dengan Trust Sebagai Variabel Mediasi Terhadap Purchase Intention Skincare Korea di Kota Batam. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 4(3), 589–603.
- Criado, J. I., & Gil-Garcia, J. R. (2019). Creating public value through smart technologies and strategies: From digital services to artificial intelligence and beyond. *International Journal of Public Sector Management*, 32(5), 438–450.
- Dermawan, E., Sanjaya, A., & Wediawati, T. (2022). The Effect of Social Media Marketing and Brand Awareness on Purchase Decisions through Purchase Intention in Kopiria. *Pinisi Discretion Review*, 6(1), 37–44.
- Fadhilla, R. Z. (2018). *Pengaruh Brand Awareness Terhadap minat Beli Smartphone Merek Iphone Pada Konsumen*. Telkom.
- Hardani, Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Pustaka Ilmu.
- Hayati, I., & Handika, W. (2021). The Influence Of Brand Awareness On Purchasing Decisions Of 212 Sharia Cooperative Members. *International Journal of Islamic and Social Sciences*, 1(1), 83–88.
- Kautish, P., Sharma, R., Mangla, S. K., Jabeen, F., & Awan, U. (2021). Understanding choice behavior towards plastic consumption: An emerging market investigation. *Resources, Conservation and Recycling*, 174, 1–15.
- Kim, S. (Sam), Choe, J. Y. (Jacey), & Petrick, J. F. (2018). The Effect of Celebrity on Brand Awareness,

- Perceived Quality, Brand Image, Brand Loyalty, and Destination Attachment to a Literary Festival. *Journal of Destination Marketing and Management*, 9(March), 320–329.
- Kotler, P., & Armstrong, G. (2012). *Dasar-dasar Pemasaran. Jilid I, Alih Bahasa Alexander Sindoro dan Benyamin Molan*. Prenhallindo.
- Machi, L., Nemavhidi, P., Chuchu, T., Nyagadza, B., & Venter de Villiers, M. (2022). Exploring the impact of brand awareness, brand loyalty and brand attitude on purchase intention in online shopping. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(5), 176–187.
- Mustafa, P. S., Gusdiyanto, H., Victoria, A., Masgumelar, N. K., Lestariningsih, N. D., Maslacha, H., Ardiyanto, D., Hutama, H. A., Boru, M. J., Fachrozi, I., Rodriquez, E. I. S., Prasetyo, T. B., & Romadhana, S. (2022). *Metodologi Penelitian Kuantitatif, Kualitatif, dan Penelitian Tindakan Kelas dalam Pendidikan Olahraga*. Insight Mediatama.
- Nabila, S. M. (2019). Pengaruh Review Produk Dan Brand Awareness Terhadap Trust Dan Minat Beli: Studi Kasus Review Flowfushi Ion De Cushion Oleh Allyssa Hawadi Melalui Instagram. *Mediakom : Jurnal Ilmu Komunikasi*, 3(1), 107–121.
- Nurtaufik, D. I. (2023). *Pengaruh Brand Awareness dan Brand Image Terhadap Minat Beli Starbucks di Kota Bandung*. Telkom.
- Poetry, G., & Halim, V. (2022). Pengaruh Service Quality, Positive Emotional Experience, Customer Value, Dan Brand Awareness Terhadap Customer Satisfaction Dan E-Wom Wisatawan Di Danau 3 Warna Kelimutu Ende Ntt. *Jurnal Manajemen Pemasaran*, 16(2), 67–76.
- Pratama, Y. A. (2023). *Pengaruh Social Media Marketing Terhadap Brand Preference Melalui Brand Awareness Shopeefood (Studi Pada Masyarakat Kota Purwokerto)*. Telkom.
- Primandaru, N., Kristiani, N., & Parello, P. (2023). Faktor-faktor yang mempengaruhi brand loyalty pada sepatu lokal Indonesia. *Journal of Business and Banking*, 12(2), 203–215.
- Puligadda, S., Ross, W. T., & Grewal, R. (2012). Individual Differences in Brand Schematicity. *Journal of Marketing Research*, 49(1), 115–130.
- Purwiyanto, D., & Purwanto, F. X. A. (2020). Brand Awareness Sebagai Variabel Pemeditasi Pengaruh

- Internet Marketing Terhadap Keputusan Pembelian. (Studi Kasus Mahasiswa Diploma Pelayaran Pada Pembelian Tiket Online di PT PELNI). *Jiabi (Jurnal Ilmiah Administrasi Bisnis Dan Inovasi)*, 4(2), 177–197.
- Putri, B. A., & Madiawati, P. N. (2023). Peran Influencer Media Sosial Dan Kesadaran Merek Terhadap Keputusan Pembelian. *Jurnal Fokus Manajemen Bisnis*, 13(1), 28–37.
- Putri, N. H., Sari, N. S., & Rahmah, N. (2022). Faktor-Faktor yang Mempengaruhi Proses Riset Konsumen: Target Pasar, Perilaku Pembelian dan Permintaan Pasar (Literature Review Perilaku Konsumen). *JIMT: Jurnal Ilmu Manajemen Terapan*, 3(5), 504–514.
- Rahman, M. S., Hossain, M. A., Hoque, M. T., Rushan, M. R. I., & Rahman, M. I. (2021). Millennials' Purchasing Behavior Toward Fashion Clothing Brands: Influence Of Brand Awareness and Brand Schematicity. *Journal of Fashion Marketing and Management*, 25(1), 153–183.
- Ramadhan, A. F., & Simanjuntak, M. (2018). Perilaku Pembelian Hedonis Generasi Z: Promosi Pemasaran, Kelompok Acuan, dan Konsep Diri. *Jurnal Ilmu Keluarga Dan Konsumen*, 11(3), 243–254.
- Ricardo, H. & Jaolis, F. (2019). *Pengaruh Faktor-Faktor Brand Consicuousness, Fashion Innovativeness, Dan Fashion Involvement Terhadap Sikap Dan Niat Membeli Luxury Fashion Brands Di Surabaya*.
- Rijali, A. (2019). Analisis Data Kualitatif. *Alhadharah: Jurnal Ilmu Dakwah*, 17(33), 81–95.
- Sa'roni, O. I. P. & Haryanti, S. D., (2022) *Faktor Yang Mempengaruhi Purchase Behavior Dalam Berbelanja Online Di Aplikasi Tokopedia*. SOLUS : Jurnal Ilmiah Bidang Ilmu Ekonomi Vol. 20, NO. 1, Januari 2022, Hal 73-82. P-ISSN : 1412-5331, E-ISSN : 2716-2532.
- Sarjono, K. H. A. (2022). *Pengaruh Brand Awareness, Perceived Quality, Perceived Price, Dan Social Influence Terhadap Minat Beli Smartphone Iphone Di Indonesia*. Telkom.

- Sharda, N., & Bhat, A. (2019). Role of consumer vanity and the mediating effect of brand consciousness in luxury consumption. *Journal of Product and Brand Management*, 28(7), 800–811. <https://doi.org/10.1108/JPBM-09-2017-1564>
- Sivaram, M., Hudaya, A., & Ali, H. (2019). Building A Purchase And Purchase Decision: Analysis Of Brand Awareness And Brand Loyalty (Case Study Of Private Label Products At Alfamidi Stores In Tangerang City). *Dinasti International Journal of Education Management and Social Science*, 1(2), 235–248.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif* (1st ed.). Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2020). *Metode Penelitian Kualitatif Untuk Penelitian Yang Bersifat: Eksploitatif, Enterpretif Dan Konstruktif*. Alfabeta.
- Supangkat, A. S., & Pudjoprastyono, H. (2022). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian Produk Sariayu Martha Tilaar di Kota Surabaya. *Widya Manajemen*, 4(2), 140–149. <https://doi.org/10.32795/widyamanajemen.v4i2.2875>
- Supranto, J. (2016). *Statistik: Teori dan Aplikasi. Jilid 1* (8th ed.). Erlangga.
- Yam, J. H., & Taufik, R. (2021). Hipotesis Penelitian Kuantitatif. *Perspektif: Jurnal Ilmu Administrasi*, 3(2), 96–102.