

DAFTAR PUSTAKA

- Adnan, Yunus, M., Adam, M., & Hafasnuddin. (2019). The Effect of Product Quality, Brand Image, Price, and Advertising on Purchase Decision and its Impact on Customer Loyalty of Morinaga Milk in Aceh. *International Journal of Innovation*, 9(4), 234–249.
- Agustyan, R., & Baehaqi, M. (2020). Analisis Pengaruh Online Consumer Review, Warranty Product dan Brand Trust Terhadap Purchase Decision Smartphone Xiaomi di Kabupaten Kebumen. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*, 2(2), 240–250. <https://doi.org/10.32639/jimmba.v2i2.468>
- Amoako, G. K. (2019). Relationship Marketing, Orientation, Brand Equity and Firm Value: The Mediating Role of Customer Value—An Emerging Market Perspective. *Journal of Relationship Marketing (JRM)*, 280–308.
- Ayu, D. N., & Ketut. (2021). The Role Of Brand Trust Mediates The Effect Of Product Quality And Brand Image on Purchase Decision: A Study on iPhone Consumers in Denpasar City. *EURASIA: Economics and Business*.
- Bootstrapping PLS SEM Metode Basic SMARTPLS*. (2021). Diambil kembali dari Statistikian : <https://www.statistikian.com/2021/04/bootstrapping-pls-sem-smartpls.html>
- Cahaya, Y. F., Siswanti, I., Putra, Y. M., & Pattiwael, A. C. (2023). Contributions to Customer Satisfaction from Product Quality, Promotion and Price. *Journal of Economics, Finance and Management Studies*, 06(06). <https://doi.org/10.47191/jefms/v6-i6-02>
- Chen, X., Wang, Y., Lyu, & Zhang. (2022). Customer Engagement and Service Evaluation on Customer Behavior Intention: The Mediating Effect of Brand Trust. *Frontiers*.
- Clarence, C., & Keni, K. (2022). *The Prediction of Purchase Intention Based on Digital Marketing, Customer Engagement, and Brand Preference*. 481–486.
- Ghozali, I. (2009). *Structural equation modeling: Metode alternatif dengan partial least square (PLS) / Imam Ghozali | OPAC Perpustakaan Nasional RI*. Manajemen Universitas Diponegoro. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=607377>

- Hair, J. F. (2014). *Multivariate Data Analysis*. Prentice Hall.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, *2*(2), 100102. <https://doi.org/10.1016/j.jjime.2022.100102>
- Hartanto, N., Mani, L., Jati, M., Josephine, R., & Hidayat, Z. (2022). Factors Affecting Online Purchase Decision, Customer Satisfaction, and Brand Loyalty: An Empirical Study from Indonesia's Biggest E-Commerce. *Journal of Distribution Science*, *20*(11), 33–45. <https://doi.org/10.15722/jds.20.11.202211.33>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Irwinsyah, H., & Nurlatifah, H. (2020). Analisis Pengaruh Brand Trust, Product Factor, dan Sales Promotion Terhadap Customer Loyalty Melalui Purchase Decision di Matahari Departement Store. *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, *1*(1), 19. <https://doi.org/10.36722/jaiss.v1i1.457>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management, 16/E. Global Edition*. Pearson Education.
- Mustafidah, H., & Suwarsito, S. (2020). *Dasar-dasar Metodologi Penelitian* (T. Haryanto, Ed.; Vol. 1). UMP Press. <https://doi.org/10/1/buku%20metopen.pdf>
- Narimawati, U., Sarwono, J., Munandar, D., & Winarti, M. B. (2020). *Metode Penelitian dalam Implementasi Ragam Analisis: Untuk Penulisan Skripsi, Tesis, dan Disertasi*. Penerbit Andi.
- Oentoeng, I., & Muslih, M. (2021). Sustainable Marketing Governance to Drive Purchasing Decisions in Online Business. *International Journal of Scientific Engineering and Science*, *5*(1), 42–49.
- Pertiwi, A. R. (2020). PENGARUH RELATIONSHIP MARKETING TERHADAP LOYALITAS PELANGGAN UMKM (Studi pada CV. Kanthi Harum Surabaya). *Universitas Brawijaya*.

- Riduwan, Alma, B., & Kuncoro, E. A. (2011). *Cara menggunakan dan memaknai path analysis (analisis jalur): Lengkap dengan contoh Tesis dan Perhitungan SPSS 17.0 / Riduwan, Engkos Achmad Kuncoro; editor, Buchari Alma | OPAC Perpustakaan Nasional RI*. Alfabeta. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=813310>
- Rindi, & et al. (2021). The Influence of Product Quality, Brand Image and Promotion on The Purchase Decision of 3second Fashion. *ELSEVIER*.
- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen*. Deepublish.
- Sánchez, G. I., & Curras-Perez, R. (2019). Is satisfaction a necessary and sufficient condition to avoid switching? The moderating role of service type. *European Journal of Management and Business Economics*, 29(1), 54–83. <https://doi.org/10.1108/EJMBE-02-2018-0035>
- Santoso, A., & Sispradana, A. R. (2021). Analysis toward purchase decision determinant factors. *Asian Management and Business Review*, 1(2), 155–164. <https://doi.org/10.20885/AMBR.vol1.iss2.art7>
- Sarjono, H., & Julianita, W. (2019). *Structural equation modeling (SEM): Sebuah pengantar, aplikasi untuk penelitian bisnis / Haryadu Sarjono, winda Julianita ; editor, Rudy Aryanto | OPAC Perpustakaan Nasional RI*. Salemba Empat. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=930822#>
- Sekaran, U., & Bougie, R. (2017). *Research Methods For Business: A Skill Building Approach*. John Wiley & Sons.
- Semita, F., Okfrima, & Nastasia. (2022). Overview Of Customer Engagement In The Community Of Padang City During The Covid-19 Pandemic. *JIESYA: Jurnal Ekonomi dan Ekonomi Syariah*.
- Setiawan, O. (2020). *Pengaruh Kualitas Produk, Harga, Relationship Marketing terhadap Keputusan Pembelian Produk di PT Asaba Pekanbaru*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Manajemen: Edisi Revisi*. Alfabeta.

- Sujarweni, V. W. (2019). *Metodologi penelitian bisnis ekonomi / V. Wiratna Sujarweni | OPAC Perpustakaan Nasional RI*. Pustaka Baru. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1072785>
- Syalsabila, N., & Hermina, N. (2023). The Interrelations Of Celebrity Endorsement, Social Media Use, And Customer Engagement In Achieving Customer Purchase Decision. *Jurnal Manajerial*, 10(01), 1. <https://doi.org/10.30587/jurnalmanajerial.v10i1.4650>
- Trisliatanto, D. A. (2020). *Metodologi penelitian: Panduan lengkap penelitian dengan mudah / Dimas Agung Trisliatanto, S.IIP., M.PSDM. ; editor, Giovanni | OPAC Perpustakaan Nasional RI*. ANDI. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1315050>
- Tuti, M., & Sulistia. (2022). The Customer Engagement Effect on Customer Satisfaction and Brand Trust and Its Impact on Brand Loyalty. *Jurnal Manajemen Bisnis*.
- Uddin, S. (2022, March 21). *PERSAINGAN USAHA*.
- Widiasworo, E. (2019). *Menyusun Penelitian Kuantitatif untuk Skripsi dan Tesis—Erwin Widiasworo, S.Pd—Google Buku*. Araska Publisher. https://books.google.co.id/books/about/Menyusun_Penelitian_Kuantitatif_untuk_Sk.html?id=PEFbEAAAQBAJ&redir_esc=y
- Wijaya, A. P., & Annisa. (2020). The Influence of Brand Image, Brand Trust and Product Packaging Information on Purchasing Decisions. *Jurnal Analisis Bisnis Ekonomi*.
- Wongsansukcharoen, J. (2022). Effect of community relationship management, relationship marketing orientation, customer engagement, and brand trust on brand loyalty: The case of a commercial bank in Thailand. *Journal of Retailing and Consumer Services*, 64, 102826. <https://doi.org/10.1016/j.jretconser.2021.102826>