

DAFTAR PUSTAKA

www.torch.id

www.skyquestt.com

www.kompas.id

www.brandportalshopee.com

<https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/>

www.markeeters.com

www.dotnext.id

Abdillah, W., & Hartono, J. (2015). Partial Least Square (PLS): Alternatif Structrual Equation Modelling (SEM) dalam Penelitian Bisnis. CV Andi Offset.

Afiftama, I., & Nasir, M. (2024). The Effect of Brand Image, Brand Trust and Customer Experience on Brand Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 191–202. <https://doi.org/10.37641/jimkes.v12i1.2403>

Ayu, S. (2022). *KOMUNIKASI PEMASARAN*.

DAM, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>

Edi Suryadi (2019). Metode Penelitian Komunikasi (dengan pendekatan Kuantitatif). Bandung : PT Remaja Rosdakarya.

Emor, A. M., & Pangemanan, S. S. (2015). *ANALYZING BRAND EQUITY ON PURCHASE INTENTION THROUGH BRAND PREFERENCE OF SAMSUNG SMARTPHONE USER IN MANADO ANALISA EKUITAS MERERK TERHADAP INTENSI PEMBELIAN MELALUI PREFERENSI MERERK PADA PENGGUNA SMARTPHONE SAMSUNG DI MANADO*. 3(2), 124–131.

Falah, M. D. I., Indrawan, M. R. A., & Bhirowo, B. H. (2022). Pengaruh Brand Trust Dan Perceived Value Terhadap Purchase Intention Melalui Brand Preference. *Value : Jurnal Manajemen Dan Akuntansi*, 17(1), 1–12. <https://doi.org/10.32534/jv.v17i1.2503>

- Fitroh, R., Hadi, S., Universitas, A., & Dahlan, Y. (2020). Uji Validitas dan Reliabilitas Konstruk Resiliensi Ego Menggunakan SEM. *Psyche* 165 Journal, 13(02).
- Ghrahitto, J., Krussell, H., Eristia, D., & Paramita, L. (2016). *KOMUNIKASI PEMASARAN TERPADU DAN EKUITAS MEREK ALFAMART* (Vol. 1, Issue 1).
- Ghozali, I., & Latan, H. (2020). Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 3.0 Untuk Penelitian Empiris (2nd ed., Vol. 2). Badan Penerbit Universitas Diponegoro.
- Gómez-Rico, M., Molina-Collado, A., Santos-Vijande, M. L., Molina-Collado, M. V., & Imhoff, B. (2023). The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries. *Current Psychology*, 42(15), 12711–12727. <https://doi.org/10.1007/s12144-021-02656-w>
- Hair, J. F., Page, M., & Brunsved, N. (2020). *Essentials of Business Research Methods*; Fourth Edition. Routledge.
- Hardani S.Pd., M. S., Nur Hikmatul Auliya, Ms., Helmina Andriani, Roushandy Asri Fardani, Ms., Jumari Ustiawaty, Mp., Evi Fatmi Utami, Ms., Dhika Juliana Sukmana, A., Rahmatul Istiqomah, R., & Abadi, H. (2020). *METODE PENELITIAN KUALITATIF & KUANTITATIF*. Yogyakarta : CV. Pustaka Ilmu
- Haryono, S., & Wardoyo, P. (2013). *STRUCTURAL EQUATION MODELING*. PT IPU. www.ptipu.blogspot.com
- Idris, M., & Firmansyah, F. (2024). PENGARUH BRAND IMAGE DAN BRAND TRUST TERHADAP LOYA (1). *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 8(1), 401–414.
- Instagram. (2024). Baellerryori.
- Instagram. (2024). Bostantan
- Instagram. (2024). Eiger Adventure.
- Instagram. (2024). Evernext.

- Instagram. (2024). Freeknight.id.
- Instagram. (2024). Heylook.
- Instagram. (2024). Iam Kalibre.
- Instagram. (2024). Mrmadscom.
- Instagram. (2024). Torch.
- Instagram. (2024). Weixier.official.
- Kalim, M. N., Prasetyo, W. B., Ramli, A. H., & Mariam, S. (2024). Perceived Value, E-Trust, E-Satisfaction, and E-Loyalty on Online Trip Clients in Jakarta. In *Majalah Ilmiah Bijak* (Vol. 21, Issue 1). <http://ojs.stiami.ac.id>
- Khan, Md. R., Arif, Md. Z. U., & Ali, M. (2024). CONSUMERS' PERCEPTIONS TOWARDS CELL PHONE BRAND PREFERENCE: THE CASE OF BANGLADESH. *International Journal of Management Studies*, 31(1), 137–170. <https://doi.org/10.32890/ijms2024.31.1.6>
- Meryawan, W., Gde, T., Wijaya, A., Suryawan, K., & Handayani, M. M. (2022). Perceived Value pada Customer Loyalty: Peran Mediasi Customer Engagement (Studi Kasus Konsumen Trika Media Internet Access). *Jurnal Pendidikan Ekonomi Undiksha*, 14(2), 339–349.
- Nathania Witoelar, R., Hasyim, I., & Gik, M. (2024). *PENGARUH PRICE PERCEPTION TERHADAP REPURCHASE INTENTION MELALUI PERCEIVED VALUE DI GARDENICE RINK BANDUNG*. 8(2).
- Niedrich, R. W., & Swain, S. D. (2003). The Influence of Pioneer Status and Experience Order on Consumer Brand Preference: A Mediated-Effects Model. *Journal of the Academy of Marketing Science*, 31(4), 468–480. <https://doi.org/10.1177/0092070303254796>
- Nurcahya, R., & Bastaman, A. (2024). The Influence of Endorser Credibility, Brand Image, and Perceived Value on Customer Satisfaction Mediated by Brand Trust (Study of Jafra Consumers in Jakarta. *Quantitative Economics and Management Studies*, 5(2), 349–360. <https://doi.org/10.35877/454ri.qems2493>
- Pandiangan, K., Dwi Atmogo, Y., & Author, C. (2021). *FAKTOR-FAKTOR YANG MEMPENGARUHI BRAND EQUITY: BRAND TRUST, BRAND IMAGE*,

PERCEIVED QUALITY, & BRAND LOYALTY. 2(4).
<https://doi.org/10.31933/jimt.v2i4>

Pratama, A. (2017). ANALISIS PENGARUH DAN PERBANDINGAN SYSTEM
Prayoga, A., & Arianto, T. (2023). PENGARUH BRAND EQUITY, BRAND

TRUST DAN BRAND PREFERENCE TERHADAP LOYALITAS
PELANGGAN THREE SECOND DI BENCOOLEN INDAH MALL
BENGKULU. In *Jurnal Entrepreneur dan Manajemen Sains* (Vol. 4, Issue
1). www.jurnal.umb.ac.id

Rachmad, F., & Mardatilla. (2024). The Influence of Brand Trust, Brand Image and
Perceived Quality on Pepsodent Toothpaste Brand Loyalty (Study on the
Community of Tuah Madani District, Pekanbaru City). *International
Journal of Economics, Business and Accounting*, 2(1), 102–109.
<https://doi.org/10.5281/zenodo.10829893>

Rahanatha, G. B., & Dharmayana, I. M. A. (2018). PENGARUH BRAND
EQUITY, BRAND TRUST, BRAND PREFERENCE, DAN KEPUASAN
KONSUMEN TERHADAP NIAT MEMBELI KEMBALI. *E-Jurnal
Manajemen Unud*, 6(4), 2018–2046.

Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif
Penelitian Di Bidang Manajemen, Teknik, Pendidikan, dan Eksperimen*.
Deepublish.

Siyoto, S. (2015). *DASAR METODOLOGI PENELITIAN*. Yogyakarta : Literasi
Media Publishing

Sholihin, M., & Ratmono, D. (2020). Analisis SEM-PLS dengan WarpPLS 7.0
untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis (2nd ed.).
Penerbit Andi.

Silva, D. (2023). BRAND COMMUNICATION STRATEGY ANALYSIS OF
LULULEMON ATHLETICA USING AISAS MODEL. *Syntax
Transformation*, 4(12).

Sugiyono. (2016). METODE PENELITIAN KUANTITATIF DAN
KUALITATIF.

Sugiyono. (2013). METODE PENELITIAN KUANTITATIF DAN KUALITATIF.

SUPPORT (TUTORIAL, SIMULASI, FUNGSI BANTUAN) TERHADAP TINGKAT COMPUTER SELF-EFFICACY DAN EFEKTIVITAS KERJA PENGGUNA (Studi Kasus: Aplikasi E-Learning).

Tamindael dan Tommy Setiawan Ruslim, M. (2021). *Tamindael dan Ruslim: Pengaruh Komunikasi Dan Citra Merek ... Jurnal Manajerial dan Kewirausahaan, Volume III No. PENGARUH KOMUNIKASI DAN CITRA MEREK TERHADAP LOYALITAS MEREK DENGAN KEPERCAYAAN SEBAGAI MEDIASI.*

Tinggi, S., Ekonomi, I., Sampit, I., & Author, C. (2021). Influence Of Brand Communication, Brand Image and Brand Trust Through Online Media On Brand Loyalty In E-Commerce Seanewati Oetama. In *International Journal of Science*. <http://ijstm.inarah.co.id>

Utami, G. R., & Saputri, M. E. (2020). PENGARUH SOCIAL MEDIA MARKETING TERHADAP CUSTOMER ENGAGEMENT DAN LOYALITAS MEREK PADA AKUN INSTAGRAM TOKOPEDIA. *Jurnal Riset Manajemen Dan Bisnis (JRMB)* Fakultas Ekonomi UNIAT, 5(2), 185□198. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/388>

William Hans, Markus Hartono, W. H. (2019). Perancangan Tas Anak Modular. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 7.

Wijanarko, A. A. (2020). *Branding: Konsep dan Studi Merek Lokal.* <https://www.researchgate.net/publication/352471771>

Widyastuti, S. (2024). The influence of brand identity, brand image and product quality on repurchasing bodrex flu andbatùk through brand preference (case study at 5 pharmacies in kendari city). *Informatika Dan Sains*, 14(01). <https://doi.org/10.54209/infosains.v14i01>