

## DAFTAR PUSTAKA

- Abbas, U., Islam, K. M. A., Hussain, S., Baqir, M., & Muhammad, N. (2021). Impact of Brand Image on Customer Loyalty With the Mediating Role of Customer Satisfaction and Brand Awareness. *International Journal of Marketing Research Innovation*, 5(1), 1–15. <https://doi.org/10.46281/ijmri.v5i1.987>
- Abdillah, J. H. (2018). Pengaruh Brand Image, Brand Reputation Dan Online Customer Review Terhadap Purchase Intention Pada Tokopedia (Studi Kasus Terhadap Masyarakat Indonesia). *Jurnal Ekonomi Dan Bisnis, Volume 7*(1), 1–13.
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Agustin, C. A., & Hellianto, G. R. (2020). Pengaruh Reputasi Terhadap Minat Beli Produk Skincare di Shopee. *Business Economic, Communication, and Social Sciences (BECOSS) Journal*, 2(1), 39–52. <https://doi.org/10.21512/becossjournal.v2i1.6050>
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157. <https://doi.org/10.1177/2278682119850275>
- Antwi, S. (2021). “I just like this e-Retailer”: Understanding online consumers

repurchase intention from relationship quality perspective. *Journal of Retailing and Consumer Services*, 61(March), 102568.  
<https://doi.org/10.1016/j.jretconser.2021.102568>

Asrizal Efendy Nasution, & Nasution, S. M. A. (2021). Pengaruh Kualitas Pelayanan Faktor Emosional Biaya Dan Kemudahan Terhadap Kepuasan Konsumen Pada Pengguna Aplikasi Jasa Gojek Di Medan. *Proceeding Seminar Nasional Kewirausahaan*, 2(1), 2021, Hal 142- 155, 2(: Kualitas Pelayanan, Faktor Emosional, Biaya dan Kemudahan, keinginan konsumen), 14 pages.  
file:///C:/Users/Asus/Downloads/jurnal tm metopen/5. Pengaruh Kualitas Pelayanan Faktor Emosional Biaya 2021.pdf

Barari, M., Ross, M., & Surachartkumtonkun, J. (2020). Negative and positive customer shopping experience in an online context. *Journal of Retailing and Consumer Services*, 53(March).  
<https://doi.org/10.1016/j.jretconser.2019.101985>

Chiu, W., & Cho, H. (2019). E-commerce brand: The effect of perceived brand leadership on consumers' satisfaction and repurchase intention on e-commerce websites. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1339–1362.  
<https://doi.org/10.1108/APJML-10-2018-0403>

Dewi, I. G. A. P. R. P., & Ekawati, N. W. (2019). Peran Kepuasan Konsumen Memediasi Pengaruh Brand Image Terhadap Repurchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 8(5), 2722.  
<https://doi.org/10.24843/ejmunud.2019.v08.i05.p05>

Erida, E., & Rangkuti, A. S. (2017). the Effect of Brand Image, Product Knowledge

- and Product Quality on Purchase Intention of Notebook With Discount Price As Moderating Variable. *Journal of Business Studies and Mangement Review*, 1(1), 26–32. <https://doi.org/10.22437/jb.v1i1.3919>
- Fakaubun, U. F. K. (2019). Pengaruh Citra Merek Terhadap Minat Beli Ulang Sepatu Adidas Di Malang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening ( Studi Kasus Pada Toko Sport Station Dinoyo , Malang ). *Jurnal Ilmu Manajemen*, 4(2), 221–234.
- Fandiyanto, R., & Endriyasari, R. (2019). Pengaruh Kepercayaan Merek Dan Citra Merek Terhadap Minat Beli Ulang “Kopi Toraja” Di Coffee Josh Situbondo. *Jurnal Ilmiah Ilmu Ekonomi Dan Bisnis*, 7(1), 21–42.
- Farida, N. U. (2018). Pengaruh Reputasi Merek, Kualitas Produk Dan Word of Mouth Terhadap Repurchase Intention Koperasi Serba Usaha (KSU) Apikri (Studi Kasus Pada Konsumen Produk Kerajinan Ksu Apikri Yogyakarta). *Jurnal Ilmu Manajemen*, 15(1), 25–33. <https://journal.uny.ac.id/index.php/jim/article/view/25073>
- Fauzani M, M. Z., & Fadillah, A. (2019). Pengaruh Pengetahuan Merek, Asosiasi Merek, Dan Reputasi Merek, Terhadap Keputusan Pembelian (Studi Kasus Pada Sepatu Vans di Kota bogor). *Jurnal Ilmiah Manajemen Kesatuan*, 7(2), 223–231. <https://doi.org/10.37641/jimkes.v7i2.224>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 Ed. 9, Cet. IX* (IX). Badan Penerbit Universitas Diponegoro.
- Gultom, D. K., Arif, M., & Muhammad Fahmi. (2020). Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan Dedek.

- MANEGGGIO: Jurnal Ilmiah Magister Manajemen*, 3(2), 273–282.  
<http://jurnal.umsu.ac.id/index.php/MANEGGGIO>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152.  
<https://doi.org/10.2753/MTP1069-6679190202>
- Hair Jr., J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107.  
<https://doi.org/10.1504/ijmda.2017.10008574>
- Harjadi, D., Arraniri, I., & Sagita, D. (2022). Customer Satisfaction on Yamaha Motorcycles: A Study of Product Differentiation and Brand Reputation. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 3(3), 591–595.  
<https://doi.org/10.47065/ekuitas.v3i3.1369>
- Hulud, Siti; Arifin, Rois; Athia, I. (2022). Pengaruh Kualitas Pelayanan, Persepsi Harga, Dan Citra Merek Terhadap Kepuasan Pelanggan Pengguna Jasa Transportasi Ojek Online (Studi Pada Mahasiswa Unisma Pengguna GrabBike di Kota Malang). *E – Jurnal Riset Manajemen PRODI MANAJEMEN*, 11, 113.
- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>
- Imran, M. I. A. (2018). Pengaruh Kepuasan Pelanggan Terhadap Minat Beli Ulang Makanan Di Rumah Makan Ayam Bakar Wong Solo Alauddin Kota

- Makassar. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 2(1), 50–64.
- Kaur, H., & Kaur, K. (2019). Connecting the dots between brand logo and brand image. *Asia-Pacific Journal of Business Administration*, 11(1), 68–87. <https://doi.org/10.1108/APJBA-06-2018-0101>
- Khoirunnida, Nur Laily; Rachma, N.; Hufron, M. (2019). PENGARUH REPUTASI MEREK DAN KUALITAS PRODUK TERHADAP LOYALITAS KONSUMEN DAN KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA PASTA GIGI PEPSODENT DI DESA WONOREJO KECAMATAN SINGOSARI KABUPATEN MALANG (Studi Kasus Pada Konsumen Pasta Gigi Pepsodent Di D. *E-Jurnal Manajemen Universitas Unisma*, 08, 191.
- Kusuma, D. I. P., & Laily, N. (2020). Pengaruh Kualitas Produk, Citra Merek Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan. *Jurnal Ilmu Dan Riset Manajemen*, 9(10).
- Kusumadewi, N., & Saraswati, T. G. (2020). Pengaruh Kepuasan Pelanggan Terhadap Minat Beli Ulang Pada Official Store Scarlett Di Shopee Dan Tokopedia. *E-Proceeding of Management*, 7(2), 6476–6489.
- Lv, J., Wang, Z., Huang, Y., Wang, T., & Wang, Y. (2020). How can E-commerce businesses implement discount strategies through social media? *Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/SU12187459>
- Mandagie, Yunita, V. M., Sam, U., & Manado, R. (2018). Analisis Pengaruh Word of Mouth, Kualitas Produk Dan Brand Image Terhadap Keputusan Pembelian Sepatu Converse Di Manado Town Square. *Jurnal EMBA: Jurnal Riset*

*Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4), 2008–2017.

McKechnie, S., Devlin, J., Ennew, C., & Smith, A. (2012). Effects of discount framing in comparative price advertising. *European Journal of Marketing*, 46(11), 1501–1522. <https://doi.org/10.1108/03090561211259952>

Mei, A., Rahayu, N. K., & Ritonga, R. (2021). Pengaruh Brand Reputation dan Brand Experience terhadap Trust in a Brand serta Pengaruhnya pada Loyalitas Pelanggan. *Warta ISKI*, 4(1), 44–50. <https://doi.org/10.25008/wartaiski.v4i1.81>

Menidjel, C., Benhabib, A., Bilgihan, A., & Madanoglu, M. (2020). Assessing the role of product category involvement and relationship proneness in the satisfaction–loyalty link in retailing. *International Journal of Retail and Distribution Management*, 48(2), 207–226. <https://doi.org/10.1108/IJRDM-01-2019-0020>

Mitra, S., & Jenamani, M. (2020). OBIM: A computational model to estimate brand image from online consumer review. *Journal of Business Research*, 114(March), 213–226. <https://doi.org/10.1016/j.jbusres.2020.04.003>

Mohd Mokhtar, S. S., Saad, S., Md Salleh, S., Shaari, H., & Mohd Nafil, S. N. (2020). The influence of service quality and brand reputation on customer satisfaction in zakat institution. *International Journal of Supply Chain Management*, 9(2), 240–244.

Nado, A., & Sudana, K. (2021). Pengaruh Reputasi Perusahaan Dan Citra Merek Perusahaan terhadap Kepuasan Pembeli Pada Terapi Nuga Best Tahun 2020. *Arthaniti Studies*, 2(1), 66. <https://doi.org/10.5281/zenodo.5549338>

- Palaguna, I., & Ekawati, N. (2016). Green Promotion Memediasi Green Packaging Terhadap Repurchase Intention (Studi Pada Amdk Ades Di Kota Denpasar). *None*, 5(12), 253673.
- Pane, D. N., Fikri, M. E., & Siregar, N. (2020). Upaya Peningkatan Repurchase Intention Melalui Sosial Media Dan Word of Mouth Terhadap Hotel Parbaba Beach Di Daerah Pariwisata Kabupaten Samosir. *Jurnal Manajemen Tools*, 12(1), 12–20. <https://doi.org/10.1017/CBO9781107415324.004>
- Pasek, G. W., & Kasih, N. L. S. (2021). Price Discount Framing: How it Can Increase the Purchase Intention? *International Journal of Social Science and Business*, 5(1), 133–139. <https://doi.org/10.23887/ijssb.v5i1.30533>
- Prasetya, W., & Yulius, C. (2018). “Pengaruh Kualitas Produk Dan Citra Merek Terhadap Kepuasan Konsumen Dan Minat Beli Ulang: Studi Pada Produk Eatlah.” *Jurnal Teknologi*, 11(2), 92–100. <https://ejournal.akprind.ac.id/index.php/jurtek/article/view/1399>
- Rahmansyah, M. R. (2021). *Konsumen yang Dimediasi Brand Reputation dan Brand Image (Studi pada Konsumen Shopee)*. 5.
- Ramadhan, A. G., & Santosa, S. B. (2017). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Citra Merek terhadap Minat Beli Ulang pada Sepatu Nike Running di Semarang melalui Kepuasan Pelanggan sebagai Variabel Intervening. *Diponegoro Journal Of Management*, 6(1), 1–12.
- Riki Wijayajaya, H., & Tri Astuti, S. R. (2018). The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping. *KnE Social Sciences*, 3(10), 915. <https://doi.org/10.18502/kss.v3i10.3182>

- Rinaldi, A., & Santoso, S. B. (2018). Analisis Pengaruh Kualitas Informasi, Kualitas Sistem dan Kualitas Pelayanan terhadap Minat Beli Ulang dengan Kepuasan Pelanggan sebagai Variabel Intervening (Studi pada Pelanggan Traveloka di Kota Semarang). *Diponegoro Journal of Management*, 7(2), 1–14. <https://ejournal3.undip.ac.id/index.php/djom/article/view/20901>
- Rizqullah, R., & Zuhra, S. E. (2021). ... Reputasi Dan Kualitas Informasi Yang Dimediasi Oleh Kepercayaan Terhadap Minat Beli Pada Pengguna Shopee Di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi ...*, 6(4), 809–823. <http://www.jim.unsyiah.ac.id/EKM/article/view/18416>
- Romindo, Muttaqin, Didin Hadi Saputra, D. W. P., M. Iswahyudi, Astri Rumondang Banjarnahor, A. H. P., & Kusuma, Faried Effendy, Oris Krianto Sulaiman, J. S. (2019). e-commerce Implementasi Strategi dan Inovasi. In *Yayasan Kita Menulis* (Vol. 1999, Issue December). [www.vectorstock.com](http://www.vectorstock.com)
- Rust, R. T., Rand, W., Huang, M. H., Stephen, A. T., Brooks, G., & Chabuk, T. (2021). Real-Time Brand Reputation Tracking Using Social Media. *Journal of Marketing*, 85(4), 21–43. <https://doi.org/10.1177/0022242921995173>
- Sapitri, E., Hayani, I., Kunci, K., Merek, C., Produk, K., Pelanggan, K., & Pelanggan, L. (2020). Pengaruh Citra Merek dan Kualitas Produk Terhadap Kepuasan dan Loyalitas Pelanggan (Studi Kasus Pelanggan Minyak Telon Cussons Baby di DKI Jakarta). *J. Mandiri*, 4(2), 231–240. <https://doi.org/10.33753/mandiri.v4i2.144>
- Sari, N. P., Bahri, & Ardhi. (2022). Buying Behavior in Online Food Delivery Applications During the Covid-19 Pandemic. *Jurnal Riset Akuntansi Dan*



- Bisnis Airlangga*, 7(1), 1211–1231. <https://doi.org/10.20473/jraba.v7i1.36182>
- Savitri, I. A. P. D., & Wardana, I. M. (2018). Pengaruh Citra Merek, Kualitas Produk Dan Persepsi Harga Terhadap Kepuasan Dan Niat Beli Ulang. *E-Jurnal Manajemen Universitas Udayana*, 7(10), 5748. <https://doi.org/10.24843/ejmunud.2018.v07.i10.p19>
- Sekaran, Uma; Bougie, R. (2020). *Research Methods For Business: A Skill Building Approach, 8 Edition*. Wiley.
- Shakti, D. N., & Zuliarni, S. (2019). Pengaruh Price Discount Framing Terhadap Purchase Intention Pada Ramayana Department Store, Jodoh, Batam. *Journal of Applied Business Administration*, 3(1), 132–147. <https://doi.org/10.30871/jaba.v3i1.1292>
- Slamet, S., Prasetyo, B. P. W., & Azmala, I. (2022). The Impact of Electronic Word of Mouth and Brand Image on Online Purchase Decisions Moderated by Price Discount. *European Journal of Business and Management Research*, 7(2), 139–148. <https://doi.org/10.24018/ejbmr.2022.7.2.1340>
- Sudarti, K., & Ulum, S. B. (2019). Peran Sikap Konsumen Dalam Memediasi Pengaruh Religiusitas Dan Reputasi Merek Terhadap Minat Beli Ulang. *Jurnal Ekonomi Dan Bisnis*, 20(2), 48. <https://doi.org/10.30659/ekobis.20.2.48-61>
- Villarejo-Ramos, A. F., & Sánchez-Franco, M. J. (2005). (2005). Impact of marcomms and price promo on brand equity. *Brand Management*, 12(6), 431–444.
- Wang, E. S. T., & Tsai, M. C. (2019). Effects of the perception of traceable fresh

food safety and nutrition on perceived health benefits, affective commitment, and repurchase intention. *Food Quality and Preference*, 78(February).  
<https://doi.org/10.1016/j.foodqual.2019.103723>

Wiliana, E., Erdawati, L., & Meitry, Y. (2019). Pengaruh Reputasi Dan Kepercayaan Pasien Terhadap Kepuasan Dan Loyalitas Pasien Rawat Jalan Bpjs Di Rumah Sakit Annisa Kota Tangerang. *Simposium Nasional Multidisiplin (SinaMu)*, 1–10.

