

REFERENCES

- (2019). *PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) TERHADAP PERALIHAN MEREK DENGAN CITRA MEREK SEBAGAI VARIABEL MEDIASI*.
- Ahmed, M. (2021). An analysis of the impact of Brand Image. *An Analysis of the Impact of Brand Image on Consumer Purchase Behavior: The Case of Lidl, Sweden*, 15.
- Andreis, F. d. (2020, June). *A Theoretical Approach to the Effective Decision-Making Process*. Diambil kembali dari <https://www.scirp.org/>: <https://www.scirp.org/journal/paperinformation.aspx?paperid=100896>
- Arta I Gede Subana, Y. N. (2019). THE ROLE OF PURCHASE INTENTION ON MEDIATING THE RELATIONSHIP. 34.
- Association, A. M. (2023, October 3). *America Marketing Association*. Diambil kembali dari Definitions of Marketing: <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Ayomi, G. (2021, May 31). *Mengenal Non-Probability Sampling dalam Teknik Pengambilan Sampel*. Diambil kembali dari SRK: https://lab_adrk.ub.ac.id/id/mengenal-non-probability-sampling-dalam-teknik-pengambilan-sampel/
- Bhandari, P. (2023, June 22). *Independent vs. Dependent Variables / Definition & Examples*. Diambil kembali dari Scribbr: <https://www.scribbr.com/methodology/independent-and-dependent-variables/>

- Bhat, A. (2023, October 10). *Questionnaires: The ultimate guide, advantages & examples*. Diambil kembali dari QuestionPro: <https://www.questionpro.com/blog/what-is-a-questionnaire/>
- Calzon, B. (2023, March 3). *Your Modern Business Guide To Data Analysis Methods And Techniques*. Diambil kembali dari Datapine: <https://www.datapine.com/blog/data-analysis-methods-and-techniques/>
- Destiana, N. (2022, April 20). *Brand Image: Pengertian, Contoh, dan Indikatornya*. Diambil kembali dari Majoo: <https://majoo.id/solusi/detail/brand-image-adalah>
- Destiana, N. (2022, April 20). *Majoo*. Diambil kembali dari Brand Image: Pengertian, Contoh, dan Indikatornya: <https://majoo.id/solusi/detail/brand-image-adalah>
- Dudovskiy, J. (2022). *The Ultimate Guide to Writing a Dissertation in Business Studies: A Step-by-Step Assistance (6th edition)*.
- E. Triwidyati, D. Kristanti, R. L. Pangastuti. (2021). Determining the Most Dominant Batik Gajahmada Tulungagung Purchase Decision Indicator Using SPSS.
- Experts, D. (2023, January 15). *Buying Decision Process*. Diambil kembali dari DealHub: <https://dealhub.io/glossary/buying-decision-process/>
- FAUZY, R. (t.thn.).
- Firginia Stevani Komaling, I. T. (2023). *ANALISIS PENGARUH ELECTRONIC WORD OF MOUTH PADA MEDIA SOSIAL TIKTOK TERHADAP CITRA*

MERKEK DAN MINAT BELI PELANGGAN PADA SITUS ONLINE SHOPEE.

Gembunk. (2023, 9 19). Diambil kembali dari <https://repository.uin-suska.ac.id/3542/3/BAB%20II.pdf>

Gordon, J. (2022, April 14). *What is a Product in Marketing?* Diambil kembali dari The Business Professor: https://thebusinessprofessor.com/en_US/principles-of-marketing/5-ps-product

Habibah, I. N. (2019). PENGARUH ELECTRONIC WORD OF MOUTH (E-WoM) YANG DILAKUKAN OLEH BEAUTY INFLUENCER TERHADAP MINAT BELI BRAND MAKE UP WARDAH (Study Pada Subscribers YouTube Channel Tasya Farasya).

Henry Mappesona, Khilyatin Ikhsani, Hapsi Ali. (2020). Customer Purchase Decision and Customer Satisfaction: Product Quality and Promotion Analysis. 3.

Hu Tao, X. S. (2022). The Impact of Consumer Purchase Behavior Changes on the Business Model Design of Consumer Services Companies Over the Course of COVID-19.

Ida Ferrara, P. M. (2019). Product quality, consumption externalities, and the role of National Treatment. *Product quality, consumption externalities, and the role of National Treatment.*

Jason Martina, Mattias Elgaard, Ida Gremyr. (2020). Total Quality Management.

The Many Meanings of Quality: Towards a Definition in Support of Sustainable Operations, 2.

Jhangiani, R. S. (2019). *Research Methods in Psychology*. KPU Pressbooks.

Jinghuan Zhang, W. Z. (2020). The study of the effect of online review on purchase behavior: Comparing the two research methods.

Khillar, S. (2022, October 3). *Difference Between Conceptual and Operational*

Variable. Diambil kembali dari Difference Between:

<http://www.differencebetween.net/miscellaneous/difference-between-conceptual-and-operational-variable/>

Klaess, J. (2021, October 28). *3 Definitions of Quality in Manufacturing and Why*

They Matter. Diambil kembali dari Tulip.co:

<https://tulip.co/blog/definitions-of-quality-in-manufacturing/>

Kristine De Valck, Ana Babić Rosario. (2020, January 24). *Electronic Word of*

Mouth: What Marketers Need to Know. Diambil kembali dari HEC Paris:

<https://www.hec.edu/en/knowledge/articles/electronic-word-mouth-what-marketers-need-know>

La Ode Sugianto, Titin Eka Ardiana, Diana Pramudya Wardhani . (2022). The

Influence of Brand Image and Product Quality on Purchase Decisions (Case Study on the Adidas Brand in Siman Ponorogo Sub District).

Labaree, R. V. (2023, October 4). *Independent and Dependent Variables*. Diambil

kembali dari USC Library: <https://libguides.usc.edu/writingguide/variables>

Luthfi Ali Akbar, Ugy Soebiantoro, Egan Evanzha Yudha Amriel. (2023). *The Effect of Electronic Word of Mouth (E-WOM) and Price Perception on Purchase Decisions of MIXUE Products in the City of Surabaya.*

Mailal Badir, Anik Lestari Andjarwati. (2020). THE EFFECT OF EWOM, EASE OF USE AND TRUST ON. 48.

McCabe, A. (2022, November 17). *What Are The Major Components of a Marketing Strategy?* Diambil kembali dari Hurree: <https://blog.hurree.co/components-of-a-marketing-strategy>

McLaren, M. (2022, July 29). *Focusing on quality in the medical device supply chain.* Diambil kembali dari MDN: <https://www.medicaldevice-network.com/sponsored/focusing-on-quality-in-the-medical-device-supply-chain/>

McLeod, S. (2023, July 31). *Likert Scale Questionnaire: Examples & Analysis.* Diambil kembali dari Simply Psychology: <https://www.simplypsychology.org/likert-scale.html>

Meisya Nazelina, Dewiana Novitasari, Muhamad Agung Ali Fikri, Masduki Asbari. (2020). The Effect of Brand Image, Price and Service Quality on Costemer Decision Using Delivery Services.

Muhammad Khairil Bustaman, Rima Elya Dasuki. (2022). The Influence of Brand Image: Brand Hate-Brand Love on The Purchase of BMW Luxury Cars.

Muscad, O. (2022, October 1). *What Is Quality in Manufacturing and Why Does It Matter? A Quick Guide.* Diambil kembali dari Datamyte: <https://datamyte.com/quality-in-manufacturing-quick-guide/>

- Nur Aiman Ikhwan Kamil, A. (2020). The effect of e-wom and brand image towards Sushi Masa consumer purchasing decision.
- Pahwa, A. (2022, February 28). *What Is Brand Image? – Importance & Examples*. Diambil kembali dari feedough: <https://www.feedough.com/brand-image-explanation-examples/>
- Patterson, D. (2021, March 17). *Consumer Products Quality Management Trends*. Diambil kembali dari clarkstonconsulting: <https://clarkstonconsulting.com/insights/2021-consumer-products-quality-management-trends/>
- Putri Sepfiani, M. L. (2023). Impact of electronic Word-of-Mouth, product quality, and brand image on purchasing decisions in the skincare industry. 320.
- Putri, A. R. (2021). *ANTECEDEN TECEDENTS OF MILLENNI S OF MILLENNIALS' SER ALS' SERVICE USA VICE USAGE INTENTION:.*
- Quain, S. (2019, February 12). *Why Is Quality Important for a Business?* Diambil kembali dari Chron: <https://smallbusiness.chron.com/quality-important-business-57470.html>
- ROYMON PANJAITAN, M. (2022, July 19). *Cara Efektif Untuk Menjalankan Word Of Mouth Marketing*. Diambil kembali dari bisnis-s1.stekom: <https://bisnis-s1.stekom.ac.id/informasi/baca/Cara-Efektif-untuk-Menjalankan-Word-of-Mouth-Marketing/8f6e3d223c97c513829a1c36f8839ebe6938a57c>

Sudaryanto Sudaryanto, N. Ari Subagio, Intan Nurul Awaliyah, Deasy Wulandari, Anifatul Hanim. (2019). Influence Of Brand Image, Price And Promotion. 89.

Taherdoost, H. (2022). How to Conduct an Effective Interview; A Guide to. *Hal Science*.

Teams, I. E. (2023, March 11). *Understanding Product Quality: What It Is and Why It Matters*. Diambil kembali dari indeed: <https://www.indeed.com/career-advice/career-development/product-quality>

Teams, I. E. (2023, February 4). *What Is Brand Image? With Importance, Examples and Tips*. Diambil kembali dari Indeed : <https://www.indeed.com/career-advice/career-development/brand-image>

THABRONI, G. (2022, 10 18). Brand (Merek): Pengertian, Komponen, Tujuan, Manfaat, Fungsi, dsb.

The Effect Of Brand Ambassador, E-WOM, Lifestyle, Country Of Origin And Motivation On The Decision To Purchase Korean Skincare Products Nature Republic . (2021). 3.

Ugwuja, C. (2019, March 18). *How to write operational definition of terms*. Diambil kembali dari e.insights: <https://www.editage.com/insights/how-to-write-operational-definition-of-terms>

Unpar, A. A. (2021). The Moderating Role of Electronic Word of Mouth (eWOM) in the . *The Moderating Role of Electronic Word of Mouth (eWOM) in the* , 74.

Villegas, F. (2023, October 1). *Causal Research: What it is, Tips & Examples*.

Diambil kembali dari Question Pro:

<https://www.questionpro.com/blog/causal-research/>

Viorentina, D. (2023). Influence of Brand Image, Product Quality, and.

W, A. I. (2021, November 30). PERAN ELECTRONIC WORD OF MOUTH (E-WOM) DALAM. 17.

Wardoyo, S. A. (2023). THE INFLUENCE OF TRUST, PRODUCT QUALITY AND PRICE PERCEPTION ON PURCHASE DECISIONS MEDIATED BY PURCHASE INTENTION.

