

DAFTAR PUSTAKA

- Ajzen, I., Fishbein, M. (1980). Understanding Attitudes and Prediction Social Behavior. New Jersey: Englewood Cliffs. 1-278.
- Alaiad, A., Zhou, L., 2017. Patients' adoption of WSN-Based smart home healthcare systems: an integrated model of facilitators and barriers. *IEEE Trans. Prof. Commun.* 60 (1), 4–23.
<https://doi.org/10.1109/TPC.2016.2632822>
- Alalwan A.A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77.
- Alam, M.Z., Hu, W., Kaium, M.A., Hoque, M.R., Alam, M.M.D. (2020). Understanding the determinants of mHealth apps adoption in Bangladesh: a SEM-Neural network approach. *Technol. Soc.* 61, 101255.
<https://doi.org/10.1016/J.TECHSOC.2020.101255>
- Andika, R., Kao, C. T., Williams, C., Lee, Y. J., Al-Battah, H., & Alweis, R. (2021). YouTube as a source of information on the COVID-19 pandemic. *Journal of Community Hospital Internal Medicine Perspectives*, 11(1), 39-41.
- Aufegger, L., Yanar, C., Darzi, A., & Bicknell, C. (2021). The risk-value trade-off: Price and Brand Information Impact Consumers' intentions to purchase OTC drugs. *Journal of Pharmaceutical Policy and Practice*, 14(1).
<https://doi.org/10.1186/s40545-020-00293-5>
- Auliarahman, L. (2020). The effect of social media marketing and religiosity on perceived value and student's decision in choosing non-religious program at Islamic higher education. *Asian Journal of Islamic Management (AJIM)*, 2, 82– 95. <https://doi.org/10.1108/AJIM.vol2.iss2.art2>
- Bednarova, R., Biancuzzi, H., Rizzato, A., Dal Mas, F., Massaro, M., Cobianchi, L., Barcellini, A., Orlandi, E., Miceli, L. (2020). Cancer rehabilitation and

physical activity: the “oncology in motion” project. *J. Cancer Edu.* 1–3.
<https://doi.org/10.1007/S13187-020-01920-0>

Beneke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013). The influence of perceived product quality, relative price and risk on customer value and willingness to buy: a study of private label merchandise. *Journal of Product and Brand Management*, 22 (3), 218-228.

Bougie, R. & Sekaran, U. (2020). *Research Methods for Business: A Skill Building Approach* (8th ed.). Wiley.

Calvo-Porral, C., & Lévy-Mangin, J.-P. (2017). Store brands’ purchase intention: Examining the role of perceived quality. *European Research on Management and Business Economics*, 23(2), 90–95.
<https://doi.org/10.1016/j.iedeen.2016.10.001>

Chakraborty, D., Paul, J. (2022). Healthcare apps’ purchase intention: a consumption values perspective. *Technovation*,
<https://doi.org/10.1016/j.technovation.2022.102481>

Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32.
<https://doi.org/10.1016/j.techfore.2018.11.025>

Chi, W., Cho, H., Chi, C.G. (2020). Consumers’ continuance intention to use fitness and health apps: an integration of the expectation–confirmation model and investment model. *Inf. Technol. People* 34 (3), 978–998.
<https://doi.org/10.1108/ITP-09-2019-0463>

Dessart, L., Veloutsou, C. and Morgan-Thomas, A. (2015), Consumer engagement in online brand communities: a social media perspective, *The Journal of Product and Brand Management*, 24(1), 28-42.

- Dhiman, N., Arora, N., Dogra, N., Gupta, A. (2019). Consumer adoption of smartphone fitness apps: an extended UTAUT2 perspective. *J. Indian Business Res.* 12 (3), 363–388. <https://doi.org/10.1108/JIBR-05-2018-0158>
- Diallo, M.F., Coutelle-Brillet, P., Riviere, A., Zielke, S. (2015). How do price perceptions of different brand types affect shopping value and store loyalty? *Psychology & Marketing.* 32(12), 1133–1147. <https://doi.org/10.1002/mar.20851>
- Setiawan, E. (2017). *Kamus Besar Bahasa Indonesia*. Badan Pengembangan dan Pembinaan Bahasa, Kementerian Pendidikan dan Kebudayaan.
- Fatoni SN. Pengantar Ilmu Ekonomi : Dilengkapi Dasar-Dasar Ekonomi Islam / Siti Nur Fatoni. Cetakan ke-1. Bandung: Pustaka Setia. 2014. 62.
- Gaberamos, O., Pasaribu, L.H. (2022), The effect of information quality, customer experience, price, and service quality on purchase intention by using customer perceived value as mediation variables (study on gofood applications on the millenial generation), *Jurnal Mantik*, 5(4), 2470-2480.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. and Singh, R. (2016), Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior, *Journal of Business Research*, 69(12), 5833-5841.
- Goh, T. S., Henry, H., & Albert, A. (2021). Determinants and prediction of the stock market during COVID-19: Evidence from Indonesia. *Journal of Asian Finance, Economics, and Business*, 8(1), 001–006. <https://doi.org/10.13106/jafeb.2021.vol8.no1.001>
- Hamilton, R., Chernev, A. (2013). Low prices are just the beginning: price image in retail management. *Journal of Marketing, J. Mark.* 77 (6), 1–20. <https://doi.org/10.1509/jm.08.0204>
- Handoko, F. (2017). Constructing knowledge and technology transfer model for SMEs technology development in emerging economies. *International*

Journal of Pedagogy and Teacher Education, 1(2), 93–107.
<https://doi.org/10.20961/ijpte.v1i2.15124>

Handoko, F., Vitasari, P., Hidayat, S., & Tjahjadi, M. E. (2019). Technology transfer program for SMEs in Indonesia. Journal of Physics: Conference Series, 1375(1), 12053. <https://doi.org/10.1088/1742-6596/1375/1/012053>

Haudi, Rahadjeng, E.R., Santamoko, R., Putra, R.S., Purwoko, D., Nurjannah, D., Koho, I.R., Wijoyo, H., Siagian, A.O., Cahyono, Y., & Purwanto, A. (2022). The role of e-marketing and e-CRM on e-loyalty of Indonesian companies during Covid pandemic and digital era. Uncertain Supply Chain Management, 10(1), 1-8.

Hennig-Thurau, T., Gwinner, K.P., Walsh, G. and Gremler, D.D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?, Journal of Interactive Marketing, 18(1), 38-52.

Herwany, A., Febrian, E., Anwar, M., & Gunardi, A. (2021). The influence of the COVID-19 pandemic on stock market returns in Indonesia stock exchange. Journal of Asian Finance, Economics, and Business, 8(3), 39–47.
<https://doi.org/10.13106/jafeb.2021.vol8.no3.0039>

Hidayat, S., Handoko, F., Tjahjadi, M. E., & Vitasari, P. (2018). The triple helix and technology capability and competitiveness of SMEs in developing economy. International Journal of Civil Engineering and Technology (IJCET), 9(13), 366–378.

Hidayat, S., Wibowo, W., Gunawan, Y.E., Dewi, G.C., Wijayaningtyas, M. (2021). Factors influencing purchase intention of healthcare products during the COVID-19 pandemic: an empirical study in Indonesia. Journal of Asian Finance, Economics and Business, 8(6), 337–345.
<https://doi:10.13106/jafeb.2021.vol8.no6.0337>

Hung, C.L., Hsieh, C.Y. (2010). Searching the fit pattern between cultural dimensions and consumption values of mobile commerce in taiwan. Asia Pac. Manag. Rev. 15(2), 147–165. www.apmr.management.ncku.edu.tw

Hurlock, Elizabeth B. (2000). Psikologi perkembangan: suatu pendekatan sepanjang rentang kehidupan edisi ke-5. Jakarta: Erlangga.

Hutter, K., Hautz, J., Dennhardt, S., Fuller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. Journal of Product and Brand Management, 22(5-6), 342-351.

Jiang, Y., Wang, X., Yuen, K.F. (2021). Augmented reality shopping application usage: the influence of attitude, value, and characteristics of innovation. J. Retailing Consum. Serv. 63, 102720. <https://doi.org/10.1016/J.JRETCOSER.2021.102720>

Kaplan, A.M., Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53, 59-68.

Kaur, P., Dhir, A., Rajala, R., & Dwivedi, Y. (2018). Why people use online social media brand communities :A consumption value theory perspective. Online Information Review, 42(2), 205–221. <https://doi.org/10.1108/OIR-12-2015-0383>

Kaur, P., Dhir, A., Talwar, S., Ghuman, K. (2021). The value proposition of food delivery apps from the perspective of theory of consumption value. Int. J. Contemp. Hospit. Manag. 33 (4), 1129–1159. <https://doi.org/10.1108/IJCHM-05-2020-0477>

Kemp, S. (2022, May 4). Digital 2022: The World's favourite social media platforms - datareportal – global digital insights. DataReportal. Retrieved September 15, 2022, from <https://datareportal.com/reports/digital-2022-favourite-social-platforms>

- Khanthavit, A. (2021). Measuring COVID-19 effects on world and national stock market returns. *Journal of Asian Finance, Economics, and Business*, 8(2), 1–13. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0001>
- Kim, A.J. and Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand, *Journal of Business Research*, 65(10), 1480-1486.
- Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: evidence from Indonesia's banking industry, *International Review of Management and Marketing*, 8(1), 13-18.
- Lee, S. W., Sung, H. J., & Jeon, H. M. (2019). Determinants of continuous intention on food delivery apps: Extending UTAUT2 with Information Quality. *Sustainability*, 11(11), 3141. <https://doi.org/10.3390/su11113141>
- Lua, A. (2022, March 16). 21 top social media sites to consider for your brand -. Buffer Library. Retrieved September 15, 2022, from <https://buffer.com/library/social-media-sites/>
- MacGregor, C., Petersen, A., & Parker, C. (2018). Promoting a healthier, younger you: The media marketing of anti-ageing superfoods. *Journal of Consumer Culture*, 21(2), 164–179. <https://doi.org/10.1177/1469540518773825>
- Min, S., So, K.K.F., Jeong, M. (2018). Consumer adoption of the Uber mobile application: insights from diffusion of innovation theory and technology acceptance model. *Journal of Travel & Tourism Marketing*, 36(7), 770-783. <https://doi.org/10.1080/10548408.2018.1507866>
- Mishra, A., Shukla, A., Rana, N.P., Dwivedi, Y.K. (2021). From “touch” to a “multisensory” experience: the impact of technology interface and product type on consumer responses. *Psychol. Market.* 38 (3), 385–396. <https://doi.org/10.1002/MAR.21436>

Mudry, J. (2017). Nutrition, health, and food: “What should I eat?” The Bloomsbury Handbook of Food and Popular Culture, edited by Lebsco, K., & Naccarato, P. Bloomsbury Publishing, 274-285.

Muhamed, A.A., Ab Rahman, M.N., Mohd Hamzah, F., Che Mohd Zain, C.R., Zailani, S. (2019). The impact of consumption value on consumer behaviour: a case study of halal-certified food supplies. Br. Food J. 121 (11), 2951–2966. <https://doi.org/10.1108/BFJ-10-2018-0692>

Muntinga, D.G., Moorman, M. and Smit, E.G. (2011). Introducing COBRAs: exploring motivations for brand-related social media use, International Journal of Advertising, 30(1), 13-46.

Naaman, M., Becker, H. and Gravano, L. (2011). Hip and trendy: characterizing emerging trends on Twitter, Journal of the Association for Information Science and Technology. 62(5), 902-918.

Nawi, N.C., Mamun, A.A., Deraman, S.N.S., Kamalrudin, M., Dieu, H.T.M., Hayat, N. (2020). Influence of social media marketing activities on customer equities and electronic word of mouth. Journal of Critical Reviews. 14(7), 4078-4088.

Nguyen, H.T., Nguyen, H., Nguyen, N.D., Phan, A.C. (2018). Determinants of customer satisfaction and loyalty in Vietnamese life-insurance setting. Sustainability, 10(4), 1151. <https://doi.org/10.3390/su10041151>

Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. Information Systems Journal, 28(1), 227–261.

Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. Journal of Retailing and Consumer Services, 50, 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>

Payne, A., Holt, S. (2001). Diagnosing customer value: Integrating the value process and relationship marketing. *British Journal of Management*, 12(2), 159–182. <https://doi.org/10.1111/1467-8551.00192>

Permatasari, A., Kuswadi E. (2018). The Impact of Social Media on Consumers' Purchase Intention: A Study of Ecommerce Sites in Jakarta, Indonesia. *Review of Integrative Business and Economics Research*, 6(1), 321–335.

Quareshi, T.K. (2019). The influence of price and perceived value on customers' purchase decision: a study of durable and non-durable. *Journal of Emerging Technologies and Innovative Research*, 6(6), 259–275.

Ray, A., Bala, P.K., Dwivedi, Y.K. (2021) Exploring values affecting e-Learning adoption from the user-generated-content: a consumption-value-theory perspective. *J. Strategic & Marketing*, 29 (5), 430–452. <https://doi.org/10.1080/0965254X.2020.1749875>

Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10(10), 2139–2146.

Sano, K. (2014). Do social media marketing activities enhance customer satisfaction, promote positive WOM and affect behavior intention? Doshisha University of Commerce, 66 (3/4), 45–69.

Savitri C., Hurriyati R., Wibowo L.A., Hendrayati H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science* 6, 185–192. <https://doi.org/10.5267/j.ijdns.2021.9.009>

Setiawan, E. (n.d.). Kamus Besar Bahasa Indonesia (KBBI). Arti kata harga - Kamus Besar Bahasa Indonesia (KBBI) Online. Retrieved September 23, 2022, from <https://kbbi.web.id/harga>

Sheth, J.N., Newman, B.I., Gross, B.L. (1991). Why we buy what we buy: a theory of consumption values. *J. Bus. Res.* 22(2), 159–170.

- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J. H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: Guidelines for using PLSpredict. European Journal of Marketing, 53(11), 2322–2347.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- Simbolon, F. P., Handayani, E. R., & Nugraedy, M. (2020). The influence of product quality, Price Fairness, brand image, and customer value on purchase decision of Toyota Agya Consumers: A study of low cost green car. *Binus Business Review*, 11(3), 187–196. <https://doi.org/10.21512/bbr.v11i3.6420>
- Talwar, S., Dhir, A., Kaur, P., Mantymaki, M. (2020). Barriers toward purchasing from online travel agencies. *Int. J. Hospit. Manag.* 89, 102593. <https://doi.org/10.1016/J.IJHM.2020.102593>
- Teng, C.I. (2018). Look to the future: enhancing online gamer loyalty from the perspective of the theory of consumption values. *Decis. Support Syst.* 114, 49–60. <https://doi.org/10.1016/J.DSS.2018.08.007>
- Varki, S., & Colgate, M. (2001). The role of price perceptions in an integrated model of behavioral intentions. *Journal of Service Research*, 3 (3), 232-240.
- Varshneya, G., Pandey, S.K., Das, G. (2017). Impact of social influence and green consumption values on purchase intention of organic clothing: a study on collectivist developing economy. *Article Global Bus. Rev.* 18 (2), 478–492. <https://doi.org/10.1177/0972150916668620>
- Wijayaningtyas, M., & Nainggolan, T. H. (2020). The millennial generation's purchase intention toward the green residential building. *International Journal of Scientific and Technology Research*, 9(2), 2054–2059.

Wu, Y.-L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in Social Commerce. *Internet Research*, 28(1), 74–104.
<https://doi.org/10.1108/intr-08-2016-0250>

Yuliantoro, N., Goeltom, V., Juliana, I. B., Pramono, R., & Purwanto, A. (2019). Repurchase intention and word of mouth factors in the millennial generation against various brands of Boba drinks during the Covid 19 pandemic. *African Journal of Hospitality, Tourism and Leisure*, 8(2), 1-11.

Zechariah, M., Eissa, A. (2019). Impact of social media advertising on selection of Higher Education Institution: A mediating role of perceived value. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3504484>

Zeithaml, V.A., Berry, L.L., Parasuraman, A. (1996). The behavioral consequences of service Quality. *J. Mark.* 60 (2), 31–46.

Zielke, Stephan (2011). Integrating emotions in the analysis of retail price images. *Journal of Psychology and Marketing*, 28(4), 330–59.

Zhu, F., Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing*, 74(2), 133-148.