

REFERENCES

- Aaker, D. A., & Keller, K. L. (1990). Consumer Evaluations of Brand Extensions. *Journal of Marketing*, 54(1), 27. <https://doi.org/10.2307/1252171>
- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347. <https://doi.org/10.2307/3151897>
- Ajzen I, & Fishbein M. (1980). *Understanding Attitudes and Predicting Social Behavior*. Prentice-Hall, Inc.
- Alan Bryman. (2012). *Social Research Method* (Fourth). Oxford University Press Inc.
- Aristia Rosiani Nugroho, & Angela Irena. (2017). The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W" in Surabaya. *IBuss Management*, 5(1), 55–69.
- Ayesha Anwar, Amir Gulzar, Fahid Bin Sohail, & Salman Naeem Akram. (2011). IMPACT OF BRAND IMAGE, TRUST AND AFFECT ON CONSUMER BRAND EXTENSION ATTITUDE: THE MEDIATING ROLE OF BRAND LOYALTY. *International Journal of Economics and Management Sciences*, 1, 73–79.
- Belleau, B. D., Summers, T. A., Yingjiao Xu, & Pinel, R. (2007). Theory of Reasoned Action. *Clothing and Textiles Research Journal*, 25(3), 244–257. <https://doi.org/10.1177/0887302X07302768>
- Benhardy, K. A., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Beran, T. N., & Violato, C. (2010). Structural equation modeling in medical research: a primer. *BMC Research Notes*, 3(1), 267. <https://doi.org/10.1186/1756-0500-3-267>
- Bougie, R., & Sekaran, U. (2019). *Research Methods For Business: A Skill Building Approach*. New Jersey: John Wiley & Sons.
- Bondarenko, P. (2021, October 1). Samsung. Encyclopedia Britannica. <https://www.britannica.com/topic/Samsung-Electronics>
- Buzzell, R. D., Gale, B. T., Sultan, R. G., Schoeffler, S., & Heany, D. F. (January, 1975.). MARKET SHARE-A KEY TO PROFITABILITY. Retrieved February 9, 2023, from <https://hbr.org/1975/01/market-share-a-key-to-profitability>
- Coelho, F. J. F., Bairrada, C. M., & Matos Coelho, A. F. (2020). Functional brand qualities and perceived value: The mediating role of brand experience and brand

- personality. *Psychology & Marketing*, 37(1), 41–55.
<https://doi.org/10.1002/mar.21279>
- Dandotiya, R., Aggarwal, P., & Gopal, R. (2020). Impact of Food and Beverage Quality on Passenger Satisfaction in Indian Railways. *International Journal of Customer Relationship Marketing and Management*, 11(2), 37–52.
<https://doi.org/10.4018/IJCRMM.2020040103>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Dr. Nguyen Hoang Tien, Phan Phung Phu, & Dang Thi Phuong Chi. (2019). The role of international marketing in international business strategy. *International Journal of Research in Marketing Management and Sales*, 1(2), 134–138.
- Dwi Murdaningsih. (2015, June 29). *Strategi Samsung Pertahankan Brand Image*. Republika.
- Erdil, T. S. (2015). Effects of Customer Brand Perceptions on Store Image and Purchase Intention: An Application in Apparel Clothing. *Procedia - Social and Behavioral Sciences*, 207, 196–205.
<https://doi.org/10.1016/j.sbspro.2015.10.088>
- Evan Tarver. (2023, May 25). *What Is Brand Personality? How It Works and Examples*. Investopedia.
- Gylling, C., & Lindberg-Repo, K. (2006). Investigating the links between a corporate brand and a customer brand. *Journal of Brand Management*, 13(4–5), 257–267.
<https://doi.org/10.1057/palgrave.bm.2540269>
- 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>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
<https://doi.org/10.1007/s11747-014-0403-8>
- Hoai Linh, D. (2017). Brand Image on Intention of Banking Services Using: The Case of Vietnam Banks. *International Journal of Sustainability Management and Information Technologies*, 3(6), 63.
<https://doi.org/10.11648/j.ijsmit.20170306.12>
- Hyun, S. S., & Park, S. H. (2016). The Antecedents and Consequences of Travelers' Need for Uniqueness: An Empirical Study of Restaurant Experiences. *Asia*

- Pacific Journal of Tourism Research*, 21(6), 596–623.
<https://doi.org/10.1080/10941665.2015.1062404>
- Jiang, Q., Wei, W., Guan, X., & Yang, D. (2021). What Increases Consumers' Purchase Intention of Battery Electric Vehicles from Chinese Electric Vehicle Start-Ups? Taking NIO as an Example. *World Electric Vehicle Journal*, 12(2), 71. <https://doi.org/10.3390/wevj12020071>
- Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4), 396–403. <https://doi.org/10.9734/BJAST/2015/14975>
- Kapferer, J.-N. (1996). 'Building Strong Brands.' *Journal of Brand Management*, 3(4), 278–280. <https://doi.org/10.1057/bm.1996.8>
- 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. <https://doi.org/10.1111/isj.12131>
- Kotabe, M., & Helsen, K. (2019). *Global Marketing Management*. New Jersey: John Wiley & Sons, Inc.
- Mao, Y., Lai, Y., Luo, Y., Liu, S., Du, Y., Zhou, J., Ma, J., Bonaiuto, F., & Bonaiuto, M. (2020). Apple or Huawei: Understanding Flow, Brand Image, Brand Identity, Brand Personality and Purchase Intention of Smartphone. *Sustainability*, 12(8), 3391. <https://doi.org/10.3390/su12083391>
- Mark Saunders, Philip Lewis, & Adrian Thornhill. (2012). *Research Methods For Business Students* (6th ed.).
- Martinroll. (2023, March 26). *Samsung – The Global Asian Brand*. Martin Roll.
- Michael Rusiviro Jacob, & Pauline Henriette Pattyranie Tan. (2021). THE INFLUENCE OF COUNTRY IMAGE, BRAND FAMILIARITY, PRODUCT QUALITY, AND SOCIAL INFLUENCE TOWARDS PURCHASE INTENTION: THE CASE STUDY OF SAMSUNG. *JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI UNIVERSITAS SAM RATULANGI*, 8(1), 199–216.
- Michael Spence. (2011). The Impact of Globalization on Income and Employment: The Downside of Integrating Markets. *Foreign Affairs*, 90(4), 28–41.
- Morris, S., & Oldroyd, J. (2020). *International Business*. New Jersey: John Wiley & Sons, Inc.
- Naresh K. Malhotra. (2007). *Marketing Research: An Applied Orientation* (5th ed.). Pearson Education, Inc.
- Philip Kotler, & Gary Armstrong. (2012). *Principles of Marketing* (14th ed.). Pearson Education, Inc.

- Philip Kotler, & Kevin Lane Keller. (2016). *Marketing Management* (15th ed.). Pearspm Education Limited.
- Philip R. Cateora, R. Bruce Money, Mary C. Gilly, & John L. Graham. (2020). *International Marketing* (18th ed.). McGraw-Hill Education.
- Pirouz, D. M. (2006). An Overview of Partial Least Squares. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.1631359>
- Prof. Dr. Sugiyono. (2015). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- R. Burke Johnson, & Larry Christensen. (2014). *Educational Research Quantitative, Qualitative, and Mixed Approaches* (Fifth). SAGE Publications Inc.
- Rup, B. K., Gochhayat, J., & Samanta, S. (2021). Revisiting Brand Personality Attributes. *International Journal of Asian Business and Information Management*, 12(2), 124–136. <https://doi.org/10.4018/IJABIM.20210401.oa8>
- Samsung Designs Globally and Adapts Locally for Worldwide Success. (2013, September 10). Samsung News Room.
- Samsung Indonesia. (2021, June 4). *Brand Identity*. Samsung Indonesia.
- Sarstedt, M., Hair, J. F., Pick, M., Lienggaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology & Marketing*, 39(5), 1035–1064. <https://doi.org/10.1002/mar.21640>
- Siswoyo Haryono. (2016). *Metode SEM Untuk Penelitian Manajemen AMOS LISREL PLS*. PT. Intermedia Personalia Utama.
- Smartphone penetration rate in Indonesia from 2019 to 2021 with forecasts until 2028 [Graph]. In *Statista*. Retrieved February 09, 2023, from <https://www.statista.com/statistics/321485/smartphone-user-penetration-in-indonesia/>
- Sohail Younus, Faiza Rasheed, & Anas Zia. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research: A Administration and Management*, 15(2).
- StatCounter (January 31, 2023). Mobile Vendor Market Share Indonesia. <https://gs.statcounter.com/vendor-market-share/mobile/indonesia/>
- Tsabitah, N., & Anggraeni, R. (2021). The Effect of Brand Image, Brand Personality and Brand Awareness on Purchase Intention of Local Fashion Brand “This Is April.” *KINERJA*, 25(2), 234–250. <https://doi.org/10.24002/kinerja.v25i2.4701>
- Vahdati, H., & Nejad, S. H. M. (2016). Brand personality toward customer purchase intention: The intermediate role of electronic word-of-mouth and brand equity.

- Asian Academy of Management Journal*, 21(2), 1–26.
<https://doi.org/10.21315/aamj2016.21.2.1>
- Vo, T. T. N., & Nguyen, C. T. K. (2015). Factors Influencing Customer Perceived Quality and Purchase Intention toward Private Labels in the Vietnam Market: The Moderating Effects of Store Image. *International Journal of Marketing Studies*, 7(4). <https://doi.org/10.5539/ijms.v7n4p51>
- Williams, C. (2011). Research Methods. *Journal of Business & Economics Research (JBER)*, 5(3). <https://doi.org/10.19030/jber.v5i3.2532>
- Wu, P. C. S., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The Effect of Store Image and Service Quality on Brand Image and Purchase Intention for Private Label Brands. *Australasian Marketing Journal*, 19(1), 30–39.
<https://doi.org/10.1016/j.ausmj.2010.11.001>
- Wulandari, H.O. .ANALISA PENGARUH BRAND IDENTITY DAN BRAND IMAGE TERHADAP BRAND LOYALTY MELALUI BRAND TRUST PADA TEH BOTOL SOSRO (STUDI KASUS PADA KONSUMEN TEH BOTOL SOSRO DI PASAR BARU, TANGERANG
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management*, 03(01), 58–62.
<https://doi.org/10.4236/ojbm.2015.31006>
- Zulkarnain, I. (2016). The Influence of word of Mouth communication and quality of service to the brand Image and its Implications on Customer Value in UMJ FEB Students., (d International Multidisciplinary Conference). Retrieved from
<https://jurnal.umj.ac.id/index.php/IMC/article/viewFile/1171/1065>