

DAFTAR PUSTAKA

- Ahmad, Y., Tewal, B., & Taroreh, R. N. (2019). Pengaruh Stres Kerja, Beban Kerja, dan Lingkungan Kerja Terhadap Kinerja Karyawan pada PT. FIF Group Manado. *Jurnal EMBA*, 7(3), 2811–2820.
- Akoglu, H. E., & Özbek, O. (2021). The Effect of Brand Experiences on Brand Loyalty Through Perceived Quality and Brand Trust: A Study on Sports Consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2130–2148.
- Angelyn, A., & Kodrat, D. S. (2021). The Effect of Social Media Marketing on Purchase Decision with Brand Awareness as Mediation on Haroo Table. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(1), 16–24.
- Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers' purchase decision? A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 17(2), 156–168.
- Baker, J., Grewal, D., & Parasuraman, A. (2016). The influence of store environment on consumer satisfaction and purchase behavior. *Journal of Retailing*, 92(3), 292–304.
- Bimantara, P. (2017). Proses Komunikasi Pemasaran Personal Selling (Studi Deskriptif Kualitatif pada Penjualan Produk Herbal Bio7 PT. Unimex Power Distributor Cabang Kuningan). *Jurnal Ilmu Komunikasi Efek*, 1(1), 265–278.
- Buchari, A. (2016). Manajemen Pemasaran dan Pemasaran Jasa. Bandung. Alfabeta
- Buil, I., de Chernatony, L., & Martínez, E. (2019). Examining the influence of corporate social responsibility on consumer satisfaction and purchase intentions. *Journal of Marketing Research*, 56(6), 1183-1197.
- Cahya, Nur, and Shihab, Muchsin S. (2018). Pengaruh Persepsi Harga, Kualitas Produk, Citra Merek, dan Layanan Purna Jual terhadap Keputusan Pembelian dan Dampaknya terhadap Kepuasan Pelanggan Smartphone Asus. Studi Kasus di PT. Datascrip. *Journal of Entrepreneurship, Management and Industry*, 34-46.
- Chen, X., Zhang, Z., & Liu, Y. (2019). Corporate social responsibility, consumer satisfaction, and purchase intentions: Evidence from China. *Journal of Business Ethics*, 156(2), 489–505.
- Chen, H., Liang, C.-H., Liao, S.-Y., & Kuo, H.-Y. (2020). Consumer Attitudes and Purchase Intentions toward Food Delivery Platform Services. *Sustainability*, 12(23), 10177.
- Chinomona, R. (2013). The Influence of Brand Experience on Brand Satisfaction, Trust and Attachment in South Africa. *International Journal of Economics and Business Research*, 12(10), 1303–1316.
- Chitturi, R., Raghunathan, R., & Mahajan, V. (2008). Delight by Design: The Role of Hedonic Versus Utilitarian Benefits. *Journal of Marketing*, 72(3), 48–63.
- Dunne, P.M., Lusch, R.F. (2016). Retailing 8th Edition. USA: Thomson Corporation.
- Fatma, Mobin & Rahman, Zillur & Khan, Imran. (2015). Building company reputation and brand equity through CSR: the mediating role of trust. *International Journal of Bank Marketing*. 33. 840-856. 10.1108/IJBM-11-2014-0166.
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of the social media environment and their impact on customer satisfaction and purchase intentions. *Journal of Interactive Marketing*, 39, 75-86.
- Firmansyah, A. (2020). Komunikasi Pemasaran. Vol. 1. 1st ed.

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publishing.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *The Journal of Marketing Theory and Practice*, 19(2), 139–151.
- 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.
- Hair, J., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool for Business Research. *European Business Review*, 26(2), 106–121.
- Hair Jr., J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hanaysha, J. R. (2018). An Examination of the Factors Affecting Consumer's Purchase Decision in the Malaysian Retail Market. *PSU Research Review*, 2(2).
- 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.
- Hussain, R., & Ali, M. (2015). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies*, 7(2), 35–45.
- Johnson, D. S., & Grayson, K. (2005). Cognitive and Affective Trust in Service Relationships. *Journal of Business Research*, 58(4), 500–507.
- Kim, A. J., & Ko, E. (2012). Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand. *Journal of Business Research*, 65(10). <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, J. J., & Hwang, J. (2020). Merging the Norm Activation Model and the Theory of Planned Behavior in the Context of Drone Food Delivery Services: Does the Level of Product Knowledge Really Matter? *Journal of Hospitality and Tourism Management*, 42(2), 1–11.
- Kotler, P., & Armstrong, G. (2014). *Principles of marketing*: Pearson Education.
- Larasati, A. V., & Purwono, P. (2021). The Effect of Green Marketing, Corporate Social Responsibility and Brand Image on Purchase Decisions. *Journal of Global Environmental Dynamics*, 2(2), 1–4.
- Lee, E., Rehman, S. U., Washington, P. B., Hameed, R., & Alzahrani, L. A. (2021). Examining the Role of Uncertainty as a Moderator on Consumers' Purchase Intentions Toward Organic Food in Online Environment: A Comparative Study. *Journal of Tianjin University Science and Technology*, 54(07), 1–12.
- Lee, J., & Lee, Y. (2019). Does Online Shopping Make Consumers Feel Better? Exploring Online Retail Therapy Effects on Consumers' Attitudes towards Online Shopping Malls. *Asia Pacific Journal of Marketing and Logistics*, 31, 464–479.
- Li, S. G., Zhang, Y. Q., Yu, Z. X., & Liu, F. (2020). Economical User-Generated Content (UGC) Marketing for Online Stores Based on a Fine-Grained Joint Model of the Consumer Purchase Decision Process. *Electronic Commerce Research*, 21, 1083–1112.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research: An Applied Approach* (5th ed.). Pearson.
- Mardikanto, T. (2018). CSR Corporate Social Responsibility Tanggung Jawab Sosial Korporasi. Bandung: Alfabeta.

- Martínez, P., & Rodríguez del Bosque, I. (2020). The effect of corporate social responsibility on consumer satisfaction and purchase behavior. *Journal of Business Research*, 124, 142–152.
- Muljadi, Wulandari, I., & Rauf, A. (2022). Analysis of Social Media Marketing and Product Review on the Marketplace Shopee on Purchase Decisions. *Review of Integrative Business and Economics Research*, 11(1), 274–284.
- Mursandi, D. A., Sudirman, H. A., & Militina, T. (2020). The Impact of Green Marketing and Corporate Social Responsibility on Brand Image, Purchase Intention, and Purchase Decision (Study on The Body Shop in Samarinda). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(4).
- Namkung, Y., & Jang, S. (2007). Does Food Quality Really Matter in Restaurants? Its Impact on Customer Satisfaction and Behavioral Intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387–409.
- Ndubisi, N. O., & Chiew, L. S. (2016). The role of sales promotions in customer satisfaction and purchase decisions. *International Journal of Consumer Studies*, 40(4), 436–444.
- Park, C.-H., & Kim, Y.-G. (2003). Identifying Key Factors Affecting Consumer Purchase Behavior in an Online Shopping Context. *International Journal of Retail & Distribution Management*, 31(1), 16–29.
- Puncheva-Michelotti, P., & Michelotti, M. (2010). The Role of the Stakeholder Perspective in Measuring Corporate Reputation. *Marketing Intelligence & Planning*, 28(3), 249–274.
- Ringle, C. M., Sarstedt, M., & Mitchell, R. (2017). Partial Least Squares Structural Equation Modeling: Guidelines and Applications. *The International Journal of Human Resource Management*, 19, 1–27.
- Salamah, S., Ashraf, M., & Khan, M. (2022). The effect of customer satisfaction on purchase decisions: A case study in retail businesses. *International Journal of Service Industry Management*, 33(5), 685–703.
- Saputra, S., Hidayat, K., & Sunarti, S. (2017). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian dan Dampaknya Terhadap Kepuasan Konsumen Pengguna Iphone (Survei pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 50(6), 85–95.
- 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.
- Schivinski, B., & Dabrowski, D. (2014). The Effect of Social Media Communication on Consumer Perceptions of Brands. *Journal of Marketing Communications*, 22(2).
- Shankar, V., & Carpenter, G. S. (2020). The impact of sales promotions on consumer satisfaction and purchase decision. *Journal of Marketing*, 84(1), 20–35.
- Shareef, M. A., Kumar, U., & Kumar, V. (2008). Role of Different Electronic-Commerce (EC) Quality Factors on Purchase Decision: A Developing Country Perspective. *Journal of Electronic Commerce Research*, 9(2), 92–104.
- Singh, N., Sinha, N., & Liébana-Cabanillas, F. J. (2020). Determining Factors in the Adoption and Recommendation of Mobile Wallet Services in India: Analysis of the Effect of Innovativeness, Stress to Use and Social Influence. *International Journal of Information Management*, 50, 191–205.

- Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A Reexamination of the Determinants of Consumer Satisfaction. *Journal of Marketing*, 60(3), 15–32.
- Sriyanto, A., & Kuncoro, A. W. (2019). The Influence of Brand Ambassadors, Purchase Intention and Testimonials on Purchasing Decisions. *Journal of Economics and Management*, 8(1), 21–34.
- Suhartini, C. A. A., & Pertiwi, I. F. P. (2021). The Effect of Corporate Social Responsibility on Consumer Purchase Decisions with Corporate Image and Brand Image as Intervening. *Journal of Business and Management Review*, 2(5), 336–348.
- Sweeney, J. C., & Soutar, G. N. (2020). The influence of perceived value on purchase decisions: Mediating role of satisfaction. *Journal of Consumer Marketing*, 37(6), 621-633.
- Tellis, G. J. (1988). Advertising Exposure, Loyalty, and Brand Purchase: A Two-Stage Model of Choice. *Journal of Marketing Research*, 25(2), 134–144.
- Tjiptono, F. (2010). Prinsip & Dinamika Pemasaran, J & J Learning, 147.
- Trif, S.-M. (2013). The Influence of Overall Satisfaction and Trust on Customer Loyalty. *Management & Marketing Challenges for the Knowledge Society*, 8(1), 109–128.
- Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
- Van Doorn, J., & Lemmens, A. (2010). Customer satisfaction, trust, and loyalty: The roles of social media in influencing purchase decisions. *Journal of Marketing Research*, 47(2), 234-246.
- Villarejo-Ramos, Á. F., & Sánchez-Franco, M. J. (2005). The Impact of Marketing Communication and Price Promotion on Brand Equity. *Journal of Brand Management*, 12(6), 431–444.
- Wang, X., Yu, C., & Wei, J. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, 26(4), 198–208.
- Williams, P., & Soutar, G. N. (2009). Value, Satisfaction and Behavioral Intentions in an Adventure Tourism Context. *Annals of Tourism Research*, 36(3), 413–438.
- Wong, A., & Tong, C. (2014). Evaluation of Organizational Commitment Models and their Components in Asian Cities. *International Journal of Human Resource Studies*, 4, 66–96.
- Xu, X., Zeng, S., & He, Y. (2021). The Impact of Information Disclosure on Consumer Purchase Behavior on Sharing Economy Platform Airbnb. *International Journal of Production Economics*, 231, 107846. <https://doi.org/10.1016/j.ijpe.2020.107846>
- Yang, H., & Lee, H. (2018). Exploring User Acceptance of Streaming Media Devices: An Extended Perspective of Flow Theory. *Information Systems and E-Business Management*, 16(4), 1–27.
- Yannopoulou, N. (2013). User-Generated Brands and Social Media: Couchsurfing and Airbnb. *Contemporary Management Research*, 9(1), 85–90.
- Yildirim, S., & Turhan, G. (2020). Store environment, customer satisfaction, and decision-making in retail settings. *Journal of Retailing*, 96(4), 443-457.
- Yoo, B., & Lee, S.-H. (2012). Asymmetrical Effects of Past Experiences with Genuine Fashion Luxury Brands and Their Counterfeits on Purchase Intention of Each. *Journal of Business Research*, 65(10). <https://doi.org/10.1016/j.jbusres.2011.10.018>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (2020). The impact of customer satisfaction on purchase decisions. *Journal of the Academy of Marketing Science*, 48(3), 482-498

Zhou, S., Blazquez Cano, M., McCormick, H., & Barnes, L. (2021). How Social Media Influencers' Narrative Strategies Benefit Cultivating Influencer Marketing: Tackling Issues of Cultural Barriers, Commercialised Content, and Sponsorship Disclosure. *Journal of Business Research*, 134(4), 122–142.

