

## DAFTAR PUSTAKA

- Abun, D., Basilio, G. J. Q., Fredolin, J. P., & Magallanes, T. (2022). The effect of entrepreneurial mindset, work environment on employees' work performance. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(4), 77–94, <https://doi.org/10.20525/ijrbs.v11i4.1839>
- Aghitsni, W. I., & Busyra, N. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Kendaraan Bermotor Di Kota Bogor. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 38–51, <https://doi.org/10.31955/mea.v6i3.2271>
- Ahmad Tajuddin, U. N. R., Abu Hassan, L. F., Othman, A. K., & Razak, N. A. (2020). Electronic Word-of-Mouth (E-WOM), Brand Image and Consumer Purchase Intention on Healthcare Products. *Journal of Accounting Research, Organization and Economics*, 3(1), 73–83, <https://doi.org/10.24815/jaroe.v3i1.16823>
- Alaudin, S. A., Triyono, T., & Kurniawan, E. N. (2022). Layanan Purna Jual, Citra Merek dan Harga Jual Kembali dalam mempengaruhi Proses Keputusan Pembelian Mobil di Jabodetabek. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, 2(2), 191–200, <https://doi.org/10.37366/master.v2i2.427>
- 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>
- Alif Harvianam, D. (2022). Pengaruh Social Media Marketing dan Electronic Word Of Mouth Terhadap Minat Pembelian Produk Energi Terbarukan. *Jurnal Sosial Sains*, 2(5), 578–585, <https://doi.org/10.36418/sosains.v2i5.392>
- Anggelina, C., & Ruslim, T. S. (2023). Factor That Affects Repurchase Intention Among Shopee Customers in West Jakarta (Satisfaction As a Mediator). *International Journal of Application on Economics and Business*, 1(3), 1694–1705, <https://doi.org/10.24912/ijaeb.v1i3.1694-1705>
- APJII. (2024). *Asosiasi Penyelenggara Jasa Internet Indonesia*. APJII.or.Id. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Arif, M. E. (2019). the Influence of Electronic Word of Mouth (Ewom), Brand Image, and Price on Re-Purchase Intention of Airline Customers. *Jurnal Aplikasi Manajemen*, 17(2), 345–356, <https://doi.org/10.21776/ub.jam.2019.017.02.18>
- Aryani, Y. (2020). The Effect of Brand Image, Product Quality, and Price on Purchase Intention. *SSRN Electronic Journal, July*. <https://doi.org/10.2139/ssrn.3642536>
- Asmoro, I. P., & Tuti, M. (2023). Satisfaction with Packaging and Price to Purchase Decision and Repurchase Intention. *Jurnal Dinamika Manajemen Dan Bisnis*, 6(1), 66–79, <https://doi.org/10.21009/jdmb.06.1.5>
- Asrida, P. D., Saputra, I. G. A. A., & Nasuhi, M. C. (2024). the Influence of Price on the Decision To Purchase Percard Which Is Mediated By Consumer Behavior. *Indonesian Journal of Educational Development (IJED)*, 5(1), 114–126,

- <https://doi.org/10.59672/ijed.v5i1.3645>
- Atyanto, A. (2023). *THE INFLUENCE OF PROMOTIONS AND PRICES ON THE PURCHASE DECISION OF MIE SETAN NOODLE AND DIMSUM GRESIK PRODUCTS IN THE FUTURE COVID-19 PANDEMIC Pre Survey My Devil Gresik*. 3(1), 279–293,
- Barreda, A. A., Nusair, K., Wang, Y., Okumus, F., & Bilgihan, A. (2020). The impact of social media activities on brand image and emotional attachment: A case in the travel context. *Journal of Hospitality and Tourism Technology*, 11(1), 109–135, <https://doi.org/10.1108/JHTT-02-2018-0016>
- Basuki, A. T., & Nazaruddin, I. (2016). Analisis Statistik Dengan SPSS. *Analisis Statistik Ekonomi Dan Bisnis Dengan SPSS*, 100–105,
- Batoteng, H., Surahman, S., Barus, B., Patimah, P., Batoteng, G. A., & Aulia, R. A. (2023). Digital Communication: Bridge to Repurchase Intention. *Interdisciplinary Social Studies*, 2(9), 2379–2386, <https://doi.org/10.55324/iss.v2i9.477>
- Bernarto, I., Wilson, N., & Suryawan, I. N. (2019). Pengaruh Website Design Quality, Service Quality, Trust dan Satisfaction Jurnal Manajemen Indonesia Pengaruh Website Design Quality, Service Quality .... *Jurnal Manajemen Indonesia*, 19(1), 80–90, journals.telkomuniversity.ac.id/ijm%0APengaruh
- Bougie, R., & Sekaran, U. (2020). *Research Methods For Business*. Wiley.
- Cayaban, C. J. G., Prasetyo, Y. T., Persada, S. F., Borres, R. D., Gumasing, M. J. J., & Nadlifatin, R. (2023). The Influence of Social Media and Sustainability Advocacy on the Purchase Intention of Filipino Consumers in Fast Fashion. *Sustainability (Switzerland)*, 15(11), 1–20, <https://doi.org/10.3390/su15118502>
- Chen, Y. (2024). the Relationship Among Store Image, Perceived Price, Perceived Value and Customer Experience on Purchase Intention (the Case of Traditional Retail Stores, Phranakhon Si Ayutthaya Province, Thailand). *The EURASEANs: Journal on Global Socio-Economic Dynamics*, 3(3(46)), 344–356, [https://doi.org/10.35678/2539-5645.3\(46\).2024.344-356](https://doi.org/10.35678/2539-5645.3(46).2024.344-356)
- Christin, G. A. D., & Nugraha, A. K. N. A. (2023). The Impact of Online Review and Price on Hotel Booking Intention at Online Travel Agency: Trust as a Mediating Variable. *International Journal of Electronic Commerce Studies*, 13(4), 159–184, <https://doi.org/10.7903/ijecs.2115>
- Correa, C., Alarcón, D., & Cepeda, I. (2021). “I am Delighted!”: The Effect of Perceived Customer Value on Repurchase and Advocacy Intention in B2B Express Delivery Services. *Sustainability (Switzerland)*, 13(11). <https://doi.org/10.3390/su13116013>
- Darma, A. M., & Napitupulu, E. V. (2024). Influence of visual merchandising, creative promotion, and price on purchase decisions in live shopping Shopee. *Jurnal Ekonomi Perusahaan*, 31(1), 1–20, <https://doi.org/10.46806/jep.v31i1.1113>
- Dayani, A., Agung Kresnamurti Rivai, & Shandy Aditya. (2022). The Impact of E-Service Quality and Brand Trust on Repurchase Intention with Customer Satisfaction as Intervening for Telemedicine Application Users. *Jurnal Dinamika Manajemen Dan Bisnis*, 5(2), 35–56, <https://doi.org/10.21009/jdmb.05.2.3>
- Devantha, K. K., & Ekawati, N. W. (2021). The Effect of EWOM and Brand Image on

- Perceived Value, and Its Impact on Repurchase Intention. *International Journal of Management and Commerce Innovations*, 8(2), 312–321,
- Ekeke, J. . N., & Uboegbulam, G. C. (2021). Service innovation and customer satisfaction and customers' intention in quick service restaurants ( QSRS ): Evidence from Aba , Nigeria. *European Scholar Journal (ESJ)*, 2(2), 99–106,
- Fathurahman, A. A., & Sihite, J. (2022). Effect of Promotion, Brand Image, and Product Quality on Re-Purchase Interest through Customer Satisfaction as Intervening on Erigo Apparel Products. *Dinasti International Journal of Management Science*, 3(4), 621–631, <https://dinastipub.org/DIJMS/article/view/1126/761>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*,
- Habib, M. D., & Sarwar, M. A. (2021). After-sales services, brand equity and purchasing intention to buy second-hand product. *Rajagiri Management Journal*, 15(2), 129–144, <https://doi.org/10.1108/ramj-07-2020-0033>
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sage* (2nd ed.).
- Hair, J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, & Marko. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [3 ed]. In *Angewandte Chemie International Edition*, 6(11), 951–952, (Vol. 3, Issue 1). <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>
- Hananto, D. (2021). Pengaruh desain produk, kualitas produk, dan persepsi harga terhadap keputusan pembelian produk jersey sepeda di tangsel. *Prosiding SEMNASLIT*. <https://jurnal.umj.ac.id/index.php/semnaslit/article/view/11027>
- Handayani, J., Deriawan, D., & Hendratni, T. W. (2020). Pengaruh Desain Produk terhadap Keputusan Pembelian dan Dampaknya pada Kepuasan Konsumen. *Journal of Business and Banking*, 10(1), 91, <https://doi.org/10.14414/jbb.v10i1.2261>
- Haris, T. S., & Laena, N. (2023). Pengaruh Kualitas Produk, Promosi Dan Layanan Purnajual Terhadap Citra Merek Handphone Samsung Di 6 (Enam) Gerai/Toko Penjual Handphone Di Kecamatan Unaaha. *SATUKATA: Jurnal Sains, Teknik, Dan Studi Kemasyarakatan*, 1(2), 71–76,
- Hasan, A. A.-T., Sumon, S. M., Islam, M. T., & Hossain, M. S. (2021). Factors influencing online shopping intentions: The mediating role of perceived enjoyment. *Turkish Journal of Marketing*, 6(3), 239–253, <https://doi.org/10.30685/tujom.v6i3.132>
- Hatane, S. E., & Setiono, F. J. (2019). *The Intervening Effect of Current Knowledge Enhancement on Attitude and Intention to Choose Accounting Career*. 10(July), 119–130, <https://doi.org/10.21512/bbr.v10i2.5689>
- Hidayat, A., Triyani, D., & Prapti, L. (2019). the Influence of Product Quality, Price Perception, and Brand Image on Furniture Purchase At Pt. Jati City Furindo Jepara. *Economics and Business Solutions Journal*, 3(2), 67, <https://doi.org/10.26623/ebsj.v3i2.1598>
- Hidayat, R., Menhard, M., Chintya Ones Charli, Ariyanto Masnum, & Budi Hartoyo. (2023). Determination Purchase Intention and Purchase Decision: Brand Image and Promotion Analysis (Marketing Management Literature Review). *Dinasti*

- International Journal of Economics, Finance & Accounting*, 4(1), 152–165, <https://doi.org/10.38035/dijefa.v4i1.1749>
- Iqbal, A., Anwar, A., Sufyan, M., Salam, A., & Arsalan, M. (2023). *Unveiling The Impact Of Brand Commitment As A Moderator In The Relationship Between Brand Trust And Brand Loyalty: Insights From Pakistan 's Mobile Phone Industry*. 7(3), 737–754,
- Iqbal, S., & Safrin, F. A. (2023). The Effect Of Customer Experience And Price On Repurchase Intention (A Study on Manor Studio's Coffee Shop Customers). *Simangunsong : Journal Of Business Administration Management, Economic And Accounting*, 01(01), 17–29,
- Kadir. (2019). *Statistika Terapan Kosep, Contoh dan Analisis Data dengan Program SPSS/Lisrel dalam Penelitian*.
- Ketut, R. P., Yenny, V., Ni, P., & Gede, L. (2022). INFLUENCE OF PRODUCT QUALITY, PROMOTION ON PURCHASE DECISION ON COFFEE BUSINESS IN TABANAN BALI Ribek. *RJOAS*, 12(December), 20–25, <https://doi.org/10.18551/rjoas.2022-12,03>
- Kharisma, G. (2024). *Data ecommerce Indonesia: panduan lengkap*. <Https://Id.Techinasia.Com/>. <https://id.techinasia.com/data-e-commerce-indonesia-panduan-lengkap>
- Khounouf, V., Nasri, S., Karnit, L., & Shamandour, M. (2023). The Effect of Brand Image on Customer Purchase Decision. *Article in Journal of Service Innovation and Sustainable Development*, 4(1), 59–71, <https://doi.org/10.33168/SISD.2023,0106>
- Kington, H., Chapman, M., Clarke, C., & Beesley, S. (2018). Principles of marketing. In *BSAVA Manual of Small Animal Practice Management and Development*. <https://doi.org/10.22233/9781910443156,25>
- 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(February), 103–110, <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kure, E. (2019). *Shopee Leads as Southeast Asia's Most-Visited E-Commerce Platform*. <Https://Jakartaglobe.Id/>. <https://jakartaglobe.id/context/shopee-leads-as-southeast-asias-mostvisited-e-commerce-platform>
- Kusuma, G. W., Bagia, I. W., Dewanti, M. A., & Suarmaja, I. B. K. (2021). The Effect of Quality Perception and Consumer Attitude on Purchasing Decision. *Proceedings of the 6th International Conference on Tourism, Economics, Accounting, Management, and Social Science (TEAMS 2021)*, 197(Teams), 2018–2019, <https://doi.org/10.2991/aebmr.k.211124,055>
- Kusumawati, M., & Rahmawan, G. (2021). Factors Influence of Purchase Intention on Beauty Product. *International Journal of Educational Research & Social Sciences*, 2(1), 158–172, <https://doi.org/10.51601/ijersc.v2i1,27>
- Li, X. (2022). A Review of Research on Internet Word of Mouth and Repurchase Intention. *2022 2nd International Conference on World Trade and Economic Development (WTED 2022) A, Wted*, 82–87,
- Li, X., Dai, J., Zhu, X., Li, J., He, J., Huang, Y., Liu, X., & Shen, Q. (2023). Mechanism of attitude, subjective norms, and perceived behavioral control influence the green

- development behavior of construction enterprises. *Humanities and Social Sciences Communications*, 10(1), 1–13, <https://doi.org/10.1057/s41599-023-01724-9>
- Ling, S., Zheng, C., & Cho, D. (2023). How Brand Knowledge Affects Purchase Intentions in Fresh Food E-Commerce Platforms: The Serial Mediation Effect of Perceived Value and Brand Trust. *Behavioral Sciences*, 13(8). <https://doi.org/10.3390/bs13080672>
- Martey, E. M., Adenutsi, K., Amegbe, M., & ... (2022). Relationship Marketing and Repurchase Intentions of Customers of Fast Food Vendors in Ghana. The Moderating Influence of Perceived Risk. *Journal of Positive ...*, 6(4), 1564–1581, <https://www.journalppw.com/index.php/jpsp/article/view/3308%0Ahttps://www.journalppw.com/index.php/jpsp/article/download/3308/4388>
- Mustafa, P. S., Andif, H. G., Victoria, A., Ndaru, Masgumelar, N. K., Hanik, N. D. L., Maslacha, H., Ardiyanto, D., Hutama, H. A., Boru, M. J., Fachrozi, I., Rodriquez, E. I. S., Prasetyo, T. B., & Romadhana, S. (2020). Metodologi Penelitian Kuantitatif, Kualitatif, Dan Penelitian Tindakan Kelas Dalam Pendidikan Olahraga. *Program Studi Pendidikan Olahraga Fakultas Ilmu Keolahragaan Universitas Negeri Malang 2020*, 53(9), 1689–1699,
- Muthmainnah, A., & Pebrianti, W. (2023). The Influence Of Price And Product Quality On Customer Satisfaction With Purchase Decision As Mediation Variable In Somethinc Serum Skincare Products In Indonesia. Azzyati Muthmainnah,et.al THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON CUSTOMER SATISFACTI. *Jurnal Ekonomi*, 12(04), 2023, <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Nainggolan, E., Rinaldi, M., Dalimunthe, M. B., & Joventa, S. (2022). Enrichment: Journal of Management is Licensed under a Creative Commons Attribution-NonCommercial 4,0 International License (CC BY-NC 4,0) Enrichment: Journal of Management Analysis Of The Effect Of Personal Sales And Product Quality On Consumer Purchase D. *Enrichment: Journal of Management*, 12(2), 2431–2435,
- Natami, N. M. A. D., & Muliartha, K. (2019). *Pengaruh Sikap dan Motivasi terhadap Minat Mahasiswa untuk Mengikuti Pendidikan Profesi Akuntan (PPAk)*. 27, 1678–1702,
- Niluh Kurnia Dewi Pratami, N. D., Triansari, N. T., & Rahutama Atidira, R. A. (2020). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy Pada Pt. Mertha Buana Motor Singaraja. *Prospek: Jurnal Manajemen Dan Bisnis*, 2(1), 31, <https://doi.org/10.23887/pjmb.v2i1.26187>
- Nizar, M. A., Saputra, Y. M. D., Afrilliana, N., & Albani, A. (2023). Influence of Product, Promotion & Brand Image on the Purchase Decision of Polytron AC in Sukarame District. *Proceedings International Conference on Business, Economics & Management*, 1, 21–31, <https://doi.org/10.47747/icbem.v1i1.1252>
- Palau-Saumell, R., Matute, J., Derqui, B., & Meyer, J. H. (2021). The impact of the perceived risk of COVID-19 on consumers' attitude and behavior toward locally produced food. *British Food Journal*, 123(13), 281–301,

- https://doi.org/10.1108/BFJ-04-2021-0380
- Pasaribu, J. F., Soebandhi, S., Suyono, J., & Elisabeth, D. R. (2019). The Impact Of Lifestyle, Brand Awareness, Product Quality, On Purchasing Decisions And Repurchase Intention. *Journal of World Conference (JWC)*, 2(1), 137–145, https://doi.org/10.29138/prd.v2i1.127
- Phan Tan, L., & Le, T. H. (2023). the Influence of Perceived Price and Quality of Delivery on Online Repeat Purchase Intention: the Evidence From Vietnamese Purchasers. *Cogent Business and Management*, 10(1). https://doi.org/10.1080/23311975.2023.2173838
- Pooja, K., & Upadhyaya, P. (2022). What makes an online review credible? A systematic review of the literature and future research directions. In *Management Review Quarterly* (Issue 0123456789). Springer International Publishing. https://doi.org/10.1007/s11301-022-00312-6
- Prakasa Restuputra, M. D., & Rahanatha, G. B. (2020). Promosi Penjualan, Store Atmosphere, Dan Brand Image Berpengaruh Terhadap Repurchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 9(8), 3019, https://doi.org/10.24843/ejmunud.2020.v09.i08.p07
- Pratiwi, D. M., Saerang, D. P. ., & Tumewu, F. (2015). The Influence of Brand Image, Brand Trust and Customer Satisfaction on Brand Loyalty (Case of Samsung Smartphone). *Jurnal Berkala Ilmiah Efisiensi*, 15(5), 377–385,
- Prilano, K., & Sudarso, A. (2020). Pengaruh Harga , Keamanan dan Promosi Terhadap Keputusan Pembelian Toko Online Lazada. *Jbe*, 1(1), 1–10,
- Probosini, D. A., Hidayat, N., & Yusuf, M. (2021). Pengaruh Promosi dan Brand Ambassador terhadap Keputusan Pembelian Pengguna Market Place X dengan Brand Image sebagai Variabel Intervening. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 2(2), 445–458,
- Rachmad, Y. E., Meliantari, D., Akbar, I., Rijal, S., & Aulia, M. R. (2023). The Influence of Product Quality, Promotion and Brand Image on Brand Trust and Its Implication on Purchase Decision of Geprek Bensu Products. *Jurnal EMT KITA*, 7(3), 597–604, https://doi.org/10.35870/emt.v7i3.1111
- Rahayu, R., & Ruswanti, E. (2024). Influence Brand Experience, Perceived Quality, And Brand Love On Brand Loyalty For Purchasing Janji Jiwa Products. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 743–754, https://doi.org/10.37641/jimkes.v12i3.2325
- Rahma, F. A., & Nuvriasari, A. (2024). The Impact of Experiential Marketing, Brand Ambassador, and Product Quality on Scarlett Whitening Customer Loyalty. *Formosa Journal of Multidisciplinary Research*, 3(7), 2401–2416, https://doi.org/10.55927/fjmr.v3i7.9643
- Rahmawan, G., & Suwitho, S. (2020). The Influence of Brand Image , Brand Awareness , Perceived Quality on School Shoes Purchase Intention. *International Conference on Business & Social Sciences (ICOBUSS)*, 2020: 1st International Conference on Business and Social Sciences, 514–523,
- Reza Al Faisal, S., Hermawan, A., & Shinta Dhewi, T. (2022). THE EFFECT OF SERVICE QUALITY AND SALES PROMOTION ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION (Study on GrabFood

- Customer Students in Malang City). *International Journal of Economy, Education and Enterpreneurship*, 2(2), 382–392, <https://doi.org/10.53067/ije3,v2i2>
- Rifai, A. (2021). Pengantar Metodologi Penelitian. In *Antasari Press*.
- Rinaja, A. F., Udayana, I. B. N., & Maharani, B. D. (2022). Pengaruh Online Customer Review, Word of Mouth, and Price Consciousness Terhadap Minat Beli Di Shopee. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(3), 435–448, <https://doi.org/10.37606/publik.v9i3,345>
- Rini, E. S., Karina, B., & Absah, Y. (2020). the Effects of Attitude, Perceived Behavioural Control, and Subjective Norm Online on Shopping Behaviour in North Sumatera. *Technology, Education, and Social Science*, 2020, 213–223,
- Riyanto, K., & Andiyani, Y. (2022). The Effect of Brand Image, Brand Trust, and Promotion on Consumer Loyalty. *Social Science, Entrepreneurship and Technology (IJESET)*, 1(3), 201–208, <https://doi.org/10.55983/ijeset.v1i3,194>
- Rizal, A. (2019). *Inilah Lima Situs e-Commerce Paling Top di Indonesia Saat Ini - Semua Halaman - Info Komputer*. Infokomputer.Grid.Id. <https://infokomputer.grid.id/read/121731222/inilah-lima-situs-e-commerce-paling-top-di-indonesia-saat-ini?page=all>
- Rommy, A. S. N., Moh, N. B. H. H., & Nur, A. R. Y. N. (2018). Effect of Brand Image and Price Perception on Purchase Decision. *Journal of Business and Management*, 20(8), 76–81, <https://doi.org/10.9790/487X-2008027681>
- Rusdiana, D. (2022). Effect of E-service quality, product completeness and promotion on consumer repurchase interest (case study matahari. com). *Jurnal Ekonomi*, 11(01), 111–120, <http://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/208%0Ahttps://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/download/208/185>
- Sahir, S. H. (2022). *Metodologi Penelitian*. KBM Indonesia.
- Saputra, S. (2023). Faktor-Faktor Yang Mempengaruhi Loyalitas Merek Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Pengguna Ponsel Pintar Di Batam. *Jurnal Management Studies and Entrepreneurship Journal*, 4(2), 1956–1961, <https://journal.yrpipku.com/index.php/msej/article/view/1812>
- Setiawan, E. B. (2018). The Role of Word of Mouth in Increasing Purchase Intention of Low Cost Green Car. *Advances in Transportation and Logistics Research*, 2(8), 88–96,
- Sudaryanto, Suroso, I., Pansiri, J., Umama, T. L., & Hanim, A. (2021). Impact of culture, brand image and price on buying decisions: Evidence from East Java, Indonesia. *Innovative Marketing*, 17(1), 130–142, [https://doi.org/10.21511/im.17\(1\).2021,11](https://doi.org/10.21511/im.17(1).2021,11)
- Sugiharto, A., & Darmawan, M. F. (2021). Pengaruh Kualitas Produk, Harga Dan Kualitas Layanan Terhadap Keputusan Pembelian Janji Jiwa Coffee Citra Raya. *PAPATUNG: Jurnal Ilmu Administrasi Publik, Pemerintahan Dan Politik*, 4(2), 24–32, <https://doi.org/10.54783/japp.v4i2,454>
- Sugiyono. (2019a). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2019b). *Statistika untuk Penelitian*. Alfabeta.
- Sumaryono, & Sukanti. (2016). *FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT MAHASISWA ACCOUNTANT THE FACTORS THAT AFFECTING*

- STUDENT ' S INTENTION TO TAKE CA. *Jurnal Profita Edisi 7, 4*, 1–20,
- Supriadi, E., Larashati, I., Dwiyanisa, A., Jannah, A., & Herawati, O. (2023). Impact of Price and Promotion on The Consumer's Buying Behavior in The Metropolitan Region of Bandung. *Majalah Bisnis & IPTEK*, 16(1), 119–128, <https://doi.org/10.55208/bistik.v16i1.385>
- Tho, N. X., Lai, M.-T., & Yan, H. (2017). The Effect of Perceived Risk on Repurchase Intention and Word – of – Mouth in the Mobile Telecommunication Market: A Case Study from Vietnam. *International Business Research*, 10(3), 8, <https://doi.org/10.5539/ibr.v10n3p8>
- Tzavlopoulos, I., Gotzamani, K., Andronikidis, A., & Vassiliadis, C. (2019). Determining the impact of e-commerce quality on customers' perceived risk, satisfaction, value and loyalty. *International Journal of Quality and Service Sciences*, 11(4), 576–587, <https://doi.org/10.1108/IJQSS-03-2019-0047>
- USLU, A., & HUSEYNLI, B. (2018). Impact of Price Sensitivity on Repurchase Intention in Terms of Personality Features. *Uluslararası İktisadi ve İdari İncelemeler Dergisi*, August 2018, 515–532, <https://doi.org/10.18092/ulikidince.434866>
- Vincencia, M., & Christiani, N. (2021). The Effect of Product Quality, Price, and Promotion toward Students' Purchase Decision for Telkomsel Products. *Review of Management and Entrepreneurship*, 5(2), 137–150, <https://doi.org/10.37715/rme.v5i2.1803>
- Vitrika, A., & Susila, I. (2022). The Influence of Product Quality, Brand Image, and After Sales Service Support on the Purchase Decision of Matic Scooter in Surakarta Mediated by Attitude. *Proceedings of the International Conference on Economics and Business Studies (ICOEBS 2022)*, 655(Icoebs), 371–379, <https://doi.org/10.2991/aebmr.k.220602.049>
- Wareza, M. (2021). *Bandel! Telat Lapkeu September 2020, 23 Emiten Didenda BEI*. CNBC. <https://www.cnbcindonesia.com/market/20210113091734-17-215509/bandel-telat-lapkeu-september-2020-23-emiten-didenda-bei>
- Wilson, N. (2021). The Effect of Brand Image, Website Quality, and Trust Towards Customer Loyalty in the Indonesian Consumer-to-Consumer (C2C) E-Commerce Business. *Proceedings of the Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020)*, 174(Icebم 2020), 124–130, <https://doi.org/10.2991/aebmr.k.210507.019>
- Yasin, A. A., & Achmad, G. N. (2021). Influence of Word of Mouth and Product Quality on Purchase Decisions and Repurchasing Interest. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(2), 410–419,
- Yasin, M., Porcu, L., & Liébana-Cabanillas, F. (2019). The effect of brand experience on customers' engagement behavior within the context of online brand communities: The impact on intention to forward online company-generated content. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su11174649>
- Yucha, N., Ardianto, T., & Putri K, B. (2022). Consumer Attitude, Consumer Trust, and Price Perception on Purchace Decision. *Journal of Applied Management and Business (JAMB)*, 3(2), 77–82, <https://doi.org/10.37802/jamb.v3i2.284>
- Yusuf, D. M., & Zulfitri, . (2021). Effect of Attitude Mediating Subjective Norm,

- Perceived Behaviour Control, and Perceived Ease of Use on Online Purchase Intention Fashion Product Category. *European Journal of Business and Management Research*, 6(6), 266–270, <https://doi.org/10.24018/ejbm.2021.6.6.1135>
- Zielke, S., De Toni, D., & Mazzon, J. A. (2022). Cognitive, emotional and inferential paths from price perception to buying intention in an integrated brand price image model. *SN Business & Economics*, 3(1), 1–25, <https://doi.org/10.1007/s43546-022-00395-z>
- Zunaini, R., Rejeki, A., & Fitri Sholichah, I. (2021). the Influence of Brand Image on Repurchase Intention on Cement Products in Store X. *Journal Universitas Muhammadiyah Gresik Engineering, Social Science, and Health International Conference (UMGESHIC)*, 1(2), 192, <https://doi.org/10.30587/umgeshic.v1i2.3381>

