

REFERENCE

- Ahmad, A. H., Idris, I., Rong, G. H., Ula, R., Fauzi, A., Rahman, N. A., & Masri, R. (n.d.). *International Journal of Business and Quality Research The Role of Perceived Value in Advertising Message on Purchase Intention: A Case of Malaysian Millennial Consumers*. <https://e-journal.citakonsultindo.or.id/index.php/IJBQR>
- Ananda, A., Mugiono, M., & Hussein, A. S. (2021). The influence of store image on repurchase intention: the mediation role of perceived value and customer satisfaction. *International Journal of Research in Business and Social Science (2147- 4478)*, 10(4), 17–27. <https://doi.org/10.20525/ijrbs.v10i4.1209>
- Atikasari, N., Latief, F., & Ngandoh, A. M. (n.d.). *PENGARUH DIGITAL MARKETING, KUALITAS LAYANAN DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PRODUK AZARINE Mahasiswa Program Studi manajemen, ITB Nobel Indonesia Makassar 2 Program Studi Manajemen, ITB Nobel Indonesia Makassar 3 Program Studi Manajemen, ITB Nobel Indonesia Makassar*.
- Aura Febriani, R., Sholahuddin, M., & Kuswati, R. (2022a). *Journal of Business and Management Studies Do Artificial Intelligence and Digital Marketing Impact Purchase Intention Mediated by Perceived Value?* <https://doi.org/10.32996/jbms>
- Aura Febriani, R., Sholahuddin, M., & Kuswati, R. (2022b). *Journal of Business and Management Studies Do Artificial Intelligence and Digital Marketing Impact Purchase Intention Mediated by Perceived Value?* <https://doi.org/10.32996/jbms>
- Barella, Y., Fergina, A., Mustami, M. K., Rahman, U., & Alajaili, H. M. A. (2024). Quantitative Methods in Scientific Research. *Jurnal Pendidikan Sosiologi Dan Humaniora*, 15(1), 281. <https://doi.org/10.26418/j-psh.v15i1.71528>
- Bhandari, P. (2022, February 2). *Independent vs. Dependent Variables | Definition & Examples*. Scribbr. <https://www.scribbr.com/methodology/independent-and-dependent-variables/>
- Blut, M., Chaney, D., Lunardo, R., Mencarelli, R., & Grewal, D. (2023). Customer Perceived Value: A Comprehensive Meta-analysis. *Journal of Service Research*. <https://doi.org/10.1177/10946705231222295>
- Borah, P., KV, Dr. R., Y, Dr. P., Prasanthi, Dr. M., & Duttagupta, A. (2024). A Study Of The Factors That Influence The Success Of Digital Marketing In A Dynamic Marketing Landscape. *Educational Administration: Theory and Practice*, 3956–3964. <https://doi.org/10.53555/kuey.v30i5.3554>
- Cui, J., & Lim, C. K. (2022). An Empirical Study on the Factors Influencing the Customer Perceived Value and Usage Intention in Sharing Platform. *Journal of*

System and Management Sciences, 12(5), 430–444.
<https://doi.org/10.33168/JSMS.2020.0525>

- Ghahremani-Nahr, J., & Nozari, H. (2021). A Survey for Investigating Key Performance Indicators in Digital Marketing. *International Journal of Innovation in Marketing Elements*, 1(1), 1–6.
<https://doi.org/10.59615/ijime.1.1.1>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Juliaya Saputri, M. (n.d.). *PENGARUH PERSONAL SELLING, DIGITAL MARKETING, DAN PERCEIVED VALUE TERHADAP KEPUASAN KONSUMEN PRODUK SKINCARE WARDAH DI KOTA BATAM*.
- Kim, R. B., & Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9–21.
<https://doi.org/10.14254/2071>
- Kwak, S. (2023). Are Only p-Values Less Than 0.05 Significant? A p-Value Greater Than 0.05 Is Also Significant! *Journal of Lipid and Atherosclerosis*, 12(2), 89–95. <https://doi.org/10.12997/jla.2023.12.2.89>
- 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>
- Madhuri Nafasya Suswanda, Asmara Wildani Pasaribu, Hendra, H., & Dany Perdana Sitompul. (2023). Consumer Perceptions Analysis On Products Purchasing Interest in Citimall Matahari Department Store, Dumai City. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, 2(1), 79–86.
<https://doi.org/10.55123/sosmaniora.v2i1.1755>
- Maknunah, L., & Rachmat, B. (2020). The Effect of Brand Image, Brand Trust, Economic Benefits, and Brand Attitude Toward Purchase Intention on Iphone in East Java. *International Journal of Multicultural and Multireligious Understanding*, 7(2), 308. <https://doi.org/10.18415/ijmmu.v7i2.1484>
- Makrides, A., Kvasova, O., Thrassou, A., Hadjielias, E., & Ferraris, A. (2022). Consumer cosmopolitanism in international marketing research: a systematic review and future research agenda. *International Marketing Review*, 39(5), 1151–1181. <https://doi.org/10.1108/IMR-12-2020-0304>
- Maqāsid, P., Rohani, A.-S., Hadidu, A., & Hm, M. (2023). Consumer Behavior: Components of Purchase Intention Products E-Commerce. In *Jurnal Ekonomi*

Syariah Indonesia (JESI): Vol. XIII (Issue 2).
<https://ejournal.almaata.ac.id/index.php/JESI/index>

- Mewoh, F. M., Tampi, J. R. E., Mukuan, D. D. S., Ilmu, J., & Bisnis, A. (2019). Pengaruh Digital Marketing Terhadap Keputusan Pembelian Pada Matahari Department Store Manado Town Square. *Jurnal Administrasi Bisnis*, 9(1).
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2022). What makes go-jek go in indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/10.3390/jtaer17010005>
- Mousa Eldahamsheh, M., Sheikh Mubarak Al Nahyan Hanan Mohammad Almomani, H., al-Bayt University Ali Khaled Bani-Khaled, A., credit cooperation Ali Zakariya Al-Quran, A., al-Bayt University Sulieman Ibraheem Shelash Al-Hawary, A., & al-Bayt University Anber Abraheem Shlash Mohammad, A. (2021). FACTORS AFFECTING DIGITAL MARKETING SUCCESS IN JORDAN. *International Journal of Entrepreneurship*, 25(5), 1939–4675.
- Muhamamd Badar, M. (n.d.). *The Effect of Brand Image on Product Purchase Intention with Customer Satisfaction as A Mediation Variable (Study of Semen Gresik Consumer in East Java)*.
- Muhammad Anang Firmansyah. (2019). *BukuPemasaranProdukdanMerek*.
- Nuvriasari, A. (n.d.). *The Influence of Brand Image and Perceived Value on Purchasing Decisions with Brand Trust as Mediation*.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Rihayana, I. G., Putra Salain, P. P., Eka Rismawan, P. A., & Mega Antari, N. K. (2022). THE INFLUENCE OF BRAND IMAGE, AND PRODUCT QUALITY ON PURCHASE DECISION. *International Journal of Business Management and Economic Review*, 04(06), 342–350. <https://doi.org/10.35409/ijbmer.2021.3345>
- Ringle, C. M., Sarstedt, M., Sinkovics, N., & Sinkovics, R. R. (2023). A perspective on using partial least squares structural equation modelling in data articles. *Data in Brief*, 48. <https://doi.org/10.1016/j.dib.2023.109074>
- Rizal, M., Purwo Saputro, E., Wahyuddin, M., & Idris Abas, N. (2022). *The Effect of Store Image on Purchase Intention Mediated by Perceived Value and Brand Awareness (Empirical Study on Retail Store Consumers in Surakarta)*.
- Siswadi, S., Jumaizi, J., Supriyanto, S., & Dewa, A. L. (2023). **INDONESIAN ONLINE TRANSPORTATION (GO-JEK) CUSTOMERS SATISFACTION AND LOYALTY: HOW THE ROLE OF DIGITAL MARKETING, WORD**

OF MOUTH, PERCEIVED VALUE AND PERCEIVED QUALITY? *Journal of Law and Sustainable Development*, 11(2).
<https://doi.org/10.55908/sdgs.v11i2.362>

Sugiyono. (2019). *METODE PENELITIAN KUANTITATIF*.

Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, 10(16), e36254. <https://doi.org/10.1016/j.heliyon.2024.e36254>

THE INFLUENCE OF SERVICE QUALITY AND BRAND IMAGE ON LOYALTY THROUGH THE CONSUMER SATISFACTION MATAHARI DEPARTMENT STORE IN JEMBER. (n.d.).

Tinungki, G. M., & Herdiani, E. T. (2022). SEM (Structural Equation Modelling) Analysis Using PLS (Partial Least Square) Method on Poverty Data in Indonesia. *International Research Journal of Advanced Engineering and Science*, 7(4), 131–135.

Widyastuti, R. A. (2024). The Effect Of Capital Structure On Stock Returns In Banking Companies Listed On The Indonesia Stock Exchange-Roro Anindita Widyastuti The Effect Of Capital Structure On Stock Returns In Banking Companies Listed On The Indonesia Stock Exchange. *Jurnal Ekonomi*, 13. <https://doi.org/10.54209/ekonomi.v13i01>

Yusnandar, W., & Habib, M. (2024). THE INFLUENCE OF BRAND EQUITY, PRODUCT QUALITY AND PRICE ON FORMAL CARDINAL PRODUCT PURCHASE DECISIONS AT PT. SUN DEPARTMENT STORE MEDAN MALL. *Proceeding International Seminar on Islamic Studies*, 5(1).