

DAFTAR PUSTAKA

- Chafidon, M. A. A. Z., Margono, M., & Sunaryo, S. (2022). Social media marketing on purchase intention through mediated variables of perceived value and perceived risk. *Interdisciplinary Social Studies*, 1(9), 1182-1195.
- 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.
- Huang, L. C., Gao, M., & Hsu, P. F. (2019). A study on the effect of brand image on perceived value and repurchase intention in ecotourism industry. *Ekoloji*, 28(107), 283-287.
- 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/eb-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>
- Chafidon, M.A.A.Z.; Margono, M.; Sunaryo, S. Social Media Marketing on Purchase Intention Through Mediated Variables of Perceived Value And Perceived Risk. *Interdiscip. Soc. Stud.* 2022, 1, 1182–1195. [CrossRef]
- Chen, S.; Lin, C. Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technol. Forecast. Soc. Chang.* 2019, 140, 22–32. [CrossRef]
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*, 1–40. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Sekaran, Uma dan Bougie, Roger. 2016. *Research Methods For Business: A Skill Building Approach*, 7th Edition. New Jersey: Wiley

Sugiyono. (2013). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Alfabeta.

Sugiyono. (2016). metode penelitian kuantitatif, kualitatif, dan R&D. In Alfabeta, cv.

Sugiyono (2019). Statistika untuk Penelitian. Bandung : CV Alfabeta.

Maulana, A., & Ayuningtyas, D. (2023). The Influence Of Hospital Brand Image On Patient's Decision To Choose Hospital: Literature Review. *Jurnal ARSI (Administrasi Rumah Sakit Indonesia)*, 9(3), 2.

Górska-Warsewicz, H. (2022). Consumer or Patient Determinants of Hospital Brand Equity—A Systematic Literature Review. *International journal of environmental research and public health*, 19(15), 9026.

Al Aufa, B., & Sipahutar, K. Y. (2022, December). The Effect of Brand Awareness and Social Media Marketing on the Intention to Use Medical Check-Up Services at the Universitas Indonesia Hospital. In *Proceedings* (Vol. 83, No. 1, p. 27). MDPI.