

DAFTAR PUSTAKA

- Abbasi, G. A., Khalid, J., Nee, G. Y., Christopher, N., & Khaleel, M. (2021). Attributes Tempting Students' Online Purchase Intention: the Mediating Role of Pre-Purchase Searching. *International Journal of Electronic Commerce Studies*, 12(2), 135–152. <https://doi.org/10.7903/ijecs.1841>
- Adquisiciones, L. E. Y. D. E., Vigente, T., Frampton, P., Azar, S., Jacobson, S., Perrelli, T. J., Washington, B. L. L. P., No, Ars, P. R. D. a T. a W., Kibbe, L., Golbère, B., Nystrom, J., Tobey, R., Conner, P., King, C., Heller, P. B., Torras, A. I. V., To-, I. N. O., Frederickson, H. G., ... SOUTHEASTERN, H. (2019). No 主観的健康感を中心とした在宅高齢者における 健康関連指標に関する共分散構造分析Title. *Duke Law Journal*, 1(1).
- 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>
- Ahmadian, S., Sahraei, B., & Khosro, S. K. (2023). Brand Attachment, Brand Experience, Brand Image, Percieved Quality, Perceived Value, and Brand Loyalty. *Journal of Humanities Social Sciences and Business (Jhssb)*, 3(1), 257–269. <https://doi.org/10.55047/jhssb.v3i1.863>
- Ahn, J., & Back, K. J. (2019). Cruise brand experience: functional and wellness value creation in tourism business. *International Journal of Contemporary Hospitality Management*, 31(5), 2205–2223, <https://doi.org/10.1108/IJCHM-06-2018-0527>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211, [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2012). The theory of planned behavior. *Handbook of Theories of Social Psychology: Volume 1, July*, 438–459. <https://doi.org/10.4135/9781446249215.n22>
- Aljabari, M. A., Joudeh, J. M., Aljumah, A. I., Al-Gasawneh, J., & Daoud, M. K. (2023). The Impact of Website Quality on Online Purchase Intention: The

- Mediating Effect of e-WOM, Jordan Context. *International Journal of Professional Business Review*, 8(6), e02143, <https://doi.org/10.26668/businessreview/2023,v8i6.2143>
- Amaral, M. A. L., & Djuang, G. (2023). Relationship Between Social Influence, Shopping Lifestyle, and Impulsive Buying on Purchase Intention of Preloved Products. *Kinerja*, 27(1), 91–106. <https://doi.org/10.24002/kinerja.v27i1.6635>
- Athallarizq, G., & Luqman, D. (2024). *THE INFLUENCE OF BRAND IMAGE , SOCIAL INFLUENCE , STATUS CONSUMPTION , PRICE QUALITY INFERENCE , AND ATTITUDE TOWARDS THE PURCHASE INTENTION OF COUNTERFEIT ELECTRONIC PRODUCTS VIA TIKTOK SHOP IN SEMARANG (A STUDY ON THE PREVALENCE OF COUNTERFEIT PRODUCTS)*. 13, 1–14.
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The Theory of Planned Behavior: Selected Recent Advances and Applications. *Europe's Journal of Psychology, April 2020*, [https://doi.org/https://doi.org/10.5964/ejop.v16i3.3107](https://doi.org/10.5964/ejop.v16i3.3107)
- Bougie, R., & Sekaran, U. (2020). *Research Methods For Business*. Wiley.
- BSN. (2011). *Permintaan Motor Mendongkrak Penjualan Helm - BSN - Badan Standardisasi Nasional - National Standardization Agency of Indonesia - Setting the Standard in Indonesia ISO SNI WTO*. <Https://Www.Bsn.Go.Id/>. https://www.bsn.go.id/main/berita/berita_det/2632/Permintaan-Motor-Mendongkrak-Penjualan-Helm
- Chen, L. S. (2012). What Drives Cyber Shop Brand Equity? An Empirical Evaluation of Online Shopping System Benefit with Brand Experience. *International Journal of Business and Information*, 7(1), 81–104.
- Duarte, P., & e Silva, S. C. (2020). Need-for-touch and online purchase propensity: A comparative study of Portuguese and Chinese consumers. *Journal of Retailing and Consumer Services*, 55(November 2019), 102122. <https://doi.org/10.1016/j.jretconser.2020.102122>
- Duryadi. (2021). *Metode Penelitian Ilmiah*. Prima Agus Teknik.
- Dwisiuardinata, I. B. N., & Darma, G. S. (2022). The Impact of Social Influence, Product Knowledge, and Fear of Missing Out (FOMO) towards Purchase Intention on Alcoholic Beverage in Bali. *Binus Business Review*, 14(1), 1–11,

- <https://doi.org/10.21512/bbr.v14i1.8919>
- Edriasa, Alrom Trisena; Sijabat, R. (2022). Purchase Intention Short Video Marketing Tiktok : Studi Pada Boy Group BTS Tokopedia. *Jurnal Administrasi Bisnis (JAB)*, 12(1), 27–40, Interesting content, Scenario-based Experience, User Participant Interaction, Perceived%0AUsefulness, Playfulness, The Involvement of Celebrity, Consumer Brand Attitude, Online Purchase Intention,%0APemasaran Video Pendek,
- Farkhan et al. (2020). Brand Experience towards Brand Loyalty with Brand Trust as Mediation variable in Banyumas Regency. *Proceeding of International Conference Sustainable Competitive Advantage*, 1(1), 684–693, <http://jp.feb.unsoed.ac.id/index.php/sca-1/article/view/1890>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Gunawan, C. M., Rahmania, L., & Kenang, I. H. (2023). the Influence of Social Influence and Peer Influence on Intention To Purchase in E-Commerce. *Review of Management and Entrepreneurship*, 7(1), 61–84. <https://doi.org/10.37715/rme.v7i1.3683>
- Hair, J. F. (2007). Research Methods for Business. In *Education + Training* (Vol. 49, Issue 4). <https://doi.org/10.1108/et.2007.49.4.336.2>
- 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>
- Intansari, D. D., & Roostika, R. (2022). The Impact of Store Environment on Purchase Intention in Supermarkets. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 01(01), 123–137. https://doi.org/10.1007/978-3-030-92127-9_34
- Jae-Il Kim, Hee Chun Lee, & Hae Joo Kim. (2004). Factors Affecting Online Search Intention andOnline Purchase Intention. *Seoul Journal of Business*, 10(2), 1–22. https://space.snu.ac.kr/bitstream/10371/1809/1/SJBv10n2_027.pdf
- Joe, S., Kim, J., & Zemke, D. M. V. (2022). Effects of Social Influence and

- Perceived Enjoyment on Kiosk Acceptance: A Moderating Role of Gender. *International Journal of Hospitality and Tourism Administration*, 23(2), 289–316. <https://doi.org/10.1080/15256480.2020.1746217>
- 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>
- Kwon, W. (2005). A Model Of Reciprocal Effects Of Multi-Channel Retailers' Offline And Online Brand Images: Application To Multi-Channel Specialty Apparel Retailing. In *Ohio State University* (Issue 2). Ohio State University.
- Liang, S. Z., Xu, J. L., & Huang, E. (2024). Comprehensive Analysis of the Effect of Social Influence and Brand Image on Purchase Intention. *SAGE Open*, 14(1), 1–13, <https://doi.org/10.1177/21582440231218771>
- Lukiyana, & Anjani, R. (2022). The Influence of Brand Trust , Brand Experience on Purchase Intention on the sustainability of the business cooperation of PT Burdah Unggul Sejahtera moderated by Service Quality. *Budapest International Research and Critics Institute-Journal*, 5(2), 12852–12864.
- Nasifah, L. Z. (2024). *Ini Negara dengan Jumlah Sepeda Motor Terbesar di Dunia, Indonesia Termasuk?* Detik.Com. <https://www.detik.com/edu/detikpedia/d-7363900/ini-negara-dengan-jumlah-sepeda-motor-terbesar-di-dunia-indonesia-termasuk>
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing and Management*, 27(7), 755–774. <https://doi.org/10.1080/19368623.2018.1445055>
- Pinem, A., Handayani, P. W., & Winona, C. M. (2023). The Influence of Information Types and Search Intention in Using Branded Or Generic Search Query. *Jurnal Sistem Informasi*, 19(2), 17–33, <https://doi.org/10.21609/jsi.v19i2.1283>
- Putri, J. W. (2019). Factors Affecting Customers Online Search Intention and Online Purchase Intention using Social Networks : Case Study of Online Shop on Instagram. *IBuss Management*, 3(2), 232–240,
- 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>

- Ramadhan, M. A., Wisnu, A. A., & Nugroho, I. (2022). THE IMPACT OF ONLINE REVIEWS ON ONLINE PURCHASE INTENTION IN TOKOPEDIA (JAKARTA). *Jurnal Ekonomi Trisakti*, 2(2), 395–406. <https://doi.org/10.2991/aebmr.k.210831.094>
- Rizwan, M., Javed, P. A., Aslam, J., Khan, R., & Bibi, H. (2014). The relationship of Brand Commitment, Brand Credibility, Perceived Quality, Customer Satisfaction and brand loyalty: an empirical study on Stylo shoes. *Journal of Sociological Research*, 5(1), 377–404. <https://doi.org/10.5296/jsr.v5i1.6572>
- Sadek, H., & Mehelmi, H. El. (2020). Customer brand engagement impact on brand satisfaction, loyalty, and trust in the online context. Egyptian Banking Sector. *Journal of Business & Retail Management Research*, 14(03), 22–33, <https://doi.org/10.24052/jbrmr/v14is03/art-03>
- 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. In *Psychology and Marketing* (Vol. 39, Issue 5, pp. 1035–1064). <https://doi.org/10.1002/mar.21640>
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian Bisnis* (6th ed.). Salemba Empat.
- Silva, S. C., Rocha, T. V., De Cicco, R., Galhanone, R. F., & Manzini Ferreira Mattos, L. T. (2021). Need for touch and haptic imagery: An investigation in online fashion shopping. *Journal of Retailing and Consumer Services*, 59, 1–37. <https://doi.org/10.1016/j.jretconser.2020.102378>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Penerbit Alfabetha.
- Sugiyono, S., & Lestari, P. (2021). *Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional)*. Alvabeta Bandung, CV.
- Sunarya, E., & Jamaludin, M. (2022). Influence of Product Quality and After Sales Services on Customer Satisfaction in Mahir Residence Sukabumi. *Research Horizon*, 2(4), 489–500, <https://doi.org/10.54518/rh.2.4.2022.489-500>
- Top Brand. (2024). *Top Brand Index Beserta Kategori Lengkap | Top Brand Award*.

<Https://Www.Topbrand-Award.Com/>. <https://www.topbrand-award.com/top-brand-index/>

- Ungarala, D. P. (2021). Impact of Brand Experience on the Purchase Intention and Loyalty of Luxury Cosmetics Brands: Mediating Role of Self Concept. *Psychology and Education*, 58(2), 10431–10442. www.psychologyandeducation.net
- 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>
- Wulandari, N., & Gunarto, M. (2023). Brand Image and Social Influence Analysis on Students' Decisions in Choosing Private University With Digital Marketing as Moderating. *International Journal of Business, Management and Economics*, 5(3), 327–335. <https://doi.org/10.47747/ijbme.v5i3.1979>
- Zha, D., Foroudi, P., Melewar, T. C., & Jin, Z. (2024). Examining the Impact of Sensory Brand Experience on Brand Loyalty. *Corporate Reputation Review*, 2009. <https://doi.org/10.1057/s41299-023-00175-x>
- Zhang, M., Hassan, H., & Migin, M. W. (2023). Exploring the Consumers' Purchase Intention on Online Community Group Buying Platform during Pandemic. *Sustainability (Switzerland)*, 15(3), 1–13, <https://doi.org/10.3390/su15032433>
- Zhuo, J. Y., Su, R. H., Yang, H. H., & Hsu, M. C. (2022). Antecedents and consequences of brand experience in virtual sports brand communities: A value co-creation perspective. *Frontiers in Psychology*, 13, <https://doi.org/10.3389/fpsyg.2022.1033439>