

## DAFTAR PUSTAKA

- Aisyah, M. (2023). The impact of a regional brand ambassador and social media advertising on brand trust and *brand loyalty* of Lazada in Indonesia. *International Journal of Data and Network Science*, 7(4), 1929–1940. <https://doi.org/10.5267/j.ijdns.2023.6.019>
- Almaqousi, S. A. M., Samikon, S. A., Cavaliere, L. P. L., & Nordin, N. A. (2021). The Impact of *Brand awareness*, *Brand loyalty*, and Brand Association on Consumer Decision Making in Palestine Olive Oil Industry. *Business Management and Strategy*, 12(2), 66. <https://doi.org/10.5296/bms.v12i2.18840>
- Andik, S. D. S., & Rachma, A. F. (2022). The Impact of *Brand awareness*, Brand Association, and Perceived Quality towards *Brand loyalty* (A case study of New Product). *E3S Web of Conferences*, 348. <https://doi.org/10.1051/e3sconf/202234800035>
- Araújo, J., Pereira, I. V., & Santos, J. D. (2023). The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction. *Administrative Sciences*, 13(5). <https://doi.org/10.3390/admsci13050118>
- Arifanti, S. A. P., & Untarini, N. (2023). The Influence of Brand Ambassador, Viral Marketing and Consumer Trust on Purchase Decisions (Study on MS Glow Skincare Product Consumers). *Immersive; Internasional Management Conference and Progressive Paper*, 3, 322–333.
- Arifinda, D. A. R., & Dermawan, R. (2024). The Influence Of Brand Ambassador, Customer Satisfaction, And Brand Trust On Customer Loyalty Of Luwak White Koffie In Surabaya. *Indonesian Interdisciplinary Journal of Sharia Economics*, 7(3), 6454–6465.
- Ashrafa, M. U., Nawaz Khanb, S., & Ansaric, A. A. (2022). Impact of *Brand awareness* and Social Media Content Marketing on *Brand loyalty*: The Mediating Role of Brand Trust. *Journal of Organization & Business*, 3(1), 1–7. <https://doi.org/10.52131/job.2022.0301.0011>
- Azzahra, T. R., & Kusumawati, N. (2023). Impact of Mobile Service Quality, Perceived Value, Perceived Usefulness, Perceived Ease of Use, Customer Satisfaction Towards Continuance Intention to Use MyTelkomsel App. *Journal of Consumer Studies and Applied Marketing*, 1(1), 46–60. <https://doi.org/10.58229/jcsam.v1i1.74>
- Bisma, R. P., & Hadi, E. D. (2023). Pengaruh Viral Marketing dan Internet Celebrity Endorsement terhadap Impulse Buying Melalui Online Trust. *Reslaj : Religion Education Social Laa Roiba Journal*, 6(3), 1512–1526. <https://doi.org/10.47467/reslaj.v6i3.5574>
- Büyükdağ, N. (2021). The effect of *brand awareness*, brand image, satisfaction, *brand loyalty* and WOM on purchase intention: An empirical research on social media. *Business & Management Studies: An International Journal*, 9(4), 1380–1398. <https://doi.org/10.15295/bmij.v9i4.1902>

- Chen, A. H., & Wu, R. Y. (2022). Mediating Effect of Brand Image and Satisfaction on Loyalty through Experiential Marketing: A Case Study of a Sugar Heritage Destination. *Sustainability (Switzerland)*, 14(12). <https://doi.org/10.3390/su14127122>
- Febrian, A., & Fadly, M. (2021). Brand Trust As Celebrity Endorser Marketing Moderator'S Role. *Jurnal Aplikasi Manajemen*, 19(1), 207–216. <https://doi.org/10.21776/ub.jam.2021.019.01.19>
- Handayani, Y. I., & Erwita, M. A. (2021). The Influence of Brand Image on *Brand loyalty* of Holywings Indonesia: The Role of Brand Trust to Building Consumer Engagement to Brands Pengaruh Citra Merek Terhadap Loyalitas Merek Holywings Indonesia: Peran Kepercayaan Merek dalam Membangun Keterikatan . *Jurnal Ekonomi Bisnis*, 26(2), 2528–0503. <https://doi.org/10.17977/um042v26i2p76-85>
- Herjanto, H., Adiwijaya, M., Wijaya, E., & Semuel, H. (2020). The effect of celebrity endorsement on *instagram* fashion purchase intention: The evidence from Indonesia. *Organizations and Markets in Emerging Economies*, 11(1), 203–221. <https://doi.org/10.15388/omee.2020.11.31>
- Kaylsi, H. K. P., & Khoiruddin, M. (2021). The Determinants Of Firm Performance Of Indonesian Listed Companies. *Management Analysis Journal*, 1(2), 120–128.
- 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*. <https://doi.org/10.14254/2071-8330.2019/12-3/1>
- Malik, R. (2020). Impact of Brand Commitment and *Brand awareness* on *Brand loyalty* With Customer Satisfaction As a Mediator. *International Journal of Advanced Science and Technology*, 29(8), 3272–3281. <https://www.researchgate.net/publication/372629929>
- Mudzakkir, M. F., & Nurfarida, I. N. (2020). The Influence of *Brand awareness* on Brand Trust Through Brand Image. *International Conference on Accounting*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- Mustofa, & Nuvriasari, A. (2024). The Influence of Brand Image, Brand Trust and Service Quality on *Brand loyalty* at Patra Malioboro Hotel. *Formosa Journal of Multidisciplinary Research*, 3(1), 191–206. <https://doi.org/10.55927/fjmr.v3i1.7951>
- Pratama, E. N., Suwarni, E., & Handayani, M. A. (2022). *The Effect Of Job Satisfaction And Organizational Commitment On Turnover Intention With Person Organization Fit As Moderator Variable*. 6(1), 74–82.
- Putra, T. W., & Keni, K. (2020). Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi *Brand loyalty*: Brand Love Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 184. <https://doi.org/10.24912/jmieb.v4i1.7759>
- 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>
- Rahmawati, R., Astuti, W. T., & Kusmantini, T. (2023). The Influence of Brand Image, Brand Love, And Brand Trust On *Brand loyalty* In Local Coffee Shop Brand Names. *Journal Research of Social Science, Economics, and Management*, 2(12), 3021–3036. <https://doi.org/10.59141/jrssem.v2i12.512>
- 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>
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Santoso, A. (2020). Psychological effect of brand image and brand reputation on sustainable firm performance in Indonesian logistics. *Contemporary Economics*, 14(4), 425–440. <https://doi.org/10.5709/ce.1897-9254.415>
- Sujana, E. R., Verinita, & Sari, D. K. (2023). Pengaruh Brand Experience dan Brand Engagement terhadap *Brand loyalty* dengan Brand Trust sebagai Variabel Mediasi. *Jurnal Informatika Ekonomi Bisnis*, 5, 554–558. <https://doi.org/10.37034/infeb.v5i2.567>
- Surjadi, C. C., Teofilus, T., Gosal, G. G., Setiobudi, A., & Mudzakkir, M. F. (2023). ELM (Elaboration Likelihood Model) paradigm in snack SMEs: Experimental study. *Jurnal Ekonomi Modernisasi*, 18(3), 317–331. <https://doi.org/10.21067/jem.v18i3.7445>
- Thahir, I. M. C., Zulpadly, F., & Haslindah. (2023). Brand Ambassador ' s Impact , Promotion on the Decision of Purchase of Nature Republic Products through Brand Image. *International Journal of Advanced Multidisciplinary Research and Studies*, 3(6), 267–272.
- Tufa, F. B., & Melese, W. (2021). The Effect of Sales Promotion on *Brand awareness* and *Brand loyalty*: Assessment of Walia Beer Brand Management Practices. *International Journal of Marketing and Business Communication*, 10(1), 35–47. <http://publishingindia.com/ijmhc/>
- Tuti, M., & Sulistia, V. (2022). The Customer Engagement Effect on Customer Satisfaction and Brand Trust and Its Impact on *Brand loyalty*. *Jurnal Manajemen Bisnis*, 13(1), 1–15. <https://doi.org/10.18196/mb.v13i1.12518>
- Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A. M., Hasani, V. V., & Paientko, T. (2024). The impact of social media marketing on *brand awareness*, brand engagement and purchase intention in emerging economies. *Marketing Intelligence and Planning, July*. <https://doi.org/10.1108/MIP-06-2023-0248>
- Zhong, X. T. (2023). a Study of the Influence of Brand Image on the Purchase Intention of New Energy Vehicles: the Mediating Effect of Brand Trust and the Moderating Effect of Perceived Value. *The EURASEANs: Journal on*

