

REFERENCES

- Adinda Nur Annissa, E. L. (2021). Brand Promotion: The Effects of Celebrity Endorsement and Brand Image.
- Bryman, A. &. (2021). Business Research Methods (5th ed.). Oxford University Press. Retrieved from <https://archive.org/details/research-methods-for-business-students-mark-saunders-lewis-thornhill/>
- Bryman, A. &. (2021). Business Research Methods (5th ed.). Oxford University Press. Chandra, T. &. (2020). In Manajemen dan Strategi Kepuasan Pelanggan.
- Daniel. (2020). Retrieved from <https://ekonomimanajemen.com/teori-budaya-organisasi/>
- Farid Maulana, J. F. (2024). The Influence of Content Marketing on Instagram and Brand Image on Consumer Purchase Decision for Yotta Beverage Products in Kendari City.
- Hermanto, R. d. (2020). Retrieved from <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://digitallib.iainkendar i.ac.id/id/eprint/2161/3/4.%20BAB%20III.pdf>
- Homburg, C. J. (2017). Customer experience management: Toward implementing an evolving marketing concept. *Journal of the Academy of Marketing Science*, 45(3), 377–401.
- Judge, R. a. (2021). Organizational Behavior.
- Karin Olafson, T. T. (2025). Retrieved from <https://blog.hootsuite.com/social-media-image-sizes-guide/>
- Keller. (2020). Retrieved from <https://www.pearson.com/en-us/subject-catalog/p/marketing-management/P200000005952/9780137344161>
- Kim, A. J. (2021). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 12(1), 1-17.

- Launtu1, A. (2023). THE EFFECT OF BRAND AMBASSADORS AND BRAND IMAGE ON. International Journal of Multidisciplinary Research and Literature.
- Nurhalim. (2020). Retrieved from <https://repository.stei.ac.id/8369/3/BAB%202.pdf?>
- Perspective, D. (2019). Deepublish store. Retrieved from Pengertian Budaya Organisasi: Fungsi, Jenis, Karakteristik, dan Contoh: https://deepublishstore.com/blog/materi/budaya-organisasi/?utm_
- Puspita. (2020). Retrieved from https://repository.uksw.edu/bitstream/123456789/30898/3/T1_212019044_Bab%20II.pdf
- Safitri, J. (2022). Impact of Instagram Posts, Instagram Stories, and Instagram Reels on Brand Awareness of Muslim Clothing Brand Zombasic.
- Sugiyono. (2021). Retrieved from https://repository.upi.edu/88244/4/S_MAT_1804371_Chapter3.pdf?
- Sutrisno, E. (2019). Organizational Culture.
- Tendatio. (2023). Retrieved from chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://eskripsi.usm.ac.id/files/skripsi/B11 A/2020/B.131.20.0072/B.131.20.0072-05-BAB-II-20231230114738.pdf?