

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on The Value of a Brand Name*. New York The Free Press.
- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Alipudin, D., Nursanta, E., & Masitoh, siti. (2023). Pengaruh Digital Marketing, Celebrity Endorser dan Gaya Hidup Terhadap Keputusan Pembelian Pada Tokopedia. *ARBITRASE: Journal of Economics and Accounting*, 4(2), 212–219. <https://doi.org/10.47065/arbitrase.v4i2.1433>
- Arikunto. (2006). *Prosedur Penelitian Suatu Pendekatan Praktek*. PT. Rineka Cipta.
- Arikunto. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. PT. Rineka Cipta.
- Arndt, J. (1967). *Word of Mouth Advertising: A Review of the Literature*. Advertising Research Foundation.
- Azwar, & Widjaja. (2009). *Perencanaan Sebagai Fungsi Manajemen*. Penerbit PT. Rineka Cipta.
- Bennett, P. D., & Kassarian, H. H. (1972). *Consumer Behavior*. N.J: Prentice-Hall.
- BrightLocal. (2023). *Local Consumer Review Survey 2023*. <https://www.brightlocal.com/research/local-consumer-review-survey/>
- Castells, M. (2013). *Communication Power*. Oxford University Press.
- Cheung, C. M. K., & Thadani, D. R. (2012). *The impact of electronic word-of-mouth communication: A literature analysis and integrative model*. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Damayanti, E. R., & Sulaeman, E. (2023). Pengaruh Citra Merek, Harga dan Gaya Hidup Terhadap Keputusan Pembelian Kopi Janji Jiwa di Kota Karawang. *Jurnal Ilmiah Wahana Pendidikan*, 2(9), 162–176.
- Djarmiko, T., & Pradana, R. (2016). *Brand Image and Product Price; Its Impact Samsung Smartphone Purchasing Decision*. *Procedia - Social and Behavioral Sciences*, 219, 221–227. <https://doi.org/10.1016/j.sbspro.2016.05.009>



Erkan, I., & Evans, C. (2016). *The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption*. *Computers in Human Behavior*, 61, 47–55.

<https://doi.org/10.1016/j.chb.2016.03.003>

Fan, Y.-W., Miao, Y.-F., Fang, Y.-H., & Lin, R.-Y. (2013). *Establishing the Adoption of Electronic Word-of-Mouth through Consumers' Perceived Credibility*. *International Business Research*, 6(3).

<https://doi.org/10.5539/ibr.v6n3p58>

Fatmaningrum, S. R., Susanto, & Fadhilah, M. (2020). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Minuman Frestea. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 4(1), 176–188.

Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley.

Ghozali, Imam, & Latan, H. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0*. Universitas Diponegoro Semarang.

Hair, J. F., M. Hult, G. T., Christian, M. R., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications, Inc.

Hennig-Thurau., et al. (2004). *Electronic Word of Mouth Via Consumer-Opinion Platforms: What Motives Consumers to Articulate Themselves on the Intenet*. *Journal of Interactive Marketing*. 1(18).

Inayati, T., Johan Efendi, M., Safika Dewi Fakultas Ekonomi, A., Manajemen, J., Mayjen Sungkono Jl Irian Jaya No, U., & Mojokerto, K. (2022). Pengaruh Digital Marketing, *Electronic Word of Mouth*, dan *Lifestyle* terhadap Keputusan Pembelian pada Marketplace Shopee Indonesia. *Jurnal Teknologi Dan Manajemen Industri Terapan (JTMIT)*, 1(3), 202–209.

Jalilvand, & Samiei, M. R. dan N. (2012). *The Effect of Electronic Word of Mouth on Brand image and Purchase Intention: An empirical study in the automobile industry in Iran*. *Marketing Intelligence & Planning*, 30(4).



(2022). *The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product*. *Journal of Information Systems and Management*, 01(04), 54–62. <https://jisma.org>

- Kapferer, J. N. (2008). *The New Strategic Brand Management. 4th edition*. Kogan Page.
- Kartajaya, H. (2006). *Hermawan Kartajaya On Marketing Mix Seri 9 Elemen Marketing*. PT. Mizan.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 1, 1–22.
- Kelman, H. C. (1958). Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution*, 2(1), 51–60.
- Komala, D. A., Widjanarko, W., & Setiansah, M. (2021). Interaksi Simbolik Social Climbing dalam Pembentukan Gaya Hidup *Brand Minded* pada Konsumen *Brand Fast Fashion*. *Jurnal Online Mahasiswa Ilmu Komunikasi*, Vol. 01, No. 02, 1–9.
- Kotler, P., & Keller. (2007). *Manajemen Pemasaran: Vol. Jilid 1 (Edition 12)*. PT. Indeks.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. PT. Indeks.
- Kotler, Philip., & Keller, K. Lane. (2012). *Marketing management*. Prentice Hall.
- Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektifitas Media Instagram Dan E-Wom (*Electronic Word of Mouth*) Terhadap Minat Beli Serta Keputusan Pembelian. *Jurnal Penelitian IPTEKS*, 5(1), 101–115. <https://doi.org/10.32528/ipteks.v5i1.3024>
- Mandey. (2009). Pengaruh Faktor Gaya hidup terhadap keputusan Pembelian. *Journal of Information Systems and Management*, 6(1).
- Munir, A. R., Asdar, M., & Sanjaya, W. (2020). *The Effect of Brand Image, Brand Experience and Brand Loyalty towards Purchase Intention on Apple Smartphone in Makassar*. *Hasanuddin Journal of Business Strategy*, 3(2).
- Narbuko, C., & Achmadi, H. A. (1999). *Metodologi penelitian*. Bumi Aksara.



(2021). *Trust in Advertising 2021: Global Report*. Retrieved from: [s://www.nielsen.com/global/en/insights/report/2021/trust-in-advertising-
/](https://www.nielsen.com/global/en/insights/report/2021/trust-in-advertising-/)

- Plummer, J. T. (1974). *The Concept and Application of Life Style Segmentation*. *Journal of Marketing*, 38(1), 33–37.
- Pratiwi, R. A., Juliati, R., & Sa'diyah, C. (2022). *The Influence of Brand Image, Product Quality, and Price on Purchase Decisions*. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 2(02), 129–137.
<https://doi.org/10.22219/jamanika.v2i02.21963>
- Prihananto, P., Yusvianty, R. S. A., Hakim, N. S., Bhawika, G. W., & Agustin, H. (2024). *Analyzing Brand Positioning and Brand Image of Smartphone Brands in Indonesia by Mining Online Review*. *Procedia Computer Science*, 234, 318–332. <https://doi.org/10.1016/j.procs.2024.03.006>
- Richard, E., Petty, & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. Springer-Verlag.
- Rogers, E. M. (2003). *Diffusion of Innovations (5th ed.)*. Free Press.
- Ronald, E., Goldsmith, & Horowitz, D. (2006). *Measuring Motivations for Online Opinion Seeking*. *Journal of Interactive Advertising*, 6(2), 2–14.
- Saidi, S. A., Asnawi, R. A. A., & Huwae, V. E. (2023). Peran Citra Merek dan Kesadaran Merek sebagai Mediasi Pengaruh Digital Marketing terhadap Keputusan Pembelian pada Kopi Tuni Maluku. *Journal of Islamic Economic and Business (JIEB)*, 5(1), 42–58.
<https://doi.org/https://doi.org/10.33477/eksy.v5i01.5477>
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behaviour (10th ed)*. Pearson Prentice Hall.
- Sekaran, Uma, & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach (7th Ed)*.
- Setiadi, & Nugroho. J. (2010). *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Kencana.
- Sirgy, M. J. (1985). Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research*, 13(3), 195–206.
[https://doi.org/https://doi.org/10.1016/0148-2963\(85\)90025-5](https://doi.org/https://doi.org/10.1016/0148-2963(85)90025-5)



, M. R. (2018). *Consumer Behaviro: Buying Having and Being*. Pearson cated Limited.

- Sugiyono. (2009a). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2009b). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suharso, & Sutarso, Y. (2010). *Marketing in Practice*. Graha Ilmu.
- Sukmawati, N., & Ekasasi, S. R. (2020). Pengaruh Gaya Hidup, Kualitas Produk, dan Promosi terhadap Keputusan Pembelian Produk Makanan Sehat Soyjoy. *Jurnal Cakrawangsa Bisnis*, 1(1), 17–28.
- Sutrisno, Tannady, H., Wahyuningsih, E. S., Supriatna, D., & Hadayanti, D. (2022). *Analysis of the Role of Lifestyle and Product Quality on Purchase Decisions of Automotive City Car Products. Management Studies and Entrepreneurship Journal*, 3(6), 4139–4145.
- Tajfel, H., & Turner, J. C. (1986). *The social identity theory of intergroup behavior* (I. S. Worchel & W. G. Austin, Eds.). Nelson-Hall.
- Triadi, S., Rahayu, Y., Kusananto, D., & Ekonomi dan Bisnis Universitas Singaperbangsa, F. (2021). Pengaruh gaya hidup dan harga terhadap keputusan pembelian handphone. *Jurnal Manajemen*, 13(2), 257–263.
<https://doi.org/journal.feb.unmul.ac.id/index.php/JURNALMANAJEMEN>
- Umma, N., & Nabila, R. (2023). Pengaruh Online Customer Review, Citra Merek dan Religiusitas Terhadap Keputusan Pembelian Dengan Kepercayaan Konsumen Sebagai Variabel Intervening (Studi Pada Pengguna Marketplace Shopee Generasi Z). *IQTISHADIA Jurnal Ekonomi & Perbankan Syariah*, 10(1), 30–47. <https://doi.org/10.19105/iqtishadia.v10i1.8407>
- Utomo, B. S., & Pawito, P. (2017). Media Sosial dan Gaya Hidup Wanita Di Indonesia. *PALASTREN Jurnal Studi Gender*, 10(2), 273.
<https://doi.org/10.21043/palastren.v10i2.2652>
- Winarno, K. O., & Indrawati, I. (2022). *Impact of Social Media Marketing and Electronic Word Of Mouth (E-Wom) On Purchase Intention*. *Jurnal Aplikasi Manajemen*, 20(3), 668–683.<https://doi.org/10.21776/ub.jam.2022.020.03.15>



C. A. S., Lumanuw, B., & Ogi, I. W. J. (2021). Pengaruh Citra Merek, ga dan Gaya Hidup terhadap Keputusan Pembelian Kopi Janji Jiwa di Kota ado. *Jurnal EMBA*, 9 (3), 1058–1068.

- Wulandari, R. D., & Iskandar, D. A. (2018). Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Pada Produk Kosmetik. *Jurnal Riset Manajemen Dan Bisnis (JRMB)*, 3(1), 11–18.
- Zannah, D. A. M. (2022). Pengaruh Citra Merek, Harga dan Gaya Hidup Terhadap Keputusan Pembelian *Smartphone* Merek Iphone. *Jurnal Ilmu Dan Riset Manajemen*, 11(7), 1–16.
- Zed, M. (2004). *Metode Penelitian Kepustakaan*. Yayasan Pustaka Obor Indonesia.
- Zhu, F., Xiaoquan, & Zhang, M. (2010). *Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics*. *Journal of Marketing*, 74, 133–148.

