

Daftar Pustaka

- Aaker, D. A. (2018). Building strong brands. New York, NY: The Free Press.
- Afzal, H., Khan, M. A., ur Rehman, K., Ali, I., & Wajahat, S. (2010). Consumer's trust in the brand: Can it be built through brand reputation, brand competence and brand predictability. *International business research*, 3(1), 43.
- Aghekyan-Simonian, M., Forsythe, S., Kwon, W. S., & Chattaraman, V. (2012). The role of product *Citra merek* and online store image on perceived risks and online *Minat belis* for apparel. *Journal of Retailing and Consumer Services*, 19(3), 325-331.
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and *Citra merek* on *Minat beli* and *Perilaku Aktual* in . *Procedia Computer Science*, 161, 851-858.
- Ahmed, S. (2020). Effect of Brand Equity on Consumer Buying Behavior. *Journal of Marketing Strategies*, 2(2), 101-116.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Akbar, S. S., Violinda, Q., Setiawati, I., & Rizwan, M. (2021). The Influence of Product Quality, Product Design, *Citra merek* on Realme Smartphone Purchase Decisions. *Journal of Digital Marketing and Halal Industry*, 3(2), 121-132.
- Alwi, S., Che-Ha, N., Nguyen, B., Ghazali, E. M., Mutum, D. M., & Kitchen, P. J. (2020). Projecting university *Citra merek* via satisfaction and behavioral response: Perspectives from UK-based Malaysian students. *Qualitative Market Research: An International Journal*.
- Arora, A., & Kishor, N. (2019). Factors determining *Minat beli* and behavior of consumers towards luxury fashion brands in India: an empirical evidence. *British Journal of Marketing Studies (BJMS)*, 7(4), 34-58.
- Azam, A., (2016). An empirical study on non Muslim's packaged halal food manufacturers: Saudi Arabian consumers' *Minat beli*. *Journal of Islamic Marketing*, Vol. 7 Iss 4 pp.
- Chaidir, T., Ro'is, I., & Jufri, A. (2021). Penggunaan Aplikasi Mobile Banking Pada Bank Konvensional dan Bank Syariah di Nusa Tenggara Barat: Pembuktian Model Unified Theory of Acceptance and Use of Technology (UTAUT). *Elastisitas-Jurnal Ekonomi Pembangunan*, 3(1), 61-76.

- Chrysnaputra, R. D. (2020). Pengaruh Citra merek Dan Trust Terhadap Minat beli Pada Jasa Umroh Di Malang. *Al-Iqtishod: Jurnal Ekonomi Syariah*, 2(1), 68-89.
- Dewi, N. P. K. L. R. K., & Yadnyana, I. K. (2017). Faktor-Faktor yang Mempengaruhi Minat dan Perilaku Penggunaan Sistem E-Filling di Kota Denpasar dengan Model UTAUT. *E-Jurnal Akuntansi Universitas Udayana*, 21 (3): 2338-2366.
- Dewi, V., Febrian, E., Effendi, N., & Anwar, M. (2020). 'Financial Literacy among the Millennial Generation: Relationships between Knowledge, Skills, Attitude, and Behaviour'. *Australasian Accounting, Business and Finance Journal*, 14(4), 24-37.
- Endah, N. H. (2018). Perilaku pembelian kosmetik berlabel halal oleh konsumen Indonesia. *Jurnal Ekonomi dan Pembangunan*, 22(1), 11-25.
- Erdil, T. S. (2015). Effects of customer brand perceptions on store image and Minat beli: An application in apparel clothing. *Procedia-Social and Behavioral Sciences*, 207, 196-205.
- Ernawati, N. (2016). Sikap dan Niat Berperilaku Konsumen terhadap Indomie dan Pesaingnya. *EKUBIS*, 1(1), 82-94.
- Ghozali, I., & Latan, H. (2015). *Partial least squares: Konsep, teknik, dan aplikasi menggunakan program: SmartPLS 3.0: Untuk penelitian empiris*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gitosudarmo, I. (2018). *Manajemen Keuangan Edisi 3*.
- Graham, B. Z., & Cascio, W. F. (2018). The employer-branding journey: Its relationship with cross-cultural branding, brand reputation, and brand repair. *Management Research: Journal of the Iberoamerican Academy of Management*, 16(4), 363-379.
- Hansory, M. F., & Dharmayanti, D. (2014). Pengaruh Experience Quality Terhadap Customer Loyalty Dengan Perceived Value Dan *Citra merek* Sebagai Variabel Intervening Di De Soematra 1910 Surabaya. *Jurnal Manajemen Pemasaran*, 8(2), 70-79.
- Hsieh, M. H., Pan, S. L., & Setiono, R. (2004). Product-, corporate-, and country-image dimensions and purchase behavior: A multicountry analysis. *Journal of the Academy of marketing Science*, 32(3), 251-270.

- Husaini, Aziz. "Riset Snapcart: Shopee Paling diminati dan Jadi Pilihan Konsumen Belanja." Sabtu, 04 Juli 2020.
<https://industri.kontan.co.id/news/riset-snapcart-shopee-paling-diminati-dan-jadi-pilihan-konsumen-berlanja>
- Indiani, N. L. P., & Fahik, G. A. (2020). Conversion of online *Minat beli* into actual purchase: the moderating role of transaction security and convenience. *Verslas: Teorija ir praktika/Business: Theory and Practice*, 21(1), 18-29.
- Jalaludin, J., Widyaningsih, N., & Dwiatmoko, H. (2021). Theory Of Planned Behavior Application On Motorcycle Rider Safety Behavior. *Astonjadro: Ceaesj*, 11(1), 198-206.
- Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet research*.
- Jimenez, F.R., & Mendoza, N.A. (2013). too popular to ignore : The influence of online reviews on *Minat belis* of research and experience product. *Journal of Interactive Marketing*, 27(3), 226-235.
- Kim, N., Chun, E., & Ko, E. (2017). Country of origin effects on *Citra merek*, brand evaluation, and *Minat beli*: A closer look at Seoul, New York, and Paris fashion collection. *International Marketing Review*.
- Kotler, Amstrong. 2016. *Principles of Marketing Sixteenth Edition Global Edition*. England. Pearson Education Limited.
- Kotler, Philip., & Keller, K, L .(2016). *Marketing management. Global Edition*. Pearson
- Kumar, A., Paul, J., & Unnithan, A. B. (2020). 'Masstige' marketing: A review, synthesis and research agenda. *Journal of Business Research*, 113, 384-398.
- Kumar, A., Paul, J., & Unnithan, A. B. (2020). 'Masstige' marketing: A review, synthesis and research agenda. *Journal of Business Research*, 113, 384-398.
- Lee, J. E., & Stoel, L. (2014). High versus low online price discounts: effects on customers' perception of risks. *Journal of Product & Brand Management*.
- Li, Y., Teng, W., Liao, T. T., & Lin, T. M. (2020). Exploration of patriotic *Citra merek*: its antecedents and impacts on *Minat belis*. *Asia Pacific Journal of Marketing and Logistics*.

- Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on Minat beli and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19-36.
- Luong, A., & Slegh, D. (2014). Hedonic product discounts: When is the price right?. *Nankai Business Review International*.
- Madhalena, E., & Syahputra, S. (2016). Pengaruh Event Marketing Terhadap *Citra merek* Rokok Djarum Super Mild Pt Djarum. *Jurnal Ecodemica Jurnal Ekonomi Manajemen dan Bisnis*, 4(2), 179-188.
- Maghfiroh, M. (2015). Faktor-Faktor yang Memengaruhi Niat Membeli Makanan Kemasan Berlabel Halal LPPOM-MUI. *Jurnal Economia*, 11(2), 169-176.
- Narang, R. (2016). Understanding Minat beli towards Chinese products: Role of ethnocentrism, animosity, status and self-esteem. *Journal of Retailing and Consumer Services*, 32, 253-261.
- Nasir, V. A., Keserel, A. C., Surgit, O. E., & Nalbant, M. (2021). Segmenting consumers based on social media advertising perceptions: How does *Minat beli* differ across segments?. *Telematics and Informatics*, 64, 101687.
- Paul, J. (2019). Masstige model and measure for brand management. *European Management Journal*, 37(3), 299-312.
- Putri, I. S., & Akbari, A. D. (2021). Extended Theory of Planned Behavior (TPB) to Analyze the Batik Minat beli of Indonesian Millennials and Gen Z. *International Journal of Industrial Engineering and Engineering Management*, 3(2), 97-104.
- Rakhma, D. A. (2019). Pengaruh Electronic Word of Mouth (EWOM) dan Brand Awareness terhadap *Minat beli* melalui *Citra merek* sebagai variable mediasi (Studi pada Konsumen Kosmetik Emina di Purworejo).
- Rejeki, D. S. (2018). Antecedent perceived risk pada Minat beli. *Jurnal Manajemen dan Pemasaran Jasa*, 11(1), 145-160.
- Resmawa, I. N. (2017). Pengaruh *Citra merek* dan Product Knowledge terhadap *Minat beli* dengan Green Price sebagai Moderating Variabel pada Produk the Body Shop di Surabaya. *Jurnal Aplikasi Manajemen, Ekonomi Dan Bisnis*, 1(2), 1-11.
- Rizqia, C. D., & Hudrasyah, H. (2015). The Effect of Electronic Word-Of-Mouth on Customer Minat beli (Case Study: Bandung Culinary Instagram Account). *International Journal of Humanities and Management Sciences*, 3(3), 155-160.

- Sekaran, U., & Bougie, R. (2016). Research methods for business. A skill building approach (7th ed.). In New York: John Wiley and Sons
- Sekaran, U., & Bougie, R. (2017). Metode penelitian untuk bisnis: pendekatan pengembangan keahlian (6th ed.). salemba empat.
- Sanny, L., Aisha N. A., Ratu T. M., dan Ressay P.P. (2020). *Minat beli On Indonesia Male's Skin Care By Social Media Marketing Effect Towards Citra merek And Brand Trust*. Management Science Letters.
- Sentosa, I., & Mat, N. K. N. (2012). Examining a theory of planned behavior (TPB) and technology acceptance model (TAM) in internet purchasing using structural equation modelling. *Researches World*, 3(2 Part 2), 62.
- Septifani, R., Achmadi, F., & Santoso, I. (2014). Pengaruh green marketing, pengetahuan dan minat membeli terhadap keputusan pembelian. *Jurnal Manajemen Teknologi*, 13(2), 201-218.
- Shahrinaz, I., Kusuma, J., Yacob, Y., Rahman, D. H. A. A., & Mahdi, A. F. (2016). Relationship and impact of e-WOM and Citra merek towards Minat beli of smartphone. *Journal of Scientific Research and Development*, 3(5), 117-124.
- Stevina, E. (2015). Pengaruh Brand Identity Terhadap Minat beli Melalui Trust Di UD. Makin Hasil Jember. *Jurnal Strategi Pemasaran*, 3(1), 1-8.
- Suparwo, A., & Syarifuddin, D. (2017). Membangun Kepuasan Pelanggan Serta Komunikasi Lisan. *Jurnal Ecodemica*, 1(1), 130.
- Susafa'ati. (2015). Pengukuran Kepuasan Penggunaan Aplikasi LSD Air Freight Cargo dengan Metode UTAUT. *Jurnal Pilar Nusa Mandiri*, 11 (2): 142-151.
- Thamrin, A. (2013). *Minat beli*. In *Manajemen Pemasaran* (p. 68). Jakarta: Rajawali Pers.
- Tjiptono, F. (2017). Service, quality, dan satisfaction.
- Waluya, A. I., Iqbal, M. A., & Indradewa, R. (2019). How product quality, Citra merek, and customer satisfaction affect the purchase decisions of Indonesian automotive customers. *International Journal of Services, Economics and Management*, 10(2), 177-193.

Wang, Y., H., T., & Cing, F. (2014). The Relationship between *Citra merek* and *Minat beli*: evidence from award winning mutual funds. *The International Journal of Business and Finance Research*, 8(2), 27–40.

Wen, L. Y. M., & Li, S. H. (2013). A Study On The Relationship Amidst Health Consciousness, Ecological Affect, And *Minat beli* Of Green Production. *International Journal of Organizational Innovation*, 5(4).

