

DAFTAR PUSTAKA

- Abidin, Z. (2023). The effect of perceived quality, perceived value, brand ... *QEMS Journal*.
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Akbar, F., Fitrah, A., & Rafli, M. (2023). Price fairness and brand trust in shaping consumer purchase intentions in e-commerce. *International Journal of Business and Management*, 18(2), 45–59.
- Akbar, T. S., Fitrah, Y., & Rafli, M. (2023). Pengaruh persepsi harga, persepsi kualitas, dan loyalitas merek terhadap minat beli pada toko online Shopee. *Jurnal Musytari: Neraca Manajemen, Ekonomi*, 3(1), 1–10.
- Akdeniz, B., Calantone, R. J., & Voorhees, C. M. (2018). Effectiveness of marketing cues on consumer perceptions of quality: The moderating roles of brand reputation and third-party information. *ResearchGate*.
- Amalia Hendarsin, A. M. C., Reggy, Z., Putri, G., & Widita, A. (2024). Utilizing K-Pop idols as brand ambassadors to increase brand awareness in social media. *Procedia Computer Science*, 234, 787–794.
- Amalia Hendarsin, R., Putri, N., & Widita, P. (2024). Digital brand engagement and awareness formation among Indonesian consumers. *Journal of Marketing Insights*, 9(1), 1–15.
- Anand, A. (2023). Brand awareness. *International Journal for Multidisciplinary Research (IJFMR)*, 5(3).
- Bakalo, A., & Amantie, C. (2023). The impact of brand awareness and brand perceived quality towards purchase intention of mobile phone from customers' view in Ethiopia. *Journal of Business and Economic Development*, 8(4), 113–120.
- Bacalor, S., & Amanti, G. (2023). Brand trust and awareness as predictors of consumer loyalty. *Asia Pacific Journal of Marketing Research*, 12(4), 210–225.
- Badan Pangan Nasional. (2025). *Laporan Tahunan Stabilisasi Pasokan dan Harga Pangan Nasional 2025*. Jakarta: Bapanas.
- Badan Pusat Statistik. (2024). *Laporan Pengeluaran Rumah Tangga Indonesia 2024*. Jakarta: BPS.
- Berman, B., & Thelen, S. (2023). Pricing transparency and consumer trust in online retailing. *Journal of Retailing & Consumer Services*, 71, 103275.
- Białowolski, P., & Weziak-Białowolska, D. (2020). How knowledge about prices influences consumer perception and decision making. *Journal of Economic Psychology*, 81, 102319.
- Chaurasiya, H. (2023). A study on brand awareness and brand association in the fashion and apparel industry. *Scitepress*.
- Curado, C., Araújo, C. F., Oliveira, M., & Gonçalves, T. (2025). The theory of reasoned action perspective on knowledge sharing: A meta-analytic review. *Management Review Quarterly*. <https://doi.org/10.1007/s11301-025-00517-5>

- Dachyar, M., & Banjarnahor, L. (2017). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital*, 13(5), 946–968.
- Dašić, D. (2025). Interconnection between product quality, consumer perception, and country of origin influence. *ResearchGate*.
- Deloitte. (2024). *Global Consumer Trends 2024: The Value-Driven Customer*. London: Deloitte Insights.
- Dinas Perdagangan Kota Padang. (2024). *Laporan Harga dan Distribusi Pangan 2024*. Padang: Pemerintah Kota Padang.
- Erdogan, Z., & Gokhan, A. (2021). Determinants of purchase intention and behavior in e-commerce. *European Journal of Business and Management Research*, 6(3), 71–80.
- Gundala, R. R., Nawaz, N., Harindranath, R. M., Boobalan, K., & Gajenderan, V. K. (2022). Does gender moderate the purchase intention of organic foods? *Heliyon*, 8(10), e10478. <https://doi.org/10.1016/j.heliyon.2022.e10478>
- Hameed, F., et al. (2023). Brand awareness and purchase intention in the age of digital communication: A moderated mediation. *OJCMT Journal*.
- Hanaysha, J. (2022). Examining the link between perceived quality, brand image, and purchase intention. *Frontiers in Psychology*, 13, 928–944.
- Hanaysha, J. R. (2022). An examination of the link between brand awareness and purchase intention: The mediating role of perceived value and brand image. *Journal of Relationship Marketing*, 21(4), 315–332.
- Hanaysha, J. R., & Al-Shaikh, M. E. (2023). The effect of brand image and price perception on purchase intention: Evidence from Middle Eastern markets. *International Journal of Marketing Studies*, 15(2), 45–58.
- Hussain, S., Abbas, J., & Li, Y. (2020). Impact of pricing and product information on consumer buying behaviour. *Frontiers in Psychology*, 12, 720151.
- Jayadi, M. F. (2020). The effect of perceived quality. *IJEBMR*.
- Keller, K. L. (2016). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Keller, K. L. (2020). *Strategic brand management* (Global ed.). Pearson Education.
- Keni, C., & Keni, K. (2021). The prediction of purchase intention based on digital marketing, customer engagement, and brand preference.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kukar-Kinney, M., Xia, L., & Monroe, K. B. (2023). Consumer reactions to dynamic pricing strategies. *Journal of Retailing*, 99(2), 235–250.
- Kumar, A., & Kaushal, S. (2022). Changing dynamics of consumer behavior in the digital era. *International Journal of Business and Management Research*, 10(4), 45–54.
- Kumar, S., Hanafiah, M. H., & Ramayah, T. (2022). Predicting household waste management behavior using an extended theory of planned behavior model. *Environmental Science and Pollution Research*, 29, 44783–44797. <https://doi.org/10.1007/s11356-022-20685-0>

- Ladhari, R., Gonthier, J., & Lajante, M. (2019). Generation Y and online fashion shopping: Exploring the impact of e-loyalty and e-satisfaction. *Journal of Retailing and Consumer Services*, 48, 113–121.
- Liu, Q., et al. (2022). A study on the influencing factors of consumers' purchase intention based on online word of mouth. *Frontiers in Psychology*.
- Liu, X., Shin, H., & Burns, A. C. (2020). Examining the relationships among brand experience, brand loyalty, and brand trust in the consumer–brand relationship. *Journal of Retailing and Consumer Services*, 56, 102–118.
- López-Rodríguez, C. E., et al. (2024). Measures of brand awareness: Bibliometric analysis and future research. *TEM Journal*, 13(4), 3056–3067.
- McKinsey & Company. (2024). *Indonesia Consumer Sentiment Survey 2024*. Singapore: McKinsey Global Institute.
- Monroe, K. B., & Krishnan, R. (2021). Price and customer value perception: Revisiting classic theories. *Journal of Business Research*, 135, 1–12.
- Montano, D. E., & Kasprzyk, D. (2015). Theory of Reasoned Action, Theory of Planned Behavior, and the Integrated Behavioral Model. In K. Glanz, B. Rimer, & K. Viswanath (Eds.), *Health behavior: Theory, research, and practice* (5th ed., pp. 95–124). Jossey-Bass.
- Munir, H., & Watts, T. (2024). Social media influence and purchase intention in digital commerce. *Computers in Human Behavior Reports*, 15, 100320.
- Munir, T., & Watts, S. (2024). Power of social media influencers on brand awareness, value, and consumer purchases. *Spanish Journal of Marketing – ESIC*.
- Parasuraman, A., & Zeithaml, V. A. (2020). *Delivering quality service: Balancing customer perceptions and expectations* (Updated ed.). New York: Simon & Schuster.
- Prachaseree, K., Ahmad, N., & Md Isa, N. (2022). Applying theory elaboration for Theory of Reasoned Action (TRA) and its extensions. *University Utara Malaysia*.
- Reni, S. D. (2023). The effect of perceived quality and brand image on consumer purchase intention. *Universitas Diponegoro Repository*.
- Romaniuk, J., Wight, S., & Faulkner, M. (2017). Brand awareness: Revisiting an old metric for a new world. *Journal of Product & Brand Management*, 26(5), 469–476.
- Sari, S. (2021). Analisis brand awareness dan pengaruhnya terhadap buying decision Toyota Calya di Makassar. *Journal of Business Administration*.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson Education.
- Sinha, I., & Muthukrishnan, A. V. (2021). Perception of price fairness: Revisiting the cognitive-emotional interaction. *Psychology & Marketing*, 38(9), 1604–1617.
- Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson Education.
- Utama, A. P., & Ambarwati, A. N. (2022). The effect of brand awareness, brand image, and trust on consumer buying interest. *Devotion Journal*.

- Utami, R. N., Muslikh, D., & Dinda, O. (2024). The effect of product quality and price perception on purchasing decisions with purchase intention as mediating. *Marketing & Business Strategy Journal*.
- Xia, L., Monroe, K. B., & Cox, J. L. (2023). The fairness of prices in the digital marketplace. *Journal of Retailing and Consumer Services*, 70, 103259.
- Yadav, R., & Pathak, G. S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the Theory of Planned Behavior. *Ecological Economics*, 134, 114–122.
- Yadav, S. S., Kar, S. K., & Rai, P. K. (2022). Why do consumers buy recycled shoes? *Frontiers in Environmental Science*, 10, 1007959. <https://doi.org/10.3389/fenvs.2022.1007959>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means–end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A. (2020). *Services marketing: Integrating customer focus across the firm* (8th ed.). New York: McGraw-Hill Education.
- Zaremohzzabieh, Z., Ahrari, S., Samah, A. A., Meng, L. K., & Abdullah, S. M. (2021). Predicting the adoption of digital technology among youth: An extended Theory of Planned Behavior approach. *Frontiers in Psychology*, 12, 620527. <https://doi.org/10.3389/fpsyg.2021.620527>
- Zheng, Y., & Lin, J. (2022). Cognitive, emotional and inferential paths from price perception to buying intention. *Business Research*, 15(3), 145–159.

