

DAFTAR PUSTAKA

- Afif, N. C. *et al.* (2015) 'Building Brand Loyalty Through Increasing Brand Trust And Brand Affect', *International Journal of Scientific & Technology Research* Volume, 4(11), pp. 336–340.
- Ali, F. (2018) 'The Impact of Brand Equity on Brand Loyalty: The Mediating Role of Customer Satisfaction', *Pakistan Journal of Commerce and Social Sciences*, 9(3), pp. 890–915.
- Badir, M. and Andjarwati, A. L. (2020) 'The Effect of Ewom, Ease of Use And Trust on Purchase Decisions', *Jurnal Minds: Manajemen Ide dan Inspirasi*, 7(1), pp. 39–52.
- Chen, Y., Chen, T. and Lin, C. (2016) 'The Analyses of Purchasing Decisions and Brand Loyalty for Smartphone Consumers', *Open Journal of Social Sciences*, 4(July), pp. 108–116.
- Chiu, C. *et al.* (2012) 'Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents', *Decision Support Systems*. Elsevier B.V., 53(4), pp. 835–845.
- Danish, R. Q. and Humayon, A. A. (2018) 'Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A Study of Automobile Industry in South Asian Perspective', *South Asian Studies*, 33(2), pp. 347–364.
- Deka, R. E., Nurhajati and Rachma, N. (2019) 'Pengaruh Brand Association dan Brand Awareness Terhadap Brand Loyalty Melalui Brand Trust Pada Start Up Fintech OVO', *JIMMU*, 4(1), pp. 96–107.
- Dumortier, J. *et al.* (2016) 'The Influence of Trust and Attitudes on the Purchase Frequency of Organic Produce', *International Business Research*, 29(2017), pp. 46–69.
- Eliasari, P. R. A. and Sukaatmadja, I. P. G. (2017) 'Pengaruh Brand Awareness Terhadap Purchase Intention Dimediasi Oleh Perceived Quality dan Brand Loyalty', *E-Jurnal Manajemen UNUD*, 6(12), pp. 6620–6650.
- Ghozali, I. (2011) *Aplikasi Analisis Multivariate Dengan Program SPSS*.

- Husaini, F. N., Kusumawati, A. and Mawardi, M. K. (2017) 'The Influence of Customer Satisfaction and Brand Trust on Brand Loyalty (Survey on Undergraduate Student as User of Apple iPhone in University of Brawijaya)', *Jurnal Administrasi Bisnis (JAB)*, 47(1), pp. 32–38.
- Irwanti, I. (2013) 'Analisis Pengaruh Brand Equity Terhadap Proses Keputusan Pembelian Pada Konsumen Pond'S di Kota Surabaya', *Management Analysis Journal*, 7(13), pp. 1–7.
- Kam Fung So, K., King, C., Sparks, B. A. & Wang, Y., 2014. The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands. *Journal of Travel Research*, Volume 14, pp. 1-15.
- Kusumah, R. (2015) 'Analyze The Effect of Trust, Price, Quality and Perceived Risk Toward Consumer Purchase Behavior In Online Shops Instagram', *Jurnal Berkala Ilmiah dan Efisiensi*, 15(05), pp. 355–366.
- Lestari, N. E. P. (2017) 'Pengaruh Strategi Segmenting , Targeting dan Positioning Terhadap Keputusan Pembelian Produk Hijab Merek Zoya Pada Mahasiswa Pasca Sarjana Universitas BSI serta Dampaknya Terhadap Brand Loyalty', *Simposium Nasional Ilmu Pengetahuan dan Teknologi (SIMNASIPTEK) 2017*, 4(9), pp. 61–66.
- Lin, L.-Y. & Chen, C.-S., 2006. The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), pp. 248-265.
- Mahliza, F. (2020) 'Consumer Trust In Online Purchase', *EPRA International Journal of Multidisciplinary Research (IJMR)*, 6(2), pp. 142–149.
- Mamahit, P., Soegoto, A. S. and Tumbuan, W. A. (2015) 'Pengaruh Brand Image, Brand Trust, dan Kualitas Produk Terhadap Keputusan Pembelian Mobil Toyota All New Yaris Pada PT. Hasjrat Abadi Manado', *Jurnal Berkala Ilmiah dan Efisiensi*, 15(05), pp. 777–787.
- Moradi, H. and Zarei, A. (2017) 'The Impact of Brand Equity on Purchase Intention and Brand Preference-the Moderating Effects of Country of Origin Image', *Australian Journal of Basic and Applied Sciences* , 5(3), pp. 539–545.
- Nofriyanti, A. R. (2017) 'Pengaruh Brand Trust, Brand Image, Perceived Quality, Brand Loyalty Terhadap Brand Equity Pengguna Telkomsel', *Ekonomi Bisnis*, 22(2), pp. 130–142.

- Pradipta, D., Hidayat, K. and Sunarti, S. (2016) 'Pengaruh Brand Equity Terhadap Keputusan Pembelian (Survei pada Konsumen Pembeli dan Pengguna Kartu Perdana simPATI Telkomsel di Lingkungan Mahasiswa Jurusan Administrasi Bisnis Angkatan 2012 & 2013 Fakultas Ilmu Administrasi Universitas Brawijaya Malang)', *Jurnal Administrasi Bisnis (JAB)*, 34(1), pp. 138–147.
- Rahmadhano, R. (2014) 'Pengaruh Brand Equity Terhadap Keputusan Pembelian Konsumen Pada Peter Says Denim di Kota Bandung', *e-Proceeding of Management*, 1(3), pp. 630–641.
- Shin, N. *et al.* (2014) 'The Effect of Brand Equity on Brand Attitude and Brand Loyalty in Exhibition', *SHS Web of Conferences*, 8(12), pp. 1–7.
- Sibagariang, S. C. H. and Nursanti, T. D. (2010) 'Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty Pada PT Bank Sinarmas', *The Winners*, 11(2), pp. 118–129.
- Sugiyono (2011) *Metode Penelitian Kuantitatif Kualitatif dan R&D, Metode Penelitian Kuantitatif Kualitatif dan R&D.*
- Syahrivar, J. and Ichlas, A. M. (2018) 'The Impact of Electronic Word of Mouth (E-Wom) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customer Involvements in Purchasing Decisions?', *The Asian Journal of Technology Management*, 11(1), pp. 57–69.
- Utomo, I. W. (2017) 'Pengaruh Brand Image, Brand Awareness, dan Brand Trust Terhadap Brand Loyalty Pelanggan Online Shopping (Studi Kasus Karyawan di BSI Pemuda)', *Jurnal Komunikasi*, 8(3), pp. 76–84.
- Wulandari, N. M. R. and Nurcahya, I. K. (2015) 'Pengaruh Celebrity Endorser, Brand Image, Brand Trust Terhadap Keputusan Pembelian Clear Shampoo di Kota Denpasar', *E-Jurnal Manajemen UNUD*, 4(11), pp. 3909–3935.
- Yunima, R., Lestari, R. B. and Widagdo, H. (2015) 'Pengaruh Brand Image, Brand Trust, dan Company Reputation Terhadap Loyalitas Handphone XYZ Di Palembang', *Manajemen STIE MDP Palembang*, 4(5), pp. 1–9.