DAFTAR PUSTAKA

Ahmad, A., & Iqbal, M. (2020). Relationship marketing: Building trust and commitment. *International Journal of Marketing Studies, 12*(3), 45–56.

Amalia, R., & Nugraha, D. (2020). Pengaruh relationship marketing terhadap brand image dan dampaknya terhadap keputusan pembelian. *Jurnal Manajemen Pemasaran, 14*(2), 89–100.

Ananda, R., & Putri, D. (2021). Pengaruh digital marketing terhadap keputusan pembelian konsumen e-commerce. *Jurnal Manajemen Digital*, *3*(1), 21–31.

Andini, R., & Pratama, Y. (2021). Pengaruh kualitas produk, promosi, dan kemasan terhadap citra merek. *Jurnal Bisnis dan Inovasi, 8*(1), 55–67.

Arikunto, S. (2016). *Prosedur penelitian: Suatu pendekatan praktik* (Revisi ke-6). Rineka Cipta.

Berry, L. L. (1983). Relationship marketing. In L. L. Berry, G. L. Shostack, & G. Upah (Eds.), *Emerging perspectives on services marketing* (pp. 25–28). American Marketing Association.

Brown, J. J., & Reingen, P. H. (1987). Social ties and word-of-mouth referral behavior. *Journal of Consumer Research*, *14*(3), 350–362.

Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional marketing tools? *Journal of Marketing Communications*, *18*(2), 149–168.

Buttle, F., & Maklan, S. (2019). *Customer relationship management: Concepts and tools* (3rd ed.). Routledge.

Chaffey, D., & Ellis-Chadwick, F. (2020). *Digital marketing* (7th ed.). Pearson Education.

Cheung, C. M., & Lee, M. K. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, *53*(1), 218–225.

Cheung, C. M., & 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.

Christodoulides, G., Cadogan, J. W., & Veloutsou, C. (2012). Consumer-based brand equity in the 21st century: Conceptualization and measurement. *Journal of Marketing Management*, *28*(13–14), 1529–1551.

Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, *30*(1), 47–75.

Dewi, L. N., & Oktaviani, R. (2023). Pengaruh brand image terhadap keputusan pembelian di sektor kuliner. *Jurnal Pemasaran Kontemporer*, *11*(1), 66–75.

Dewi, P., & Cahyadi, M. (2021). Pengaruh citra merek terhadap keputusan pembelian di kalangan milenial. *Jurnal Riset Pemasaran, 6*(2), 101–110.

Fadhilah, R., & Maulida, N. (2023). Analisis persepsi konsumen terhadap citra merek di era digital. *Jurnal Komunikasi dan Pemasaran*, *11*(1), 78–91.

Febrianti, N., & Rizal, M. (2021). Analisis pengaruh consumer references terhadap keputusan pembelian pada produk FMCG. *Jurnal Riset Ekonomi dan Bisnis*, *9*(3), 45–53.

Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi, tesis dan disertasi ilmu manajemen*. BP Undip.

Goldsmith, R. E., & Clark, R. A. (2008). An analysis of factors affecting consumer e-word-of-mouth via social networking sites. *Internet Research*, *18*(1), 23–31.

Gounaris, S., Chatzipanagiotou, K., & Boukis, A. (2021). Perceived brand personality and consumer decision making in e-commerce. *Journal of Business Research, 124*, 472–481.

Grönroos, C. (2017). *Service management and marketing: Managing the service profit logic* (4th ed.). Wiley.

Gummesson, E. (2021). *Total relationship marketing* (4th ed.). Routledge.

Gunelius, S. (2023). *Ultimate guide to digital marketing*. Entrepreneur Press.

Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2018). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2019). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long Range Planning, 46*(1–2), 1–12.

Hakim, R. A., & Hidayat, M. (2023). Pengaruh digital marketing dan brand image terhadap keputusan pembelian smartphone. *Jurnal Inovasi Bisnis dan Teknologi*, *10*(2), 89–101.

Harjadi, Dikdik, dan Fitriani, Lili Karmela. (2024). *Marketing (Teori dan Konsep)*. Cirebon : PT. Arr Rad Pratama.

Hasanah, S., & Kurniawan, B. (2022). Consumer references sebagai variabel moderasi pengaruh digital marketing terhadap keputusan pembelian di marketplace. *Jurnal Bisnis Digital*, *5*(4), 112–125.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms. *Journal of Interactive Marketing, 18*(1), 38–52.

Hermawan, A., & Wibowo, S. (2022). Pengaruh brand ambassador terhadap citra merek pada generasi Z. *Jurnal Inovasi Digital*, *10*(2), 120–132.

Hofstede, G. (2010). *Cultures and organizations: Software of the mind* (3rd ed.). McGraw-Hill.

Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2021). *Consumer behavior* (8th ed.). Cengage Learning.

Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and brand relationship in brand loyalty. *Journal of Brand Management, 18*(8), 570–582.

Indriantoro, N., & Supomo, B. (2019). *Metodologi penelitian bisnis untuk akuntansi dan manajemen* (Edisi 2). BPFE Yogyakarta.

Kannan, P. K., & Li, H. (2022). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing, 39*(1), 23–41.

Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.

Kingsnorth, S. (2021). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2020). *Manajemen pemasaran* (Edisi 13). Erlangga.

Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson Education Limited.

Kumar, A., & Rahman, Z. (2020). Influence of brand image on online purchase intentions: Mediating role of trust. *Journal of Retailing and Consumer Services*, *53*, 101923.

Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, *33*(1), 76–82.

Lestari, D., & Hidayat, M. (2022). Faktor-faktor pembentuk citra merek pada konsumen digital. *Jurnal Ekonomi dan Bisnis Digital*, *7*(2), 88–98.

Lestari, R., & Saputra, I. W. (2021). Peran brand image dalam memediasi hubungan relationship marketing dan keputusan pembelian mobil mewah. *Jurnal Ilmu Manajemen*, *8*(2), 97–106.

LK Fitriani, M Ramdan, AA Omar. (2025). Systematic Literature Review Digital Marketing Analysis Of Tiktokshop Application Features On Purchasing Decision. *Indonesian Journal of Strategic Management* 8(1), 54–64.

Maulana, H., & Dewi, S. (2023). Interaksi emosional dan brand image dalam keputusan pembelian konsumen online. *Jurnal Psikologi Konsumen*, *5*(1), 32–44.

Maulana, H., & Setiadi, A. (2021). Peran consumer references dalam pengaruh digital marketing terhadap keputusan pembelian produk elektronik. *Jurnal Ekonomi dan Bisnis Digital*, *6*(1), 44–58.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, *58*(3), 20–38.

Ndubisi, N. O. (2020). Relationship marketing and customer loyalty. *Marketing Intelligence & Planning*, *38*(1), 20–36.

Nurjanah, R., Aditya, D. M., & Sari, N. (2023). Peran brand image dalam pengaruh digital marketing terhadap keputusan pembelian makanan cepat saji. *Jurnal Riset Bisnis dan Konsumen*, *12*(1), 23–34.

Palmatier, R. W. (2021). *Relationship marketing*. In *Marketing strategy* (pp. 210–233). Palgrave Macmillan.

Pramudita, A., Santoso, R. P., & Nurhalimah, E. (2022). The effect of digital marketing on purchase decisions mediated by brand image. *Jurnal Pemasaran Digital*, *4*(2), 44–57.

Putra, A. R., & Haryanto, H. (2020). Pengaruh brand image terhadap keputusan pembelian konsumen. *Jurnal Ekonomi dan Manajemen*, *15*(2), 145–157.

Putri, D. A., & Wibowo, R. A. (2022). Citra merek sebagai mediasi antara relationship marketing dan keputusan pembelian di e-commerce. *Jurnal Ekonomi dan Manajemen Digital*, *7*(3), 105–117.

Putri, R., & Lestari, N. (2021). Analisis faktor-faktor yang mempengaruhi keputusan pembelian. *Jurnal Manajemen Konsumen, 9*(3), 45–56.

Rahayu, R. (2022). Pengaruh digital marketing terhadap citra merek pada industri kosmetik. *Jurnal Pemasaran Kontemporer, 6*(2), 73–85.

Ramadhani, A., & Sari, P. (2022). Kepuasan pasca pembelian sebagai indikator keputusan pembelian konsumen. *Jurnal Riset Konsumen, 10*(2), 88–96.

Ryan, D. (2021). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (5th ed.). Kogan Page.

Saputro, A., & Lestari, R. (2020). Pengaruh relationship marketing terhadap loyalitas dan keputusan pembelian. *Jurnal Bisnis dan Ekonomi, 8*(3), 101–113.

Saputro, H., & Hernawan, A. (2022). Analisis peran consumer references pada produk dengan loyalitas merek tinggi. *Jurnal Ilmu Ekonomi dan Manajemen, 10*(3), 66–74.

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2019). Treating unobserved heterogeneity in PLS-SEM: A multi-method comparison. *International Journal of Research in Marketing, 36*(3), 384–400.

Schiffman, L. G., & Wisenblit, J. (2023). *Consumer behavior* (13th ed.). Pearson Education Limited.

Sin, L. Y. M., Tse, A. C. B., & Yim, F. H. K. (2021). CRM: Conceptualization and scale development. *European Journal of Marketing, 49*(3/4), 245–266.

Singgih, M. L. (2021). Teknik penentuan sampel dalam penelitian model SEM. *Jurnal Statistika dan Komputasi*, *12*(2), 55–66.

Strauss, J., & Frost, R. (2021). *E-marketing* (8th ed.). Pearson Education.

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif dan R&D*. Alfabeta.

Suharyanti, R., & Nugroho, T. (2021). Citra merek dalam perspektif konsumen digital. *Jurnal Ilmu Komunikasi dan Pemasaran, 9*(1), 65–74.

Suliyanto. (2018). *Metode penelitian bisnis: Untuk skripsi, tesis dan disertasi*. Andi Offset.

Taiminen, H. M., & Karjaluoto, H. (2022). Measuring digital marketing effectiveness. *Journal of Marketing Development and Competitiveness, 16*(1), 98–109.

Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2022). Digital marketing and social media: Why bother? *Business Horizons, 65*(1), 13–22.

Verma, R. (2021). Consumer perception and decision-making in the digital era: A study on Gen Z. *International Journal of Consumer Studies*, *45*(2), 235–248.

Wijaya, R., & Kartika, D. (2021). Indikator citra merek sebagai pengaruh terhadap loyalitas. *Jurnal Komunikasi dan Bisnis*, *4*(2), 44–59.

Wulandari, M. D., & Ramadhan, T. (2022). Peran brand image dalam memediasi pengaruh relationship marketing pada keputusan pembelian produk komoditas. *Jurnal Ekonomi Terapan*, *6*(1), 92–103.

Wulandari, T., & Prasetyo, R. (2021). Proses pengambilan keputusan konsumen: Pendekatan perilaku. *Jurnal Psikologi Bisnis*, *10*(2), 90–104.

Yim, F. H. K., Tse, A. C. B., & Chan, K. W. (2023). Emotional bonds and brand loyalty in relationship marketing. *Journal of Business Research*, *154*, 324–336.

Yuliana, S., & Nurhayati, A. (2021). Faktor-faktor yang memengaruhi keputusan pembelian di era digital. *Jurnal Ilmu Ekonomi dan Manajemen*, *5*(2), 110–120.

Yuliana, S., & Arifin, Z. (2023). Pengaruh promosi dan consumer references terhadap keputusan pembelian motor. *Jurnal Bisnis dan Manajemen Otomotif*, *3*(2), 115–127.