

DAFTAR PUSTAKA

- Shimp, Terence A, 2003, *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu*, Jakarta: Erlangga
- Kotler Phillip, Kevin Lance Keller, 2012, *Marketing Management* 14th edition, Jakarta: PT, Indeks Kelompok Gramedia
- Peter, J, Paul dan Jerry C Olson, 2002, *Consumer Behavior and Marketing, Strategy Sixth Edition*, Yogyakarta :Pustaka Pelajar
- Jerry C, Olson dan Peter J, Paul, 2014, *Perilaku konsumen dan strategi pemasaran*, Edisi, Sembilan, Buku 2,penerbit salemba empat,jakarta
- Hawkins, et, al, (2007), *Consumer Behavior, Building Marketing Strategy* (10th ed.), New York: The McGraw-Hill Companies, Inc
- Burnett, J., 2008, *Core Concepts of Marketing*, 1st ed, [ebook] New York: John Wiley & Sons
- Kotler, P., & Armstrong, G (2018), *Principles of Marketing Global Edition* 17th Edition, London: Pearson Education
- Chang, M, K, (1998), *Predicting unethical behaviour:a comparison of the theory of reasoned action and the theory of planned behaviour*, *Journal of Business Ethics*, 17, 1825-1834
- Cohen, J, B., & Golden, E, (1972), *Informational social influence and product evaluation*, *Journal of Applied Psychology*, 56(1), 54–59
- Brown Duncan & Hayes, Nick, 2008, *Influencer Marketing, Who really influences your customers*, UK: Elsevier Ltd, David dan Philip Young, 2009
- Moleong, Lexy J, 2004, *Metodologi Penelitian Kualitatif*, Bandung: PT, Remaja, Rosdakarya
- Margono, 2004, *Metodologi Penelitian Pendidikan*, Jakarta :Rineka Cipta
- Arikunto, 2006, *Prosedur Penelitian Suatu Pendekatan Praktek*, Jakarta : PT, Rineka Cipta
- Kline, R, (2005), *Principles and Practice of Structural Equation Modeling* (2nd ed.), New York Guilford
- Mustafa, Zainal dan Tony Wijaya, 2012, *Panduan Teknik Statistik SEM & PLS dengan SPSS AMOS*, Yogyakarta: Cahaya Atma Pustaka
- Narimawati, Umi, 2008, “Metodologi Penelitian Kualitatif Dan Kuantitatif, Teori, Dan Aplikasi,” Bandung: Agung Media 9

- Kotler, Philip; Armstrong, Garry, 2008, Prinsip-prinsip Pemasaran, Jilid 1,, Erlangga, Jakarta, Kotler dan Keller
- Arikunto, S, 2013, Prosedur Penelitian Suatu Pendekatan Praktik, Edisi Revisi, Jakarta: PT, Rineka Cipta
- Ananda Sabil Husain (2015) Penelitian bisnis dan manajemen menggunakan partial least squares, (PLS) dengan smart PLS 3,0,
- Hair, J,F,, Black, W,C,, Babin, B,J, and Anderson, R,E, (2010) Multivariate Data Analysis, 7th Edition, Pearson, New York
- Adebisi, O., Korant eng Fianko, S., Kwesi Nooni, I., Liang Kheng, L., Mahamad, O., Ramayah, T., & Professor, A. (2010). The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia ASSESSING THE IMPACT OF SERVICE QUALITY ON CUSTOMER LOYALTY: A CASE STUDY OF THE CELL... The Impact of Service Quality on Customer Loyalty: A Study of Banks in Pen. *International Journal of Marketing Studies*, 2(2). www.ccsenet.org/ijms
- Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. L. (2019). Assessing the effects of service quality on customer satisfaction. *Management Science Letters*, 9(1), 13–24. <https://doi.org/10.5267/j.msl.2018.11.004>
- Ajzen, I. (1991). The Theory of Planned Behaviour. *Organizational Behavior and Human Decision Processes*, 50, 179–211. <https://doi.org/10.1080/10410236.2018.1493416>
- Ajzen, I. (2005). *Attitudes, Personality and Behavior*.
- Ajzen, I. (2012). The theory of planned behavior. *Handbook of Theories of Social Psychology: Volume 1*, 211, 438–459. <https://doi.org/10.4135/9781446249215.n22>
- Akar, E., Yüksel, H. F., & Bulut, Z. A. (2015). The Impact of Social Influence on the Decision-Making Process of Sports Consumers on Facebook. *Journal of Internet Applications and Management*, 6(2), 5–27. <https://doi.org/10.5505/iuyd.2015.40412>

- Al-Aziz, A. M. A., & Metawie, M. (2022). The Role of Emotions and Social Influence on Consumer Purchase Intention towards Online Retailers. *International Journal of Science and Management Studies (IJSMS)*, June, 240–253. <https://doi.org/10.51386/25815946/ijSMS-v5i3p128>
- Alauddin, M. (2019). Investigating the Relationship between Service Quality, Customer Satisfaction and Customer Loyalty in Hotel Industry: Bangladesh Perspective I Islamic Capital Market View project CERTIFICATESS View project. *Global Journal of Management and Business Research*, 19(1), 1–7.
- Anjani, H. D., Irham, I., & Waluyati, L. R. (2019). Relationship of 7P Marketing Mix and Consumers' Loyalty in Traditional Markets. *Agro Ekonomi*, 29(2), 261. <https://doi.org/10.22146/ae.36400>
- Arahita, C. L., & Hatammimi, J. (2015). Factors Affecting the Intention to Reuse Mobile Banking Service. *International Journal of Research in Business and Social Science (2147- 4478)*, 4(4), 15–23. <https://doi.org/10.20525/ijrbs.v4i4.15>
- Assauri, S. (2013). *Manajemen Pemasaran* (PT Raja Grafindo Persada (ed.)).
- Azam, N. H. M., Alha, A. H., & Saili, A. R. (2022). Factors Influencing Purchase Decision of Agriculture Products: A Case Study in Selangor. *International Journal of Academic Research in Business and Social Sciences*, 12(9), 1950 – 1962. <https://doi.org/10.6007/IJARBSS/v12-i9/14970>
- Aziz, S., Muhammad, L., & Afaq, Z. (2020). The Role of Media, Word of Mouth, and Subjective Norms in determining Attitude and Intentions to Purchase Family Takaful Schemes. *Journal of Islamic Business and Management (JIBM)*, 10(01). <https://doi.org/10.26501/jibm/2020.1001-008>
- Bae, S. Y., & Chang, P. J. (2021). The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic (March 2020). *Current Issues in Tourism*, 24(7), 1017–1035.

<https://doi.org/10.1080/13683500.2020.1798895>

- Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p126>
- Beli, N., Di, P., Sepatu, T., Di, B., & Tulung, J. E. (2018). the Effect of Product Quality, Sales Promotion and Social Influence on Customer Purchase Intention in Bellagio Shoes Store in Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4), 3533–3542.
- bi.go.id. (2022). *Survei Konsumen Desember 2022: Optimisme Konsumen Meningkat*. https://www.bi.go.id/id/publikasi/ruang-media/news-release/Pages/sp_250523.aspx
- Buchanan, L., Yeatman, H., Kelly, B., & Kariippanon, K. (2018). Digital Promotion of Energy Drinks to Young Adults Is More Strongly Linked to Consumption Than Other Media. *Journal of Nutrition Education and Behavior*, 50(9), 888–895. <https://doi.org/10.1016/j.jneb.2018.05.022>
- Buhaljoti, A. (2013). Identifying Key Factors Affecting Customer’s Decision-Making of Internet Service Providers in Albania. *Management Dynamics in the Knowledge Economy*, 7(3), 407–422. <https://doi.org/10.25019/mdke/7.3.08>
- Buttle, F. (1996). *SERVQUAL : review , critique , research agenda*. 30(1), 8–32.
- Chiang, M. C., Yen, C., & Chen, H. L. (2022). Does Age Matter? Using Neuroscience Approaches to Understand Consumers’ Behavior towards Purchasing the Sustainable Product Online. *Sustainability (Switzerland)*, 14(18). <https://doi.org/10.3390/su141811352>
- Chin W, M. G. (1998). The Partial Least Squares Approach to Structural Formula Modeling. *Advances in Hospitality and Leisure*, 8 (2) (January 1998), 5.
- Chomeya, R. (2010). Quality of Psychology Test Between Likert Scale 5 and 6

Points. *Journal of Social Sciences*, 6(3), 399–403.
<https://doi.org/10.3844/jssp.2010.399.403>

Chu, K. M. (2018). Mediating influences of attitude on internal and external factors influencing consumers' intention to purchase organic foods in China. *Sustainability (Switzerland)*, 10(12), 1–15.
<https://doi.org/10.3390/su10124690>

Cooke, R., & French, D. P. (2008). How well do the theory of reasoned action and theory of planned behaviour predict intentions and attendance at screening programmes? A meta-analysis. *Psychology and Health*, 23(7), 745–765.
<https://doi.org/10.1080/08870440701544437>

databoks.katadata.co.id. (2022). *Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022*. <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>

dataindonesia.id. (2022a). *Berapa Jumlah UMKM di Indonesia?*
<https://dataindonesia.id/sektor-riil/detail/berapa-jumlah-umkm-di-indonesia>

dataindonesia.id. (2022b). *Jumlah Toko Retail Indonesia Mencapai 3,61 Juta pada 2021*. [https://dataindonesia.id/Sektor Riil/detail/jumlah-toko-retail-indonesia-mencapai-361-juta-pada-2021](https://dataindonesia.id/Sektor%20Riil/detail/jumlah-toko-retail-indonesia-mencapai-361-juta-pada-2021)

De Bruyn, A., & Lilien, G. L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. *International Journal of Research in Marketing*, 25(3), 151–163. <https://doi.org/10.1016/j.ijresmar.2008.03.004>

Diallo, M. F., & Seck, A. M. (2018). How store service quality affects attitude toward store brands in emerging countries: Effects of brand cues and the cultural context. *Journal of Business Research*, 86(June), 311–320.
<https://doi.org/10.1016/j.jbusres.2017.08.017>

Ekinci, Y., Gursoy, D., Can, A. S., & Williams, N. L. (2022). Does travel desire influence COVID-19 vaccination intentions? *Journal of Hospitality Marketing and Management*, 31(4), 413–430.

<https://doi.org/10.1080/19368623.2022.2020701>

ekon.go.id. (2022). *perkembangan-umkm-sebagai-critical-engine-perekonomian-nasional-terus-mendapatkan-dukungan-pemerintah*.

<https://www.ekon.go.id/publikasi/detail/4593/perkembangan-umkm-sebagai-critical-engine-perekonomian-nasional-terus-mendapatkan-dukungan-pemerintah>

Elie-Dit-Cosaque, C., Pallud, J., & Kalika, M. (2011). The influence of individual, contextual, and social factors on perceived behavioral control of information technology: A field theory approach. *Journal of Management Information Systems*, 28(3), 201–234. <https://doi.org/10.2753/MIS0742-1222280306>

Engel. (2014). 濟無No Title No Title No Title. *Paper Knowledge . Toward a Media History of Documents*.

Faeq, D. K., Saleh, P. F., Hiwa, H., Ismael, A., & Nawzad, M. (2022). Purchase intention in the scope firm of corporate social responsibility. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(6), 43–55. <https://doi.org/10.20525/ijrbs.v11i6.1944>

Farrell, A. M. (2010). Insufficient discriminant validity: A comment on Bove, Pervan, Beatty, and Shiu (2009). *Journal of Business Research*, 63(3), 324–327. <https://doi.org/10.1016/j.jbusres.2009.05.003>

Fathoni, M. Z., Hantono, B. S., Sri Asih, A. M., & Wibisono, M. A. (2022). Seleksi Open Source Software ERP Yang Sesuai Dengan Karakter UMKM Indonesia. *Matrik : Jurnal Manajemen Dan Teknik Industri Produksi*, 22(2), 197. <https://doi.org/10.30587/matrik.v22i2.3553>

Febriansyah, & Reni, D. (2020). Peran Bauran Pemasaran di Minimarket 212 Mart Karawaci Tangerang dalam Mendorong Minat Beli Konsumen. *Journal of Islamic Economics, STIE Syariah Islamic Village Tangerang*, 10(1), 45–54.

Fekete-Farkas, M., Gholampour, A., Bouzari, P., Jarghooiyan, H., & Ebrahimi, P.

(2021). *How gender and age can affect consumer purchase behavior? Evidence from A microeconomic perspective from Hungary. ¿Cómo el género y la edad pueden afectar el comportamiento de compra del consumidor? Evidencia desde una perspectiva microeconómica de Hungría.* <https://doi.org/10.17230/>

Ferrell, O. C., & Hartline, M. D. (1996). The Management of Customer-Contact Service Employees: An Empirical Investigat. *Journal of Marketing*, 60(4), 52–70.

Fesa, S. A. (2015). Pengaruh Bauran Pemasaran Terhadap Niat Berlangganan Kembali Harian Umum Pikiran Rakyat di Kota Bandung. *Bina Ekonomi*, 19(2), 145–158.

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *American Marketing Association*, 18(1), 39–50.

Gibreel, H., Saleh, M., & Silvianita, A. (2022). *The Effect of Service Quality and Brand Image on Lazada Repurchase Decision (A Case Study of International Students in Bandung)*. 5–7.
<http://ieomsociety.org/nigeria2022/proceedings/>

Goi, C. L. (2011). Perception of Consumer on Marketing Mix : Male vs Female. *2010 International Conference on Business and Economics Research*, 1, 95–99.

Goldsmith, E. B., & Goldsmith, R. E. (2011). Social influence and sustainability in households. *International Journal of Consumer Studies*, 35(2), 117–121.
<https://doi.org/10.1111/j.1470-6431.2010.00965.x>

Grewal, Dhruv, Roggeveen, Compeau, & Michael, L. (2011). Evolving Pricing Practices: The Role of New Business Models. *Journal of Product & Brand Management*, 7(20), 510–513.
<http://www.tandfonline.com/loi/uror20http://dx.doi.org/10.1080/0278319080>

2201986

- Gujrati, R., & Uygun, H. (2020). Digital marketing: changing consumer behaviour. *International Journal of Forensic Engineering*, 4(4), 323. <https://doi.org/10.1504/ijfe.2020.10037784>
- Gumus Boruhan Karaca. (2022). *Churn Customer Management in Retail Industry: A Case Study*. 37, 0–3. <https://doi.org/10.24988/ije.1070830>
- Güven, & Faruk. (2018). *Churn and loyalty behaviour of Turkish digital natives*.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Marko Sarstedt. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *SAGE Publications, Inc.* (second). SAGE Publications, Inc. 2455 Teller Road Thousand Oaks, California 91320.
- Hair, J. F., M.Hult, G. To., Ringle, C. M., Sarstedt, M., P.Danks, N., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. In *Practical Assessment, Research and Evaluation* (Vol. 21, Issue 1). Springer Nature Switzerland AG.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Han, H., Al-Ansi, A., Chua, B. L., Tariq, B., Radic, A., & Park, S. H. (2020). The post-coronavirus world in the international tourism industry: Application of the theory of planned behavior to safer destination choices in the case of us outbound tourism. *International Journal of Environmental Research and Public Health*, 17(18), 1–15. <https://doi.org/10.3390/ijerph17186485>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hasan, M. R., Haq, M. R., & Rahman, M. Z. (2019). “Impact of social network on

purchase decision: a study on teenagers of Bangladesh.” *Journal of Business & Retail Management Research*, 14(01).

<https://doi.org/10.24052/jbrmr/v14is01/art-03>

Helmi, S., Ariana, S., & Supardin, L. (2022). The Role of Brand Image as a Mediation of The Effect of Advertising and Sales Promotion on Customer Purchase Decision. *Journal of Economics and Sustainable Development*, 13(8), 90–99. <https://doi.org/10.7176/jesd/13-8-09>

Hennig-Thurau, T., & Walsh, G. (2003). Electronic word-of-mouth: Motives for and consequences of reading customer articulations on the internet. *International Journal of Electronic Commerce*, 8(2), 51–74.

<https://doi.org/10.1080/10864415.2003.11044293>

Hidayat, N., Rismawati, & Kawiana, I. G. P. (2021). The Role of Marketing Mix on Parents’ Decisions to Choose a Junior High School Boarding School through Word of Mouth. *Webology*, 18(Special Issue), 843–862.

<https://doi.org/10.14704/WEB/V18SI04/WEB18169>

Hollebeek, L. D., Sprott, D. E., Sigurdsson, V., & Clark, M. K. (2022). Social influence and stakeholder engagement behavior conformity, compliance, and reactance. *Psychology and Marketing*, 39(1), 90–100.

<https://doi.org/10.1002/mar.21577>

Hou, Z., Liang, L. J., Meng, B., & Choi, H. C. (2021). The role of perceived quality on high-speed railway tourists’ behavioral intention: An application of the extended theory of planned behavior. *Sustainability (Switzerland)*, 13(22).

<https://doi.org/10.3390/su132212386>

Huang, I. C., Chuang, C. H. J., & Lin, H. C. (2003). The Role of Burnout in the Relationship between Perceptions of Organizational Politics and Turnover Intentions. *Public Personnel Management*, 32(4), 519–531.

<https://doi.org/10.1177/009102600303200404>

Hussain, S. S. S., Jabran, A., Raza, J. A., Sidra, W., Wasiq, E., Maria, F., &

- Kamran, S. S. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management* 4(2): 105-110, 2. <https://doi.org/10.20525/ijrbs.v5i4.551>
- Jain, M. R., & Jain, S. (2022). *Analyzing and Exploring the Effectiveness of Each Element of 7Ps of Marketing Mix*. January.
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era. *Frontiers in Psychology*, 12(January), 1–12. <https://doi.org/10.3389/fpsyg.2021.808525>
- katadata.co.id. (2021). *Saingi Bukalapak hingga Ula, Warung Pintar Klaim Posisi 3 Besar - Startup Katadata.co.id*. <https://katadata.co.id/desysetyowati/digital/61c0b532454ee/saingi-bukalapak-hingga-ula-warung-pintar-klaim-posisi-3-besar>
- Kavitha, D. H., & Gopinath, D. R. (2020). Effect of Service Quality on Satisfaction and Word-of-Mouth: Small Scale Industries and their Commercial Banks in Tamil Nadu. *International Journal of Management (IJM)*, 11(11), 3034–3043. <https://doi.org/10.34218/IJM.11.11.2020.288>
- Khan, T. (2014). The Concept of Marketing Mix and its Elements. *International Journal of Information Adn Management*, 6.
- Khuong, M. N., & Duyen, H. (2016). Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 7(2), 44–50. <https://doi.org/10.18178/ijtef.2016.7.2.497>
- Kidwell, B., & Jewell, R. D. (2003). An Examination of Perceived Behavioral Control: Internal and External Influences on Intention. *Psychology and Marketing*, 20(7), 625–642. <https://doi.org/10.1002/mar.10089>
- Kim, J. H., & Lee, H. C. (2019). Understanding the repurchase intention of premium economy passengers using an extended theory of planned behavior.

- Sustainability (Switzerland)*, 11(11). <https://doi.org/10.3390/su11113213>
- Koay, K. Y., & Cheah, C. W. (2022). Understanding consumers' intention to revisit bubble tea stores: an application of the theory of planned behaviour. *British Food Journal*, June. <https://doi.org/10.1108/BFJ-01-2022-0025>
- Kotler, P., & Zaltman, G. (1971). Social marketing: an approach to planned social change. *Journal of Marketing*, 35(3), 3–12. <https://doi.org/10.2307/1249783>
- Kotler, & Philip. (2012). *Marketing Management Perspective Asia* (Prentice Hall (ed.); 1 th).
- Kotler, Philip, & Keller, K. L. (2016). *Marketing Management* (Pearson (ed.); 14 th).
- Kristiani, P., & Dharmayanti, D. (2017). Pengaruh Social Media Marketing terhadap Repeat Purchase dengan Variabel Intervening Perceived Service Quality dan Brand Image pada Industri Fast-Food Restaurant di Surabaya. *Petra Business & Management Review*, 3(1), 67–84.
- Kukanja, M., Gomezelj Omerzel, D., & Kodrič, B. (2016). Ensuring restaurant quality and guests' loyalty: an integrative model based on marketing (7P) approach. *Total Quality Management and Business Excellence*, 28(13–14), 1509–1525. <https://doi.org/10.1080/14783363.2016.1150172>
- Kukanja, M., Gomezelj Omerzel, D., & Kodrič, B. (2017). Ensuring restaurant quality and guests' loyalty: an integrative model based on marketing (7P) approach. *Total Quality Management and Business Excellence*, 28(13–14), 1509–1525. <https://doi.org/10.1080/14783363.2016.1150172>
- Lee, H. J. (2020). A study of consumer repurchase behaviors of smartphones using artificial neural network. *Information (Switzerland)*, 11(9). <https://doi.org/10.3390/INFO11090400>
- Lefebvre, R. C. (2011). An integrative model for social marketing. *Journal of Social Marketing*, 1(1), 54–72. <https://doi.org/10.1108/20426761111104437>

- Mahyarni. (2013). Sebuah Kajian Historis tentang Perilaku. *Jurnal El-Riyasah*, 4(1), 13–23. <http://ejournal.uin-suska.ac.id/index.php/elriyasah/article/view/17/13%0Ask25>
- Manap, A. (2016). *Revolusi Manajemen Pemasaran* (Mitra Wacana Media (ed.); Pertama).
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx. [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
- Miles, D. A. (2017). A taxonomy of research gaps: Identifying and defining the seven research gaps methodological gap. *Journal of Research Methods and Strategies*, August, 1–15.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.
- Mohammad Azam, N. H., Alha, A. H., & Saili, A. R. (2022). Factors Influencing Purchase Decision of Agriculture Products: A Case Study in Selangor. *International Journal of Academic Research in Business and Social Sciences*, 12(9). <https://doi.org/10.6007/ijarbss/v12-i9/14970>
- Mun, K. (2011). Branding satisfaction in the airline industry: A comparative study of Malaysia Airlines and Air Asia. *African Journal of Business Management*, 5(8), 3410–3423. <http://www.academicjournals.org/AJBM>
- Murdani, N. K., Ardani, N. W., & Prayoga, K. P. (2020). ANALISIS PENGARUH KUALITAS PELAYANAN YANG DIMEDIASI OLEH PERCEIVED VALUE TERHADAP KEPUTUSAN PEMBELIAN ULANG PENGGUNA KARTU PERDANA TELKOMSEL. *Jurnal Satyagraha*, 03(01).

- Murpraptomo, S. H., Yuliati, L. N., & Sartono, B. (2019). the Influence of Marketing Mix, Perceived Risk, and Satisfaction on Word of Mouth in Xyz Clinic. *Journal of Consumer Sciences*, 4(1), 13. <https://doi.org/10.29244/jcs.4.1.13-24>
- Musonda, Z. A., & Phiri, W. D. (2018). Service quality and customer satisfaction in the pay TV industry: A case study of Multichoice Zambia Limited. *International Journal of Commerce and Management Research ISSN: 2455-1627 Impact Factor: RJIF 5.22 Www.Managejournal.Com*, 4(6), 19–24. <https://doi.org/10.4324/9780203047965-15>
- Napawut, W., Siripipatthanakul, S., Phayaphrom, B., Siripipattanakul, S., & Limna, P. (2022). The Mediating Effect of E-WOM on the Relationship Between Digital Marketing Activities and Intention to Buy Via Shopee. *Native Speaker (NP) Program, Ammartpanichanukul School*, 2(2), 2785–9363. <https://ssrn.com/abstract=4047441>
- Naz, F., Alshaabani, A., Rudnák, I., & Magda, R. (2021). Role of Service Quality in Improving Customer Loyalty towards Telecom Companies in Hungary during the COVID-19 Pandemic. *Economies*, 9(4). <https://doi.org/10.3390/economies9040200>
- Nur, F., & Sanaji, S. (2021). PENGARUH PERCEIVED EASE OF USE DAN PERCEIVED USEFULNESS TERHADAP LOYALITAS DENGAN TRUST SEBAGAI VARIABEL INTERVENING TERHADAP PENGGUNAAN APLIKASI WARUNG PINTAR. *Jurnal Ilmu Manajemen*, 9(2), 708. <https://doi.org/10.26740/jim.v9n2.p708-722>
- Nurhandayani, A., Syarief, R., & Najib, M. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Jurnal Aplikasi Manajemen*, 17(4), 650–661.
- Octav-Ionut, M. (2015). Applying the Theory of Planned Behavior in Predicting Pro-environmental Behavior: The Case of Energy Conservation. *Acta Universitatis Danubius. Œconomica*, 11(4), 15–32.

- Ong, A. K. S., Cleofas, M. A., Prasetyo, Y. T., Chuenyindee, T., Young, M. N., Diaz, J. F. T., Nadlifatin, R., & Redi, A. A. N. P. (2021). Consumer behavior in clothing industry and its relationship with open innovation dynamics during the covid-19 pandemic. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(4). <https://doi.org/10.3390/joitmc7040211>
- Parasuraman, a, Zeithaml, V. a, & Berry, L. L. (1988). SERQUAL: A Multiple-Item scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(January), 28. [https://doi.org/10.1016/S0148-2963\(99\)00084-3](https://doi.org/10.1016/S0148-2963(99)00084-3)
- Pavlou, P. A., & Fygenon, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS Quarterly: Management Information Systems*, 30(1), 115–143. <https://doi.org/10.2307/25148720>
- Peraturan Pemerintah Republik Indonesia. (2021). *Peraturan Pemerintah Republik Indonesia Nomor 07 Tahun 2021 tentang Kemudahan, Pelindungan, dan Pemberdayaan Koperasi dan Usaha Mikro, Kecil, dan Menengah* (Issue 086507).
- Phonsiri, W., Junjit, A., Chanarpas, M., & Chayomchai, A. (2022). Marketing Strategy Influencing Service Quality and Consumers ' Repurchase Decision on Low-Cost Airline Business in Thailand. *HONG KONG JOURNAL OF SOCIAL SCIENCES*, 59.
- Pintar, W. (2022). *Women in Warung Scene*.
- Pop, R. A., Saplacan, Z., & Alt, M. A. (2020). Social media goes green-the impact of social media on green cosmetics purchase motivation and intention. *Information (Switzerland)*, 11(9). <https://doi.org/10.3390/INFO11090447>
- Prayag, G. (2007). Assessing international tourists' perceptions of service quality at Air Mauritius. *International Journal of Quality and Reliability Management*, 24(5), 492–514. <https://doi.org/10.1108/02656710710748367>

- Prianggoro, N. F., & Sitio, A. (2020). Effect of Service Quality and Promotion on Purchase Decisions and Their Implications on Customer Satisfaction. *International Journal of Engineering Technologies and Management Research*, 6(6), 51–62. <https://doi.org/10.29121/ijetmr.v6.i6.2019.393>
- Purwana ES, Dedi, Rahmi, Aditya, S. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro , Kecil , Dan Menengah (Umkm). *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 1(1), 1–17.
- Putri, L. A., & Antoni, D. (2021). Manajemen Warung Rakyat Pintar Berbasis Teknologi Informasi. *Jurnal Nasional Ilmu Komputer*, 2(4), 284–300. <https://doi.org/10.47747/jurnalnik.v2i4.539>
- Qureshi, M. A., Raza, S. A., Kolachi, I. A., Sarwar, A., & Khan, K. A. (2022). Influence of Front-Desk Staff Service Quality on Students’ Affective Commitment, Trust, and Word-of-Mouth in Higher Education. *Asian Academy of Management Journal*, 27(1), 29–60. <https://doi.org/10.21315/aamj2022.27.1.2>
- redseer.com. (2020). *Indonesia eB2B – Reviving the “Warungs” in a Post COVID World / Part 1 / RedSeer Strategy Consultants*. <https://redseer.com/newsletters/indonesia-eb2b-reviving-the-warungs-in-a-post-covid-world-part-1/>
- Riaz, & Tanveer. (2011). Marketing Mix, Not Branding. *Asian Journal of Business and Management Sciences*, 1(11), 43–52.
- Rizki, E. F., Juliati, R., & Praharjo, A. (2021). The Effect of Product Quality and Service Quality on Repurchasing Intention. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 1(4), 247–254. <https://doi.org/10.22219/jamanika.v1i4.19407>
- Román-Augusto, J. A., Garrido-Lecca-Vera, C., Lodeiros-Zubiria, M. L., & Mauricio-Andia, M. (2022). Green Marketing: Drivers in the Process of Buying Green Products—The Role of Green Satisfaction, Green Trust, Green

WOM and Green Perceived Value. *Sustainability (Switzerland)*, 14(17).
<https://doi.org/10.3390/su141710580>

Sahir, S. H., Suginam, S., & Fahlevi, M. (2021). Online Travel Agency Marketing Strategy: Implications for Consumer Repurchase Decision. *EKUITAS (Jurnal Ekonomi Dan Keuangan)*, 5(2), 263–281.
<https://doi.org/10.24034/j25485024.y2021.v5.i2.4664>

Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*, 29(5), 1136–1159.
<https://doi.org/10.1108/APJML-10-2016-0192>

Santoso, S. (2021). Relationship between Social Media, Organizational Support, Subjective Norms and Perceived Behavioral Control to Form Entrepreneurial Intention. *Expert Journal of Business and Management*, 9(1), 1–10.
<http://business.expertjournals.com>

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2022). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*.
https://doi.org/10.1007/978-3-319-57413-4_15

See-Kwong, G. (2015a). The effect of electronic word of mouth on intention to book accommodation via online peer-to-peer platform: Investigation of theory of planned Behaviour. *Journal of Internet Banking and Commerce*, 1(January 2015). <https://doi.org/10.4172/1204-5357.S2-005>

See-Kwong, G. (2015b). The effect of electronic word of mouth on intention to book accommodation via online peer-to-peer platform: Investigation of theory of planned Behaviour. *Journal of Internet Banking and Commerce*, 1(April). <https://doi.org/10.4172/1204-5357.S2-005>

Serra Cantallops, A., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41–51. <https://doi.org/10.1016/j.ijhm.2013.08.007>

- Širůček, M., & Galečka, O. (2017). Alternative evaluation of S&P 500 index in relation to quantitative easing. *Forum Scientiae Oeconomia*, 5(1), 5–18. <https://doi.org/10.23762/fso>
- Slabá, M. (2020). The impact of age on the customers buying behaviour and attitude to price. *Littera Scripta*, 12(2). https://doi.org/10.36708/littera_scripta2019/2/11
- Sorce, P., Perotti, V., & Widrick, S. (2005). Attitude and age differences in online buying. *International Journal of Retail and Distribution Management*, 33(2), 122–132. <https://doi.org/10.1108/09590550510581458>
- Stankevich, A. (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. *Journal of International Business Research and Marketing*, 2(6), 7–14. <https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001>
- Sugiyono, D. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (19th ed.). Alfabeta Bandung.
- Supardin, L., Tamansiswa, U. S., Behavior, C., & Bisnis, D. (2022). The Role of Brand Image as a Mediation of The Effect of Advertising and Sales Promotion on Customer Purchase Decision. *Journal of Economics and Sustainable Development*, August. <https://doi.org/10.7176/jesd/13-8-09>
- Susanti, H. W., & Suharti, L. (2022). *Analysis of Factors Affecting the Success of a Digital Business Franchise Is (Case Study : Warung Pintar in Salatiga City)*. 12974–12986.
- Syapsan. (2019). The effect of service quality, innovation towards competitive advantages and sustainable economic growth: Marketing mix strategy as mediating variable. *Benchmarking*, 26(4), 1336–1356. <https://doi.org/10.1108/BIJ-10-2017-0280>
- Syarif, L. S. (2023). *PERAN SRC (SAMPOERNA RETAIL COMMUNITY) DALAM MENINGKATKAN OMSET PENJUALAN PADA TOKO*. 2(1), 175–

- Thabit, T. H., & Raewf, M. (2018). The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences & Educational Studies*, 4(4). <https://doi.org/10.23918/ijsses.v4i4p100>
- Toong, F. W., & Khin, A. A. (2017). Consumer attitude towards intention to purchase green foods in chicken meat industry. *International Journal of ADVANCED AND APPLIED SCIENCES*, 4(4), 155–158. <https://doi.org/10.21833/ijaas.2017.04.022>
- Utamanyu, R. A., & Darmastuti, R. (2022). BUDAYA BELANJA ONLINE GENERASI Z DAN GENERASI MILENIAL DI JAWA TENGAH (Studi Kasus Produk Kecantikan di Online Shop Beauty by ASAME). *Scriptura*, 12(1), 58–71. <https://doi.org/10.9744/scriptura.12.1.58-71>
- warungpintar.co.id. (2022). *Sustainability Report 2022*.
- Widyastuti, S., & Santoso, B. (2021). Green Marketing: a Study of the Factors Influencing the Repurchase Decision for Javanony Herbal Products. *Asean Marketing Journal*, 8(2), 104–119. <https://doi.org/10.21002/amj.v8i2.4391>
- Wijayanto, A., & Khoirunnisa, A. A. (2020). Investigating the Mediating Effects of Customer Satisfaction on The Relationship Between Service Quality and Customer Loyalty: A study on IndiHome *Ijmsssr.Org*, 28–35. <https://www.ijmsssr.org/paper/IJMSSSR00281.pdf>
- Xiao, X., & Wong, R. M. (2020). Vaccine hesitancy and perceived behavioral control: A meta-analysis. *Vaccine*, 38(33), 5131–5138. <https://doi.org/10.1016/j.vaccine.2020.04.076>
- Xie, S., & Madni, G. R. (2023). Impact of Social Media on Young Generation's Green Consumption Behavior through Subjective Norms and Perceived Green Value. *Sustainability (Switzerland)*, 15(4). <https://doi.org/10.3390/su15043739>

- Yana, A. A. G. A., Rusdhi, H. A., & Wibowo, M. A. (2015). Analysis of factors affecting design changes in construction project with Partial Least Square (PLS). *Procedia Engineering*, 125, 40–45.
<https://doi.org/10.1016/j.proeng.2015.11.007>
- Yau, H. K., & Tsang, L. C. (2017). Gender Difference of Behavior Intention on Online Shopping: An Empirical Study in Hong Kong Higher Education. *Lecture Notes in Engineering and Computer Science*, 2228, 901–902.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211. <https://doi.org/10.1177/0092070300282002>
- Zaman, J. S. (2017). *ANALISIS PENGARUH BRAND IMAGE CORPORATE (CITRA MEREK PERUSAHAAN) TERHADAP KEPUTUSAN PEMBELIAN PADA PLANET COMPUTER TASIKMALAYA*. 2(1).
- Zhou, T. (2011). Understanding online community user participation: A social influence perspective. *Internet Research*, 21(1), 67–81.
<https://doi.org/10.1108/10662241111104884>
- Zia, A. (2022). Discovering the linear relationship of service quality, satisfaction, attitude and loyalty for banks in Albaha, Saudi Arabia. *PSU Research Review*, 6(2), 90–104. <https://doi.org/10.1108/PRR-07-2020-0023>

U M N
U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A