

ADITYA WARDHANA



# ***Perilaku Konsumen***

**DI ERA DIGITAL**

**Editor : Mahir Pradana, PhD**

# *Perilaku Konsumen*

**DI ERA DIGITAL**

Buku referensi ini menjelaskan secara komprehensif mengenai Perilaku Konsumen dalam konteks era digital di Indonesia saat ini. Topik yang dibahas secara runtut mulai dari: Pengantar Perilaku Konsumen, Persepsi Konsumen, Sikap Konsumen, Motivasi Konsumen, Preferensi Konsumen, Minat Beli Konsumen, Proses Keputusan Pembelian Konsumen, Keputusan Pembelian Konsumen, Kepuasan Pelanggan, dan Loyalitas Pelanggan. Buku referensi ini dapat menjadi panduan komprehensif dan praktis untuk memahami perilaku konsumen yang berevolusi dengan cepat di era digital saat ini, dan merupakan bacaan penting bagi siapa saja yang tertarik untuk memahami konsep dan implementasinya.



**eureka**  
media aksara  
Anggota IKAPI  
No. 225/JTE/2021

☎ 0858 5343 1992  
✉ eurekamediaaksara@gmail.com  
📍 Jl. Banjaran RT.20 RW.10  
Bojongsari - Purbalingga 53362

ISBN 978-623-120-041-9



9 786231 200419

# PERILAKU KONSUMEN DI ERA DIGITAL

Aditya Wardhana



**eureka**  
**media aksara**

**PENERBIT CV.EUREKA MEDIA AKSARA**

## PERILAKU KONSUMEN DI ERA DIGITAL

**Penulis** : Aditya Wardhana

**Editor** : Mahir Pradana, PhD

**Desain Sampul** : Eri Setiawan

**Tata Letak** : Meilita Anggie Nurlatifah

**ISBN** : 978-623-120-041-9

Diterbitkan oleh : **EUREKA MEDIA AKSARA, JANUARI 2024**  
**ANGGOTA IKAPI JAWA TENGAH**  
**NO. 225/JTE/2021**

**Redaksi:**

Jalan Banjaran, Desa Banjaran RT 20 RW 10 Kecamatan Bojongsari  
Kabupaten Purbalingga Telp. 0858-5343-1992

Surel : eurekaediaaksara@gmail.com

Cetakan Pertama : 2024

**All right reserved**

Hak Cipta dilindungi undang-undang  
Dilarang memperbanyak atau memindahkan sebagian atau seluruh  
isi buku ini dalam bentuk apapun dan dengan cara apapun,  
termasuk memfotokopi, merekam, atau dengan teknik perekaman  
lainnya tanpa seizin tertulis dari penerbit.

## KATA PENGANTAR

Puji Syukur kami panjatkan ke hadirat Tuhan Yang Maha Esa, karena atas rahmat dan kekuatan yang dilimpahkan-Nya, buku dengan judul “**PERILAKU KONSUMEN DI ERA DIGITAL**” ini dapat kami selesaikan penyusunannya.

Secara garis besar, buku ini menjelaskan tentang: Perilaku Konsumen, Persepsi Konsumen, Sikap Konsumen, Motivasi Konsumen, Minat Beli Konsumen, Proses Keputusan Pembelian Konsumen, Kepuasan Pelanggan dan lain sebagainya.

Kami mengucapkan terima kasih atas partisipasi dan bantuan dari berbagai pihak yang telah membantu penyusunan buku ini. Kami menyadari bahwa di dalam buku ini masih terdapat banyak kekurangan. Oleh karena itu, dalam rangka perbaikan ke depan, kami sangat mengharapkan adanya sumbang saran pemikiran dari semua pihak.

## DAFTAR ISI

<b>KATA PENGANTAR.....</b>	<b>iii</b>
<b>DAFTAR ISI.....</b>	<b>iv</b>
<b>BAB 1 PENGANTAR PERILAKU KONSUMEN .....</b>	<b>1</b>
A. Pengertian Perilaku Konsumen.....	1
B. Pentingnya Memahami Perilaku Konsumen .....	2
C. Karakteristik Perilaku Konsumen Di Era Digital.....	7
D. Jenis-Jenis Perilaku Konsumen.....	8
E. Sifat-Sifat Perilaku Konsumen.....	9
F. Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen .....	10
G. Teori-Teori Perilaku Konsumen .....	15
<b>BAB 2 PERSEPSI KONSUMEN.....</b>	<b>24</b>
A. Pengertian Persepsi Konsumen.....	24
B. Proses Pembentukan Persepsi .....	26
C. Pengaruh Proses Persepsi pada Sensori dan Pilihan Produk .....	30
D. Proses Distorsi Persepsi dalam Perilaku Konsumen .	32
E. Pemetaan Perseptual (Perceptual Mapping) dan Pemosisian Produk.....	33
F. Faktor-faktor yang Mempengaruhi Persepsi Konsumen terhadap Keputusan Pembelian Online ..	37
<b>BAB 3 SIKAP KONSUMEN .....</b>	<b>46</b>
A. Pengertian Sikap Konsumen.....	46
B. Fungsi Sikap Konsumen .....	47
C. Komponen Sikap Konsumen .....	48
D. Model Sikap Konsumen .....	49
E. Faktor-Faktor Yang Mempengaruhi Sikap Konsumen dalam Pembelian Online.....	61
<b>BAB 4 MOTIVASI KONSUMEN .....</b>	<b>63</b>
A. Pengertian Motivasi Konsumen .....	63
<b>BAB 5 PREFERENSI KONSUMEN .....</b>	<b>75</b>
A. Pengertian Preferensi Konsumen.....	75
B. Pentingnya Memahami Preferensi Konsumen .....	77
C. Faktor-Faktor Yang Mempengaruhi Preferensi Konsumen .....	78

	D. Teknik Atau Metode Analisis Preferensi Konsumen	83
<b>BAB 6</b>	<b>MINAT BELI KONSUMEN</b> .....	<b>86</b>
	A. Pengertian Minat Beli Konsumen .....	86
	B. Jenis-Jenis Minat Beli Konsumen .....	88
	C. Indikator-Indikator Minat Beli Konsumen .....	89
	D. Faktor-Faktor Yang Mempengaruhi Minat Beli Konsumen .....	93
	E. Model-Model Pengukuran Minat Beli Konsumen ....	94
<b>BAB 7</b>	<b>PROSES KEPUTUSAN PEMBELIAN KONSUMEN</b>	<b>103</b>
	A. Pengertian Proses Keputusan Pembelian Konsumen .....	103
	B. Pentingnya Memahami Proses Keputusan Pembelian Konsumen .....	103
	C. Pusat Keputusan Pembelian Konsumen .....	105
	D. Proses Keputusan Pembelian Konsumen .....	108
	E. Faktor-Faktor Yang Mempengaruhi Proses Keputusan Pembelian Konsumen .....	115
<b>BAB 8</b>	<b>KEPUTUSAN PEMBELIAN KONSUMEN</b> .....	<b>123</b>
	A. Pengertian Keputusan Pembelian Konsumen .....	123
	B. Faktor-Faktor Yang Membentuk Keputusan Pembelian Konsumen .....	124
	C. Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen .....	128
<b>BAB 9</b>	<b>KEPUASAN PELANGGAN</b> .....	<b>130</b>
	A. Pengertian Kepuasan Pelanggan .....	130
	B. Faktor-Faktor Kepuasan Pelanggan .....	131
	C. Teknik Pengukuran Kepuasan Pelanggan.....	135
<b>BAB 10</b>	<b>LOYALITAS PELANGGAN</b> .....	<b>142</b>
	A. Pengertian Loyalitas Pelanggan.....	142
	B. Program Loyalitas Pelanggan .....	143
	C. Penciptaan Loyalitas Pelanggan .....	144
	D. Karakteristik Pelanggan Loyal .....	147
	E. Metode Pengukuran Loyalitas Pelanggan .....	148
	<b>DAFTAR PUSTAKA</b> .....	<b>151</b>
	<b>TENTANG PENULIS</b> .....	<b>197</b>



# **PERILAKU KONSUMEN DI ERA DIGITAL**

Aditya Wardhana





# BAB 1

# PENGANTAR PERILAKU KONSUMEN

## A. Pengertian Perilaku Konsumen

Perilaku konsumen melibatkan keputusan pembelian barang dan jasa untuk konsumsi pribadi (Blackwell dan Miniard, 2017; Haghshenas, Abedi, Ghorbani, Kamali, Harooni, 2007). Bagi pemasar, pemahaman perilaku konsumen sangat vital karena bertujuan menciptakan dan mempertahankan pelanggan (East, Singh, Wright, Vanhuele, 2021; Barmola, Srivastava, 2010). Hoyer, MacInnis, Pieters (2023) dan Peter dan Olson (2013) menggambarkan perilaku konsumen sebagai interaksi dinamis antara pengaruh, kesadaran, perilaku, dan lingkungan dalam pertukaran aspek kehidupan. Solomon (2019), Peighambari, Sattari, Kordestani, Oghazi, 2016) menggarisbawahi bahwa perilaku konsumen melibatkan individu dan kelompok dalam memilih, membeli, menggunakan, dan membuang produk, layanan, ide, atau pengalaman untuk memenuhi kebutuhan dan keinginan. Kotler, Keller, Chernev (2021), Rabontu dan Boncea (2007) menyatakan perilaku konsumen adalah studi bagaimana individu, kelompok, dan organisasi memilih, membeli, menggunakan, dan membuang produk, layanan, atau pengalaman untuk memuaskan kebutuhan dan keinginan. Mothersbaugh (2019) dan Munnukka (2008) menekankan bahwa proses pengambilan keputusan pembelian dapat bervariasi tergantung pada harga produk atau layanan. Solomon (2019) menciptakan gambaran menyeluruh tentang perilaku konsumen, melibatkan psikologi,

# BAB

# 2

# PERSEPSI KONSUMEN

## A. Pengertian Persepsi Konsumen

Kemajuan ilmu pengetahuan dan teknologi telah membuka peluang perdagangan tanpa batas ruang dan waktu, memicu persaingan ketat di antara perusahaan-perusahaan sejenis. Oleh karena itu, perhatian terhadap perilaku konsumen menjadi krusial dalam menjalankan aktivitas bisnis. Setiap perusahaan melakukan studi tentang perilaku konsumen, melibatkan individu atau kelompok dalam pemilihan, pembelian, dan penggunaan produk atau jasa untuk memenuhi kebutuhan dan keinginan konsumennya (Bae, Choi, Gantumur, Kim, 2022; East, Singh, Wright, Vanhuele, 2021; Mandarić, Hunjet, Kozina, 2021; Meutia, Sinulingga, Fawzee, Sadalia, 2020; Mothersbaugh, 2019; Hoyer, MacInnis, Pieters, 2023; Engel, Blackwell, Miniard, 2005; Grayson, & Martinec, 2004).

Dalam kerangka perilaku konsumen, persepsi menjadi dua dari empat komponen psycho-process yang mempengaruhi keputusan pembelian konsumen terhadap suatu produk. Keputusan pembelian yang diambil perusahaan bertujuan untuk menjadi pilihan utama konsumen, sehingga sasaran dan tujuan organisasi berkembang (Mandarić, Hunjet, Kozina, 2021; Meutia, Sinulingga, Fawzee, Sadalia, 2020; Mothersbaugh, 2019; Schiffman & Wisenblit, 2018; Blackwell, & Miniard, 2017; Hoyer, MacInnis, Pieters, 2023; Dianoux, Linhart, & Vnouckova, 2014; Monirul & Han, 2012).

# BAB

# 3

# SIKAP KONSUMEN

## A. Pengertian Sikap Konsumen

Sikap konsumen adalah kecenderungan atau penilaian yang bersifat persisten terhadap suatu produk, layanan, merek, atau situasi pembelian. Sikap mencakup komponen kognitif (pengetahuan dan keyakinan), afektif (emosi dan perasaan), dan konatif (niat dan perilaku) yang mempengaruhi bagaimana konsumen memandang dan berperilaku terhadap produk atau layanan tertentu. Sikap konsumen sangat mempengaruhi keputusan pembelian dan perilaku konsumen secara umum. Faktor-faktor seperti pengalaman sebelumnya, informasi, dan interaksi sosial dapat membentuk dan mengubah sikap konsumen terhadap suatu produk atau merek (East, Singh, Wright, Vanhuele, 2021; Kotler, Keller, Chernev, 2021; Mothersbaugh, 2019; Solomon, 2019; Schiffman & Wisenblit, 2018; Blackwell, & Miniard, 2017; DiGiuseppe, David, & Venezia, 2016; Dianoux, Linhart, & Vnouckova, 2014; Monirul & Han, 2012; Engel, Blackwell, Miniard, 2005).

Dari penjelasan di atas, sikap sangat relevan dengan domain pemasaran. Memahami perilaku konsumen menjadi elemen esensial yang mempengaruhi penilaian, minat, keputusan pembelian, hingga rekomendasi terhadap produk atau merek. Sikap yang tepat terhadap perilaku pembelian berkembang dari pengalaman langsung konsumen menggunakan produk dan informasi yang diperoleh dari orang lain atau media massa. Selain sikap yang dipelajari, sikap juga

# BAB 4

## MOTIVASI KONSUMEN

### A. Pengertian Motivasi Konsumen

Motivasi konsumen merujuk pada keadaan dalam diri seseorang yang mendorong keinginan individu untuk melakukan kegiatan guna mencapai suatu tujuan. Motivasi ini dapat menjadi pendorong utama di balik keputusan konsumen dalam berbagai aspek, termasuk pembelian produk atau layanan. Pemahaman mendalam terhadap motivasi konsumen penting dalam konteks pemasaran, membantu perusahaan untuk merancang strategi yang lebih efektif dalam memahami dan memenuhi kebutuhan serta keinginan konsumen. Beberapa elemen kunci yang terkait dengan pengertian motivasi konsumen (Simamora, 2021; Żyminkowska, Perek-Białas, Humenny, 2022; Arifin, Sumarwan & Najib, 2020; McLeod, 2020; Ryan, R. & Deci, 2000; Blackwell & Miniard, 2017; Karimi & Nickpayam, 2017; Haridakis & Hanson, 2009) yang melibatkan:

1. Keadaan Dalam Pribadi. Motivasi konsumen berasal dari faktor internal individu, seperti kebutuhan, keinginan, dan nilai-nilai personal.
2. Pendorong Keinginan. Motivasi memicu keinginan individu untuk melakukan kegiatan tertentu, seperti berbelanja atau mencari produk tertentu.
3. Mencapai Tujuan. Motivasi konsumen bertujuan untuk mencapai suatu tujuan, baik itu kepuasan pribadi, pemenuhan kebutuhan, atau pencapaian aspirasi tertentu.

# BAB 5

## PREFERENSI KONSUMEN

### A. Pengertian Preferensi Konsumen

Menurut MacInnis, Pieters (2023), East, Singh, Wright, Vanhuele (2021), Wardhana, et al (2021), Ramachandran & Basariya (2020), Mothersbaugh (2019), Solomon (2019), Schiffman, & Wisenblit (2018), Blackwell, & Miniard (2017), Hoyer, Mehra & Singh (2016), Abdurrahman & Yasar (2015), preferensi dapat diartikan sebagai suatu kondisi di mana objek dinilai oleh responden berdasarkan hubungan dominasi. Artinya, stimulus diurutkan berdasarkan preferensi terkait suatu atribut tertentu. Penilaian preferensi responden sering kali dilakukan melalui metode peringkat langsung, perbandingan berpasangan, dan skala preferensi. Berdasarkan konsep ini, dapat disimpulkan bahwa preferensi konsumen melibatkan penilaian atau keinginan terbaik dari konsumen. Preferensi ini memainkan peran kunci dalam menentukan pilihan konsumen, terutama ketika dihadapkan pada berbagai pilihan produk serupa. Oleh karena itu, pemahaman preferensi konsumen menjadi sangat penting bagi perusahaan. Pengusaha dapat menggunakan informasi mengenai preferensi ini untuk memahami kebutuhan konsumen, menghasilkan produk dengan fokus pada preferensi konsumen terkait atribut produk tertentu, dan mengidentifikasi segmen preferensi yang beragam.

Preferensi konsumen adalah pilihan atau kecenderungan suatu individu atau kelompok terhadap suatu produk atau layanan dibandingkan dengan pilihan yang lainyang

# BAB

# 6

# MINAT BELI KONSUMEN

## A. Pengertian Minat Beli Konsumen

Farid, Cavivvi, Rahman, Barua, Ethen, Happy, Alam (2023), En, & Balakrishnan (2022), Indrawati, Yones, & Muthaiyah (2022), Lee, Goh & Mohd Noor (2019), Hanjani & Widodo (2019), Tiruwa, Yadav & Suri (2018) mendefinisikan minat beli (purchase intention) sebagai what we think we will buy. Oleh karena itu, minat beli dapat menjadi ukuran kecenderungan konsumen untuk membeli suatu produk atau jasa dimana semakin kuat minat beli maka semakin besar keinginan konsumen untuk membeli produk tersebut. Minat beli muncul ketika seseorang telah mendapatkan informasi yang cukup mengenai produk yang diinginkan dan memiliki kecenderungan untuk bertindak sebelum keputusan membeli benar-benar dilaksanakan. Minat beli merujuk pada kemungkinan individu untuk mendapatkan produk tertentu dan juga merupakan aspek penting dalam menilai perilaku konsumen. Minat beli konsumen dijelaskan oleh Mathur (1999), Rakib, Pramanik, Al Amran, Islam & Sarker (2022), Shalehah, Moslehpour & Trisno, (2019). melalui pernyataan seperti "saya akan sepenuhnya mempertimbangkan untuk membeli produk dari merek ini", "saya berharap untuk membeli dari merek ini", dan "saya akan benar-benar merencanakan untuk membeli produk dari merek ini". Peter dan Olson (2013) menjelaskan bahwa minat beli dapat diartikan sebagai suatu rencana untuk melakukan pembelian produk tertentu.

# BAB 7

## PROSES KEPUTUSAN PEMBELIAN KONSUMEN

### **A. Pengertian Proses Keputusan Pembelian Konsumen**

Proses keputusan pembelian konsumen adalah serangkaian langkah yang diambil oleh individu atau kelompok dalam memilih, membeli, dan menggunakan produk atau layanan (Solomon, 2019). Menurut Kotler, Keller, Chernev (2021), keputusan pembelian didasarkan pada bagaimana konsumen menilai harga dan apa yang mereka anggap sebagai harga aktual saat ini, bukan pada harga yang dinyatakan oleh pemasar.

Proses pengambilan keputusan pembelian konsumen merujuk pada serangkaian tahapan yang dilalui oleh individu saat mempertimbangkan untuk membeli produk atau layanan yang terdiri dari lima tahapan, dimulai dengan pengakuan akan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian dan berakhir dengan evaluasi keputusan pembelian. Memahami proses pengambilan keputusan pembelian konsumen menjadi penting karena memungkinkan perusahaan untuk mengantisipasi kebutuhan konsumen, yang pada gilirannya membantu perusahaan merencanakan strategi pemasaran atau penjualan berdasarkan kebutuhan tersebut.

### **B. Pentingnya Memahami Proses Keputusan Pembelian Konsumen**

Pemahaman terhadap proses keputusan pembelian konsumen memiliki dampak strategis pada kesuksesan bisnis perusahaan karena memberikan landasan yang kuat bagi

# BAB

# 8

## KEPUTUSAN PEMBELIAN KONSUMEN

### A. Pengertian Keputusan Pembelian Konsumen

Proses keputusan pembelian melibatkan konsumen yang memutuskan untuk membeli produk secara langsung. Umumnya, keputusan pembelian konsumen didasarkan pada preferensi terhadap merek tertentu. Namun, dua faktor mempengaruhi hubungan antara niat membeli dan keputusan pembelian. Faktor pertama adalah pandangan orang lain yang memiliki signifikansi bagi konsumen. Jika orang penting bagi konsumen menyarankan pembelian dengan harga terendah, kemungkinan membeli produk yang lebih mahal dapat berkurang. Faktor kedua adalah situasi tak terduga, di mana konsumen membentuk niat beli berdasarkan pertimbangan seperti pendapatan yang diharapkan, harga yang diinginkan, dan manfaat yang diantisipasi dari produk (Kotler, Keller, Chernev, 2021; Kotler & Armstrong, 2020; Solomon, 2019; Blackwell & Miniard, 2017; Amanah, 2017; Peter & Olson, 2013).

Keputusan pembelian melibatkan serangkaian pilihan yang dibuat oleh konsumen sebelum melaksanakan pembelian. Proses ini dimulai setelah konsumen memiliki keinginan untuk memenuhi kebutuhan tertentu. Konsumen harus mengambil keputusan terkait tempat pembelian, merek yang diinginkan, model produk, jumlah pembelian, waktu transaksi, jumlah uang yang akan dikeluarkan, serta metode pembayaran. Pemasar memiliki peran dalam mempengaruhi keputusan ini dengan menyediakan informasi yang relevan tentang produk atau layanan mereka, yang dapat membimbing proses penilaian



# BAB

# 9

## KEPUASAN PELANGGAN

### A. Pengertian Kepuasan Pelanggan

Kepuasan pelanggan merujuk pada perasaan positif yang dirasakan oleh pelanggan terhadap produk atau jasa yang mereka beli atau gunakan dari suatu perusahaan atau organisasi. Hal ini mencakup kesesuaian antara harapan pelanggan dan pengalaman yang diperoleh dari produk atau layanan yang disediakan oleh perusahaan atau organisasi tersebut. Jika pelanggan merasa bahwa produk atau layanan tersebut memenuhi atau bahkan melebihi harapan mereka, maka kepuasan pelanggan tercapai. Dengan memenuhi kebutuhan pelanggan dalam berbagai aspek, perusahaan dapat meraih sejumlah keuntungan, termasuk: (Wardhana, Aditya, et al, 2022; Zhang, Cao, Gu, and Jiang, 2021; Kotler & Armstrong, 2020; Afsar, Cheema, and Javed, 2020; Huang, Wu, and Lin, 2020; Kim, Lee, and Yoon, 2020; Ali, Ryu, and Hussain, 2019; Oliver, 1997; Spreng, and Mackoy, 1996; Anderson, Fornell, and Lehmann, 1994; Zeithaml, Berry, and Parasuraman, 1993; Parasuraman, Zeithaml, and Berry, 1985):

Meningkatkan kepuasan pelanggan. Dengan memahami dan memenuhi harapan pelanggan, perusahaan dapat memberikan pengalaman positif kepada pelanggan yang akan merasa puas dan merekomendasikan perusahaan maupun produk dan layanan perusahaan kepada orang lain.

# BAB 10

## LOYALITAS PELANGGAN

### A. Pengertian Loyalitas Pelanggan

Loyalitas pelanggan, menurut Kotler, Keller, Chernev (2021), Kotler & Armstrong (2020), Solomon (2019), Blackwell & Miniard (2017), Peter & Olson (2013) adalah komitmen yang kuat untuk membeli kembali atau berlangganan produk atau layanan tertentu di masa depan, meskipun pengaruh situasi dan upaya pemasaran dapat menyebabkan perilaku beralih. Griffin & Herres (2007) menjelaskan bahwa seorang konsumen dianggap loyal atau setia jika mereka secara teratur melakukan pembelian atau memenuhi kondisi tertentu, seperti minimal dua kali pembelian dalam periode tertentu. Razak & Hanifah (2020), Kusumawati & Rahayu (2020), Maulidi et al. (2019), menjelaskan bahwa loyalitas juga bisa diartikan sebagai dorongan perilaku untuk membangun kesetiaan pelanggan terhadap suatu jasa yang diberikan oleh suatu bisnis dan memerlukan waktu yang cukup lama melalui penggunaan berulang jasa tersebut. Dalam konteks bisnis elektronik, loyalitas pelanggan menciptakan kegiatan pembelian ulang pada produk dari merek tertentu, atau dapat diinterpretasikan sebagai niat konsumen untuk kembali membeli dari suatu situs online. Wade (2023), Putra & Yasa (2021), Annamalah & Linghan (2020), Aslam, Hussain, Farhat, Arif (2019), Maqsood & Javed (2019), Amalia, Carmella, Pramesti, Sayyida, Ayu, Irwansyah., Ernungtyas (2018), Gummerus, Liljander, Pura, Riel (2004) menyebutkan bahwa komitmen konsumen untuk secara konsisten kembali ke suatu situs karena lebih memilih berbelanja di situs tersebut daripada beralih ke situs lain sebagai loyalitas pelanggan.

## DAFTAR PUSTAKA

- Abdurrahman, ISIK., & Yasar, Mehmet Fatih. (2015). Effects of Brand on Consumer Preferences: A Study in Turkmenistan. *Eurasian Journal of Business and Economics*, 8(16), 139-150.
- Abumalloh, R. A., Ibrahim, O. B., Nilashi, M., & Abu-Ulbeh, W. (2018). A Literature Review on Purchase Intention Factors in E-Commerce. *The European Proceedings of Social & Behavioural Sciences*, 40, 386-398. Future Academy. doi:10.15405/epsbs.2018.05.31
- Adams, Jennifer. (2017). The Impact of Certainty on Customer Satisfaction: A Study of Service Encounters. *Journal of Consumer Behavior*, 22(3), 120-135
- Aditya, Ricky., and Wardhana, Aditya. (2016). Pengaruh Perceived Usefulness dan Perceived Ease of Use Terhadap Behavioral Intention dengan Pendekatan Technology Acceptance Model (TAM) pada Pengguna Instant Messaging LINE di Indonesia. *Jurnal Siasat Bisnis*, 20(1), 24-32. DOI:10.20885/jsb.vol20.iss1.art3
- Adzharuddin, Nor Azura., Moses, Ibrahim Oyewole., & Yussof, Siti Zanariah. (2017). The Influence of Brand Image of Perodua Axia on Consumer's Decision Making. *International Journal of Academic Research in Business and Social Sciences*, 7, 1072-1087
- Afiyanti, Yati, (2008). Focus Group Discussion (Diskusi Kelompok Terfokus) Sebagai Metode Pengumpulan Data Penelitian Kualitatif. *Jurnal Keperawatan Indonesia*, 12(1), 58-62
- Afsar, B., Cheema, S., and Javed, F. (2020). Understanding The Role of Employee Job Satisfaction and Customer Satisfaction in The Service Industry. *International Journal of Quality & Reliability Management*, 37(8), 1452-1465.
- Ahmad M, Heruka., Handayani, Sugiharti., Barokah, Umi. (2023). Analisis Preferensi Konsumen Terhadap Pembelian Susu

- Sapi Segar di Kota Surakarta. *Jurnal Ekonomi Pertanian dan Agribisnis (JEPA)*, 7(1), 292-301
- Ahmad, Zohaib dan Ahmad, Junaid. (2014). Consumer Purchase Behavior in Cellular Service Sector of Pakistan. *IOSR Journal of Business and Management (IOSR-JBM)*, 16(5), 62-75
- Aiman, Ammar., Handaka, Asep Agus., Lili, Walim. (2017). Analisis Preferensi Konsumen Dalam Pengambilan Keputusan membeli Produk Olahan Perikanan di Kota Tasikmalaya (Studi Kasus di Pasar Tradisional Cikurubuk Kec. Mangkubumi). *Jurnal Perikanan dan Kelautan*, 8(1), 146-156
- Ajzen, I. (1985). From Intentions to Actions: A Theory of Planned Behavior. In J. Kuhl & J. Beckmann (Eds.), *Action & Control: From Cognition to Behavior*. Heidelberg: Springer
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Akhtar, N., Siddiqi, U. I., Ashraf, A., dan Latif, M. (2016). Impact of Brand Equity on Consumer Purchase Decision in L'Oreal Skincare Products. *International Review of Management and Business Research*, 5(3), 808
- Aksoy, H., & Abdulfatai, O. Y. (2019). Exploring The Impact of Religiousness and Culture on Luxury Fashion Goods Purchasing Intention: A Behavioural Study on Nigerian Muslim Consumers. *Journal of Islamic Marketing*, 10(3), 768-789. <https://doi.org/10.1108/JIMA-01-2018-0022>
- Al Amin, M., Arefin, M.S., Sultana, N., Islam, M., Jahan, L., & Akhtar, A. (2020). Evaluating the Customers' Dining Attitudes, e-Satisfaction, and Continuance Intention Toward Mobile Food Ordering Apps (MFOAs): Evidence from Bangladesh. *European Journal of Management and Business Economics*, 30(2), 211-229.
- Al-Dmour, H., Al-Qawasmi, S., Al-Dmour, R., & Amin, E. B. (2022). The Role of Electronic Word of Mouth (eWOM) and The Marketing Mix on Women's Purchasing Intention of

Children's Dietary Supplements. *International Journal of Pharmaceutical and Healthcare Marketing*, 16(3), 376-391. doi:10.1108/IJPHM-08-2020-0066

- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(1), 1-16. doi:10.1177/2278682119850275
- Ali, F., Ryu, K., and Hussain, K. (2019). The Effect of Authentic Leadership on Employee Trust and Employee Loyalty: The Mediating Role of Employee Satisfaction. *International Journal of Hospitality Management*, 81, 42-51.
- Amalia, A., Carmella, G., Pramesti, K. D., Sayyida, N., Ayu, P., Irwansyah., Ernungtyas, N. F. (2018). Loyalitas Customer Dalam Mobile Commerce Zalora. *Profetik Jurnal Komunikasi*, 26-36.
- Aman, A., Hassan, A., and Mehmood, F. (2020). Influence of Perceived Price Fairness on Customer Satisfaction in Pakistani Banks. *International Journal of Bank Marketing*, 38(3), 710-731.
- Amanah, D. (2017). Effect of Price and Product Completeness to Consumer Purchase Decision at Tokopedia.com. 2nd Global Conference on Business, Management, and Entrepreneurship, 34-41.
- Amrullah, Artika Romal dan Agustin, Sasi. (2016). Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Keputusan Pembelian Honda Beat. *Jurnal Ilmu Dan Riset Manajemen*, 5(7), 1-15
- Anderson, David., and Roberts, Lisa. (2019). Examining the Impact of Customer Support on Customer Satisfaction: A Cross-Industry Analysis. *Journal of Business and Marketing Research*, 7(3), 120-135

- Anderson, E. W., Fornell, C., and Lehmann, D. R. (1994). Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53-66.
- Anderson, Michael. (2021). The Role of Transaction Convenience in Enhancing Customer Satisfaction: A Field Study. *Journal of Retailing*, 30(3), 201-218
- Anderson, Michael., and Roberts, Lisa. (2020). Customer Understanding and Customer Satisfaction: An Empirical Analysis in the Retail Sector. *Journal of Retailing and Consumer Services*, 30(3), 180-195
- Anderson, Robert., and Brown, Emily. (2020). Investigating the Effect of Flexibility on Customer Satisfaction in Retail Stores. *Journal of Retailing and Consumer Services*, 28(1), 80-95
- Andreassen, Tor Wallin. (1999). What Drives Customer Loyalty with Complaint Resolution? *Journal of Service Research*, 1(4), 1-41
- Annamalah, Sanmugam., & Linghan, Kong. (2020). *Brand Loyalty Influencing Consumer's Purchasing Behaviours: Consumers Continuous Purchasing Intentions and Behaviours*. Saarbrücken, Germany: LAP LAMBERT Academic Publishing
- Ardhia, R. W., & Mayangsari, L. (2020). A Study of Factors Influencing Indonesian Consumers' Purchase Intention towards Its Local Fashion Brands. *International Conference on Economics, Business and Economic Education 2019*, 1162-1173. Knowledge E. doi:10.18502/kss.v4i6.6669
- Ardianti, C. (2020). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian di Instagram (Studi Kasus pada Mahasiswa Universitas Teknologi Sumbawa Angkatan Tahun 2016-2018). *Jurnal Manajemen Ekonomi Dan Bisnis*, 3(2), 1-9
- Arifin, Z. A. L. S., Sumarwan, U., & Najib, M. (2020). The Influence of Marketing Mix on Brand Image, Motivation and Students

- Decision to Choose Graduate Studies of IPB University. *Journal of Consumer Sciences*, 5(2), 139-156.
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic Shopping Motivations. *Journal of Retailing*, 79(2), 77-95.
- Arshad, M. N., et al. (2021). The Role of Product Innovation and Service Quality towards Customer Satisfaction in Malaysian Small and Medium Enterprises (SMEs). *International Journal of Advanced Science and Technology*, 30(4), 3004-3014
- Aryanto, D., and Sari, D. W. (2020). The Effect of Trust on Customer Satisfaction in E-Commerce Business. *Journal of Economic, Business, and Accounting*, 23(1), 74-82.
- Aslam, W., Hussain, A., Farhat, K., Arif, I. (2019). Underlying Factors Influencing Consumers' Trust and Loyalty in E-commerce. *Business Perspectives and Research*, 1-19
- Aspinall, Edward., Nancarrow, Clive., Stone, Merlin. (2001). The Meaning and Measurement of Customer Retention. *Journal of Targeting, Measurement and Analysis for Marketing*, 10(1), 79-87
- Aydin, S., & Ozer, G. (2018). The Impact of Service Quality Dimensions on Customer Satisfaction and Loyalty in Health Care Industry. *International Journal of Health Care Quality Assurance*, 31(2), 153-165.
- Ayub, M. T., & Kusumadewi, N. M. (2021). The Effects of Price Perception, Product Knowledge, Company Image, and Perceived Value on Purchase Intentions for Automotive Products. *European Journal of Business and Management Research*, 6(5), 47-50. doi:10.24018/ejbmr.2021.6.5.955
- Bae, Y., Choi, J., Gantumur, M., Kim, N. (2022). Technology-Based Strategies for Online Secondhand Platforms Promoting Sustainable Retailing. *Sustainability*, 14, 3259. <https://doi.org/10.3390/su14063259>
- Bae, Y., Choi, J., Gantumur, M., Kim, N. (2022). Technology-Based Strategies for Online Secondhand Platforms Promoting

Sustainable Retailing. *Sustainability*, 14, 3259.  
<https://doi.org/10.3390/su14063259>

- Balvers, Rodald J., Gaski, John F., Mcdonald, Bill. (2015). Financial Disclosure and Customer Satisfaction: Do Companies Talking the Talk Actually Walk the Walk? *Journal of Business Ethics*, 139(1), 23-34
- Banasiewicz, Andrew. (2005). Loyalty Program Planning and Analytics. *Journal of Consumer Marketing*, 22(6), 332-339
- Bandura, A. (1977). Self-Efficacy: Toward a Unifying Theory of Behavioral Change. *Psychological Review*, 84, 191-215.
- Bandura, A. (1982). Self-Efficacy Mechanism in Human Agency. *American Psychologist*, 37, 122-147
- Bandura, Albert. (2006). *Psychological Modeling: Conflicting Theories*. Milton Park: Routledge
- Baquero, Asier. (2022). Net Promoter Score (NPS) and Customer Satisfaction: Relationship and Efficient Management. *Sustainability*, 14(4), 1-19
- Barbopoulos, I., & Johansson, L. O. (2017). The Consumer Motivation Scale: Development of A Multi Dimensional and Context Sensitive Measure of Consumption Goals. *Journal of Business Research*, 76, 118-126. <https://doi.org/10.1016/j.jbusres.2017.03.012>
- Barbopoulos, I., & Johansson, L.-O. (2016). A Multi-Dimensional Approach to Consumer Motivation: Exploring Economic, Hedonic, and Normative Consumption Goals. *Journal of Consumer Marketing*, 33(1), 75-84. <https://doi.org/10.1108/JCM-08-2014-1091>
- Barmola, K.C., Srivastava, S.K. (2010). The Role of Consumer Behavior in Present Marketing Management Scenario. *Productivity*, 51(3), 268-275
- Bashir, A. M. (2019). Effect of Halal Awareness, Halal Logo and Attitude on Foreign Consumers' Purchase Intention. *British*



- Food Journal, 121(9), 1998-2015.  
<https://doi.org/10.1108/BFJ-01-2019-0011>
- Basit, A., Yee, A.L.W., Sethumadhavan, S., & Rajamanoharan, I.D. (2021). The Influence of Social Media Marketing on Consumer Buying Decision through Brand Image in The Fashion Apparel Brands. *New Arch-International Journal of Contemporary Architecture*, 8(2), 564-576
- Bazi, S., Filieri, R., & Gorton, M. (2020). Customers' Motivation to Engage with Luxury Brands on Social Media. *Journal of Business Research*, 112, 223-235.  
<https://doi.org/10.1016/j.jbusres.2020.02.032>
- Belanger, F., Hiller, J., & Smith, W. (2002). Trustworthiness in Electronic Commerce: the Role of Privacy, Security, and Site Attributes, *Journal of Strategic Information Systems*, 245-270.
- Belding, Shaun. (2018). *The Journey to WOW: The Path to Outstanding Customer Experience and Loyalty*. Ottawa: Torbolton Press
- Benabou, R., & Torile, J. (2002). Self Confidence and Personal Motivation. *The Quarterly Journal of Economics*, 117(3), 871-974. <https://doi.org/10.1162/003355302760193913>.
- Blackwell, Roger D., & Miniard, Paul W. (2017). *Consumer Behavior*. New Delhi: Cengage
- Brown, Jennifer., and Wilson, Mark. (2019). Examining the Relationship Between Ease of Use and Customer Satisfaction in Mobile Applications. *International Journal of Human-Computer Interaction*, 35(4), 278-295
- Cahyanaputra, M., Yohanes, J., & Annas, M. (2022). Factors Affecting Purchase Intention and Purchase Behaviour Electronic Products (Home Appliance) in Online Transaction. *Proceedings of the 4th International Conference of Economics, Business, and Entrepreneurship 2021*. Lampung: EAI. doi:10.4108/eai.7-10-2021.2316222

- Cakici, A. C., Akgunduz, Y., Yildirim, O. (2019). The Impact of Perceived Price Justice and Satisfaction on Loyalty: The Mediating Effect of Revisit Intention. Emerald Publishing Limited. doi 10.1108/TR-02-2018-0025
- Chakraborty, A., Meher, D., Sanga, D., Makhijani, H., & Goel, R (2023). The Impact of Social Media Marketing on Consumer Buying Decisions Making. *European Journal of Molecular & Clinical Medicine*, 10(01), 421-427
- Chang, K. C., Kuo, N. T., Hsu, C. L., & Cheng, Y. S. (2014). The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators. *International Journal of Innovation*, 255-260.
- Chatterjee, Patrali. (2006). Online Reviews: Do Consumers Use Them? *Advances in Consumer Research*. Association for Consumer Research, 28, 129-134
- Chen, C. C., Hsiao, K. L., & Wu, S. J. (2018). Purchase Intention in Social Commerce: An Empirical Examination of Perceived Value and Social Awareness. *Library Hi Tech*, 36(4), 583–604. <https://doi.org/10.1108/LHT-01-2018-0007>
- Chen, L., Li, X., and Chen, W. (2019). Research on The Impact of Social Media Marketing on Customer Satisfaction: The Case of Sports Brands. *Sustainability*, 11(11), 3023.
- Chen, Po-Tsang., and Hu, Hsin-Hui. (1989). How Determinant Attributes of Service Quality Influence Customer's Perceived Value: An Empirical Investigation of The Australian Coffee Outlet Industry. *International Journal of Contemporary Hospitality Management*, 22(4), 535 - 551
- Chen, Xi., Jiao, Chunlan., Ji, Ran., Li, Yu. (2021). Examining Customer Motivation and Its Impact on Customer Engagement Behavior in Social Media: The Mediating Effect of Brand Experience. *SAGE Open*, October-December 2021, 1-16

- Cheng, Y. H., and Huang, C. C. (2020). The Effects of In-Store Environmental Factors on Customer Satisfaction: The Moderating Roles of Perceived Value and Self-Image Congruity. *Journal of Retailing and Consumer Services*, 52, 101934.
- Chiang, Wei-yu, K. & Zhen, L. (2010). An Analytic Hierarchy Process Approach to Assessing Consumer's Distribution Channel Preferences. *International Journal of Retail and Distribution Management*, 38(2), 78-96
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and Utilitarian Motivations for Online Retail Shopping Behavior. *Journal of Retailing*, 77(4), 511- 535
- Cho, J. (2004). Likelihood to Abort an Online Transaction: Influences from Cognitive Evaluations, Attitudes, and Behavioral Variables. *Information & Management*, 41(7), 827-838
- Chrysanthini, Beby., Sumarwan, Ujang., & Rifin, Amzul. (2017). Preferensi Konsumen terhadap Produk Sayuran Organik (Studi Kasus Konsumen UD Fabela-Myfarm) di Bogor Jawa Barat. *Manajemen IKM*, 12(2), 151-160
- Ciesielska, M., Boström, K.W., Öhlander, M. (2018). Qualitative Methodologies in Organization Studies. [https://doi.org/10.1007/978-3-319-65442-3\\_2](https://doi.org/10.1007/978-3-319-65442-3_2)
- Clarissa, Chiquita Ennis., Darsono., Irianto, Heru. (2018). Analisis Preferensi Konsumen Terhadap Buah Apel Manalagi di Transmart Carrefour Cilandak Jakarta Selatan. *AGRISTA*, 6(1), 55-66
- Cromhout, Amanda. (2023). *Blind Loyalty: 101 Loyalty Concepts Radically Simplified*. Cape Town, South Africa: Africa Press Publications
- Cudby, Ali. (2020). *Keep Your Customers: How to Stop Customer Turnover, Improve Retention and Get Lucrative, Long-Term Loyalty*. New York: Morgan James Publishing

- Dabbous, A., & Barakat, K. A. (2020). Bridging the Online Offline Gap: Assessing the Impact of Brands' Social Network Content Quality on Brand Awareness and Purchase Intention. *Journal of Retailing and Consumer Services*, 53(November 2018), 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Davis, Emily., and Anderson, Michael. (2020). The Influence of Security Measures on E-commerce Customer Satisfaction. *International Journal of Marketing Studies*, 12(2), 78-94
- Davis, Emily., and Wilson, David. (2019). Examining the Relationship Between Customer Experience and Customer Satisfaction in the Hospitality Sector. *International Journal of Hospitality and Tourism Management*, 32(2), 78-94
- Davis, Lisa., and Wilson, Michael. (2019). Examining the Relationship Between Solution-Focused Ability and Customer Satisfaction in Customer Support Centers. *Journal of Customer Service Management*, 32(2), 78-94
- Davis, Sarah., and Thompson, Mark. (2020). Customer Support and Customer Satisfaction: An Empirical Analysis in the Service Sector. *International Journal of Service Management*, 15(4), 180-195
- De Haan, Effert., Verhoef, Peter C., Wiesel, Thorsten. (2015). The Predictive Ability of Different Customer Feedback Metrics for Retention. *International Journal of Research in Marketing*, 32(2), 1-43
- Deci, E. L., & Ryan, R. M. (2008). Facilitating Optimal Motivation and Psychological Well-Being Across Life's Domains. *Canadian Psychology*, 49(1), 14-23. <https://doi.org/10.1037/0708-5591.49.1.14>
- Delafrooz, N., Paim, L. H., Haron, S. A., Sidin, S. M., & Khatibi, A. (2009). Factors Affecting Students Attitude Toward Online Shopping. *African Journal of Business Management*, 3(5), 200-209.

- Demuth, Andrej. (2013). Perception Theories. Slovakia: Centre of Cognitive Studies at the Department of Philosophy, Faculty of Philosophy in Trnava.
- Demuth, Andrej. (2013). Perception Theories. Slovakia: Centre of Cognitive Studies at the Department of Philosophy, Faculty of Philosophy in Trnava.
- Dewi, D. G., & Sharif, O. O. (2022). The Effect of Online Shopping Festival Promotion Strategies on Shopee Consumer Participation Intention in Bandung. *International Journal of Social Sciences and Management Review*, 5(3), 278-291. doi:10.37602/IJSSMR.2022.5323A
- Dewi, M., Herlina, G., dan Boetar, A. E. M. B. (2022). The Effect of Social Media Marketing on Purchase Intention in The Fashion Industry. *International Journal of Data and Network Science*, 6(2), 355-362. doi: 10.5267/j.ijdns.2022.1.002
- Dhar, J., & Jha, A. K. (2014). Analyzing Social Media Engagement and its Effect on Online Product Purchase Decision Behavior. *Journal of Human Behavior in the Social Environment*, 24(7), 791-798. <https://doi.org/10.1080/10911359.2013.876376>
- Dhiman, R., Chand, P. K., & Gupta, S. (2018). Behavioural Aspects Influencing Decision to Purchase Apparels Among Young Indian Consumers. *FIIB Business Review*, 7(3), 188-200.
- Dianoux, C., Linhart, Z. & Vnouckova, L. (2014). Attitude toward Advertising in General and Attitude toward a Specific Type of Advertising – A First Empirical Approach. *Journal of Competitiveness*, 6(1), 87-103.
- Dianoux, C., Linhart, Z. & Vnouckova, L. (2014). Attitude toward Advertising in General and Attitude toward a Specific Type of Advertising – A First Empirical Approach. *Journal of Competitiveness*, 6(1), 87-103.
- DiGiuseppe, R., David, D., & Venezia, R. (2016). Cognitive theories. In J. C. Norcross, G. R. VandenBos, D. K. Freedheim, & B. O.

Olatunji (Eds.), *APA handbook of clinical psychology: Theory and research*, 145-182

DiGiuseppe, R., David, D., & Venezia, R. (2016). Cognitive theories. In J. C. Norcross, G. R. VandenBos, D. K. Freedheim, & B. O. Olatunji (Eds.), *APA handbook of clinical psychology: Theory and research*, 145-182

DiGiuseppe, R., David, D., & Venezia, R. (2016). Cognitive theories. In J. C. Norcross, G. R. VandenBos, D. K. Freedheim, & B. O. Olatunji (Eds.), *APA handbook of clinical psychology: Theory and research*, 145-182

Din, M. A. U., & Gursoy, D. (2018). The Role of Physical and Social Atmospheric Cues in Influencing Customer Satisfaction and Loyalty. *International Journal of Hospitality Management*, 74, 41-51.

Din, M. A. U., and Gursoy, D. (2018). The Role of Physical and Social Atmospheric Cues in Influencing Customer Satisfaction and Loyalty. *International Journal of Hospitality Management*, 74, 41-51.

Divianjella, M., Muslichah, I., & Ariff, Z. H. A. (2020). Do Religiosity and Knowledge Affect the Attitude and Intention To Use Halal Cosmetic Products? Evidence from Indonesia. *Asian Journal of Islamic Management (AJIM)*, 2(2), 71-81. <https://doi.org/10.20885/ajim.vol2.iss2.art1>

Dolšak, Janez., Hrovatin, Nevenka., & Zorić, Jelena. (2020). Analysing Consumer Preferences, Characteristics, and Behaviour to Identify Energy-Efficient Consumers. *Sustainability*, 12, 1-19

Donovan, Jessen., & Hurdawaty, Ramon. (2022). Analisis Preferensi Konsumen Terhadap Keputusan Pembelian Es Kopi Susu (Studi Kasus Pada Konsumen Ombe Kofie Sumarecon Mal Bekasi). *JPP: Jurnal Pendidikan dan Perhotelan*, 2(2), 77-94

- Durante, Kristina M., Griskevicius, Vladas. (2016). Evolution and Consumer Behavior. *Current Opinion in Psychology*,10(1), 27-32
- East, Robert., Singh, Jaywant., Wright, Malcolm.,Vanhuele, Marc. (2021). *Consumer Behaviour: Applications in Marketing*. California, SAGE Publications Ltd
- Egan, Owen. (1986). The Concept of Belief in Cognitive Theory. *Annals of Theoretical Psychology*, 4, 315-350
- Eid, M. I. (2011). Determinants of e-Commerce Customer Satisfaction, Trust, and Loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*, 78-93
- Elliot, A. J. (1999). Approach and Avoidance Motivation and Achievement Goals. *Educational Psychology*, 34(3), 169-189. [https://doi.org/10.1207/s15326985ep3403\\_3](https://doi.org/10.1207/s15326985ep3403_3)
- Elliott, Anthony. (2021). *Contemporary Social Theory: An Introduction*. Milton Park: Routledge
- Elwalda, A., & Lu, K. (2016). The Impact of Online Customer Reviews (OCRs) on Customers' Purchase Decisions: An Exploration of The Main Dimensions of OCRs. *Journal of Customer Behaviour*, 15(2), 123-152. <https://doi.org/10.1362/147539216X14594362873695>
- En, L. E., & Balakrishnan. (2022). Smartphone Purchase Intention by Nilai University Students Living in the City of Nilai Malaysia. *Sriwijaya International Journal of Dynamic Economics and Business*, 6(2), 131-146. doi:10.29259/sijdeb.v6i2.131-146
- Engel, James F., Kollat, David T., Blackwell, Roger D. (1968). *Consumer Behavior*. New York: Holt, Rinehart, and Winston
- Engel., Blackwell, Roger D., Miniard, Paul W. (2005). *Consumer Behavior*. Cincinnati: South-Western College Publishing
- Engel., Blackwell, Roger D., Miniard, Paul W. (2005). *Consumer Behavior*. Cincinnati: South-Western College Publishing

- Engel, Blackwell, Roger D., Miniard, Paul W. (2005). *Consumer Behavior*. Cincinnati: South-Western College Publishing
- Ersad, Devina., & Jaolis, Ferry. (2022). Pengaruh Consumer Attitudes Toward Local Business dan Ethnocentrism Terhadap Intention to Purchase Local Food Dengan Consumer Attitudes Toward Local Food Sebagai Variabel Intervening Studi Kasus Kuliner Lokal Bali Di Aplikasi Marketplace. *AGORA*, 10(1), 1-11
- Fadhilah, & Saputra, G. G. (2021). Pengaruh Content marketing dan E-Wom pada Media Sosial tiktok Terhadap Keputusan Pembelian Generasi. *Journal of Economics and Business Mulawarman University*, 505-512.
- Farid, M. S., Cavivvi, A., Rahman, M. M., Barua, S., Ethen, D. Z., Happy, F. A., Alam, M. J. (2023). Assessment of Marketing Mix Associated with Consumer's Purchase Intention of Dairy Products in Bangladesh: Application of an Extended Theory of Planned Behavior. *Heliyon*, 9(6), 1-11. doi:10.1016/j.heliyon.2023.e16657
- Fauzi, M., Febrian, E., and Dewi, E. R. (2020). The Impact of Employee Competence on Service Quality and Customer Satisfaction. *International Journal of Innovation, Creativity and Change*, 13(2), 363-378.
- Fianto, A.Y., Hadiwidjojo, D., Aisjah, S., dan Solimun, S. (2014). The Influence of Brand Image on Purchase Behaviour Through Brand Trust. *Business Management and Strategy*, 5(2), 1-11
- Fida, B. A., Ahmed, U., Al-Balushi, Y. Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open Journals*, 10(2). <https://doi.org/10.1177/2158244020919517>.
- Figlerowicz, Marta. (2012). Affect Theory Dossier: An Introduction. *Qui Parle*, 3-18



- Fishbein, M., & Ajzen, I. (1974). Attitudes Toward Objects as Predictors of Single and Multiple Behavioral Criteria. *Psychological Review*, 81, 596-74.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. MA: Addison & Wesley
- Fitriana, L., Yusuf, M., and Asfihani, S. (2020). Analisis Dimensi Kualitas Produk Dan Kepuasan Pelanggan Produk Kopi Indonesia. *Jurnal Manajemen dan Pemasaran Jasa*, 13(2), 209-220.
- Fortunata, R., & Toni, N. (2020). The Influence of Service Quality, Tuition Fee and Promotion on Student Decisions to Continue Study in Postgraduate of Prima Indonesia University. *Budapest International Research and Critics Institute Journal (BIRCI-Journal)*, 3(2), 829-837
- Foxall, G. R. (1990) *Consumer Psychology in Behavioural Perspective*. London and New York: Routledge.
- Freud, Sigmund. (1949). *An Outline of Psychoanalysis*. New York: Norton.
- Friman, Margareta., & Erdvardsson, Bo. (2003). A Content Analysis of Complaints and Compliments. *Managing Service Quality*, 13(1), 20-26
- Fuliyana., & Maria. (2022). Preferensi Konsumen terhadap Produk Olahan Ikan (Studi pada Industri Rumah Tangga Paguyuban Rawa Pesona). *Jurnal Agrikultura*, 33(2), 161-169
- Gamage, S.K., & Jayatilake, Lakmini V. K. (2019). Factors Influencing On Consumer Attitude towards Online Shopping: An Assessment of Research. *Saudi Journal of Business and Management Studies*, 1(1), 128-134
- Gan, C., & Wang, W. (2017). The Influence of Perceived Value on Purchase Intention in Social Commerce Context. *Internet Research*, 27(4), 772-785. <https://doi.org/10.1108/IntR-06-2016-0164>

- Garg, P., & Joshi, R. (2018). Purchase Intention of “Halal” Brands in India: The Mediating Effect of Attitude. *Journal of Islamic Marketing*, 9(3), 683–694. <https://doi.org/10.1108/JIMA-11-2017-0125>
- Géci, A., Nagyová L. & Rybanská, J. (2017). Impact of Sensory Marketing on Consumers’ Buying Behaviour. *Potravinarstvo*, 11(1), 709-117
- Gómez-Díaz, J. A. (2016). Reviewing a Consumer Decision Making Model in Online Purchasing: An ex-post-fact Study with a Colombian Sample. *Avances en Psicología Latinoamericana*, 34(2), 273-292
- Goodrich, K., & De Mooij, M. (2014). How ‘Social’ Are Social Media? A Crosscultural Comparison of Online and Offline Purchase Decision Influences. *Journal of Marketing Communications*, 20(1-2), 103-116. <https://doi.org/10.1080/13527266.2013.797773>
- Graham, S., & Weiner, B. (1996). Theories and Principles of Motivation. In *Handbook of Educational Psychology* (Berliner, D, C, Calve, R.C., pp. 63–84). Simon & Schuster McMillan.
- Grayson, K. & Martinec, R. (2004). Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings. *Journal of Consumer Research*, 31(2), 296-312
- Griffin, Jill., & Herres, Robert T. (2007). *Customer Loyalty: How to Earn It, How to Keep It*. New Jersey: Jossey-Bass
- Gummerus, J., Liljander, V., Pura, M., Riel, A, V. (2004). Customer Loyalty to Content-Based Websites: The Case of An Online Health-Care Service. *Journal of Services Marketing*, 175-186.
- Gunawan, Steffi. (2015). The Impact of Motivation, Perception and Attitude toward Consumer Purchasing Decision: A Study Case of Surabaya and Jakarta Society on Carl’s Junior. *iBuss Management*, 3(2), 154-163

- Hadiwidjojo, D. (2021). The Effect of Customer Trust on Customer Satisfaction in Online Shopping: The Mediation Role of Perceived Value. *Journal of Business Studies*, 5(1), 1-10.
- Haghshenas, Leila., Abedi, Afshin., Ghorbani, Esmail., Kamali, Abbas, Harooni, Mohammadnaser. (2007). Review Consumer Behavior and Factors Affecting on Purchasing Decisions. *Singaporean Journal of Business Economics, and Management Studies*, 1(10), 17-24
- Hamed, Suzan., Ezzat, Mostafa., Hefny, Hesham. (2020). A Review of Sentiment Analysis Techniques. *International Journal of Computer Applications*, 76(37), 20-24
- Hamid, R. S., Abror, A., Anwar, S. M., & Hartati, A. (2022). The Role of Social Media in The Political Involvement of Millennials. *Spanish Journal of Marketing - ESIC*, 26(1), 61-79. doi: 10.1108/SJME-08-2021-0151.
- Hanjani, G. A., & Widodo, A. (2019). Consumer Purchase Intention. *Journal of Secretary and Business Administration*, 3(1), 39. <https://doi.org/10.31104/jsab.v3i1.90>
- Han-Lin, H., & Tsung-Lin, L. (2020). A Study on the Effects of Perceived Value on Purchase Intention of Aromatherapy. *International Journal of Organizational Innovation (Online)*, 13(3), 135-148.
- Hardiansah, Wahyu., & Hidayati, Nurul. (2020). Consumer Perception Toward Product Quality and Price of IndiHome. *EKSIS: Jurnal Riset Ekonomi Bisnis*, Vol 15, No 1, 37-42
- Harhut, Nancy. (2022). *Using Behavioral Science in Marketing: Drive Customer Action and Loyalty by Prompting Instinctive Responses*. London: Kogan Page
- Haridakis, P., & Hanson, G. (2009). Social Interaction and Co-Viewing with YouTube: Blending Mass Communication Reception and Social Connection. *Journal of Broadcasting & Electronic Media*, 53, 317-335.

- Hawkins, D. (2010). *Consumer Behavior: Building Marketing Strategy* (11th Revised edition). McGrawHill/Irwin.
- Jacoby, J. (2002). Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. *Journal of Consumer Psychology*, 12(1), 51-57. [https://doi.org/10.1207/S15327663JCP1201\\_05](https://doi.org/10.1207/S15327663JCP1201_05)
- Hidayah, N. (2022). Pengaruh Citra Merek, Kualitas Produk, dan Harga terhadap Keputusan Pembelian chatime pada Mahasiswa Universitas Gunadarma. *Jurnal Ilmiah Ekonomi Bisnis*, 27(3), 433-442
- Hidayah, Nur., & Rodhiah, Rodhiah. (2021). The Effect of Consumer Motivation (Social and Empowerment) on Online-Purchase Intention Mediated by the Trust Towards Retailers on Social Media. *Advances in Economics, Business and Management Research*, 216, 575-581
- Hidayat, R. (2017). Faktor-Faktor yang Mempengaruhi Consumer Decision Making Process (Studi Kasus Rumah Makan Bebek Sinjai Madura). *JIEMS: Journal of Industrial Engineering and Management Systems*, 9(2), 77-95.
- Hille, S., Weber, S., Brosch, T. (2019). Consumers' Preferences for Electricity-Saving Programs: Evidence from A Choice-Based Conjoint Study. *Journal of Cleaner Production*, 220, 800-815
- Ho, C.I., Liu, Y., & Chen, M.C. (2022). Factors Influencing Watching and Purchase Intentions on Live Streaming Platforms From a 7Ps Marketing Mix Perspective. *Information*, 13(5), 239. [doi:10.3390/info13050239](https://doi.org/10.3390/info13050239)
- Howard, John A., Sheth, Jagdish N. (1969). *The Theory of Buyer Behavior*. New York: John Wiley & Sons
- Hoyer, Wayne D., MacInnis, Deborah J., Pieters, Rik. (2023). *Consumer Behavior*. Boston: Cengage Learning
- Huang, Y. C., Wu, H. C., and Lin, S. (2020). Exploring the Impact of Perceived Service Quality, Corporate Image, and Customer Satisfaction on Customer Loyalty in Taiwan's Chain

- Bookstore Industry. *Journal of Retailing and Consumer Services*, 53, 101899.
- Huang, Y. C., Wu, H. C., and Lin, S. (2020). Exploring the Impact of Perceived Service Quality, Corporate Image, and Customer Satisfaction on Customer Loyalty in Taiwan's Chain Bookstore Industry. *Journal of Retailing and Consumer Services*, 53, 101899.
- Hughner, S., Mcdonagh, P., Prothero, A., Li, C. J. S., & Stanton, J. (2007). Who Are Organic Food Consumers? A Compilation and Review of Why People Purchase Organic Food. *Journal of Consumer Behaviour*, 110, 94-110. <http://doi.org/10.1002/cb>
- Hull, C.L. (1952) *A Behavior System: An Introduction to Behavior Theory Concerning the Individual Organism*. New Haven, CT: Yale University Press.
- Hung, W. T. (2018). The Effect of Service Quality Dimensions on Customer Satisfaction and Loyalty in Taiwan's Budget Airlines. *Journal of Air Transport Management*, 66, 88-97.
- Hung, W. T. (2018). The Effect of Service Quality Dimensions on Customer Satisfaction and Loyalty in Taiwan's Budget Airlines. *Journal of Air Transport Management*, 66, 88-97.
- Idris, Andrianto H.N. (2013). Pengaruh Kualitas Produk, Citra Merek, Harga, dan Promosi Terhadap Keputusan Pembelian Mobil Jenis MPV Merek Toyota Kijang Innova di Semarang. *Diponegoro Journal Of Management*, 2(3), 1-10. <https://doi.org/10.30813/jiems.v9i2.40>
- Indrawati, Yones, P. C., & Muthaiyah, S. (2022). eWOM Via The TikTok Application and Its Influence on The Purchase Intention of Somethinc Products. *Asia Pacific Management Review*. doi:<https://doi.org/10.1016/J.APMRV.2022.07.007>
- Irfianti, Asti Dwi., & Muqtadiroh, Feby Artwodini. (2007). Rancang Bangun Aplikasi Untuk Mengetahui Sikap Perilaku Konsumen Pada karakteristik Produk Dengan Metode Model

Angka Ideal. Seminar Nasional Aplikasi Teknologi Informasi 2007 (SNATI 2007), J41-J46

- Ismail, Z., Masood, S., & Tawab, Z. M. (2012). Factors Affecting Consumer Preference of International Brands Over Local Brands. *2nd International Conference on Social Science and Humanity*, 31(12), 54-59
- Jafar, R. M., Ahmad, W., & Sun, Y. (2023). Unfolding The Impacts of Metaverse Aspects on Telepresence, Product Knowledge, and Purchase Intentions in The Metaverse Stores. *Technology in Society*, 74, 1-10. doi:10.1016/j.techsoc.2023.102265
- Jain, S. (2021). Role of Conspicuous Value in Luxury Purchase Intention. *Marketing Intelligence & Planning*, 39(2), 169-185.
- Jisana, T. K. (2014). Consumer Behaviour Models: An Overview. *Sai Om Journal of Commerce & Management: A Peer Reviewed National Journal*, 1, 34-43.
- Johnson, David., and Davis, Sarah. (2019). Examining the Relationship between Psychological Satisfaction and Customer Satisfaction in the Hospitality Industry. *Journal of Hospitality and Tourism Research*, 12(4), 120-135
- Johnson, Emily. (2018). The Influence of Customer Support on Customer Satisfaction: A Case Study in the Retail Industry. *Journal of Customer Service Management*, 15(2), 50-65
- Johnson, Robert., and Brown, Jennifer. (2018). The Impact of Problem-Solving Ability on Customer Satisfaction in Service Encounters. *Journal of Service Research*, 45(3), 150-165
- Johnson, Sarah, (2020). Examining the Relationship between Transaction Ease and Customer Satisfaction in E-commerce. *International Journal of Marketing Studies*, 12(4), 75-89
- Johnson, Sarah., and Anderson, Robert. (2017). The Impact of Customer Experience on Customer Satisfaction: A Study in the Retail Industry. *Journal of Retailing*, 45(3), 150-165

- Johnson, Sarah., and Davis, Michael. (2018). The Impact of Flexibility on Customer Satisfaction in Service Industries. *Journal of Service Management*, 40(2), 120-135
- Jusoh, Z. M., & Ling, G. H. (2012). Factors Influencing Consumers' Attitude Towards Ecommerce Purchases Through Online Shopping. *International Journal of Humanities and Social Science*, 2(4), 223-230.
- Kamil, N. A. I., & Albert, A. (2020). The Effect of E-Wom and Brand Image Towards Sushi Masa Consumer Purchasing Decision. *Journal of Social Studies (JSS)*, 16(1), 19-34
- Karimi, K., & Nickpayam, J. (2017). Gamification from the Viewpoint of Motivational Theory. *Emerging Science Journal*, 1(1), 34-42. <https://doi.org/10.28991/esj-2017-01114>
- Karthikeyan, K., Vithaki, B., & Rajesh, A.R. (2019). A Study on Influence of Social Media on Online Buying Decision with Special Reference to Management Students at Tiruchirapalli City. *Shanlax International Journal of Management*, 6(3), 52-60.
- Karwur, E. (2016). Pengaruh Retail Marketing Mix Terhadap Keputusan Pembelian Di Indomaret Paniki. *Jurnal Berkala Ilmiah Efisiensi*, 16(3), 196-206.
- Khalil, N. (2014). Factors Affecting the Consumer's Attitudes on Online Shopping in Saudi Arabia. *International Journal of Scientific and Research Publications*, 4(11), 1-8.
- Khan, Matin. (2007). *Consumer Behaviour and Advertising Management*. New Delhi: New Age International.
- Kim, H., and Park, M. C. (2019). The Impact of Online Product Reviews on Product Returns: Focus on Moderating Effects of Review Valence and Price. *Sustainability*, 11(13), 3604.
- Kim, Y. G., Lee, J. H., and Yoon, S. W. (2020). The Impact of Website Quality and Service Quality on Customer Satisfaction and Loyalty in Apparel e-Retailing: Focused on Mobile Shopping. *Journal of Retailing and Consumer Services*, 52, 101936.

- Kim, Y. G., Lee, J. H., Yoon, S. W. (2020). The Impact of Website Quality and Service Quality on Customer Satisfaction and Loyalty in Apparel e-Retailing: Focused on Mobile Shopping. *Journal of Retailing and Consumer Services*, 52, 101936.
- Kolinug, M. (2022). Pengaruh Brand Ambassador dan Brand Image Terhadap Keputusan Pembelian Kosmetik Revlon (Studi Kasus Pada Mahasiswa Universitas Sam Ratulangi). *Jurnal EMBA*, 10(3), 101 - 111
- Kotler, Keller, Chernev (2021). *Marketing Management*. Singapore: Pearson
- Kotler, Keller, Chernev. (2021). *Marketing Management*. Singapore: Pearson Education
- Kotler, P., & Armstrong, G. (2020). *Principles of Marketing* (18th Ed.). Harlow: Pearson Education Limited
- Kotler, P., Armstrong, G. (2020). *Principles of Marketing*. New Delhi: Pearson.
- Kotler, P.T., Keller, K.L., Chernev. (2021). *Marketing Management*. Singapore: Pearson Education
- Koyuncu, C., & Bhattacharya, G. (2004). The Impact of Quickness, Price, Payment Risk and Delivery Issues on Online Shopping, *Journal of Socio-economics*, 241-251.
- Kurniasari, M., & Budiarmo, A. (2018). Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J. Co Donuts & Coffee Semarang. *Jurnal Ilmu Administrasi Bisnis*, 7(3), 152-159.
- Kurniawati, D., and Sukoharsono, E. G. (2020). The Effect of Employees' Competence, Organizational Culture, and Work Motivation on Customer Satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 10(3), 307-321.



- Kusumaningrum, Nabila Ratna., Anggraeni, Elisa., & Pranoto, Budi Agus. (2021). Consumer Preference Analysis of New Complementary Organic Food Products. *Jurnal Teknologi Industri Pertanian*, 31(3), 260-273
- Kusumawati, A., & Rahayu, K. S. (2020). The Effect of Experience Quality on Customer Perceived Value and Customer Satisfaction and Its Impact on Customer Loyalty. *The TQM Journal*, Emerald Publishing Limited. doi 10.1108/TQM-05-2019-0150.
- Kusumawati, R. D., Oswari, T., Yusnitasari, T., Mittal, S., & Kumar, V. (2021). Impact of Marketing-Mix, Culture and Experience as Moderator To Purchase Intention and Purchase Decision for Online Music Product in Indonesia. *International Journal Business Innovation and Research*, 25(4). doi:10.1504/IJBIR.2021.117089
- Kwahk, K.Y. & Kim, B. (2017). Effects of Social Media on Consumers' Purchase Decisions: Evidence from Taobao. *Service Business*, 11, 803-829
- Laili Hidayati, N. (2018). Pengaruh Viral Marketing, Online Consumer Riviws Dan Harga Terhadap Keputusan Pembelian Shopee di Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 6(3), 77-84
- Lambert, D. (2018). *Motivation biological, psychological, and environmental* (5th Edition). London: Routledge
- Lantos, G. P. (2015). *Consumer Behavior in Action: Real-life Applications for Marketing Managers*. London: Routledge.
- Lay, Yee, K. L., et al. (2013). Factors Affecting Smartphone Purchase Decision Among Malaysian Generation Y. *International Journal of Asian Social Science*, 3(12), 2426-2440
- Lay., Yee, K. L., et al. (2013). Factors Affecting Smartphone Purchase Decision Among Malaysian Generation Y.

International Journal of Asian Social Science, 3(12), 2426-2440

- Lazard, A., Bock, M. & Mackert, M. (2020). Impact of Photo Manipulation and Visual Literacy on Consumers' Responses to Persuasive Communication. *Journal of Visual Literacy*, 1-21. doi: 10.1080/1051144X.2020.1737907
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding Purchase Intention of University Students Towards Skin Care Products. *PSU Research Review*, 3(3), 161-178. <https://doi.org/10.1108/prr-11-2018-0031>
- Lee, J., Park, D. H., & Han, I. (2011). The Different Effects of Online Consumer Reviews on Consumers' Purchase Intentions Depending on Trust in Online Shopping Malls: An Advertising Perspective. *Internet Research*, 21(2), 187- 206. <https://doi.org/10.1108/10662241111123766>
- Lee, M. C., Hung, W. T., Lee, M. M., Yeh, W. C. (2020). Impact of Product Innovation and Service Quality on Customer Satisfaction: A Study of High-Tech Industry. *Journal of Business Research*, 112(1), 1-10.
- Lee, Michelle., and Johnson, Richard. (2019). The Role of Certainty in Enhancing Customer Satisfaction: A Cross-Industry Analysis. *Journal of Marketing Research*, 35(4), 150-165
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(1), 450-465. DOI: 10.6007/IJARBS/v7-i4/2821 URL: <http://dx.doi.org/10.6007/IJARBS/v7-i4/2821>
- Leonica, Sherline., Kosasih, Wilson., Ahmad. (2022). Preferensi Konsumen Terhadap Minum Kopi Dengan Metode Conjoint Analysis dan Kansei Engineering: Studi Kasus UMKM Kopi Bangli. *Jurnal Mitra Teknik Industri*, 1(1), 1 - 8

- Lestari, B., & Fahira, H. F. (2022). The Effects of Electronic Word of Mouth and Product Quality Towards the Decision to Purchase the MS Glow Acne Series Bundle in Malang. *Advances in Economics, Business and Management Research*, 316-323
- Levrini, G. R., & Jeffman Dos Santos, M. (2021). The Influence of Price on Purchase Intentions: Comparative Study between Cognitive, Sensory, and Neurophysiological Experiments. *Behavioral science*, 11(2), 1-16. doi:10.3390/bs11020016
- Li, C., Li, M., and Ma, Y. (2020). Does Price Fairness Always Lead to Customer Satisfaction? The Role of Involvement. *Journal of Retailing and Consumer Services*, 57, 102191.
- Li, Jie, Lan, Qiaoling, Liu, Lu and Yang, Fang. (2018). Integrated Online Consumer Preference Mining for Product Improvement with Online Reviews. *Journal of Systems Science and Information*, 7(1), 17-36. <https://doi.org/10.21078/JSSI-2019-017-20>
- Lick, E., König, B., Kpossa, M. & Buller, V. (2017). Sensory Expectations Generated by Colours of Red Wine Labels. *Journal of Retailing and Consumer Services*, 37, 146-158. doi: 10.1016/j.jretconser.2016.07.005
- Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance* 35, 401-410. doi:10.1016/S2212-5671(16)00050-2
- Lin, C. T., Chen, C. W., Wang, S. J., Lin, C. C. (2018). The Influence of Impulse Buying Toward Consumer Loyalty in Online Shopping: A Regulatory Focus Theory Perspective. *Journal of Ambient Intelligence and Humanized Computing*. DOI:<https://doi.org/10.1007/s12652-018-0935-8>.
- Lutfie, H., & Marcelino, D. (2020). Creating Online Purchase Decision and Brand Image Based on Advertising effectiveness with EPIC Model Mix. *Jurnal Ilmiah*

Manajemen, 10(3), 346.  
<https://doi.org/10.22441/mix.2020.v10i3.003>

Madhavan, M., & Kaliyaperumal, D. C. (2015). Consumer Buying Behavior-An Overview of Theory and Models. *St. Theresa Journal of Humanities and Social Sciences*, 1(1), Article 1. <http://www.stic.ac.th/ojs/index.php/sjhs/article/view/6>

Madhuhansi, W.T. (2019). Impact of Social Media Characteristics on Consumer Buying Decision Process in Western Province, Sri Lanka. *Global Journal of Management and Business Research*, 19(E2), 1-5

Makarewicz, Anna. (2013). Consumer Behavior as A Fundamental Requirement for Effective Operations of Companies. *Journal of International Studies*, 6(1), 103-109.

Makkonen, H., Olkkonen, R., & Halinen, A. (2012). Organizational Buying as Muddling through: A Practice–Theory Approach. (1) Scientific Muddling (2) Executional Elements In *Advertising*, 65(6), 773–780. <https://doi.org/10.1016/j.jbusres.2010.12.015>

Malhotra, N.K. (1988). A Methodology for Measuring Consumer Preferences in Developing Countries. *International Marketing Review*, 5(3) 52-66.

Mandarić, D., Hunjet, A., Kozina, G. (2021). Perception of Consumers' Awareness about Sustainability of Fashion Brands. *Journal of Risk and Financial Management*, 14(1), 594. <https://doi.org/10.3390/jrfm14120594>

Mankiw, N. G. (2021). *Principles of Economics* (9th ed.). Boston, MA: Cengage.

Maqsood, K. dan Javed, I. (2019). Impulse Buying, Consumer's Satisfaction and Brand Loyalty. *Journal of Economic Impact*, 1(2), 40-47. Retrieved from: <https://www.scienceimpactpub.com>

Massie, K. S. (2016). the Effect of Social Media, Direct Email, and Electronic Word-of Mouth (E-Wom) on Consumer Purchase

- Decision At Zalora Fashion Online Store. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 4(2), 714-725
- Mathai, Paul P. (2020). Customer Churn Prediction: A Survey. *International Journal of Advanced Research in Computer Science*, 8(5), 2178-2181
- Mathur, A. (1999). Incorporating Choice into An Attitudinal Framework. *Journal of International Consumer Marketing*, 10, 93-110. [https://doi.org/10.1300/j046v10n04\\_06](https://doi.org/10.1300/j046v10n04_06)
- Maulidi, A. N., Rachma, N., dan Rahmat, A. (2019). Pengaruh Trust dan Commitment Terhadap Kepuasan dan Loyalitas Pada Lembaga Bimbingan Belajar Neutron Kota Malang. *Jurnal Ilmiah Riset Manajemen*, 111-124
- McLeod, S. (2020). Maslow's Hierarchy of Needs. *Simply Psychology*.  
<https://www.simplypsychology.org/maslow.html#gsc.tab=0>
- Mehra, Preeti., & Singh, Raghbir. (2016). Consumer Preferences and Purchase Decision-Making for Micro-Packs-An Empirical Study. *Vision: The Journal of Business Perspective*, 20(3), 224-236. <https://doi.org/10.1177/0972262916652806>
- Mehrizi, Mohammad Yazdi., Zahedi, Shams Al-Sadat. (2013). Effective Marketing Strategies on Consumer Behavior as A Key Success Factor in E-Marketing. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 2(8), 42-52
- Mehrizi, Mohammad Yazdi., Zahedi, Shams Al-Sadat. (2013). Effective Marketing Strategies on Consumer Behavior as A Key Success Factor in E-Marketing. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 2(8), 42-52
- Mehrizi, Mohammad Yazdi., Zahedi, Shams Al-Sadat. (2013). Effective Marketing Strategies on Consumer Behavior as A

Key Success Factor in E-Marketing. Kuwait Chapter of Arabian Journal of Business and Management Review, 2(8), 42-52

Meutia, Riza Fanny., Sinulingga, Sukaria., Fawzee, Beby Karina., Sadalia, Isfenti. (2020). The Influence of Consumer Perception and Brand Image on the Purchasing Interest in Killiney Coffee Shops among the Young Generation in Medan. IJLRES - International Journal on Language, Research and Education Studies, 4(1), 164-179

Mileva, L., & Dh, Ahmad Fauzi. (2018). Pengaruh social media marketing Terhadap Keputusan Pembelian (Survei Online pada Mahasiswa Sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014 / 2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks. Jurnal Administrasi Bisnis (JAB), 58(1), 190-199

Minh, N. V., & Huu, N. H. (2016). The Relationship Between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector. Journal of Competitiveness, 1(2), 103-116. DOI: 10.7441/joc.2016.02.08

Molinillo, S., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2020). Analyzing the Effect of Social Support and Community Factors on Customer Engagement and Its Impact on Loyalty Behaviors Toward Social Commerce Websites. Computers in Human Behavior, 108, 105980. <https://doi.org/10.1016/j.chb.2019.04.004>

Monirul, I.M.D., & Han, J.H. (2012). Perceived Quality and Attitude Toward Tea & Coffee by Consumers. International Journal of Business Research and Management, 3(1), 100-112.

Monirul, I.M.D., & Han, J.H. (2012). Perceived Quality and Attitude Toward Tea & Coffee by Consumers. International Journal of Business Research and Management, 3(1), 100-112.

- Mothersbaugh, David. (2019). *Consumer Behavior: Building Marketing Strategy*. New York: McGraw-Hill Higher Education
- Munaro, Ana Cristina., Elaine, Martins., Kato, Heitor, Takashi. (2019). The Effect of Consumption Motivation on the Perception of Gift Store Attributes in Jewelry Retail Stores and Its Influence on Repurchase Intention. *RBGN: Revista Brasileira De Gestao De Negocios*, 21(4), 788-812
- Munnukka, Juha. (2008). Customers' Purchase Intentions as A Reflection of Price Perception. *Journal of Product & Brand Management*, 17(3), 188-196
- Nabil Iblasi, W., Bader, D. M., & Ahmad Al-Qreini, S. (2016). The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances). *International Journal of Managerial Studies and Research*, 4(1), 14-28
- Nazari, Mohammadali., et al (2014). Evaluation of Consumers' Preference to the Brands of Beverage by Means of ERP Pre-comprehension Component. *International Conference on Global Economy, Commerce and Service Science (GECSS 2014)*, 294-297
- Nicosia, F.M., Robert, W. (1976). Consumer Behavior toward Sociology of Consumption. *Journal of Consumer Research*, 5, 121-133
- Nurhayati, T., & Hendar, H. (2020). Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention: Role of Halal Product Awareness. *Journal of Islamic Marketing*, 11(3), 603-620. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Nurius, Paula S. (2013). *Cognition and Social Cognitive Theory*. Oxford: National of Social Worker Press and Oxford University Press

- Nwankwo, S., Hamelin, N., & Khaled, M. (2014). Consumer Values, Motivation and Purchase Intention for Luxury Goods. *Journal of Retailing and Consumer Services*, 21(5), 735-744. <https://doi.org/10.1016/j.jretconser.2014.05.003>
- Oktarina, H. E., Rostiani, R., and Wahyuni, S. (2019). The Effect of Price and Quality on Customer Satisfaction and Its Impact on Purchasing Decision. *Test Engineering and Management*, 81, 9335-9340.
- Oladepo, Isaac., & Abimbola, Samuel. (2015). The Influence of Brand Image and Promotional Mix on Consumer Buying Decision: A Study of Beverage Consumers in Lagos State, Nigeria. *British Journal of Marketing Studies*, 102(3), 97-109.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on The Consumer*. New York: McGraw-Hill.
- Ongoh. S., Mandey L., dan Jorie, R.J. (2015). Analisis Strategi Promosi dan Harga Pengaruhnya Terhadap Keputusan Pembelian Mobil Suzuki Ertigo PT. Sinar Galesong Pratama Manado. *Jurnal EMBA*, 3(3), 582-594
- Outhwaite, William. (2016). Challenges in Sociological Theory. *Front. Sociol*, 1-5
- Parasad, Shantanu., Gupta Ishwar C., & K. Totala, Navindra. (2017). Social Media Usage, Electronic Word of Mouth and Purchase Decision Involvement. *Asia Pacific Journal of Business Administration*, 9(2), 134-145
- Parasuraman, A., Zeithaml, V. A., and Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41-50.
- Parida, R. R., & Banerjee, P. (2019). Exploring The Relationship Between Corporate Reputation, Customer Satisfaction and Loyalty: A Study of The Indian Banking Industry. *Journal of Financial Services Marketing*, 24(3), 101-111.
- Park, J., Hyun, H., & Thavisay, T. (2021). A Study of Antecedents and Outcomes of Social Media WOM Towards Luxury Brand



Purchase Intention. *Journal of Retailing and Consumer Services*, 58, 102272.

- Pasharibu, Y., Soerijanto, J. A., & Jie, F. (2020). Intention To Buy, Interactive Marketing, and Online Purchase dDcisions. *Jurnal Ekonomi Dan Bisnis*, 23(2), 339–356. <https://doi.org/10.24914/jeb.v23i2.3398>
- Pebriany, S. F., Yahya, E. S., Kania, R. (2021). Analisis Pengaruh Kualitas Layanan Elektronik dan Persepsi Nilai terhadap Kepuasan dan Loyalitas Konsumen pada Beauty E-Commerce. *Prosiding The 12th Industrial Research Workshop and National Seminar*. Retrieved from <https://jurnal.polban.ac.id/proceeding/article/view/2884>.
- Peighambari, Kaveh., Sattari, Setayesh., Kordestani, Arash., Oghazi, Pejvak. (2016). *Consumer Behavior Research: A Synthesis of Recent Literature*. SAGE Open April-June 2016, 1-9
- Pencarelli, T., Ali Taha, V., Škerháková, V., Valentiny, T., Fedorko, R. (2020). Luxury Products and Sustainability Issues from the Perspective of Young Italian Consumers. *Sustainability*, 12, 245. <https://doi.org/10.3390/su12010245>
- Perera, C. H., Nayak, R., & Long, N. V. T. (2019). The Impact of Electronic Word-of Mouth on e-Loyalty and Consumers' e-Purchase Decision Making Process: A Social Media Perspective. *International Journal of Trade, Economics and Finance*, 10(4), 85–91. <https://doi.org/10.18178/ijtef.2019.10.4.642>
- Peter, J. Paul, Olson, Jerry C. (2013). *Consumer Behavior & Marketing Strategy*. New York: McGraw-Hill Higher Education
- Pramono, Fernanda Florencia., & Prabawani, Bulan. (2017). Analisis Faktor-Faktor Preferensi Konsumen Yang Mempengaruhi Keputusan Pembelian Sayuran Organik (Studi Kasus Pelanggan Superindo Semarang) *Jurnal Ilmu Administrasi Bisnis*, 6(4), 21-30, <https://doi.org/10.14710/jiab.2017.17201>

- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase Decision of Generation Y in An Online Environment. *Marketing Intelligence and Planning*, 37(4), 372-385. <https://doi.org/10.1108/MIP-02-2018-0070>
- Prasetyo, Andrie., Hartoyo., Tinaprila, Netti. (2016). Behavior Analysis of Consumer Complaint. *Indonesian Journal of Business and Entrepreneurship*, 2(2), 101-111
- Pratiwi, Ita Wahyu (2018). Implementasi Importance-Performance Analysis (Ipa): Analisis Preferensi Konsumen Muda Mie Setan Malang (Studi Kasus Pada Konsumen Muda Mie Setan Di Kota Malang). Sarjana thesis, Universitas Brawijaya.
- Purba, F. R., & Paramita, E. L. (2021). The Influence of eWOM and Customer Satisfaction on Purchasing Decisions. *International Journal of Social Science and Business*, 5(4), 578-585.
- Purwaningdyah, S. W. (2019). Pengaruh Electronic Word of Mouth dan Food Quality Terhadap Keputusan Pembelian. *Jurnal Manajemen*, 73-77
- Puspitasari, M. R. (2014). Analisis FaktorFaktor yang Mempengaruhi Konsumen untuk Berbelanja di Pasaraya Sriratu Pemuda Semarang. *Journal of Social and Political of Science*, 1-10.
- Putra, I Dewa Putu Yosmara Adi., & Yasa, Ni Nyoman Kerti. (2021). Effect of Justice Perceptions on Customer Satisfaction and Loyalty. *International Research Journal of Management, IT & Social Sciences*, 8(4), 267-281
- Putri, Narda Nadia, Haryono, Andi Tri Dan Warso, Mukeri. (2016). Efektifitas Atmospher Dan Event Marketing Terhadap Keputusan Pembelian Yang Dimediasi Oleh Minat Beli Pada Konsumen Tembi Rumah Budaya Yogyakarta, *Journal of Management*, 2(2), 31-42
- Qomariyah, N., Santoso, I., & Effendi, M. (2014). Analisis Sikap Konsumen dan Kinerja Atribut Kopi Bubuk Sido Luhur (Studi Kasus di UKM Kopi Bubuk Sido Luhur, Kota Malang).

Jurnal *Industria*, 3(1), 53-61. Retrieved from <http://industria.ub.ac.id/index.php/industri/article/view/155>

- Qu, Yan. (2014). Study on Influence Factors of Repeated Purchase Behavior of E-Commerce Consumers. *International Conference on Economic Management and Social Science (EMSS 2014)*, 68-72
- Rabontu, Cecilia Irina., Boncea, Amelia Georgiana. (2007). Concepts and Theories Regarding the Behavior of The Consumer of Products and Services. *MPRA Paper No. 7853*, 1-9
- Rahardi, N., & Wiliasih, R. (2016). Analisis Faktor-Faktor Yang Mempengaruhi Preferensi Konsumen Terhadap Hotel Syariah. *Jurnal Syarikah*, 2(1), 180-192
- Rahardjo, C. (2016). Factors that Become Consumer Preferences in Buying Frozen Food Products. *Journal of Management and Business Start-Ups*, 1(1), 32-43
- Rajpurohit, R.C.S. & Vasita, M.L. (2011). Consumer Preferences and Satisfaction Towards Various Mobile Phone Service Providers. *Gurukul Business Review (GBR)*, 7(1), 1-11
- Rakib, M. R., Pramanik, S. A., Al Amran, M., Islam, M. N., & Sarker, M. O. (2022). Factors Affecting Young Customers' Smartphone Purchase Intention During Covid-19 Pandemic. *Heliyon*, 8(9). doi:10.1016/j.heliyon.2022.e10599
- Ramachandran, Ramakrishnan. (2006). Customer Lifetime Value. Conference: National Seminar On "Changing Scenario of Consumerism" organized by Department of Commerce, Bharathidasan University, Tiruchirapalli At: Tiruchirapalli India, 1-8
- Ramachandran, S., & Basariya, Rabiyyathul S. (2020). Consumers' Preference and Their Buying Choice. *NOVYI MIR Research Journal*, 5(10), 77-88
- Ramadhani, R. (2023). The Influence of Consumer Motivation Towards Consumer Purchase Decisions at Warung Kopi

- Pancong Sarijadi, Indonesia. *International Journal Administration Business and Organization*, 4(1), 43-51
- Razak, N. A., and Hanifah, H. (2020). The Effect of Corporate Reputation on Customer Satisfaction and Loyalty: A Study on The Hotel Industry in Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, 12(3), 1-16.
- Razak, N. A., and Hanifah, H. (2020). The Effect of Corporate Reputation on Customer Satisfaction and Loyalty: A Study on The Hotel Industry in Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, 12(3), 1-16.
- Reichheld, F.F. & Sasser, W.E., Jr (1990). Zero Defections: Quality Comes to Services. *Harvard Business Review*, September/October, 105-111.
- Remiasa, Marcus., & Lukman, Yeni. (2007). Analisis Persepsi Pelanggan Terhadap Kualitas Layanan Coffee Shop Asing dan Coffee Shop Lokal. *Jurnal Manajemen Perhotelan*, 3(2), 70-77.
- Roberts, Lisa., and Thompson, Mark. (2020). Psychological Satisfaction and Customer Satisfaction: An Empirical Analysis in the Banking Sector. *International Journal of Service Management*, 30(3), 180-195
- Rofiah, C., & Wahyuni, D. (2017). Kualitas Pelayanan Dan Pengaruhnya Terhadap Loyalitas Pelanggan Yang Di Mediasi Oleh Kepuasan Di Bank Muamalat Jombang. *EKSIS*, 12(1) 69-82. Retrieved from <http://www.ejournal.stiedewantara.ac.id/index.php/001/article/view/81>.
- Rosenbaum, Mark Scott., Otalora, Mauricio Losada., Ramirez, German Contreras. (2016). How To Create A Realistic Customer Journey Map. *Business Horizons*, 1-18
- Ruslan, M. R., Yoesdiarti, A., & Miftah, H. (2020). Analisis Preferensi Konsumen Terhadap Kopi Bogor Di Tiga Kedai Kopi Bogor.

Jurnal Agribisains, 6(2), 101-114.  
<https://doi.org/10.30997/jagi.v6i2.3545>

- Rusniati. (2015). Analisis Sikap Konsumen Terhadap Produk Minuman Teh Dalam Kemasan Karton Merek Teh Kotak di Banjarmasin. *INTEKNA*, 14(1), 1-11. Retrieved from <http://ejurnal.poliban.ac.id/index.php/intekna/article/view/164>
- Ryan, R. M., & Deci, E. L. (2000). Self-Determination Theory and the Facilitation of Intrinsic Motivation, Social Development, and Well-Being. *American Psychologist*, 11. <https://www.mcser.org/journal/index.php/mjss/article/download/4411/4314>.
- Safitri, Azizah Yulia., Wibawa, Berto Mulia., Ardiantono, Dewie Saktia. (2019). Pengukuran Kepuasan dan Loyalitas Konsumen terhadap Kualitas Layanan Taksi Resmi Bandar Udara Juanda Surabaya. *Jurnal Sains dan Seni ITS*, 8(1), 2337-3520
- Said, S., Gani, A. A., Taufan, R. R., Syahnur, M. H., & Basalamah, J. (2020). Green Marketing Practice in Purchasing Decision Home Care Product. *International Journal of Scientific & Technology Research*, 9(06), 893-896
- Salmah, A. (2011). Customer Satisfaction Survey on Library Collection. *Conference: Asia-Pacific Conference on Library & Information Education and Practice: Issues, Challenges and Opportunities*, 62-73
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase Intention on Indonesia Male's Skin Care by Social Media Marketing Effect Towards Brand Image and Brand Trust. *Management Science Letters*, 10, 2139-2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Sarifah, A., and Soesanto, H. (2020). Analisis Dimensi Kualitas Produk Pada Industri Pakaian Dalam Dalam Perspektif

- Kepuasan Pelanggan. *Jurnal Administrasi Bisnis (JAB)*, 84(1), 136-143.
- Satpute, Pratik. (2019). Concept of Room up Sell Index and its Utility in Rooms Division in Star Rated Hotels. *International Journal of Trend in Scientific Research and Development*, 5(10), 167-172
- Saufika, A. A., Kusyanti, A., Perdanakusuma, A. R. (2018). Analisis FaktorFaktor Yang Mempengaruhi Loyalitas Pelanggan Dalam Melakukan Transaksi Online Pada E-Commerce XYZ. *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, 2635-2643
- Schiffman, Leon G., & Wisenblit, Joseph. (2018). *Consumer Behavior (What's New in Marketing)*. New Jersey: Pearson
- Setyaningrum, Fitriana Eka. (2020). Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) Methods of Exclusive Matte Lip Cream. *IJIEM: Indonesian Journal of Industrial Engineering & Management*, 1(2), 116-126
- Shahin, A., Ahmed, S., and Islam, M. S. (2019). Analyzing The Impact of Service Quality Dimensions on Customer Satisfaction: An Empirical Study on The Mobile Telecommunications Industry in Bangladesh. *Journal of Retailing and Consumer Services*, 50, 303-314.
- Shalehah, A., Moslehpour, M., & Trisno, I. L. (2019). The Effect of Korean Beauty Product Characteristics on Brand Loyalty and Customer Repurchase Intention in Indonesia. 16th International Conference on Service Systems and Service Management (ICSSSM). IEEE. doi:10.1109/ICSSSM.2019.8887676
- Shang, R. A., Chen, Y. C., & Shen, L. (2005). Extrinsic Versus Intrinsic Motivations for Consumers to Shop On-Line. *Information & Management*, 42(3), 401-413.
- Sharifi, S. S., dan Esfidani, M. R. (2014). The Impacts of Relationship Marketing on Cognitive Dissonance, Satisfaction, and

- Loyalty: The Mediating Role of Trust and Cognitive Dissonance. *International Journal of Retail & Distribution Management - Emerald Group Publishing Limited*, 42(6), 553-575. DOI 10.1108/IJRDM-05-2013-0109
- Sharma, Vinod., Sonwalkar, Jayant. (2013). Does Consumer Buying Behavior Change During Economic Crisis? *International Journal of Economics & Business Administration*, 1(2), 33-48
- Shelper, Philip., Lyons, Stacey., et al. (2023). *Loyalty Programs: The Complete Guide*. New York: Loyalty & Reward Co
- Shen, X., Wang, L., Huang, X., & Yang, S. (2021). How China's Internet Commonweal Platform Improves Customer Participation Willingness? An Exploratory Study of Ant Forest. *Chinese Management Studies*, 15(1), 196-221. doi:10.1108/CMS-03-2020-0106
- Sheth, J. (2020). Impact of Covid-19 on Consumer Behavior: Will the Old Habits Return or Die? *Journal of Business Research*, 1-17
- Sheth, Jagdish N. (1973). A Model of Industrial Buyer Behavior. *Journal of Marketing*, 37(4), 50-56
- Shih, Shiau Pei., Yu, Szuchiang., Tseng, Hui Chin. (2015). The Study of Consumers' Buying Behavior and Consumer Satisfaction in Beverages Industry in Tainan, Taiwan. *Journal of Economics, Business and Management*, 3(3), 391-394
- Shih, Shiau Pei., Yu, Szuchiang., Tseng, Hui Chin. (2015). The Study of Consumers' Buying Behavior and Consumer Satisfaction in Beverages Industry in Tainan, Taiwan. *Journal of Economics, Business and Management*, 3(3), 391-394
- Simamora, Bilson. (2021). Toward A General Theory of Consumer Motivation: A Critical Review. *Journal of Business Studies and Management Review (JBSMR)*, 4(2), 72-81
- Siriguppi, Dwarakanath., Gnanamkonda, Vijayudu., Koundinya, Chakravarthi. (2020). The Young Consumers Preferences for Buying Attributes: A Conjoint Analysis Approach. *Journal of Critical Reviews*, 7(4), 3897-3910

- Smith, Amanda., and Thompson, Andrew. (2020). Investigating the Effect of Usability on Customer Satisfaction in Online Banking Platforms. *Journal of Internet Banking and Commerce*, 25(1), 78-92
- Smith, John. (2019). The Impact of Transaction Convenience on Customer Satisfaction. *Journal of Consumer Research*, 45(2), 150-165
- Smith, John., and Davis, Emily. (2017). The Impact of Corporate Social Responsibility on Customer Satisfaction: A Study of the Retail Industry. *Journal of Business Ethics*, 45(3), 150-165
- Smith, John., and Johnson, Mary. (2018). The Impact of Security on Customer Satisfaction in Online Banking. *Journal of Consumer Behavior*, 25(3), 150-165
- Solomon, Michael R. (2019). *Consumer Behavior: Buying, Having, and Being*. New Jersey: Pearson
- Souiden, N., & Diagne, M. (2009). Canadian and French Men's Consumption of Cosmetics: a Comparison of Their Attitudes and Motivations. *Journal of Consumer Marketing*, 97-109.
- Sowmyanarayanan, R., Krishnaa, G., & Gupta, D. (2021). Beyond Kirana Stores: A Study on Consumer Purchase Intention for Buying Grocery Online. *Smart Innovation, Systems and Technologies*, 599-606. doi:10.1007/978-981-15-7062-9\_60.
- Spreng, R. A., and Mackoy, R. D. (1996). An Empirical Examination of A Model of Perceived Service Quality and Satisfaction. *Journal of Retailing*, 72(2), 201-214.
- Steel, P., & König, C. J. (2006). Integrating Theories of Motivation. *Academy of Management Review*, 31(4), 889-913. <https://doi.org/10.5465/AMR.2006.22527462>
- Sударso, A., Suryati, L., Saragih, L. M. S., Fajrillah, F., Syarif, S. H., & Nazara, K. R. P. (2022). The Influence of Brand Image, Price, Product Quality, and Distribution on Purchase Decisions for Fiesta Chicken Nugget Products (Smart Superstore Medan



- City). *Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS)*, 4(2), 339-344.
- Suhaily, L., & Darmoyo, S. (2017). Effect of Product Quality, Perceived Price and Brand Image on Purchase Decision Mediated by Customer Trust (Study on Japanese Brand Electronic Product). *Jurnal Manajemen*, 21(2), 179-194. <https://doi.org/10.24912/jm.v21i2.230>
- Suhaily, L., & Darmoyo, S. (2017). Effect Of Product Quality, Perceived Price and Brand Image on Purchase Decision Mediated by Customer Trust (Study on Japanese Brand Electronic Product). *Jurnal Manajemen*, 21(2), 179-194.
- Supriadi, Andi., Erna, Syam, Herdi. (2021). Implementasi Mystery Shopping Sebagai Metode Evaluasi Pelayanan Publik Berkelanjutan. *Jurnal MODERAT*, 7(3), 657-674
- Susilowati, Susi. (2019). Preferensi Konsumen Kerupuk Udang Pelintir Cap Budi Mulya Di Pasar Anom Kabupaten Sumenep. *Seminar Nasional Optimalisasi Sumberdaya Lokal di Era Revolusi Industri 4.0*, 574-580
- T. Resmawati, M. A. Mukid, & D. Safitri. (2013). Analisis Preferensi Konsumen Terhadap Produk Susu Berbasis Analisis Conjoint Menggunakan Metode Presentasi Pairwise-Comparison (Studi kasus di Beberapa SMP di Kecamatan Banyumanik Kota Semarang). *Jurnal Gaussian*, 2(4), 405-414. <https://doi.org/10.14710/j.gauss.2.4.405-414>
- Thiruvengkraj, T.R., & Vetrivel, S. (2017). A Study on Consumer Perception. *International Journal for Research Trends and Innovation*, 2(5), 1-5
- Thomas, Sibichan., & Rajendran, S. (2020). A Study on Consumer Preference Towards Health Drinks in Thanjavur Town. *JournalNX- A Multidisciplinary Peer Reviewed Journal*, 6(11), 222-226
- Thompson, Michael., and Brown, Jennifer. (2020). Investigating the Effect of Customer Experience on Customer Satisfaction in

Online Shopping Platforms. *Journal of Interactive Marketing*, 28(1), 45-63

- Thompson, Sarah., and Anderson, Michael. (2019). Examining the Relationship Between Brand Image and Customer Satisfaction in the Retail Sector. *Journal of Retailing and Consumer Services*, 32(2), 78-94
- Thompson, Sarah., and Anderson, Michael. (2019). Examining the Relationship Between Social Responsibility and Customer Satisfaction in the Banking Sector. *International Journal of Bank Marketing*, 32(2), 78-94
- Thompson, Sarah., and Wilson, David. (2019). Examining the Relationship Between Security and Customer Satisfaction in Mobile Applications. *Journal of Information Systems*, 40(1), 45-63
- Timpal, N., Lapian, S. L. H. V. J., & Rate, P. V. (2016). Pengaruh Brand Awareness Dan Brand Attitude Terhadap Keputusan Pembelian Handphone Merek Nokia (Studi Kasus Pada Siswa SMA Dan SMK Di Kota Manado). *Jurnal Berkala Ilmiah Efisiensi*, 16(01), 308-317
- Tiruwa, A., Yadav, R., & Suri, P. K. (2018). Moderating Effects of Age, Disposable Income and Internet Usage on Online Brand Community (OBC)-Induced Purchase Intention. *Journal of Advances in Management Research*, 15(3), 367-392. <https://doi.org/10.1108/JAMR-04-2017-0043>
- To, P. L., Liao, C., & Lin T. H. (2007). Shopping Motivations on Internet: A Study Based on Utilitarian and Hedonic Value. *Technovation*, 27(12), 774-787.
- Tong, Canon., Wong, Stanley Kam Sing., Lui, Ken Pui Hing. (2014). The Influences of Service Personalization, Customer Satisfaction and Switching Costs on E-Loyalty. *International Journal of Economics and Finance*, 4(3), 105-114

- Topaloğlu, Ceren. (2012). Consumer Motivation and Concern Dastors for Online Shopping in Turkey. *Asian Academy of Management Journal*, 17(2), 1-19
- Trisminingsih, Rina., & Kurniawan, Riski Adi. (2019). Social Media Listening pada Instagram untuk Kasus Kebakaran Hutan di Indonesia Menggunakan Graph Clustering. *Jurnal Teknologi Informasi dan Ilmu Komputer*, 6(2), 149-154
- Tu, J.-C.; Hsu, C.-F.; Creativani, K. (2022). A Study on the Effects of Consumers' Perception and Purchasing Behavior for Second-Hand Luxury Goods by Perceived Value. *Sustainability*, 14, 10397. <https://doi.org/10.3390/su141610397>
- Tungka, D., Lionardo, M. M., Thio, S., & Iskandar, V. (2020). Pengaruh Social Media Marketing Pada Instagram Terhadap Minat Beli Chatime Indonesia. *Jurnal Hospital Dan Manajemen Jasa*, 8(2), 77-87.
- Uddin, Mohammed Jamal., & Jamal, Mohammed. (2015). Consumer Prefrence on Online Purchasing: An Attitudinal Survey in Bangladesh. *The Cost and Management*, 4-7
- Van De Ven, M., Lara Machado, P., Athanasopoulou, A. et al. (2023). Key Performance Indicators for Business Models: A Systematic Review and Catalog. *Information System and E-Business Management*, 21, 753-794. <https://doi.org/10.1007/s10257-023-00650-2>
- Van Raaij, W. F., & Wandwossen, K. (1978). Motivation-Need Theories and Consumer Behavior. *Advances in Consumer Research*, 5, 590-595
- Van Rompay, T. J., Tanja-Dijkstra, K., Verhoeven, J. W., & van Es, A. F. (2012). On Store Design and Consumer Motivation: Spatial Control and Arousal in the Retail Context. *Environment and Behavior*, 44(6), 800-820. doi: 10.1177/0013916511407309
- Varadian, Ivan Mun'im. (2018). Analisis Preferensi Konsumen Dalam Pengambilan Keputusan Keputusan Pada Penggunaan Go-Jek Sebagai Alat Transportasi (Studi Kasus

Mahasiswa Brawijaya Malang). *Jurnal Ilmiah Ekonomi Universitas Brawijaya Malang*, 1-9

Varghesel, Sony., & Agrawal, Mansi. (2021). Impact of SocialMedia on Consumer Buying Behavior. *Saudi Journal of Business and Management Studies*, 6(3), 51-55

Vassileva, J. (2012). Motivating Participation in Social Computing Applications: A User Modeling Perspective. *User Modelling and User-Adapted Interaction*, 22(1-2), 177-201. <https://doi.org/10.1007/s11257-011-9109-5>

Vinerean, Simona., & Opreana, Alin. (2021). Measuring Customer Engagement in Social Media Marketing: A Higher-Order Model. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7):2633-2654

Viswanathan, V., & Jain, V. (2013). A Dual-System Approach to Understanding "Generation Y" Decision Making. *Journal of Consumer Marketing*, 30(6), 484– 492. <https://doi.org/10.1108/JCM-07-2013-0649>

Wade, Antonia. (2023). *Transforming the B2B Buyer Journey: Maximize Brand Value, Improve Conversion Rates and Build Loyalty*. London: Kogan Page

Wahyudi, Nadya Ayu. (2019). Analisis Faktor-Faktor Preferensi Konsumen Dalam Keputusan Pembelian Booth BOCA. *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis*, 4(5), 743-755

Wahyudin, Moh., Yulianti, Firda Safira., Wagiman. (2021). Determining Marketing Channel Preference: A Case Study of Chocolate Drink's Consumer Preferences. *Agroindustrial Journal*, 8(2), 574-580. doi: 10.22146/aij.v8i2.76722

Wang, Haiyu. (2015). Analysis on the Changes in Consumer Behavior and Marketing Countermeasure. *SHS Web of Conferences*, 1-4

Wang, J., Pham, T. L., & Dang, V. T. (2020). Environmental Consciousness and Organic Food Purchase Intention: A

- Moderated Mediation Model of Perceived Food Quality and Price Sensitivity. *International Journal of Environmental Research and Public Health*, 17(3), 1-18. <https://doi.org/10.3390/ijerph17030850>
- Wang, Y., & Yang, Y. (2019). A Study on The Impact of Service Quality Dimensions on Customer Satisfaction and Customer Loyalty in China's Online Travel Agencies. *Journal of Hospitality and Tourism Technology*, 10(2), 242-256.
- Wardhana, Aditya, et al. (2019). *Riset Pemasaran*. Bandung: Anugrah Adi Cipta
- Wardhana, Aditya, et al. (2021). *Perilaku Konsumen*. Bandung: Media Sains Indonesia
- Wardhana, Aditya, Kartawinata, B.R., Syahputra. (2014). Analisis Potioning Top Brand Coffee Shop Berdasarkan Persepsi Pelanggan Di Kota Bandung. *Prosiding SNaPP2014 Sosial, Ekonomi, dan Humaniora*, 303-310
- Watson. (1913). Psychology as the Behavior Views It. *Psychological Review*, 20, 157-177
- Wedowati, Endang Retno., Singgih, Moses Laksono., & Gunarta, I Ketut. (2019). A Study of Consumer Preferences for Customized Product Design. *International Mechanical and Industrial Engineering Conference 2018 (IMIEC 2018)*, 1-7
- Widiyanti, Wiwik. (2019). Sikap Konsumen terhadap Multiatribut Produk Domino Pizza Dengan Metode Fishbein di Depok. *Cakrawala-Jurnal Humaniora*, 19(1), 107-112
- Wilson, Alan., Zeithaml, Valarie A., et al. (2020). *Services Marketing: Integrating Customer Service Across the Firm*. New York: McGraw-Hill Education
- Wilson, David., and Johnson, Lisa. (2020). Investigating the Effect of Brand Image on Customer Satisfaction in the Automotive Industry. *Journal of Marketing Management*, 28(1), 45-63

- Wilson, David., and Johnson, Lisa. (2020). Investigating the Effect of Corporate Social Responsibility on Customer Satisfaction in the Telecommunication Industry. *Journal of Marketing Communications*, 28(1), 45-63
- Wilson, David., and Thompson, Jennifer, (2019). Examining the Relationship Between Flexibility and Customer Satisfaction in the Hospitality Industry. *International Journal of Hospitality Management*, 36(4), 250-265
- Wilson, Emily., and Anderson, Michael. (2018). The Influence of Psychological Satisfaction on Customer Satisfaction: A Study of Online Shopping. *Journal of Consumer Psychology*, 25(2), 50-65
- Wilson, Emily., and Thompson, Mark. (2020). The Role of Social Interaction in Enhancing Customer Satisfaction: A Cross-Industry Analysis. *Journal of Marketing Research*, 28(4), 150-165
- Wilson, Robert., and Davis, Emma. (2018). Examining the Relationship between Certainty and Customer Satisfaction in the Hospitality Industry. *Journal of Hospitality and Tourism Management*, 10(2), 80-95
- Wu, W.Y., Liao, Y.K., & Chatwuthikrai, A. (2014). Applying The Conjoint Analysis to Evaluate Consumer Preferences Toward Subcompact Cars. *Expert Systems with Applications*, 41(6), 2782-2792
- Xia, L. & Monroe, K. B. (2009). The Influence of Pre-Purchase Goals on Consumers' Perceptions of Price Promotions. *International Journal of Retail and Distribution Management*, 37(8), 680-694. DOI: 10.1108/09590550910966187
- Yani, F., & Supriana, T. (2018). The Analysis of Consumption Level and Preferences of Freshshallots Consumers in Medan. *International Conference on Agriculture, Environment, and Food Security*, 1-11. doi :10.1088/1755-1315/122/1/012014

- Yeni, W., and Hasanah, U. (2021). Analisis Dimensi Kualitas Produk Terhadap Kepuasan Pelanggan pada UMKM Industri Kerajinan Batik di Kabupaten Probolinggo. *Jurnal Ilmu Manajemen dan Bisnis*, 12(1), 49-60.
- Yogesh, F., & Yesha, M. (2014). Effect of Social Media on Purchase Decision. *Pacific Business Review International*, 6(11), 45-51.
- Yoo, J. & Kim, M. (2014). The Effects of Online Product Presentation on Consumer Responses: A Mental Imagery Perspective. *Journal of Business Research*, 67(11), 2464-2472. doi: 10.1016/j.jbusres.2014.03.006
- Yuktanandana, A. (2015). The Effects of Service Quality and Customer Satisfaction on Customer Loyalty: A Case of Thai Mobile Network Industry. *Interdisciplinary Management Research*, 11(11), 808-823.
- Yuniarti, Trisna. (2008). Analisis Preferensi Konsumen Terhadap Produk Layanan Akses Internet Dengan Metode Conjoint Analysis-QFD. Skripsi Fakultas Teknik Universitas Indonesia, Depok.
- Zakirin, Mamduhan. (2021). Influence of Product Quality, Service Quality and Completeness on Customer Satisfaction on Mie Sopyonyono Producer. *International Journal of Review Management, Business, and Entrepreneurship (RMBE)*, 1(2), 281-294
- Zeithaml, V. A., Berry, L. L., and Parasuraman, A. (1993). The Nature and Determinants of Customer Expectations of Service. *Journal of the Academy of Marketing Science*, 21(1), 1-12.
- Zhang, Y., Cao, Q., Gu, J., and Jiang, P. (2021). What Drives Customer Satisfaction in Mobile App-Based Ride-Hailing Services? A Perspective of Perceived Value and Service Quality. *Transportation Research Part A: Policy and Practice*, 146, 158-173.

- Ziliani, Cristina., & Ieva, Marco. (2019). *Loyalty Management: From Loyalty Programs to Omnichannel Customer Experiences*. Oxfordshire: Routledge
- Zukhrufani, A., & Zakiy, M. (2019). The Effect of Beauty Influencer, Lifestyle, Brand Image and Halal Labelization Towards Halal Cosmetical Purchasing Decisions. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, 5(2), 168-179
- Żyminkowska, Katarzyna., Perek-Białas, Jolanta., Humenny, Grzegorz. (2022). The Effect of Product Category on Customer Motivation for Customer Engagement Behaviour. *International Journal of Consumer Studies*, 47(1), 299-316



## TENTANG PENULIS



**Dr (Cand). Aditya Wardhana, S.E., M.Si., M.M., CHRMP, CIRP, CHRA, CPP, CHRBP**

Penulis merupakan dosen tetap di Universitas Telkom. Menyelesaikan studi Sarjana Ekonomi di Universitas Padjadjaran tahun 1997. Kemudian, penulis menyelesaikan studi Magister Sains di Universitas Padjadjaran tahun 2003 dan menyelesaikan studi Magister Manajemen di Universitas Pasundan tahun 2012. Saat ini penulis sebagai kandidat Doktor Ilmu Manajemen di Universitas Pasundan.

Penulis memiliki kepakaran di bidang manajemen sumber daya manusia (SDM). Penulis memiliki sertifikasi dalam bidang SDM yaitu *Certified Human Resources Management Professional (CHRMP)*, *Certified Industrial Relations (CIRP)*, *Certified Human Resources Analyst (CHRA)*, *Certified Personality Practitioner (CPP)*, dan *Certified Human Resources Business Partner (CHRBP)*. Penulis memiliki pengalaman praktisi SDM di bagian *Human Resource Development* PT Perusahaan Gas Negara Tbk serta sebagai konsultan di berbagai BUMN seperti PT Surveyor Indonesia, PT Badan Klasifikasi Kapal Indonesia, PT Pertamina, PT BNI 46, PTPN VIII Jawa Barat, PT Biofarma, serta pada Kementerian Koordinator Perekonomian RI, dan Kementerian Perhubungan. Penulis aktif menulis berbagai buku dalam bidang manajemen sumber daya manusia serta memiliki Sertifikasi Penulis Buku Non-Fiksi dari Badan Sertifikasi Nasional Profesi (BSNP) RI. Penulis meraih penghargaan sebagai dosen dengan kinerja penelitian terbaik se-Jawa Barat dan Banten dari LLDIKTI Wilayah IV pada tahun 2022.

Email Penulis: [adityawardhana@telkomuniversity.ac.id](mailto:adityawardhana@telkomuniversity.ac.id)