

DAFTAR PUSTAKA

- (Eds), H. L. & R. N. (2017). *Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues, and Applications*.
- A.Z.Arifin, J. M. D. N. P. A. C. C. W. (2018). The Mediating Effects of Brand Preference to Customer Satisfaction. *Jurnal Manajemen*, 22(3), 421. <https://doi.org/10.24912/jm.v22i3.431>
- Aaker, D. A. (2013). *Manajemen Ekuitas Merek. Edisi Revisi. Jakarta: Mitra Utama*.
- Adlina, A. (2022). Tahap Perkembangan Psikologi Remaja Usia 10-18 Tahun. *Hallo Sehat*, 1. <https://hallosehat.com/parenting/remaja/tumbuh-kembang-remaja/perkembangan-psikologi-remaja/>
- Afifah, R. N., Oktaviya, U., Qoriroh, R., & Wahyuni, I. (2023). Analisis kemampuan berpikir kritis dalam menyelesaikan soal cerita. *Pendidikan Matematika*, 6(1), 207–2016.
- Alsabiyah, T., Hidayat, K., & Fanani, D. (2019). Pengaruh Gaya Hidup Terhadap Keputusan Pembelian (Survei pada mahasiswa/mahasiswi Universitas Brawijaya yang menggunakan sepatu sneakers merek Converse). *Jurnal Administrasi Bisnis*, 70(1), 106–113.
- Amani, S. Z. (2022). Pengaruh Mediasi Ekuitas Merek Terhadap Keputusan Pembelian IPhone Konsumen di Jakarta, Indonesia. *Jurnal Administrasi Profesional*, 03(2), 2963–1734.
- Anas, K., Kunci, K., hidup, G., & Pembelian, K. (2020). Pengaruh Gaya Hidup (Life Style) dan Harga Harga Terhadap Keputusan Pembelian Pada Kantin Yuank Kota Bima. *Journal of Business and Economics Research (JBE)*, 1(2), 131–138.
- Andi, R. T., & Ali, M. M. (2019). Analysis of the Influence of Lifestyle on Purchasing Decision for Samsung Smartphone Products in Jakarta. *European Journal of Business and Management Research*, 4(4). <https://doi.org/10.24018/ejbmr.2019.4.4.72>
- Andjarwati, A. L., & Chusniartiningsih, E. (2018). Pengaruh Kesadaran Merek dan Citra Merek terhadap Loyalitas Pelanggan (Studi pada Pelanggan Teh Pucuk Harum Wilayah Surabaya Utara). *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 5(2), 189. <https://doi.org/10.24252/minds.v5i2.6736>
- Anjarwati, J. (2020). *Smartphone (Ponsel Cerdas): Pengertian, Jenis, Merek, dan Dampak*. <https://tekno.foresteract.com/smartphone>.
- Annur, C. M. (2024). Data Pengguna Internet di Indonesia 2024. *Katadata.Co.Id*. <https://databoks.katadata.co.id/datapublish/2024/02/27/ada-185-juta-pengguna-internet-di-indonesia-pada-januari-2024>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Impact of Brand

Prihantini, 2024

ANALISIS KEPUTUSAN PEMBELIAN ULANG SMARTPHONE DIMEDIASI KEPUASAN PELANGGAN

UPN Veteran Jakarta, Fakultas Ekonomi dan Bisnis, Manajemen

[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]

- Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administrative Insight*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Anwar, K., Bord Nandre Aprila, Ngurah Pandji Mertha Agung Durya, Ajeng Andriani Hapsari, & Vivid Violin. (2023). Analysis Of The Influence Of Product Quality, Lifestyle And Promotional Strategy On The Decision To Purchase Samsung Smartphone Products. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(6), 2377–2382. <https://doi.org/10.35870/jemsi.v9i6.1637>
- APJII. (2023). Survei Internet Indonesia 2023. *Asosiasi Penyelenggara Jasa Internet Indonesia*, 1–10. <https://survei.apjii.or.id>
- APJII, A. (2019). Perilaku Pengguna Internet di Indonesia. *Www.Apjii.or.Id*. <http://apjii.or.id/survei2018>
- Arif, M. (2022). Profil Internet Indonesia 2022. *SRA Consulting., June*, 1–104.
- Arivetullatif. (2019). Pengaruh Brand Awareness, Precieved Quality dan Brand Association Terhadap Keputusan Pembelian Ulang Smartphone Samsung (Studi Kasus pada Pengguna di Smartphone Samsung di Kota Padang). *Ensiklopedia Social Review*, 1(2), 150–155. <https://jurnal.ensiklopediaku.org>
- Ayuningtyas, S., Maduwinarti, A., Mulyati, D. J., Studi, P., & Bisnis, A. (2022). *Pengaruh Store Atmosphere , Cita Rasa Dan Kualitas Pelayanan Terhadap Kepuasan*. 216–220.
- Azzari, V., & Pelissari, A. (2020). Does brand awareness influences purchase intention? The mediation role of brand equity dimensions. *Brazilian Business Review*, 17(6), 669–685. <https://doi.org/10.15728/BBR.2020.17.6.4>
- Bagus Angga Primanda Kusuma, N., & Putu Miartana, I. (2018). Brand Awareness, Brand Loyalty, Perceived Quality, Brand Association Brand Preference dan Purchase Intention. *Jurnal Manajemen Dan Bisnis*, 15(2), 100–119. <http://journal.undiknas.ac.id/index.php/magister-manajemen/>
- Batra, R., & Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. In *Marketing Letters* (Vol. 2, Issue 2). <https://doi.org/10.1007/BF00436035>
- brainly.co.id. (2021). *Handphone sekarang lebih sering menggunakan Smartphone adalah sebuah perangkat yang digunakan untuk mempermudah manusia dalam urusan komunikasi.Tidak hanya komunikasi saja, Smartphone juga digunakan untuk membantu keperluan manusia lainnya. Hampir setiap .*
- Castillo, A. C., Flores, A. M., Sanchez, L. M., Yusay, A., & Posadas, M. A. (2022). The Moderating Effect of the Country of Origin on Smartphones' Brand Equity and Brand Preference on Customer Purchase Intention. *Journal of Business and Management Studies*, 4(2), 58–78. <https://doi.org/10.32996/jbms.2022.4.2.6>

- Cepeda., Nitzl, and Roldán (2018), Nitzl, R. (2018). *Mediation Analyses in Partial Least Squares Structural*.
- Clinteen, B. (2023). Pengguna Internet di Indonesia. *Kompas*, 1–28. <https://tekno.kompas.com/read/2023/02/13/19300087/pengguna-internet-di-indonesia-tembus-212-9-juta-di-awal-2023?page=all#:~:text=KOMPAS.com> - Jumlah pengguna internet, di Indonesia berkisar 202 juta.
- Clinton, S., & Secapramana, L. V. H. (2022). Effect of Brand Awareness, Price, and Promotion on Purchase Decision on Smartphones. *The Management Journal of Binaniaga*, 7(2), 213–228. <https://doi.org/10.33062/mjb.v7i2.11>
- CNN, I. (2023). 58 Mahasiswa UMY Terjerat Pinjol Demi Beli HP hingga Motor. 1. <https://www.cnnindonesia.com/nasional/20230912161037-12-998043/58-mahasiswa-umy-terjerat-pinjol-demi-beli-hp-hingga-motor>.
- Corporation), I. (International D. (2023). *Daftar 5 besar vendor HP di Indonesia*.
- Crawford, G., & Melewar, T. C. (2003). The importance of impulse purchasing behaviour in the international airport environment. *Journal of Consumer Behaviour*, 3(1), 85–98. <https://doi.org/10.1002/cb.124>
- Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11/12), 1238–1258. <https://doi.org/10.1108/eum0000000006475>
- Delvecchio, D. (2000). Moving beyond fit: The role of brand portfolio characteristics in consumer evaluations of brand reliability. *Journal of Product & Brand Management*, 9(7), 457–471. <https://doi.org/10.1108/10610420010351411>
- Dewi, P. A. S., Wulandari, N. L. A., & Suputra, G. A. (2021). Pengaruh Brand Trust dan Brand Preference Terhadap Keputusan Pembelian Produk Indihome. *Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, 1(4), 1343–1356.
- doran.gadget. (2023). *Rekomendasi Hp dengan Fast Charging Tercepat 2023*.
- Dwinanto, R. R., & Suasana, I. G. A. K. G. (2018). Kebutuhan Mencari Variasi Memoderasi Pengaruh Kepuasan Pelanggan Smartphone Samsung Terhadap Niat Berpindah Merek Di Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 7(11), 6129. <https://doi.org/10.24843/ejmunud.2018.v07.i11.p12>
- Faulina, T., & Susanti, F. (2023). Pengaruh Gaya Hidup Dan Kelas Sosial Terhadap Keputusan Pembelian Smartphone Merek Samsung Di Bintang Ponsel Padang. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*, 3(1), 560–577.
- Ferdinand. (2014). *Metode penelitian manajemen*.
- Ferdinand. (2022). Keputusan Pembelian. In *Journal of Chemical Information and Modeling* (Vol. 21, Issue 1).
- Filieri, R., & Lin, Z. (2017). The role of aesthetic, cultural, utilitarian and branding

Prihantini, 2024

ANALISIS KEPUTUSAN PEMBELIAN ULANG SMARTPHONE DIMEDIASI KEPUASAN PELANGGAN

UPN Veteran Jakarta, Fakultas Ekonomi dan Bisnis, Manajemen

[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]

- factors in young Chinese consumers' repurchase intention of smartphone brands. *Computers in Human Behavior*, 67, 139–150. <https://doi.org/10.1016/j.chb.2016.09.057>
- Firmansyah, A. (2018). Perilaku Konsumen (Perilaku konsumen). *Cv Budi Utama*, 5 No.(september), 5–299. https://www.academia.edu/37610166/PERILAKU_KONSUMEN_PERILAKU_KONSUMEN_MAKALAH_PERILAKU_KONSUMEN
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76, 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Ghozali, I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26. 10th ed. Semarang: In *Badan Penerbit Universitas Diponegoro*.
- Goldberg, R., & Spies, H. (2021). The influence of lifestyle dimensions on the perceived value and purchase intention of cellular devices in South Africa. *The Retail and Marketing Review*, 18(1), 111–127. <https://orcid.org/0000-0003-0710-2256>
- Guntur Novizal, & Alimuddin Rizal. (2020). *Sebagai Variabel Moderasi (Studi Pada Konsumen Mobil Wuling Di Dealer Wuling Semarang)*.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hardi, V. (2021). Pengaruh Kinerja Layanan dan Promosi OVO Terhadap Keputusan Penggunaan Dompot Digital OVO (Survey Pada Masyarakat Surabaya). *Commercium*, 3(3), 180–191.
- Hasian, A. G., & Pramuditha, C. A. (2022). Pengaruh Brand Ambassador, Brand Awareness, Brand Image, Dan Brand Loyalty Terhadap Keputusan Pembelian Smartphone Samsung Di Palembang (Studi Kasus Pada Masyarakat Kota Palembang). *Publikasi Riset Mahasiswa Manajemen*, 3(2), 115–121. <https://doi.org/10.35957/prmm.v3i2.2313>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Hwang, J., Kim, S. (Sam), Choe, J. Y. (Jacey), & Chung, C. H. (2018). Exploration of the successful glocalization of ethnic food: a case of Korean food. *International Journal of Contemporary Hospitality Management*, 30(12), 3656–3676. <https://doi.org/10.1108/IJCHM-07-2017-0452>
- Ichsan Widi Utomo. (2017). Pengaruh Brand Image, Brand Awareness, Dan Brand Trust Terhadap Brand Loyalty Pelanggan Online Shopping (Studi Kasus Karyawan Di BSI Pemuda). *Komunikasi*, VIII, 1–9.

- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>
- Indrasari, M. (2019). PEMASARAN DAN KEPUASAN PELANGGAN: pemasaran dan kepuasan pelanggan - - Google Books. In *Unitomo Press*.
- Jacob, M. R., & Berlianto, M. P. (2022). The Determinant Factors that Influence Repurchase Intention of Samsung Smartphone in Jabodetabek. *Enrichment: Journal of Management*, 12(4), 2678–2689.
- Juliansyah, N. (2014). Analisis Data Penelitian Ekonomi & Manajemen. *Grasindo*, 1.
- Keller, K. L., & Aaker, D. A. (1992). The Effects of Sequential Introduction of Brand Extensions. In *Journal of Marketing Research* (Vol. 29, Issue 1). <https://doi.org/10.2307/3172491>
- Kementerian Komunikasi dan Informatika Republik Indonesia. (2024). *Visi Indonesia Digital 2045*. 1–146. https://digital2045.id/bukuvid2045/%0Ahttps://drive.google.com/file/d/1BF0f-vkQRuqfFCb-tHCn6tCT3wHYgD2l/view?usp=drive_link
- Kotler, P. dan A. (2018). *Prinsip-prinsip Marketing*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management. In Marketing Management*.
- Kotler, P., & Keller, K. L. (2021). Intisari Manajemen Pemasaran. In *Prologia* (Issue 1).
- Kotler, P., Kevin, K., & Chernev, A. (2022). Marketing Management. In *Pearson* (Vol. 53, Issue 9).
- Kristanti, D., Charviandi, A., Juliawati, P., & Harto, B. (2023). Manajemen Sumber Daya Manusia Manajemen Sumber Daya Manusia. In *Edisi Revisi Jakarta: Bumi Aksara* (Issue 1). <https://books.google.com/books?hl=en&lr=&id=e2ppEAAAQBAJ&oi=fnd&pg=PA1&dq=manajemen+pengetahuan&ots=gV368HYIR3&sig=ugm1Twmq-r6Ya9ITLRHYA6ieJi0>
- Kusuma, A. H. P., Said, S., & Hasan, S. (2017). Factors of Mall Consumers in Indonesia To. *International Journal of Business Accounting and Management*, 2(4), 1–10.
- Kuswandi, D. A., & Kartika, C. (2019). PENGARUH CITRA PERUSAHAAN DAN GAYA HIDUP TERHADAP NIAT PEMBELIAN MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Studi Kasus pada pelanggan Samsung Smartphone di Universitas Wijaya Putra Surabaya). *Develop*, 3(2), 48–67. <https://doi.org/10.25139/dev.v3i2.1789>

- Laksono, D. D., & Iskandar, D. A. (2018). Pengaruh Gaya Hidup Dan Pendapatan Terhadap Keputusan Pembelian Helm Kbc. In *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT* (Vol. 3, Issue 2). <https://doi.org/10.36226/jrmb.v3i2.113>
- Lombart, C., & Louis, D. (2016). Sources of retailer personality: Private brand perceptions. *Journal of Retailing and Consumer Services*, 28, 117–125. <https://doi.org/10.1016/j.jretconser.2015.09.002>
- Lusianto, K. S., Ambarwati, D., & Zamzam, N. A. N. (2024). The Influence Of Brand Image, Lifestyle, Promotion, and Price on Purchasing Decisions for Oppo Mobile Phones. *AJIM (Airlangga Journal of Innovation Management) Journal*, 5(1), 91–106.
- Maharani, I. P. D., Wulandari, N. L. A. A., & Sunny, M. P. (2023). Pengaruh Brand Preference dan Product Knowledge terhadap Keputusan Pembelian. *Widya Amrita: Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, 3(3), 511–522.
- Manggabarani, A. S. (2019). Strategi Pemasaran. In *Makalah Ilmiah Ekonomika* (Vol. 14, Issue 3).
- Markus, H., & Zajonc, R. B. (1985). The cognitive perspective in social psychology. In *Handbook of social psychology*.
- Mattila, & S, A. (2001). Emotional bonding and restaurant loyalty. *Cornell Hotel and Restaurant Administration Quarterly*. *Cornell Hotel and Restaurant Administration Quarterly*, 42(6), 73–79.
- Maxham, J. G., & Netemeyer, R. G. (2002). A longitudinal study of complaining customers' evaluations of multiple service failures and recovery efforts. *Journal of Marketing*, 66(4), 57–71. <https://doi.org/10.1509/jmkg.66.4.57.18512>
- Nur, Y. (2022). The Effect of Lifestyle, Brand Image, and Product Quality on Iphone Purchase Decisions. *Jurnal Economic Resources*, 5(2), 443–455. <https://id.fxssi.com>
- Nuriati, Salim, M. A., & Farida, E. (2023). The Influence of Lifestyle, Product Feature and Price on Consumer Satisfaction through Purchasing Decisions as an Intervening Variable (For iPhone Smartphone Users in Malang City). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 6(2), 1105–1119. <https://doi.org/10.33258/birci.v6i2.7599>
- Nuryanti, P. S., & Istiyanto, B. (2020). Testing the Product Quality, Brand Ambassador, Product Design and Lifestyle against the OPPO Smartphone Purchasing Decision. . . *International Journal of Seecology*, 1(3), 121–125.
- Nurzaini, Y., & Khasanah, I. (2018). Analisis Pengaruh Diferensiasi Produk, Citra Merek, Preferensi Merek Terhadap Keputusan Pembelian. *Diponegoro Journal of Management*, 7(2), 360–370.
- Oktiani, A., & Khadafi, R. (2018). Pengaruh Brand Awareness dan Brand Image

- serta Word Of Mouth terhadap Brand Trust dan Pembentukan Brand Loyalty pada Pelanggan Cbezt Friedchiken Kecamatan Genteng Banyuwangi. *Journal of Economic, Bussines and Accounting (COSTING)*, 1(2), 269–282. <https://doi.org/10.31539/costing.v1i2.259>
- Pamungkas, G. A., & Ratmono, R. (2021). Pengaruh Harga, Citra Merek, Preferensi Merek Dan Gaya Hidup Hedonisme Terhadap Keputusan Pembelian Jilbab Zoya Di Kalangan Mahasiswa (Studi pada Mahasiswa Di IAIN Metro). *Jurnal Manajemen DIVERSIFIKASI*, 1(3), 595–611. <https://doi.org/10.24127/diversifikasi.v1i3.697>
- Pappu, R., Cooksey, R. W., & Quester, P. G. (2005). Consumer-based brand equity: improving the measurement – empirical evidence. *Journal of Product & Brand Management*, 14(3), 143–154. <https://doi.org/10.1108/10610420510601012>
- Peter, J. C., Paul, J., & Olson, C. B. (2016). Perilaku Konsumen dan Strategi Pemasaran, Empat. In *Edisi Sembilan. Buku* (Vol. 2).
- Peter, J. P., & Olson, J. C. (2018). Perilaku Konsumen dan Marketing Strategy. *Salemba Empat. Jakarta*.
- Pradipta, D., Kadarisman, & Sunarti, H. (2016). Pengaruh Brand Equity Terhadap Keputusan Pembelian (Survei Pada Konsumen Pembeli dan Pengguna Kartu Perdana simPATI Telkomsel di Lingkungan Mahasiswa Jurusan Administrasi Bisnis Angkatan 2012 & 2013. *Fakultas Ilmu Administrasi Universitas Brawijaya Malang*), (*Jurnal Administrasi Bisnis (JAB)*), 34(1), 141–150.
- Pramesta, A., Restuti, S., & Musfar, T. F. (2022). Pengaruh Lifestyle dan Reference Group Terhadap Keputusan Pembelian dan Dampaknya Terhadap Kepuasan Konsumen pada Generasi Z Pengguna iPhone di Kota Pekanbaru. *Jom Feb*, 9(1), 1–15.
- Priansa, D. J. (2020). Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9).
- Priharto. (2020). *kepuasan pelanggan*.
- publikasimedia. (2023). *10 Contoh Iklan Handphone Merek Terkenal yang Menarik*.
- Puranda, N. R., & Madiawati, P. N. (2017). Pengaruh Perilaku Konsumen Dan Gaya Hidup Terhadap Proses Keputusan Pembelian Produk Kosmetik Wardah. *Bisnis Dan Iptek*, 10(1), 25–36. www.businessnews.co.id
- Revoliady, F., & Baihaqi, M. I. (2023). Product Innovation, Lifestyle, Brand Reputation on Purchase Decision and Its Implications to Consumer Satisfaction. *International Journal of Business Economics (IJBE)*, 4(2), 155–171. <https://doi.org/10.30596/ijbe.v4i2.14400>
- Rizki Arianto, Prasetyo Hadi, A. S. M. (2022). Customer Satisfaction Analysis of Sekolah Alam in Depok and Its Implication To Word of Mouth. *Jurnal Ilmiah Indonesia*, 7(8.5.2017), 2003–2005.

Prihantini, 2024

ANALISIS KEPUTUSAN PEMBELIAN ULANG SMARTPHONE DIMEDIASI KEPUASAN PELANGGAN

UPN Veteran Jakarta, Fakultas Ekonomi dan Bisnis, Manajemen

[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]

- Sah, G. K. (2021). Brand Preference of Professionals towards Choosing Smartphone in Nepal. *Tribhuvan University Journal*, 36(01), 106–121. <https://doi.org/10.3126/tuj.v36i01.43584>
- Samsung Indonesia. (2023). Pentingnya Personalisasi Smartphone bagi Milenial dan Gen Z di Asia Tenggara dan Oseania. *News.Samsung.Com*. <https://news.samsung.com/id/pentingnya-personalisasi-smartphone-bagi-milenial-dan-gen-z-di-asia-tenggara-dan-oseania>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*, 587–632. https://doi.org/10.1007/978-3-319-57413-4_15
- Seduram, L., Mamun, A. Al, Salameh, A. A., Perumal, S., & Shaari, H. (2022). Predicting Smartphone Brand Loyalty Using Four-Stage Loyalty Model. *SAGE Open*, 12(2). <https://doi.org/10.1177/21582440221099295>
- Siahaan, H. D., & Yuliati, A. L. (2016). Pengaruh Tingkat Brand Awareness terhadap Keputusan Pembelian Produk Victoria's Secret (Studi Pada Konsumen Victoria's Secret di PVJ Bandung). *E-Proceeding of Management*, 3(1), 497–505. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/3193>
- Sintya Winadi, J. (2017). Hubungan Word of Mouth dengan Brand Awareness Teh Kotak. *Jurnal E-Komunikasi*, 5(1).
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15–37. <https://doi.org/10.1509/jmkg.66.1.15.18449>
- Sofia, A. A., & Hartono, A. (2022). Analisis Pengaruh Loyalitas Merek Dan Preferensi Merek Terhadap Niat Pembelian Ulang Smartphone Pada Generasi Z. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 11(08), 1014. <https://doi.org/10.24843/eeb.2022.v11.i08.p13>
- Solomon. (2018). Consumer behavior: Buying, having, and being (2nd edn). In *Journal of Retailing and Consumer Services* (Vol. 2, Issue 4). [https://doi.org/10.1016/s0969-6989\(99\)80021-6](https://doi.org/10.1016/s0969-6989(99)80021-6)
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- stanton wiliam. (2012). *Prinsip Pemasaran*. 174.
- Sucahyo, Y. A. (2017). Pengaruh Brand Association, Brand Loyalty, Brand Awareness, Dan Brand Image Terhadap Brand Equity Pada Brand Happy Baby. *Jurnal Performa : Jurnal Manajemen Dan Start-up Bisnis*, 2(5), 603–612. <https://journal.uc.ac.id/index.php/performa/article/view/594>
- Sugiama, A. G., & Pambudy, E. F. S. B. (2017). Pengaruh Kemasan, Kewajaran

Prihantini, 2024

ANALISIS KEPUTUSAN PEMBELIAN ULANG SMARTPHONE DIMEDIASI KEPUASAN PELANGGAN

UPN Veteran Jakarta, Fakultas Ekonomi dan Bisnis, Manajemen

[www.upnvj.ac.id – www.library.upnvj.ac.id – www.repository.upnvj.ac.id]

- Harga Dan Brand Awareness Terhadap Brand Loyalty (Studi Kasus Pada Wisatawan Nusantara Di Kartika Sari Bandung). *Jurnal Manajemen Maranatha*, 17(1), 1. <https://doi.org/10.28932/jmm.v17i1.414>
- Sugiyono. (2019). Metode Penelitian Kuantitatif Kualitatif dan R&. *Bandung: Alfabeta*, 3(April), 480.
- Sugiyono. (2022). *Metode Penelitian Manajemen*. Alfabeta.
- Techtarget. (2022). *5 alasan mengapa pembaruan perangkat lunak itu penting*.
- The American Marketing Association. (2022). *AMA (American Marketing Association)*.
- Tjiptono, F., & Chandra, G. (2019). *Service, Quality Dan Customer Satisfaction Edisi 5*. <https://www.semanticscholar.org/paper/Service%2C-Quality-%26-Satisfaction-Tjiptono-Chandra/5e62e8cb6f5aa7e56e9992131eecebd9a56300b8>
- Warrauw, W. L. (2020). Pengaruh Brand Preferences Terhadap Customer Loyalty Melalui Kepuasan Konsumen Chatime Di Surabaya. *Jurnal Ilmu Manajemen Dan Akuntansi*, 8(2), 163–169.
- Washburn, J. H., & Plank, R. E. (2002). Measuring Brand Equity: An Evaluation of a Consumer-Based Brand Equity Scale. *Journal of Marketing Theory and Practice*, 10(1), 46–62. <https://doi.org/10.1080/10696679.2002.11501909>
- Wayan Widana, by I., & Sri Darma, G. (2018). Jurnal Manajemen dan Bisnis Branding Denpasar Smart City Guna Meningkatkan Kunjungan Wisatawan. *Jurnal Manajemen Bisnis*, 15(1). <http://journal.undiknas.ac.id/index.php/magister-manajemen/>
- Wibowo, A. F., Suseno, D. E., Riyadi, H., & Id, S. C. (2017). Pengaruh Gaya Hidup, Prestise Dan Kelompok Referensi Terhadap Keputusan Pembelian (Studi Pada Konsumen Taiwan Tea House Semarang). *Seminar Nasional Riset Manajemen & Bisnis*, 1–17.
- Willy Abdillah · Jogyanto Hartono. (2015). Partial Least Square (PLS), Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis (Buku). *Book*, 17856. <http://www.library.usd.ac.id/web/index.php?pilih=search&p=1&q=0000129082&go=Detail>
- Wong, A., & Sohal, A. (2002). An examination of the relationship between trust, commitment and relationship quality. *International Journal of Retail & Distribution Management*, 30(1), 34–50. <https://doi.org/10.1108/09590550210415248>
- Xie, Y., & Peng, S. (2009). How to repair customer trust after negative publicity: The roles of competence, integrity, benevolence, and forgiveness. *Psychology and Marketing*, 26(7), 572–589. <https://doi.org/10.1002/mar.20289>

- Yunus, F. F., Arief, R. F., Pengaruh, A., Febri, F., Dan, Y., Arief, R. F., Beli, N., Merek, K., Merek, A., Merek, C., Kualitas, P., Yang, N., & Smartphone, D. (2022). Analisa Pengaruh Brand (Awareness, Association & Image) Danperceived (Quality & Value) Terhadap Purchase Intention Melalui Peran Mediasi Brand Loyalty. *Jurnal Imiah Maajemen Bisnis Dan Inovasi Universitas Sam Raulangi*, 9(N0 3), 1816–1832.
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in china? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4). <https://doi.org/10.3390/foods9040460>