

DAFTAR PUSTAKA

- Ailsa, T., & Agus, A. A. (2025). *The Mediating Effects of Trust and Satisfaction on E-Commerce Repurchase under Deflationary Economic Conditions* 2119. 13(4), 2119–2132. <https://doi.org/10.37641/jimkes.v13i4.3409>
- Angelina, N., & Supriyono, S. (2024). PENGARUH CUSTOMER EXPERIENCE DAN BRAND TRUST TERHADAP REPURCHASE INTENTION PADA CUSTOMER CGV DI SURABAYA. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(3), 1703–0715. <https://doi.org/10.31955/mea.v8i3.4639>
- Aprilia, Y., & Andarini, S. (2023). *Pengaruh Product Quality dan Brand Trust terhadap Repurchase Intention Melalui Customer Satisfaction sebagai Variabel Intervening pada Produk Kecantikan Brand Somethinc Al-Kharaj*: *Jurnal Ekonomi*, Ke. 5(6), 3193–3205. <https://doi.org/10.47467/alkharaj.v5i6.3649>
- Arikunto, S. (2017). *Prosedur Penelitian : Suatu Pendekatan Praktik*. Rineka Cipta.
- Asgar, Nur, A. J. F. F. A., & Shahril, M. (2023). *ANALISIS PENDEKATAN STIMULUS-ORGANISM-RESPONSE TERHADAP ADOPSI M-BANKING SYARIAH DENGAN ARTIFICIAL INTELLIGENCE* : 2(2), 33–48.
- Cantona, A., & Alvita, R. (2023). Pengaruh brand trust terhadap repurchase intention pada konsumen produk kosmetik di Indonesia. *Manajemen Dan Bisnis*, 10(2), 145–156.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories. *European Journal of Marketing*, 38(5/6), 573–592. <https://doi.org/10.1108/03090560410529222>
- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35((11-12)), 1238–1258. <https://doi.org/https://doi.org/10.1108/EUM00000000006475>
- Dewi, W. E., & Auliya, Z. F. (2025). *Model Stimulus-Organism-Response (S-O-R): Peran Trust sebagai Mediasi dalam Keputusan Pembelian Produk N' Pure di TikTok Shop Abstrak Pendahuluan*. 8(3), 775–790.
- Dhewi, E. R. H., & Setyawan, A. A. (2022). Pengaruh E-Satisfaction, E-Trust, Dan Perceived Value Terhadap Repurchase Intention Pada E-Commerce.

- Determinasi: Jurnal Penelitian Ekonomi Manajemen Dan Akuntansi*, 1(1), 9–16. <https://doi.org/10.23917/determinasi.v1i1.34>
- Erdem, T., & Swait, J. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal of Consumer Research*, 31(1), 191–198. <https://doi.org/https://doi.org/10.1086/383434>
- Fajriah, N., Manajemen, D., & Manajemen, D. (2025). *Analisis Repurchase Intention Produk Skincare Lokal melalui Live Commerce TikTok dengan Customer Satisfaction sebagai Variabel Intervening Analysis of Repurchase Intention for Local Skincare Products through TikTok Live Commerce with Customer Satisfaction as an Intervening Variable*. 16(1), 78–95. <https://doi.org/10.29244/jmo.v16i1.62596>
- Ghozali, I. (2021). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.2.9 untuk Penelitian Empiris* (3rd ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0* (2nd ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Hanggara, D. K., & Hussein, A. S. (2023). Pengaruh Product Quality, Service Quality, dan Perceived Value terhadap Repurchase Intention. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(3), 660–674. <https://doi.org/10.21776/jmppk.2022.02.3.09>
- Hartanti, Y., Arinastuti, A., & Wijayanto, W. (2025). Pengaruh Brand Trust, Kualitas Produk, Perceived Price, Perceived Value terhadap Minat Membeli Kembali Produk Sunscreen Madam Gie pada Mahasiswa Universitas Wijayakusuma Purwokerto. *Journal of Micro, Small and Medium Enterprises*, 2(1), 10. <https://doi.org/10.47134/umkm.v2i1.803>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. In *European Journal of Marketing* (Vol. 37, Issues 11–12). <https://doi.org/10.1108/03090560310495456>
- Khairunisa, A. N., Giyartiningrum, E., & Suji'ah, U. (2024). *Pengaruh customer satisfaction dan service quality terhadap minat repurchase pada klinik kecantikan*. 8(2).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson

Education.

- Lin, T. T., Yeh, Y., & Hsu, S. (2022). *Analysis of the Effects of Perceived Value , Price Sensitivity , Word-of-Mouth , and Customer Satisfaction on Repurchase Intentions of Safety Shoes under the Consideration of Sustainability*. 14(16546), 4.
<https://doi.org/https://doi.org/10.3390/su142416546>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20–38.
<https://doi.org/10.1177/002224299405800302>
- Mutiah, C., & Marliani, L. E. (2024). *Pengaruh Brand Image, Product Quality Dan Brand Trust Terhadap Repurchase Intention Melalui Customer Satisfaction Pada Produk Mustika Ratu Di Kota Bandung*. 09, 545–558.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63, 33.
<https://doi.org/10.2307/1252099>
- Rachmawati, E., & Detak Prapanca. (2024). Brand Trust Amplifies Word of Mouth, Boosts Repurchase Intention in Indonesia. *Indonesian Journal of Law and Economics Review*, 19(2). <https://doi.org/10.21070/ijler.v19i2.1073>
- Ramadhan, M. R., Monoarfa, T. A., & Haro, A. (2026). *PENGARUH BRAND IMAGEDAN PERCEIVED VALUETERHADAP REPURCHASE INTENTIONMELALUI CUSTOMER SATISFACTION(STUDI PADA KONSUMEN KOPI KEKINIAN)*. 25(7).
- Saraswati, D. A. P., & Rsi Respati, N. N. (2024). PERAN KEPUASAN KONSUMEN DALAM MEMEDIASI BRAND TRUST TERHADAP REPURCHASE INTENTION. *E-Jurnal Manajemen Universitas Udayana*, 13(8), 1268. <https://doi.org/10.24843/EJMUNUD.2024.v13.i08.p03>
- Sari, N. K. M., & Darma, G. S. (2022). Website Quality, Brand Image, Brand Trust, Repurchase Intentions, and Customer Satisfaction. *Jurnal Manajemen Bisnis*, 19(2), 260–283. <https://doi.org/10.38043/jmb.v19i2.4611>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson Education Limited.
- Setiawan, A., Bagus, I., Udayana, N., & Maharani, B. D. (2025). *PENGARUH PERCEIVED EXPERIENCE DAN PERCEIVED VALUE TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER*. 14(02), 733–740.
- Sihombing, D. B., Rini, E. S., & Situmorang, S. H. (2023). *Effect of Perceived Service Quality , Servicescape and Perceived Value on Customer Loyalty through Customer Satisfaction : A Case Study of Waiting List Coffee Medan , Indonesia*. 2(August), 87–95. <https://doi.org/10.56225/finbe.v2i2.224>

- Soeharso, S. Y. (2024). Customer satisfaction as a mediator between service quality to repurchase intention in online shopping. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2336304>
- Sugiyono. (2019). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*. Alfabeta.
- Suziana, A., Nefa, M., & Andalas, A. (2024). *Pengaruh Brand Image , Perceived Quality , Dan Perceived Value Terhadap Repurchase Intention Pada Brand Kosmetik Wardah Bagi Konsumen*. 4(4), 735–747.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tarigan, A. P. B., & Bernarto, I. (2024). *THE EFFECT OF BRAND IMAGE, BRAND TRUST AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION (Case Study: Starbucks Coffee Jakarta)*. 08(01), 1–14.
- Tian, H., Siddik, A. B., & Masukujjaman, M. (2022). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, 12(2), 50.
- Wardani, S. K., & Trisnarningsih, S. (2021). JIMEA | Jurnal Ilmiah MEA (Manajemen , Ekonomi , dan Akuntansi). *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(3), 494–512.
- Wardhana, A., Kembau, A. S., Kumaat, A. P., & Sunara, T. A. (2023). *THE ANTECEDENT OF CUSTOMER SATISFACTION THROUGH ELECTRONIC SERVICE QUALITY IN ONLINE URBAN CONSUMER SHOPPING IN DKI JAKARTA*. 10(2), 1395–1401.
- Wibisono, K. (2022). *Pengaruh perceived value, customer satisfaction, dan brand association terhadap repurchase intention*. 7(4), 1057–1063.
- Widiantari, K. S., Sari, K. A. N., Suidarma, I. M., & Saputra, I. G. N. W. H. (2025). Pengaruh UGC, Brand Trust, dan Perceived Value dalam Mendorong Repurchase Intention MakeOver di TikTok. *INOVASI*, 12(2), 534–543. <https://doi.org/10.32493/Inovasi.v12i2.p534-543.56079>
- Yanti, Y., & Negoro, D. A. (2025). PENGARUH SERVICE QUALITY, TRUST, SATISFACTION, DAN WOM TERHADAP REPURCHASE INTENTION. *JURNAL LENTERA BISNIS*, 14(3), 3408–3432. <https://doi.org/10.34127/jrlab.v14i3.1742>
- Zayyan, M. F., & Wahyuningtyas, Y. P. (2024). “PENGARUH CUSTOMER EXPERIENCE DAN CUSTOMER SATISFACTION TERHADAP REPURCHASE INTENTION PADA SPBU SELF SERVICE

PERTAMINA DIY.” *Jurnal TAMBORA*, 8(2), 25–33.
<https://doi.org/10.36761/tambora.v8i2.3947>

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2. <https://doi.org/10.2307/1251446>

