

DAFTAR KEPUSTAKAAN

- Aaker, D. A. (2020). *Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity*. Free Press.
- Alcaraz, A. G., Balmori, G. R. C., Ricalde, J. D. C., & Pantoja, E. . (2022). A study on utilizing social media advertising through “Instagram aesthetics” to drive purchase intention. *Journal of Business and Management Studies*, 4(1), 167–178. <https://doi.org/10.32996/jbms.2022.4.1.20>.
- Alfarisi, A.H., Suryawan, M.E., & Febrilia, I. (2022). Pengaruh nilai-nilai fungsional, sosial, dan emosional terhadap niat beli barang virtual game online. *Jurnal Bisnis, Manajemen, dan Keuangan*, 3(1), 297-313. <http://pub.unj.ac.id/index.php/jbmk/article/view/656>.
- Amin, S., & Tarun, M. (2021). Effect of consumption values on customers’ green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, 17(8), 1320-1336. <https://doi.org/10.1108/SRJ-05-2020-0191>.
- Anggreiawan, F., & Fadli, J. A. (2022). Pengaruh persepsi nilai terhadap niat beli pada makanan organik. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(1), 138-146. <https://doi.org/10.47065/ekuitas.v4i1.2052>.
- Annur, C.M. (2023). IDC: Pasar smartphone Indonesia merosot 11,9% kuartal I 2023, siapa pemimpin pasar?. <https://databoks.katadata.co.id/datapublish/2023/06/06/idc-pasar-smartphone-indonesia-merosot-119-kuartal-i-2023-siapa-pemimpin-pasar>.
- Ariffin, S., Mohan, T., & Goh, Y.-N. (2018). Influence of consumers’ perceived risk on consumers’ online purchase intention. *Journal of Research in Interactive Marketing*, 12(3), 309-327. <https://doi.org/10.1108/JRIM-11-2017-0100>.

- Azizah, L., Gunawan, J., & Sinansari, P. (2021). Pengaruh pemasaran media sosial TikTok terhadap kesadaran merek dan minat beli produk kosmetik di Indonesia. *Jurnal Teknik ITS*, 10(2), 438-443. <https://doi.org/10.12962/j23373520.v11i2.76691>.
- Bharat, Rai. (2020). factors affecting smartphone purchase intention of consumers in Nepal. *The Journal of Asian Finance, Economics and Business*, 8(2), 465-473. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0465>.
- Bigoin-Gagnan, A., & Lacoste-Badie , S. (2018). Symmetry influences packaging aesthetic evaluation and purchase intention. *International Journal of Retail & Distribution Management*, 46(11/12), 1026-1040. <https://doi.org/10.1108/IJRDM-06-2017-0123>.
- Chaouali, W., Lunardo, R., Yahia, I. B., Cyr, D., & Triki, A. (2020). Design aesthetics as drivers of value in mobile banking: does customer happiness matter? *International Journal of Bank Marketing*, 38(1), 219-241. <https://doi.org/10.1108/IJBM-03-2019-0100>.
- Devlin, D., & Firdausy, C.M. (2020). Pengaruh estetika pada minat konsumen terhadap pembelian smartphone Xiaomi di Jakarta Barat. *Jurnal Manajerial dan Kewirausahaan*, 2(4), 906-913. <https://doi.org/10.24912/jmk.v2i4.9870>.
- Febrianto, K.W., & Artanti, Y. (2019). Pengaruh nilai konsumsi terhadap niat beli virtual item kustomisasi hero (studi pada pemain Defence of The Ancient 2). *Jurnal Ilmu Manajemen*, 7(2), 471-477.
- 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>.
- Gross, M. (2017). *Planned Behavior: The Relationship between Human Thought and Action 1st Edition.*: Routledge.

- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. SAGE.
- Hair, F. J., Hult, M. T. G., Ringle, M. C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*. Thousand Oaks, CA: Sage Publications Inc.
- Hankho, G., & Cokki, C. (2020). Prediksi estetika, sikap terhadap merek, dan persepsi harga terhadap niat pembelian Iphone. *Jurnal Manajerial dan Kewirausahaan*, 2(2), 380-389. <https://doi.org/10.24912/jmk.v2i2.7931>.
- Herbawan, F., & Sharif, O.O. (2018). Pentingnya estetika terhadap niat pembelian smartphone Di Indonesia. *Jurnal Wacana Ekonomi*, 17(3), 159-169. <http://dx.doi.org/10.52434/jwe.v17i3.375>.
- Kawet, O., Pangemanan, S. S., & Tumiwa, J. (2017). Analyzing the effect of perceived value and trust on purchase intention (Case Study of Zalora). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 5(2). <https://doi.org/10.35794/emba.5.2.2017.15990>.
- Keller, K. L., & Swaminathan, V. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.
- Khan, N. J., Razzaque, M. A., & Hazrul, N. M. (2017). Intention of and commitment towards purchasing luxury products a study of Muslim consumers in Malaysia. *Journal of Islamic Marketing*, 8(3), 476-495. <https://doi.org/10.1108/JIMA-12-2015-0091>.
- Kiani, M. S., Nazari, L., & Shahbazzpour, L. (2022). Sports tourism marketing and sustainable rural development (Case Study: Rural Areas of Iran). *Journal of Sustainable Rural Development*, 6(2), 249-264. https://www.jsrd.ir/article_170920.html.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management*.: Pearson Education.

- Kurniawan, H. A., & Indriani, F. (2018). Pengaruh product knowledge, perceived quality, perceived risk, dan perceived value terhadap purchase intention pada motor kawasaki ninja 250 fi di kota Semarang. *Diponegoro Journal of Management*, 7(4), 346-358. <https://ejournal3.undip.ac.id/index.php/djom/article/view/22383>.
- Lee, C., Eze, U., & Ndubisi, N. (2011). Analyzing key determinants of online repurchase intentions. *Asia Pacific Journal of Marketing and Logistics*, 23(2), 200-221. <https://doi.org/10.1108/13555851111120498>.
- Le-Hoang, P.V. (2019). The relationship between aesthetics, perceived value and buying intention: a literature review and conceptual framework. *Independent Journal of Management & Production*, 11(3), 1050. <https://doi.org/10.14807/ijmp.v11i3.1076>.
- Lee, J., Goh, M., & Noor, M. (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>.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378-387. <https://doi.org/10.1016/j.jbusres.2017.12.047>.
- Maattanen, P. (2017). Emotions, values, and aesthetic perception. *New Ideas in Psychology*, 47, 91-96. <https://doi.org/10.1016/j.newideapsych.2017.03.009>.
- Mehmetoglu, M., & Venturini, S. (2021). Structural Equation Modelling with Partial Least Squares Using Stata and R. Chapman and Hall/CRC.
- Muzellec, L., & Lambkin, M. (2006). Corporate rebranding: destroying, transferring or creating brand equity?. *European Journal of Marketing*, 40(7/8), 803-824. <https://doi.org/10.1108/03090560610670007>.

- Pang, S. M., Tan, B. C., & Lau, T. C. (2021). antecedents of consumers' purchase intention towards organic food: integration of theory of planned behavior and protection motivation theory. *Sustainability*, *13*(9), 5218. <https://doi.org/10.3390/su13095218>.
- Peng, X., Peak, D., Prybutok, V., & Xu, C. (2017). The effect of product aesthetics information on website appeal in online shopping. *Nankai Business Review*, *8*(2), 190-209. <https://doi.org/10.1108/NBRI-11-2016-0038>.
- Purwanto, A.E., & Sulistyastuti, D.E. (2017). *Metode Penelitian: Kuantitatif Edisi-2*. GAVA MEDIA
- Putri, S. Y., Meria, L., & Amroni. (2023). Pengaruh persepsi nilai dan kepercayaan terhadap keputusan pembelian yang di mediasi oleh minat beli. *Technomedia Journal*, *8*(1SP), 92–107. <https://doi.org/10.33050/tmj.v8i1SP.2070>
- Ramkumar, B., & Liang, Y. (2020). How do smartwatch price and brand awareness drive consumer perceptions and purchase intention? A perceived value approach. *International Journal of Technology Marketing*, *14*(2), 154-180. <https://doi.org/10.1504/IJTMKT.2020.10031707>.
- Repi, O. W., Lumanaw, B., & Wenas, R. S. (2020). Pengaruh bauran promosi, kesadaran merek dan persepsi nilai terhadap minat beli di Bukalapak pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, *8*(4). <https://doi.org/10.35794/emba.8.4.2020.30583>.
- Sari, S. P. (2020). Hubungan minat beli dengan keputusan pembelian pada konsumen. *Psikoborneo: Jurnal Ilmiah Psikologi*, *8*(1), 147. <http://dx.doi.org/10.30872/psikoborneo.v8i1.4870>.

- Sheth , J., Newman , B., & Gross , B. (1991). Why we buy what we buy: a theory of consumption values. *Journal of Business Research*, 22(2), 159-170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8).
- Shi, A., Huo, F., & Hou, G. (2021). Effects of design aesthetics on the perceived value of a product. *frontiers in psychology*, 12, 1-11. <https://doi.org/10.3389/fpsyg.2021.670800>.
- Shukla, M., Jain, V., & Misra, R. (2022). Factors influencing smartphone based online shopping: an empirical study of young women shoppers. *Asia Pacific Journal of Marketing and Logistics*, 34(5), 1060-1077. <https://doi.org/10.1108/APJML-01-2021-0042>.
- Sianata, V. V., & Keni, K. (2023). Faktor-faktor penentu niat beli produk pakaian. *Jurnal Manajemen Maranatha*, 22(2), 149-168. <https://doi.org/10.28932/jmm.v22i2.5999>.
- Simms, C. D. The perceptions of the BMW Mini brand: the importance of historical associations and the development of a model. *Journal of Product & Brand Management*, 15(4), 228-238. <https://doi.org/10.1108/10610420610679593>.
- Sunjaya, F., & Eridansyah, R. (2019). Pengaruh kesadaran merek dan citra merek terhadap minat beli produk Dunkin'Donuts Indonesia. *Prologia*, 3(1), 99-104. <https://doi.org/10.24912/pr.v3i1.6219>.
- Sweeney, J., & Soutar, G. (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).
- Talukdar, N., & Yu, S. (2020). Do materialists care about sustainable luxury?, *Marketing Intelligence & Planning*, 38(4), 465-478. <https://doi.org/10.1108/MIP-05-2019-0277>.
- Taqi, M. A. (2021). Pengaruh estetika iklan Instagram, perceived value dan kualitas produk terhadap keputusan pembelian Sayki. *Jurnal Ilmiah Mahasiswa FEB*, 10(1).

- Toufani, S., Stanton, J. P., & T. C. (2017). The importance of aesthetics on customers' intentions to purchase smartphones. *Marketing Intelligence & Planning*, 35(3), 316-338. <https://doi.org/10.1108/MIP-12-2015-0230>.
- Utami, Wiry. (2020). Peran pemoderasi tekanan waktu hubungan antara nilai fungsional dan nilai emosional terhadap niat beli produk flash sale. *Menara Ekonomi*, 6(1), 115-125. <https://doi.org/10.31869/me.v6i3.2115>.
- Wang, X., Li, Y., Cai, Z., & Liu, H. (2021). Beauty matters: reducing bounce rate by aesthetics of experience product portal page. *Industrial Management & Data Systems*, 121(8), 1848-1870. <https://doi.org/10.1108/IMDS-08-2020-0484>.
- Watanabe, E., Alfinito, S., Curvelo, I., & Hamza, K. (2020). Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. *British Food Journal*, 122(4), 1070-1184. <https://doi.org/10.1108/BFJ-05-2019-0363>.
- Wijayanti, R. F., & Budiarti, L. (2023). Pengaruh emotional value dan social value pada minat pembelian online. *bisman (bisnis dan manajemen): The Journal of Business and Management*, 6(1), 34-43.
- Wu, P. C., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30-39. <https://doi.org/10.1016/j.ausmj.2010.11.001>.
- Yamamoto, M., & Lambert, D. R. (1994). The Impact of Product Aesthetics on the Evaluation of Industrial Products. *Journal of Product Innovation Management*, 11(4), 309-324. [https://doi.org/10.1016/0737-6782\(94\)90086-8](https://doi.org/10.1016/0737-6782(94)90086-8).
- Yang, J., Ma, J., Arnold, M., & Nuttavuthisit, K. (2018). Global identity, perceptions of luxury value and consumer purchase intention: a cross-cultural examination. *Journal of Consumer Marketing*, 35(5), 533-542. <https://doi.org/10.1108/JCM-02-2017-2081>.

Yudhistira. (2023). 5 Merk Hp Terbaik & Terlaris di 2023 (Versi IDC & Canalys).

<https://www.bhinneka.com/blog/merk-hp-terbaik>.

Yulia, Y.A., & Untoro, W. (2019). Efek nilai konsumsi terhadap niat pembelian kembali pada

green product. *Jurnal Economia*, 12(1), 83- 96.

<https://doi.org/10.21831/economia.v12i1.9828>.

Zhang, S., & Zhang, L. (2022). The influence of brand social interaction on purchase intention:

a perspective of social capital. *SAGE Open*, 13(2).

<https://doi.org/10.1177/21582440231169933>.