

REFERENCES

- Abedniya, A., & Mahmoudi, S. S. (2010). The impact of social networking websites to *Computer Science and Applications*, 1(6).
- Adeoye, B., & Wentling, R. M. (2007). The relationship between national culture and the usability of an e-learning system. *International Journal on E-learning*, 6(1), 119-146.
- Adjei, M. T., Noble, S. M., & Noble, C. H. (2010). The influence of C2C communications in online brand communities on customer purchase behavior. *Journal of the Academy of Marketing Science*, 38(5), 634-653.
- Ahmad, M.K., Azizan, A.T. and Ahmad, Z.A., 2021. Journal of Communication Education.
- Ahmed, P. K., & Rafiq, M. (2002). *Internal marketing: Tools and concepts for customer-focused management*. Routledge.
- Ajzen, I. (2018). Consumer attitudes and behavior. In *Handbook of consumer psychology* (pp. 529-552). Routledge.
- Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., Alshurideh, M. T., & Alhorani, A. M. (2017). The impact of e-service quality and e-loyalty on online shopping: moderating effect of e-satisfaction and e-trust. *International Journal of Marketing Studies*, 9(2), 92-103.
- Alamgir, M., Nasir, T., Shamsuddoha, M., & Nedelea, A. (2011). Influence of brand name on consumer decision making process-an empirical study on car buyers. *The USV Annals of Economics and Public Administration*, 10(2), 142-153.
- Aliyyah, R. R., Rachmadtullah, R., Samsudin, A., Syaodih, E., Nurtanto, M., & Tambunan, A. R. S. (2020). The perceptions of primary school teachers of online learning during the COVID-19 pandemic period: A case study in Indonesia. *Journal of Ethnic and Cultural Studies*, 7(2), 90-109.
- Ambler, T. (1997). Do brands benefit consumers?. *International Journal of Advertising*, 16(3), 167-198.
- Ameliawaty, R. and Halilah, I., 2017. Pengaruh Brand Awareness terhadap

Consumer Decision Making. *Jurnal Riset Bisnis dan Investasi*, 3(2), pp.63-73.

Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of marketing*, 58(3), 53-66.

Anderson, T. (2004). Towards a theory of online learning. *Theory and practice of online learning*, 2, 109-119.

Andreasen, A. R. (2002). Marketing social marketing in the social change marketplace. *Journal of Public Policy & Marketing*, 21(1), 3-13.

Arditto, L., Cambra-Fierro, J. J., Fuentes-Blasco, M., Jaraba, A. O., & Vázquez-Carrasco, R. (2020). How does customer perception of salespeople influence the relationship? A study in an emerging economy. *Journal of Retailing and Consumer Services*, 54, 101952.

Armstrong, G., Kotler, P. and He, Z., 2005. Marketing: an introduction.

Arslan, M., & Zaman, R. (2015). *Impact of Brand Image and Service Quality on Consumer Purchase Intentions. A Study of Retail Stores in Pakistan*. GRIN Verlag.

Asriani, D. (2017). Pengaruh Viral marketing terhadap Keputusan Pembelian. *Jurnal Manajemen Ide Dan Inspirasi*, 3.

Azzari, V., & Pelissari, A. (2021). Does Brand Awareness Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions. *BBR. Brazilian Business Review*, 17, 669-685.

Bagozzi, R. P., & Dholakia, U. (1999). Goal setting and goal striving in consumer behavior. *Journal of marketing*, 63(4_suppl1), 19-32.

Baldinger, A.L. and Rubinson, J., 1996. Brand loyalty: the link between attitude and behavior. *Journal of advertising research*, 36(6), pp.22-35.

Ballinger, G. A. (2004). Using generalized estimating equations for longitudinal data analysis. *Organizational research methods*, 7(2), 127-150.

Balqiah, T. & Suwandhia, C. (2018). How Can Brand Excitement Enhance Emotional Responses of Local Fashion Brands in Indonesia? : Moderating of Ethnocentrism

Barber, P., & Wallace, L. (2010). *Building a buzz: libraries & word-of-mouth marketing*. American Library Association.

- Bates, A. W., & Bates, T. (2005). *Technology, e-learning and distance education*. Psychology Press.
- Beach, L.R. and Connolly, T., (2005). *The psychology of decision making: People in organizations*. Sage Publications.
- Bei, L. T., & Chiao, Y. C. (2001). An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty. *Journal of consumer satisfaction, dissatisfaction and complaining behavior*, 14, 125.
- Belsley, D. A., Kuh, E., & Welsch, R. E. (2005). *Regression diagnostics: Identifying influential data and sources of collinearity* (Vol. 571). John Wiley & Sons.
- Berman, B. (2005). How to delight your customers. *California management review*, 48(1), 129-151.
- Bian, X. & Mutinho, L. (2011). The Role of Brand Image, Product Involvement, and Knowledge in Explaining Consumer Purchase Behaviour of Counterfeits: Direct and Indirect Effects
- Bolton, R. N., Kannan, P. K., & Bramlett, M. D. (2000). Implications of loyalty program membership and service experiences for customer retention and value. *Journal of the academy of marketing science*, 28(1), 95-108.
- Bou-Llusar, J. C., Camisón-Zornoza, C., & Escrig-Tena, A. B. (2001). Measuring the relationship between firm perceived quality and customer satisfaction and its influence on purchase intentions. *Total quality management*, 12(6), 719-734.
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: from expectations to behavioral intentions. *Journal of marketing research*, 30(1), 7-27.
- Bourdieu, P. (2005). *The social structures of the economy*. Polity.
- Bozkurt, A., & Sharma, R. C. (2020). Emergency remote teaching in a time of global crisis due to CoronaVirus pandemic. *Asian Journal of Distance Education*, 15(1), i-vi.
- Brady, M. K., & Cronin Jr, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of marketing*, 65(3), 34-49.

- Brown, P., & Lauder, H. (1996). Education, globalization and economic development. *Journal of education Policy*, 11(1), 1-25.
- Brown, T. A. (2015). *Confirmatory factor analysis for applied research*. Guilford publications.
- Brucks, M., Zeithaml, V.A. and Naylor, G., (2000). Price and brand name as indicators of quality dimensions for consumer durables. *Journal of the academy of marketing science*, 28(3), pp.359-374.
- Buheji, M., & Ahmed, D. (2020). Foresight of Coronavirus (COVID-19) opportunities for a better world. *American Journal of Economics*, 10(2), 97-108.
- Burke, K. (Ed.). (2008). *What to do with the kid who...: Developing cooperation, self-discipline, and responsibility in the classroom*. Corwin Press.
- Butler, P., & Peppard, J. (1998). Consumer purchasing on the Internet:: Processes and prospects. *European management journal*, 16(5), 600-610.
- Calvo-Porrá, C., & Lévy-Mangin, J. P. (2017). Store brands' purchase intention: Examining the role of perceived quality. *European Research on Management and Business Economics*, 23(2), 90-95.
- Camarero, C. and San José, R., 2011. Social and attitudinal determinants of viral marketing dynamics. *Computers in Human Behavior*, 27(6), pp.2292-2300.
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online information review*.
- Chen, I. J., & Popovich, K. (2003). Understanding customer relationship management (CRM). *Business process management journal*.
- Cheng, S., Lam, T., & Hsu, C. H. (2006). Negative word-of-mouth communication intention: An application of the theory of planned behavior. *Journal of Hospitality & Tourism Research*, 30(1), 95-116.
- Cheung, G. W., & Rensvold, R. B. (2002). Evaluating goodness-of-fit indexes for testing measurement invariance. *Structural equation modeling*, 9(2), 233-255.
- Chi, H. K., Huang, K. C., & Nguyen, H. M. (2020). Elements of destination brand equity and destination familiarity regarding travel intention. *Journal of Retailing and Consumer Services*, 52.

- Chiu, C. M., Hsu, M. H., Lai, H., & Chang, C. M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems*, 53(4), 835-845.
- Churchill Jr, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of marketing research*, 19(4), 491-504.
- Collins, D. (2003). Pretesting survey instruments: an overview of cognitive methods. *Quality of life research*, 12(3), 229-238.
- Conati, C. (2009, June). Intelligent tutoring systems: New challenges and directions. In *Twenty-First International Joint Conference on Artificial Intelligence*.
- Copley, P., (2007). *Marketing Communications Management*. Routledge.
- Corazzini, A. J., Dugan, D. J., & Grabowski, H. G. (1972). Determinants and distributional aspects of enrollment in US higher education. *Journal of Human Resources*, 39-59.
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *Journal of marketing*, 56(3), 55-68.
- Crotts, J. (1999). Consumer decision making and prepurchase information search. *Consumer behavior in travel and tourism*, 11(3), p149-168.
- Cruz, D., & Fill, C. (2008). Evaluating viral marketing: isolating the key criteria. *Marketing Intelligence & Planning*.
- Dabla-Norris, M. E., Kochhar, M. K., Suphaphiphat, M. N., Ricka, M. F., & Tsounta, M. E. (2015). *Causes and consequences of income inequality: A global perspective*. International Monetary Fund.
- Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an integrated framework for online consumer behavior and decision making process: A review. *Psychology & marketing*, 27(2), 94-116.
- Dawar, N. and Parker, P., (1994). Marketing universals: Consumers' use of brand name, price, physical appearance, and retailer reputation as signals of product quality. *Journal of marketing*, 58(2), pp.81-95.
- Dawar, N., & Pillutla, M. M. (2000). Impact of product-harm crises on brand equity: The moderating role of consumer expectations. *Journal of marketing research*, 37(2), 215-226.
- Day, G. S. (1999). *The market driven organization: understanding, attracting, and*

keeping valuable customers. Simon and Schuster.

De Bruyn, A., & Lilien, G. L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. *International journal of research in marketing*, 25(3), 151-163.

De Maesschalck, R., Jouan-Rimbaud, D., & Massart, D. L. (2000). The mahalanobis distance. *Chemometrics and intelligent laboratory systems*, 50(1), 1-18.

Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597-600.

Dib, H. & Alhaddad, A. (2015). Determinants of Brand Image in Social Media
Dietrich, M. (2008). *Transaction cost economics and beyond: Toward a new economics of the firm*. Routledge.

Dobele, A., Toleman, D., & Beverland, M. (2005). Controlled infection! Spreading the brand message through viral marketing. *Business Horizons*, 48(2), 143-149.

Drost, E. A. (2011). Validity and reliability in social science research. *Education Research and perspectives*, 38(1), 105-123.

Drugă, L. (2019). Romanian Polenta between Brand and Culinary Identity. *Cultural Perspectives-Journal for Literary and British Cultural Studies in Romania*, (24), 81-94.

Dubé, L. and Menon, K., (2000). Multiple roles of consumption emotions in post-purchase satisfaction with extended service transactions. *International Journal of Service Industry Management*.

Ebert, R.J. and Griffin, R.W., (2006). *Bisnis*. Alih Bahasa Rd. Soemarnagara, Jakarta: Erlangga.

Eckler, P., & Rodgers, S. (2010). Viral Marketing on the Internet. *Wiley International Encyclopedia of Marketing*.

Ehrenberg, A. S. (2000). Repeat buying. *Journal of Empirical Generalisations in Marketing Science*, 5(2).

Erdem, T., & Keane, M. P. (1996). Decision-making under uncertainty: Capturing dynamic brand choice processes in turbulent consumer goods markets. *Marketing science*, 15(1), 1-20.

- Edwards, W. (1954). The theory of decision making. *Psychological bulletin*, 51(4), 380.
- Farhana, M. (2012). Brand elements lead to brand equity: Differentiate or die. *Information management and business review*, 4(4), 223-233.
- Farrar, D. E., & Glauber, R. R. (1967). Multicollinearity in regression analysis: the problem revisited. *The Review of Economic and Statistics*, 92-107.
- Fauzi, M. A. (2016). Sistem Pendukung Keputusan.
- Ferguson, R. (2008). Word of mouth and viral marketing: taking the temperature of the hottest trends in marketing. *Journal of consumer marketing*.
- Fink, A., & Litwin, M. S. (1995). *How to measure survey reliability and validity* (Vol. 7). Sage.
- Finucane, M. L., Alhakami, A., Slovic, P., & Johnson, S. M. (2000). The affect heuristic in judgments of risks and benefits. *Journal of behavioral decision making*, 13(1), 1-17.
- Fong, K., & Yazdanifard, R. (2014). The review of the two latest marketing techniques; viral marketing and guerrilla marketing which influence online consumer behavior. *Global Journal of Management and Business Research*.
- Fournier, S., & Avery, J. (2011). The uninvited brand. *Business horizons*, 54(3), 193-207.
- Frehywot, S., Vovides, Y., Talib, Z., Mikhail, N., Ross, H., Wohltjen, H., ... & Scott, J. (2013). E-learning in medical education in resource constrained low-and middle-income countries. *Human resources for health*, 11(1), 1-15.
- Friedman, L. W., & Friedman, H. (2013). Using social media technologies to enhance online learning. *Journal of Educators Online*, 10(1), 1-22.
- Gikas, J., & Grant, M. M. (2013). Mobile computing devices in higher education: Student perspectives on learning with cellphones, smartphones & social media. *The Internet and Higher Education*, 19, 18-26.
- Gillham, B. (2008). *Developing a questionnaire*. A&C Black.
- Girard, T., Anitsal, M. M., & Anitsal, I. (2013). The role of logos in building brand awareness and performance: Implications for entrepreneurs. *The Entrepreneurial Executive*, 18, 7.

- Glennardo, Y. (2016). Viral marketing sebagai media pemasaran sosial dalam mendongkrak kesadaran masyarakat untuk berperan aktif dan bergabung dengan organisasi non profit/niarlaba. *Competence: Journal of Management Studies*, 10(2).
- Gordon, D.F., (1974). A neo-classical theory of Keynesian unemployment. *Economic inquiry*, 12(4), p.431.
- Graham, M. H. (2003). Confronting multicollinearity in ecological multiple regression. *Ecology*, 84(11), 2809-2815.
- Gwinner, K.P. and Eaton, J., (1999). Building brand image through event sponsorship: The role of image transfer. *Journal of advertising*, 28(4), pp.47-57.
- Hagel, J., Hagel 3rd, J., & Singer, M. (1999). *Net worth: Shaping markets when customers make the rules*. Harvard Business Press.
- Hague, P. N., Hague, N., & Morgan, C. A. (2004). *Market research in practice: a guide to the basics*. Kogan Page Publishers.
- Hampel, R., & Stickler, U. (2005). New skills for new classrooms: Training tutors to teach languages online. *Computer assisted language learning*, 18(4), 311-326.
- Hashemi, N. & Hajiheydari, N. (2012). How Brand Awareness Affects Online Purchase Intention: Considering the Role of Perceived Risk
- Hawkins, D.I. and Mothersbaugh, D.L., 2010. Consumer behavior: Building marketing strategy. Boston: McGraw-Hill Irwin,.
- Hermawan, H. (2017). Sikap konsumen terhadap belanja online. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 16(1), 136-147.
- Herring, H., & Roy, R. (2007). Technological innovation, energy efficient design and the rebound effect. *Technovation*, 27(4), 194-203.
- Heryanto, I., (2016). Analisis pengaruh produk, harga, distribusi, dan promosi terhadap keputusan pembelian serta implikasinya pada kepuasan pelanggan. *Jurnal Ekonomi, Bisnis & Entrepreneurship*, 9(2), pp.80-101.
- Hess, J. and Story, J., 2005. Trust-based commitment: multidimensional consumer-brand relationships. *Journal of Consumer Marketing*.
- Hinterhuber, A., (2008). Customer value-based pricing strategies: why companies resist. *Journal of business strategy*.

Hirshleifer, J., Glazer, A., & Hirshleifer, D. (2005). *Price theory and applications: decisions, markets, and information*. Cambridge University Press.

Hoch, S. J., Kim, B. D., Montgomery, A. L., & Rossi, P. E. (1995). Determinants of store-level price elasticity. *Journal of marketing Research*, 32(1), 17-29.

Hofmann, V., Schwayer, L. M., Stokburger-Sauer, N. E., & Wanisch, A. T. (2021). Consumers' self-construal: Measurement and relevance for social media communication success. *Journal of Consumer Behaviour*.

Homburg, C., Klarmann, M. and Schmitt, J., (2010). Brand awareness in business markets: When is it related to firm performance?. *International Journal of Research in Marketing*, 27(3), pp.201-212.

Hong, I. B., & Cho, H. (2011). The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs. seller trust. *international Journal of information Management*, 31(5), 469-479.

Hoppers, W. (2006). *Non-Formal Education and Basic Education Reform: A Conceptual Review*. International Institute for Educational Planning (IIEP) UNESCO. 7-9 rue Eugene-Delacroix, 75116 Paris, France.

Hu, H.H., Kandampully, J. and Juwaheer, T.D., (2009). Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study. *The service industries journal*, 29(2), pp.111-125.

Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns. *Journal of Marketing*, 83(5), 78-96.

Huntley, J. K. (2006). Conceptualization and measurement of relationship quality: Linking relationship quality to actual sales and recommendation intention. *Industrial marketing management*, 35(6), 703-714.

Hutcheson, G. D., & Moutinho, L. (1998). Measuring preferred store satisfaction using consumer choice criteria as a mediating factor. *Journal of marketing Management*, 14(7), 705-720.

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*.

Imaningsih, E.S., (2018). The model of product quality, promotion, price, and

purchase decisions. *Jurnal Ekonomi*, 23(2).

Indraswari, N. M. M., & Pramudana, K. A. S. (2014). Pengaruh kredibilitas celebrity endorser dan kewajaran harga terhadap niat beli konsumen wanita pada Online Shop produk pakaian. *E-Jurnal Manajemen*, 3(4).

Ireson, J. (2004). Private tutoring: How prevalent and effective is it?. *London Review of Education*, 2(2), 109-122.

Jacoby, J. (2002). Stimulus-organism-response reconsidered: an evolutionary step in modeling (consumer) behavior. *Journal of consumer psychology*, 12(1), 51-57.

Jaiswal, A. K., & Niraj, R. (2011). Examining mediating role of attitudinal loyalty and nonlinear effects in satisfaction-behavioral intentions relationship. *Journal of Services Marketing*.

Jamali, M., & Khan, R. (2018). The impact of consumer interaction on social media on brand awareness and purchase intention! Case study of Samsung. *Journal of Marketing*, 114

Johnson, R. B. (1997). Examining the validity structure of qualitative research. *Education*, 118(2), 282.

Jones, E.E. and Harris, V.A., (1967). The attribution of attitudes. *Journal of experimental social psychology*, 3(1), pp.1-24.

Joo, Jaehun (2020). Examining SNS Marketing Characteristics Affecting Brand Image and Repurchase Intention

Kandampully, J., & Duddy, R. (1999). Competitive advantage through anticipation, innovation and relationships. *Management Decision*.

Kapferer, J. N. (1994). *Strategic brand management: New approaches to creating and evaluating brand equity*. Simon and Schuster.

Kaplan, R. S., & Norton, D. P. (2005). The balanced scorecard: measures that drive performance. *Harvard business review*, 83(7), 172.

Kardes, F. R., Posavac, S. S., & Cronley, M. L. (2004). Consumer inference: A review of processes, bases, and judgment contexts. *Journal of consumer psychology*, 14(3), 230-256.

Keller, K.L., (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing*, 57(1), pp.1-22.

- Keller, K.L., (2001). Building customer-based brand equity: A blueprint for creating strong brands (pp. 3-27). Cambridge, MA: Marketing Science Institute.
- Keller, K.L., 2003. Brand synthesis: The multidimensionality of brand knowledge. *Journal of consumer research*, 29(4), pp.595-600.
- Kennedy, M. M. (2016). How does professional development improve teaching?. *Review of educational research*, 86(4), 945-980.
- Khalifa, A. S. (2004). Customer value: a review of recent literature and an integrative configuration. *Management decision*.
- Kim, J., & Lennon, S. J. (2013). Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention. *Journal of Research in Interactive Marketing*.
- Kimberlin, C. L., & Winterstein, A. G. (2008). Validity and reliability of measurement instruments used in research. *American journal of health-system pharmacy*, 65(23), 2276-2284.
- Kimmel, A. J. (2018). *Psychological foundations of marketing: the keys to consumer behavior*. Routledge.
- Kinnear, P., & Gray, C. (2006). *SPSS 12 made simple*. Psychology press.
- Klein, G.A., (2017). Sources of power: How people make decisions. MIT press.
- Krajewski, G., & Matthews, D. (2010). RH Baayen, Analyzing linguistic data: A practical introduction to statistics using R. Cambridge: Cambridge University Press, 2008. Pp. 368. ISBN-13: 978-0-521-70918-7. *Journal of Child Language*, 37(2), 465-470.
- Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions. *Managing Service Quality: An International Journal*.
- Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of marketing*, 25(6), 59-62.
- Lehmann, T. A., Krug, J., & Falaster, C. D. (2019). Consumer purchase decision: factors that influence impulsive purchasing. *Revista Brasileira de Marketing*, 18(4), 196-219.
- Leonardi, P.M., Huysman, M. and Steinfield, C., 2013. Enterprise social media:

Definition, history, and prospects for the study of social technologies in organizations. *Journal of Computer-Mediated Communication*, 19(1), pp.1-19.

Lieb, R. (2012). *Content marketing: think like a publisher--how to use content to market online and in social media*. Que Publishing.

Lien, C. H. & Wen, M. J. & Huang, L. C. & Wu, K. L. (2105). Online Hotel Booking: The Effects of Brand Image, Price, Trust and Value on Purchase Intentions

Lin, W. B. (2008). Factors influencing online and post-purchase behavior and construction of relevant models. *Journal of International Consumer Marketing*, 20(3-4), 23-38.

Liñán, F., Rodríguez-Cohard, J. C., & Rueda-Cantuche, J. M. (2011). Factors affecting entrepreneurial intention levels: a role for education. *International entrepreneurship and management Journal*, 7(2), 195-218.

Low, G.S. and Lamb, C.W., 2000. The measurement and dimensionality of brand associations. *Journal of product & brand management*.

Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34, 258-266.

Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of business research*, 48(1), 5-15.

Mascarenhas, O. A., Kesavan, R., & Bernacchi, M. (2006). Lasting customer loyalty: a total customer experience approach. *Journal of consumer marketing*.

Matzler, K., & Hinterhuber, H. H. (1998). How to make product development projects more successful by integrating Kano's model of customer satisfaction into quality function deployment. *Technovation*, 18(1), 25-38.

Mazzarol, T., Sweeney, J. C., & Soutar, G. N. (2007). Conceptualizing word-of-mouth activity, triggers and conditions: an exploratory study. *European Journal of Marketing*.

Mirabi, V., Akbariyeh, H. and Tahmasebifard, H., 2015. A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).

- Mitra, K., Reiss, M. C., & Capella, L. M. (1999). An examination of perceived risk, information search and behavioral intentions in search, experience and credence services. *Journal of Services Marketing*.
- Moiescu, O. I. (2009). THE IMPORTANCE OF BRAND AWARENESS IN CONSUMERS'BUYING DECISION AND PERCEIVED RISK ASSESSMENT. *Management & Marketing-Craiova*, (1), 103-110.
- Mont, O. K. (2002). Clarifying the concept of product–service system. *Journal of cleaner production*, 10(3), 237-245.
- Moorthy, S., Ratchford, B. T., & Talukdar, D. (1997). Consumer information search revisited: Theory and empirical analysis. *Journal of consumer research*, 23(4), 263-277.
- Morwitz, V. (2014). Consumers' purchase intentions and their behavior. *Foundations and Trends® in Marketing*, 7(3), 181-230.
- Mowen, J. C., & Minor, M. (2002). Perilaku konsumen. *Jakarta: Erlangga*, 90.
- Mueller, R. O., & Hancock, G. R. (2018). *Structural equation modeling* (pp. 445-456). Routledge.
- Munnukka, J. (2008). Customers' purchase intentions as a reflection of price perception. *Journal of Product & Brand Management*.
- Muruganatham, G., & Bhakat, R. S. (2013). A review of impulse buying behavior. *International Journal of Marketing Studies*, 5(3), 149.
- Nandan, S., (2005). An exploration of the brand identity–brand image linkage: A communications perspective. *Journal of brand management*, 12(4), pp.264-278.
- Nielsen, R. K. (2019). News brand attribution in distributed environments: Do people know where they get their news?. *New Media & Society*, 21(3), 583-601.
- Niu, Y., & Wang, C. L. (2016). Revised unique selling proposition: scale development, validation, and application. *Journal of promotion management*, 22(6), 874-896.
- Nurhayati, D. A. W. (2019). Students' Perspective on Innovative Teaching Model Using Edmodo in Teaching English Phonology:" A Virtual Class Development". *Dinamika Ilmu*, 19(1), 13-35.
- O'cass, A., & Frost, H. (2002). Status brands: examining the effects of non-

product-related brand associations on status and conspicuous consumption. *Journal of product & brand management*.

Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of marketing*, 63(4_suppl1), 33-44.

Ollila, S. (2011). Consumers' attitudes towards food prices.

Ozer, L. (2012). Effects of Brand Credibility on Technology Acceptance Model: Adaption of the Model to the Purchase Intention

Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284.

Phellas, C. N., Bloch, A., & Seale, C. (2011). Structured methods: interviews, questionnaires and observation. *Researching society and culture*, 3, 181-205.

Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of consumer marketing*.

Pires, G., Stanton, J., & Eckford, A. (2004). Influences on the perceived risk of purchasing online. *Journal of Consumer Behaviour: An International Research Review*, 4(2), 118-131.

Pitta, D.A. and Katsanis, L.P., (1995). Understanding brand equity for successful brand extension. *Journal of consumer marketing*.

Porter, M. E. (1997). Competitive strategy. *Measuring business excellence*

Porter, M. E., & Kramer, M. R. (2006). The link between competitive advantage and corporate social responsibility. *Harvard business review*, 84(12), 78-92.

Prabowo, H. A. (2015). Winning Competition through the Management of Word of Mouth Viral Marketing, and Brand Equity on Private Universities. *Mediterranean Journal of Social Sciences*, 6(5 S5), 118-118.

Prasad, R. K., & Jha, M. K. (2014). Consumer buying decisions models: A descriptive study. *International Journal of Innovation and Applied Studies*, 6(3), 335.

Purnomo, T. (2018). Pengaruh Kesadaran Merek dan Citra Merek Terhadap Niat Beli Pada Konsumen Herbalife Di Surabaya. *Agora*, 6(1).

Putri, R. S., Purwanto, A., Pramono, R., Asbari, M., Wijayanti, L. M., & Hyun, C. C.

(2020). Impact of the COVID-19 pandemic on online home learning: An explorative study of primary schools in Indonesia. *International Journal of Advanced Science and Technology*, 29(5), 4809-4818.

Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business & Management*, 8(1), 1869363.

Ranganathan, C., & Ganapathy, S. (2002). Key dimensions of business-to-consumer web sites. *Information & management*, 39(6), 457-465.

Rasheed, F., & Zia, A. (2015). Identifying the factors affecting customer purchase intention. *Global Journal of Management and Business Research*.

Ratner, C. (2000). A cultural-psychological analysis of emotions. *Culture & Psychology*, 6(1), 5-39.

Reichstein, T., & Brusch, I. (2019). The decision-making process in viral marketing—A review and suggestions for further research. *Psychology & Marketing*, 36(11), 1062-1081.

Russell, J.A. and Mehrabian, A., 1974. Distinguishing anger and anxiety in terms of emotional response factors. *Journal of consulting and clinical psychology*, 42(1), p.79.

Safitri, I., (2018). The Influence of Product Price on Consumers' Purchasing Decisions. *Review of Integrative Business and Economics Research*, 7, pp.328-337.

Saha, G. C. (2009). Service quality, satisfaction, and behavioural intentions. *Managing Service Quality: An International Journal*.

Sari, V.W., 2020. *Pengaruh Harga Dan Promosi Melalui Media Sosial Terhadap Keputusan Pembelian Pada Toko Amie Boutique Di Kota Metro Lampung* (Doctoral dissertation, Universitas Muhammadiyah Metro).

Sattler, H., Völckner, F., Riediger, C., & Ringle, C. M. (2010). The impact of brand extension success drivers on brand extension price premiums. *International Journal of Research in Marketing*, 27(4), 319-328.

Schiffman, L.G. and Kanuk, L.L., (2000). *Consumer behavior*, 7th. NY: Prentice Hall, pp.15-36.

Schmitt, B. H. (2010). *Customer experience management: A revolutionary*

approach to connecting with your customers. John Wiley & Sons.

Scott, D. M. (2009). *The new rules of marketing and PR: how to use social media, blogs, news releases, online video, and viral marketing to reach buyers directly.* John Wiley & Sons.

Setiadi, N.J. and SE, M., 2019. *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen Edisi Ketiga* (Vol. 3). Prenada Media.

Setyawan, M. A. (2015). *Pengaruh Kualitas Layanan Dan Kualitas Produk Internet Banking Terhadap Kepuasan Nasabah Pada Bank Bri Pandanaran Semarang* (Doctoral dissertation, UNIVERSITAS NEGERI SEMARANG).

Shaharudin, M. R., Mansor, S. W., Hassan, A. A., Omar, M. W., & Harun, E. H. (2013). The relationship between product quality and purchase intention: The case of Malaysias national motorcycle/scooter manufacturer. *African Journal of Business Management*, 5(20), 8163-8176.

Shankar, S.B. and Bhatta, N.M.K., 2016. *Godrej Appliances: Enhancing Value and Brand Image.* NeilsonJournals Publishing.

Shapiro, C. (1983). Premiums for high quality products as returns to reputations. *The quarterly journal of economics*, 98(4), 659-679.

Shavitt, S. (1990). The role of attitude objects in attitude functions. *Journal of Experimental Social Psychology*, 26(2), 124-148.

Sheeran, P. (2002). Intention—behavior relations: a conceptual and empirical review. *European review of social psychology*, 12(1), 1-36.

Sherman, R. (2014). *Business intelligence guidebook: From data integration to analytics.* Newnes.

Shih, H. P. (2004). Extended technology acceptance model of Internet utilization behavior. *Information & management*, 41(6), 719-729.

Shim, S., Eastlick, M. A., Lotz, S. L., & Warrington, P. (2001). An online prepurchase intentions model: the role of intention to search: best overall paper award—The Sixth Triennial AMS/ACRA Retailing Conference, 2000☆. *Journal of retailing*, 77(3), 397-416.

Shimp, T. A. (2000). Advertising promotion. *Supplemental Aspects of Integrated*, 4, 245-273.

- Shukla, P., (2009). Impact of contextual factors, brand loyalty and brand switching on purchase decisions. *Journal of Consumer Marketing*.
- Silvera, D. H., Lavack, A. M., & Kropp, F. (2008). Impulse buying: the role of affect, social influence, and subjective wellbeing. *Journal of Consumer Marketing*.
- Skinner, B.F., 1935. The generic nature of the concepts of stimulus and response. *The Journal of General Psychology*, 12(1), pp.40-65.
- Sireci, S. G. (1998). The construct of content validity. *Social indicators research*, 45(1), 83-117.
- Smith, A. D. (2005). Exploring the inherent benefits of RFID and automated self-serve checkouts in a B2C environment. *International Journal of Business Information Systems*, 1(1-2), 149-181.
- Smith, J.B. and Colgate, M., (2007). Customer value creation: a practical framework. *Journal of marketing Theory and Practice*, 15(1), pp.7-23.
- Snyder, S. E. (2016). *Teachers' perceptions of digital citizenship development in middle school students using social media and global collaborative projects* (Doctoral dissertation, Walden University).
- Stanley, L. L., & Wisner, J. D. (2001). Service quality along the supply chain: implications for purchasing. *Journal of operations management*, 19(3), 287-306.
- Stewart, D. W., & Zhao, Q. (2000). Internet marketing, business models, and public policy. *Journal of public policy & marketing*, 19(2), 287-296.
- Suhud, U. & Surianto (2018). Testing the Costumers' Purchase Intention of an Artificial Sweetener Product: Do Brand Image Have an Effect?
- Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1999). The role of perceived risk in the quality-value relationship: A study in a retail environment. *Journal of retailing*, 75(1), 77-105.
- Tan, K. H., Tse, Y. K., & Chung, P. L. (2010). A plug and play pathway approach for operations management games development. *Computers & Education*, 55(1), 109-117.
- Tanveer, M., Bhaumik, A., Hassan, S., & Haq, I. U. (2020). Covid-19 pandemic, outbreak educational sector and students online learning in Saudi Arabia. *Journal of Entrepreneurship Education*, 23(3), 1-14.

- Thaler, R. (1980). *Judgement and decision making under uncertainty: what economists can learn from psychology* (No. 2085-2018-2792).
- Tinungki, G. M., & Nurwahyu, B. (2020). The Implementation of Google Classroom as the E-Learning Platform for Teaching Non-Parametric Statistics during COVID-19 Pandemic in Indonesia. *International Journal of Advanced Science and Technology*, 29(4), 5793-5803.
- Tjiptono, F. and Diana, A., (2016). Pemasaran.
- Tracey, M., Vonderembse, M. A., & Lim, J. S. (1999). Manufacturing technology and strategy formulation: keys to enhancing competitiveness and improving performance. *Journal of operations management*, 17(4), 411-428.
- Triyana, I. G. N., Ratmini, N. K. S., Mandra, I. W., & Ruscitadewi, N. W. (2019). The Use Of Moodle-Based E-Learning In Evaluating Students' Learning. *Jurnal Penjaminan Mutu*, 5(2), 165-169.
- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International journal of consumer studies*, 30(2), 207-217.
- Tubbs, M. E., & Ekeberg, S. E. (1991). The role of intentions in work motivation: Implications for goal-setting theory and research. *Academy of management Review*, 16(1), 180-199.
- Ullman, J. B., & Bentler, P. M. (2003). Structural equation modeling. *Handbook of psychology*, 607-634.
- Ural, T. (2015). The Mediating Roles of Customer Equity Drivers between Social Media Marketing Activities and Purchase Intention.
- Urbany, J. E., Dickson, P. R., & Wilkie, W. L. (1989). Buyer uncertainty and information search. *Journal of consumer research*, 16(2), 208-215.
- Uzsoy, R., Lee, C. Y., & Martin-Vega, L. A. (1992). A review of production planning and scheduling models in the semiconductor industry part I: system characteristics, performance evaluation and production planning. *IIE transactions*, 24(4), 47-60.
- Van der Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: contributions from technology and trust perspectives. *European journal of information systems*, 12(1), 41-48.
- Van Kleef, E., Van Trijp, H. C., & Luning, P. (2005). Consumer research in the early stages of new product development: a critical review of methods and

techniques. *Food quality and preference*, 16(3), 181-201.

Van Osselaer, S.M. and Janiszewski, C., (2001). Two ways of learning brand associations. *Journal of Consumer Research*, 28(2), pp.202-223.

Vantamay, S. (2007). Understanding of perceived product quality: Reviews and recommendations. *BU Academic Review*, 6(1), 110-117.

Villanueva, J., Yoo, S., & Hanssens, D. M. (2008). The impact of marketing-induced versus word-of-mouth customer acquisition on customer equity growth. *Journal of marketing Research*, 45(1), 48-59.

Wahyudi, A., Zulela, C., Ayshwarya, B., Nguyen, Z. P. T., & Shankar, K. (2019). Government policy in realizing basic education metro. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 8.

Walvoord, B. E., & Anderson, V. J. (2011). *Effective grading: A tool for learning and assessment in college*. John Wiley & Sons.

Wang, X., & Yang, Z. (2010). The effect of brand credibility on consumers' brand purchase intention in emerging economies: The moderating role of brand awareness and brand image. *Journal of Global Marketing*, 23(3), 177-188.

Watts, D. J., Peretti, J., & Frumin, M. (2007). *Viral marketing for the real world* (pp. 22-23). Boston: Harvard Business School Pub.

Welsh, D. H., & Dragusin, M. (2013). The new generation of massive open online course (MOOCS) and entrepreneurship education. *Small Business Institute Journal*, 9(1), 51-65.

Wheeler, A. (2017). *Designing brand identity: an essential guide for the whole branding team*. John Wiley & Sons.

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 (AMJ)*, 19(1), 30-39.

Xavier, M. J., Thamizhvanan, A., & Saminadan, S. (2012). Lessons from the Annachis of Tamil Nadu.

Yang, Z., Jun, M., & Peterson, R. T. (2004). Measuring customer perceived online service quality. *International Journal of operations & production Management*.

Yasri, Y. & Susanto, O. & Hoque, M. & Gusti, M. (2020). Price Perception and

Price Appearance on Repurchase Intention of Gen Y: Do Brand Experience and Brand Preference Mediate?

- Ye, G., & Van Raaij, W. F. (2004). Brand equity: Extending brand awareness and liking with signal detection theory. *Journal of marketing communications*, 10(2), 95-114.
- Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35, 150-162.
- Yi, Y. (1990). A critical review of consumer satisfaction. *Review of marketing*, 4(1), 68-123.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the factors affecting customer purchase intention. *Global Journal of Management and Business Research*.
- Yustina, Y., Syafii, W., & Vebrianto, R. (2020). The Effects of Blended Learning and Project-Based Learning on Pre-Service Biology Teachers' Creative Thinking Skills through Online Learning in the Covid-19 Pandemic. *Jurnal Pendidikan IPA Indonesia*, 9(3), 408-420.
- Zeithaml, V. A., Parasuraman, A., Berry, L. L., & Berry, L. L. (1990). *Delivering quality service: Balancing customer perceptions and expectations*. Simon and Schuster.
- Zhou, T., Lu, Y., & Wang, B. (2009). The relative importance of website design quality and service quality in determining consumers' online repurchase behavior. *Information Systems Management*, 26(4), 327-337.
- Zohrabi, M. (2013). Mixed Method Research: Instruments, Validity, Reliability and Reporting Findings. *Theory & practice in language studies*, 3(2).