

## DAFTAR PUSTAKA

- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(1), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- 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(2), 1–16. <https://doi.org/10.1177/2278682119850275>
- Aspita, M., & Sugiono, E. (2018). Pengaruh Jenjang Karir, Kompensasi Finansial Dan Status Karyawan Terhadap Kinerja Karyawan Bank Rakyat Indonesia Cabang Daan Mogot. *Oikonomia: JJurnal Ilmu Manajemen*, 14(1), 1–14. <https://doi.org/10.47313/oikonomia.v14i1.510>
- Babin, B. J., Harris, E. G., & Murray, K. B. (2017). Consumer behaviour. In *Nelson Education Ltd.* (Second Can). Nelson Education Ltd. <https://doi.org/10.4324/9781315659657-37>
- Belch, G. E., & Belch, M. A. (2021). Advertising and Promotion : An Integrated Marketing Communications Perspective. In *McGraw-Hill Education* (12e ed., Issue October). McGraw-Hill Education.
- Bhakar, S. S., Bhakar, S., & Bhakar, S. (2013). Relationship between country of origin, brand image and customer purchase intentions. *Far East Journal of Psychology and Business*, 10(2), 25–47.
- Buil, I., Chernatony, L. de, & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, 66(1), 115–122. <https://doi.org/10.1016/j.jbusres.2011.07.030>
- Cellan, R., & jones. (2021). *Always On : Hope and Fear in the Social Smartphone Era*. Bloomsbury Continuum.
- Chi, H. K., Yeh, H. R., & Huang, M. W. (2009). The Influences of Advertising Endorser Brand Image Brand Equity Price Promotion on Purchase Intention The Mediating Effect of Advertising Endorser. *The Journal of Global Business Management*, 5(1), 224–233. <http://nhuir.nhu.edu.tw/bitstream/987654321/27156/1/The+Influences+of+Advertising.pdf>
- 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. <https://doi.org/10.1016/j.chb.2015.03.051>
- Dinillah, H., & Sabil, R. A. (2022). Pengaruh Kepemimpinan Transformasional, Employee Engagement, dan Kompensasi Terhadap Produktivitas Karyawan Bank ABC. *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 8(2), 65. <https://doi.org/10.35384/jemp.v8i2.270>

- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt. *International Conference on Restructuring of the Global Economy (ROGE), University of Oxford, UK*, 7(5), 268–276.
- Fitria, I. J., & Qurohman, T. (2021). Pengaruh Iklan terhadap Minat Beli Konsumen pada Produk Smartphone Oppo. *Jurnal Ekonomi, Bisnis, Manajemen, Dan Akuntansi*, 18(1), 26–37. <https://doi.org/10.54783/portofolio.v18i1.207>
- Gemeron, R. T., & Lindawati, T. (2022). Pengaruh Pengembangan Karir Dan Kompensasi Melalui Motivasi Terhadap Kinerja Tenaga Kesehatan Di Kabupaten Manggarai. *Jurnal Ilmu Sosial Dan Pendidikan*, 6(4), 49–64. <https://doi.org/10.36312/jisip.v6i4.3847>
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)*. Edisi 4. Badan Penerbit Universitas Diponegoro: Semarang.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. In *Badan Penerbit Universitas Diponegoro: Semarang*. <https://doi.org/10.1017/CBO9781107415324.004>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications, Inc.
- Hardalina, H. (2018). Pengaruh Motivasi Intrinsik, Kompensasi Finansial dan Budaya Organisasi terhadap Kinerja Karyawan di Bank Mandiri Cabang Jakarta Fatmawati. *Indikator*, 2(2), 61–70. <https://www.neliti.com/publications/353457/pengaruh-motivasi-intrinsik-kompensasi-finansial-dan-budaya-organisasi-terhadap>
- Hermansyah. (2021). Pengaruh Brand Image Dan Atribut Produk Terhadap Minat Beli Handphone Merek Oppo. *FOKUS*, 19(1), 104–111. <https://doi.org/10.51826/fokus.v19i1.485>
- Hidayah, R. T., & Akmal, M. F. D. (2023). The Influence of Social Media Marketing Activities on the Purchase Intention of Samsung Z Flip Smartphones. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(2), 1136–1152. <https://doi.org/10.31955/mea.v7i2.3096>
- Hien, N. N., Phuong, N. N., Tran, T. van, & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 10(6), 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2024). *Consumer Behavior* (Edition 8). Cengage Learning, Inc. ALL RIGHTS RESERVED. No.
- 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 and Brand Management*, 22(5), 342–351.

<https://doi.org/10.1108/JPBM-05-2013-0299>

Iacobucci, D. (2018). *Marketing Management, Fifth Edition* (Fifth Edit). Cengage Learning.

Kazmi, A., & Mehmood, Q. S. (2016). The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan. *Management Science Letters*, 6(1), 409–508. <https://doi.org/10.5267/j.msl.2016.5.003>

Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Applications*, 11(3), 241–252. <https://doi.org/10.1016/j.elerap.2011.06.003>

Komara, E., & Azzahra, R. R. (2021). Pengaruh Work family conflict, Kompensasi, dan Pengembangan Karir terhadap Kinerja melalui Kepuasan Kerja. *JEBA (Journal of Economics and Business Aseanomics)*, 6(2), 53–71. <https://doi.org/10.33476/j.e.b.a.v6i2.2172>

Kotler, P., & Armstrong, G. (2016). Principles of Marketing. In *Pearson Education Limited* (sixteenth). [https://doi.org/10.1007/978-1-84628-377-2\\_3](https://doi.org/10.1007/978-1-84628-377-2_3)

Lamb, C. W., Hair, J. .., & McDaniel, C. (2018). *MKTG: Principles of Marketing*. Cengage Learning.

Lebang, D. G., & Paulina. (2017). Analisis Pengaruh Motivasi, Lingkungan Kerja, Kompetensi, dan Kompensasi Terhadap Kepuasan Kerja dan Kinerja pada Driver GO-JEK. *Jurnal Ekonomi, Manajemen Dan Perbankan*, 3(3), 137–150. [www.infoteknojek.com](http://www.infoteknojek.com)

Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 1–9. <https://doi.org/10.1016/j.apmrv.2015.03.005>

Mahali, J. Al. (2023). Pengaruh Kualitas Produk, Persepsi Harga, dan Citra Merek Terhadap Minat Beli Studi Kasus pada Smartphone I Phone di Kota Bogor. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 243–252. <https://doi.org/10.37641/jimkes.v11i2.1780>

Malhotra, N. K. (2020). Marketing Research: An Applied Orientation. In *Journal of Marketing Research* (Vol. 31, Issue 1). <https://doi.org/10.2307/3151953>

Manorek, S. L., Pangemanan, S. S., & Rumokoy, F. (2015). *The Influence Of Brand Image, Advertising, Perceived Price Toward Consumer Purchase Intention At Samsung Smartphone*. 3(4), 593–601.

Marshall, G. W., & Johnston, M. W. (2019). *Marketing management* (Third Edit). McGraw-Hill Higher Education.

Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94(December 2017), 378–387.

<https://doi.org/10.1016/j.jbusres.2017.12.047>

- Miller, D., Rabho, L. A., Awondo, P., Vries, M. de, Duque, M., Garvey, P., Kirk, L. H., Hawkins, C., Otaegui, A., Walton, S., & Wang, X. (2021). *The Global Smartphone : Beyond a youth technology*. UCL Press University College London.
- Moleong, L. J. (2010). Metodologi Penelitian Kualitatif. In *PT Remaja Rosdakarya*.
- Mothersbaugh, D. L., Hawkins, D. I., & Kleiser, S. B. (2020). Consumer Behavior : Building Marketing Strategy : Fourteenth Edition. In *y McGraw-Hill Education* (Vol. 51, Issue 3). McGraw-Hill Education.
- Nisar, T. M. (2019). Smartphone and app implementations that improve productivity. In *Walter de Gruyter Inc.* Walter de Gruyter Inc. <https://doi.org/10.1515/9781547400546>
- Nurida, & Ernawati, S. (2020). Pengaruh Iklan, Kepercayaan Merek Dan Citra Merek Terhadap Minat Beli Konsumen Pengguna Handphone Oppo Di Kota Bima. *Jurnal Ilmiah Manajemen EMOR*, 4(1), 1–15. <https://doi.org/10.32529/jim.v4i1.506>
- Paputungan, A. R., Bachri, S., & Ponirin, P. (2021). Pengaruh Atribut Produk Dalam Mendorong Niat Beli Smartphone Oppo Di Kota Palu. *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)*, 7(1), 021–029. <https://doi.org/10.22487/jimut.v7i1.214>
- Pardede, S. C. ., Purnomo, R., & Noviyanti, M. (2023). Pengaruh Kompetensi, Gaya Kepemimpinan, Dan Pengembangan Karir Terhadap Kinerja Pegawai Bps Se-Sumatera Utara. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 10(1), 65–73. <https://doi.org/10.36987/ecobi.v10i1.3604>
- Permana, P. F. C., & Pracoyo, A. (2021). Pengaruh Motivasi Kerja, Disiplin Kerja Dan Kompensasi Finansial Terhadap Kinerja Karyawan. *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 7(3), 80. <https://doi.org/10.35384/jemp.v7i3.258>
- Peter, P. J., & Olson, J. C. (2010). Consumer Behavior & Marketing Strategy. In *Mc Graw-Hill/Irwin. America Newyork.w.*
- Pratama, A., & Wardani, D. (2023). Pengaruh Pemasaran Media Sosial pada Brand Equity dan Brand Attitude yang mempengaruhi Purchase Intention pada aplikasi Shopee. *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 9(2), 193–212. <https://doi.org/10.35384/jemp.v9i2.400>
- Putra, D. A., & Adriansyah, A. (2022). Pengaruh Pelatihan Kerja, Motivasi Kerja, dan Employee Engagement Terhadap Kinerja Tenaga Ahli Fraksi X DPR RI. *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 8(3), 124. <https://doi.org/10.35384/jemp.v8i3.344>
- Riduwan. (2015). *Dasar-Dasar Statistika*. Alfabeta, Bandung.

- Rimadias, S., & Pandini, I. R. (2019). Analisis Peran Kompensasi Non Finansial, Pelatihan, dan Motivasi terhadap Kinerja Karyawan Kontrak (Studi Pada PT Xacti). *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 3(1), 29. <https://doi.org/10.35384/jemp.v3i1.115>
- Salahuddin, M. R., & Putra, I. G. S. (2022). Pengaruh Pengembangan Karir dan Kompensasi terhadap Kinerja Karyawan pada BT Batik Trusmi. *Jurnal Ekonomi Efektif*, 5(1), 47–55.
- Sallam, M. A., & Algammash, F. A. (2016). The effect of Attitude toward Advertisement on Attitude toward Brand and Purchase Intention. *International Journal of Economics, Commerce and Management United Kingdom*, 4(2), 21–29. <http://ijecm.co.uk/>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*.
- Satriawan, K. A., & Setiawan, P. Y. (2020). The Role of Purchase Intention in Mediating The Effect of Perceived Price and Perceived Quality on Purchase Decision. *International Research Journal of Management, IT & Social Sciences*, 7(3), 38–49. <https://doi.org/10.24018/ejbm.2020.5.6.589>
- Schifman, L. G., & Wisenblit, J. (2019). Consumer Behavior : Twelfth Edition. In Pearson Education, Inc. Pearson Education, Inc. or its affiliates. [https://doi.org/10.1016/S0025-6196\(11\)64898-2](https://doi.org/10.1016/S0025-6196(11)64898-2)
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business. In John Wiley & Sons Ltd. [https://doi.org/10.1007/978-94-007-0753-5\\_102084](https://doi.org/10.1007/978-94-007-0753-5_102084)
- Shafiee, M. M., Sanaye, A., Shahin, A., & Dolatabadi, H. R. (2014). The role of brand image in forming airlines passengers' purchase intention: Study of Iran aviation industry. *International Journal of Services and Operations Management*, 19(3), 360–376. <https://doi.org/10.1504/IJSOM.2014.065370>
- Siddiqui, A. N. (2014). TV Ads Impact on Consumer Purchase Intention. *International Conference on Marketing, May 2014*. <https://www.researchgate.net/publication/31351719>
- Silas, B., Adolfina, & Lumintang, G. (2019). Pengaruh Motivasi, Pengembangan Karir, dan Kompensasi Finansial terhadap Kinerja Karyawan PT. Marga Dwitaguna Manado. *Jurnal EMBA*, 7(4), 4630–4638.
- Solomon, M. R., Gary, B., Askegaard, S., & Hogg, M. K. (2016). *Consumer Behaviour A European Perspective* (Sixth Edit). Pearson Education Limited.
- Sudaryana, Y. (2020). Pengaruh Kompensasi Dan Pengembangan Karir Terhadap Kinerja Karyawan (Studi Pada Pt. Benesse Indonesia). *Journal Of Management Review*, 4(2), 491–500. <http://jurnal.unigal.ac.id/index.php/managementreviewdoi:http://dx.doi.org/10.25157/mr.v4i2.3470>

- Sudrajat, A. P., & Maulana, R. (2021). Pengaruh Pengembangan Karir dan Kompensasi Terhadap Kinerja Karyawan. *Jurnal Ekonomi Efektif*, 7(3), 74. <https://doi.org/10.32493/jee.v5i1.23949>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT Alfabet, Bandung.
- Suhaily, L., & Darmoyo, S. (2017). Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on japaneseband electronic product). *Jurnal Manajemen*, 21(2), 179–194. <https://doi.org/10.24912/jm.v21i2.230>
- Syaifulah, A., & Prasetyo, I. A. (2018). Pengaruh Kompensasi Dan Motivasi Terhadap Kinerja Karyawan. *Jurnal Manajemen Kewirausahaan*, 14(1), 1. <https://doi.org/10.33370/jmk.v15i1.191>
- Triatmaja, I. N. A., & Ekawati, N. W. (2023). Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Niat Beli Smartphone Oppo. *E-Jurnal Manajemen Universitas Udayana*, 12(4), 412–434.
- Wang, Y.-H., & Chen, L.-Y. (2016). An Empirical Study of the Effect of Perceived Price on Purchase Intention Evidence from Low-Cost Carriers. *International Journal of Business and Social Science*, 7(4), 97–107. [www.ijbssnet.com](http://www.ijbssnet.com)
- Wati, V. N. K., & Panjaitan, H. (2023). Pengaruh Citra Merek ( Brand Image ), WOM ( Word Of Mouth ) Dan Persepsi Harga Terhadap Minat Beli Smarthpone Pada Mahasiswa Universitas 17 Agustus 1945 Surabaya. *Inisiatif: Jurnal Ekonomi, Akuntansi Dan Manajemen*, 2(4), 33–47.
- Yusup, A. Y., & Saragih, R. (2020). Pengaruh Pengembangan Karier Terhadap Kinerja Karyawan Kantor Pusat PT. POS INDONESIA (PERSERO) Bandung. *JIMEA (Jurnal Ilmiah MEA)*, 4(1), 208–215.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>