

DAFTAR PUSTAKA

- Aaker, D. A. [2009]. **Managing Brand Equity**. Simon and Schuster.
- Akbari, D. A., Jastacia, B., Setiawan, E., & Widya Ningsih, D. [2022]. **The Marketing Power of TikTok: A Content Analysis in Higher Education**. *Binus Business Review*, 13[2], 159–170. <https://doi.org/10.21512/bbr.v13i2.8014>
- Anintha A. F &, & Safira, M. R. [2022]. **Lemeshow-Ekuitas Merek-Alaina**. *Jurnal PIKMA: Publikasi Media Dan Cinema, Volume 4*, 98–111.
- Anggun Sari Sasmita, & Nila Sartika Achmadi. [2022]. **The Popularity of TikTok and the Implementation of the AISAS Model on Marketing Communications Through TikTok**. *Manajemen Bisnis*, 12[01], 62–76. <https://doi.org/10.22219/mb.v12i01.17863>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. [2019]. **Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision**. *Journal of Public Value and Administration Insights*, 2[2], 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Brinson, N. H., & Eastin, M. S. [2016]. **Juxtaposing the Persuasion Knowledge Model and Privacy Paradox: An Experimental Look at Advertising Personalization, Public Policy and Public Understanding**. *Cyberpsychology*, 10[1]. <https://doi.org/10.5817/CP2016-1-7>
- Brucks, M. [1984]. **The Effects of Product Class Knowledge on Information Search Behavior**. *Journal of Consumer Research*, Volume 12, 1-15.
- Brucks, M. [1985]. **The Effects of Product Class Knowledge on Information Search Behavior**. *Journal of Consumer Research*, 1-16.
- Ekaputri, H. E., Nurfadilah, F. A., Rafsanjani, F., & Santy, R. D. [2021]. **The Effect of Creative Content to Increase Brand Awareness: Information Technology-Based Marketing Strategies**. *International Journal of Research and Applied Technology* [Vol. 1, Issue 2].
- Erny, R. [2018]. **The Review of Understanding of Product Knowledge Difference**. *In Proceeding International Conference of Business, Accounting and Economy (ICBAE UMP 2018)*.
- Fadhli, K., & Pratiwi, N. D. [2021]. **Pengaruh Digital Marketing, Kualitas Produk, dan Emosional terhadap Kepuasan Konsumen Poskopi ZIO Jombang**. *Jurnal Inovasi Penelitian*, 2(2), 603-612.
- Ghozali, I. [2013]. **Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi**. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. [2018]. **Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 Edisi 9**. Badan Penerbit Universitas Diponegoro.
- Greenwald, A. G. [1986]. **Cognitive Learning, Cognitive Response to Persuasion, and Attitude Change**. In A. G. Greenwald, T. C. Brock, & T. M. Ostrom (Eds.), *Psychological Foundations of Attitudes*, pp. 147-170. New York: Academic Press Inc.

- Gumalang, R. F., & Saerang, D. P. E. [2022]. **The Influence of Content Marketing, Influencers and Psychological Factors on Brand Awareness of Tiktok Advertising.** In *Arie 128 Jurnal EMBA* [Vol. 10, Issue 4].
- Hasanah, Y. N., & Aziz, F. [2022]. **Analysis of Content Marketing and Online Advertising on Brand Awareness for Halal Skincare Products Brands.** *Jurnal Ilmiah Manajemen, Volume 12*[1], 83. https://doi.org/10.22441/jurnal_mix.2022.v12i1.007
- Hollebeek, L. D., & Macky, K. [2019]. **Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications.** *Journal of Interactive Marketing*, 45, 27-41.
- Jane Araujo, C. G., Anne Perater, K. S., Marie Quicho, A. V, & Etrata, A. E. [2022]. **Influence of TikTok Video Advertisements on Generation Z's Behavior and Purchase Intention.** *International Journal of Social and Management Studies*. Vol. 3, Issue 2.
- Kathrine, M. D., & Kyla, A. C. [2022]. **Impact of Content Marketing on the Brand Image of Selected Unilever's Personal Care Brands through the Social Media.** *Journal of Business and Management Studies*. <https://doi.org/10.32996/jbms>
- Kepios. [2022]. **Hootsuite [We are Social]: Indonesian Digital Report 2022.** Retrieved December 9, 2022, from <https://datareportal.com/reports/digital-2022-indonesia>
- Kusumadajaja, L. [2014]. **The Impact of Viral Marketing through Social Media on BCD's Consumer Brand Knowledge.** In *iBuss Management* [Vol. 2, Issue 2].
- Lemeshow, S., Hosmer, D. W., Klar, J., Lwanga, S. K., & World Health Organization. [1990]. **Adequacy of Sample Size in Health Studies.** Chichester: Wiley.
- Nova, T., Tandijaya, B., & Samuel, H. [2021]. **Viral Marketing Message, Consumers' Attitude Towards Viral Marketing, Competitiveness Ability, and Business Performance.** *Jurnal Manajemen Pemasaran, Vol. 15, N*, 83–98. <https://doi.org/10.9744/pemasaran.15.2.83-98>.
- Pandu Muhammad Ridho, O., & Damayanti Aprilia, H. [2022]. **Pengaruh Content Marketing terhadap Customer Engagement dengan Viral Marketing sebagai Variabel Intervening [Studi pada Pengguna Shopee Di Bandar Lampung].** *Jurnal Kompetitif Bisnis*, Vol 1 No 8, 506-515
- Pieter, G., Massie, J., Saerang, R., Pieter, G. M., Massie, J. D., & Saerang, R. T. [2021]. **Exploring The Effectiveness of Using Tiktok As a Media for Promotion : A Case Study of Youth Intention to Buy Products.** *Jurnal EMBA*, 9[4], 11–20.

- Puriwat, W., & Tripopsakul, S. [2021]. **The Role of Viral Marketing in Social Media on Brand Recognition and Preference.** *Emerging Science Journal*, 5[6], 855–867. <https://doi.org/10.28991/esj-2021-01315>
- Rachmawati, E. [n.d.]. **The Review of Understanding of Product Knowledge Differences.**
- Riyadini, N. G., & Krisnawati, W. [2022]. **Content Marketing, Brand Awareness, and Online Customer Review on Housewives' Purchase Intention on Shopee.** <https://iss.internationaljournalallabs.com/index.php/iss>
- Santoso, S. [2013]. **Statistika Ekonomi plus Aplikasi SPSS.** Umpo Press.
- Samosir, L. S., Putri, Y. R., & Nurfebiaraning, S. [2016]. **Pengaruh Penggunaan Brand Ambassador Dewi Sandra Terhadap Putusan Pembelian Kosmetik Wardah Di Kota Bandung.** *Jurnal Sositologi*, 15 [2], 233-240
- Sugiyono. [2017]. **Metode Penelitian Kuantitatif Kualitatif dan R&D.** Alfabeta.
- Sugiyono. [2018]. **Metode Penelitian Kuantitatif.** Alfabeta
- Sujianto. [2022]. **Pengaruh Terpaan Tayangan Sinetron “Ikatan Cinta” terhadap Empati Sikap Penonton Televisi [Survei pada Komunitas Fanpage Ikatan Cinta dalam Grup Chat Telegram Ikatan Cinta RCTI].** *Repository UPN Veteran Jakarta.* <https://repository.upnvj.ac.id/16426/>
- Syahputra, A. T., & Wijayani, I. [2023]. **Pengaruh Komunikasi Pemasaran terhadap Minat Pelanggan Shopee di Kota Palembang.** *Journal of Communication and Islamic Broadcasting, Volume 3 N, 57–74.* <https://doi.org/10.47476/dawatuna.v3i1.2235>
- Theodora, D., & Kurnia², V. P. [2022]. **Pengaruh Influencer Media Sosial terhadap Brand Image Erigo.** *Inter Script: Journal of Creative Communication* |, 4[2], 68–77.
- Trisia, M., & Sudrajat, R. H. [2021]. **Efektivitas Tiktok sebagai Media Promosi Produk Scarlett Whitening.** *e-Proceeding of Management, Vol.8, No.5, 67-79*
- Zhu, X. [2019]. **Research on The Impact of Content Marketing on Brand Equity.** *Advances in Economics, Business and Management Research, Volume 62 International.* <http://creativecommons.org/licenses/by-nc/4.0/>