

DAFTAR PUSTAKA

- Belch, G. E., & Belch, M. A. (2003). *Advertising and promotion: An integrated marketing communications perspective* (6th ed.). McGraw-Hill.
- Cheung, M. L., Leung, W. K., & Cheung, G. W. (2022). Understanding the role of social media marketing activities in TikTok: The impact on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 69, 103078. <https://doi.org/10.1016/j.jretconser.2022.103078>
- Ferdinand, A. (2014). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen*. Badan Penerbit Universitas Diponegoro.
- Greenwald, A. G. (1968). 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). Academic Press.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Hamidah, A., Azahra, D., Adinata, N. F. R., Apriliya, R., Mahendra, R., & Aziz, R. A. (2025). Pengaruh marketing TikTok terhadap daya beli generasi muda Gen-Z. *Karimah Tauhid*, 4(7), 4311–4319.
- Hayat, M. A., Hermawan, A., & Nuryadin, A. (2024). Pengaruh social media marketing dan user generated content (UGC) terhadap purchase decision produk Luxcrime pada Generasi Z di TikTok. *Journal of Information Systems Management and Digital Business*, 2(1), 40–49.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion: Psychological studies of opinion change*. Yale University Press.
- Khan, M. L. (2023). Social media engagement: What motivates user participation and consumption on TikTok? *Computers in Human Behavior*, 138, 107467. <https://doi.org/10.1016/j.chb.2022.107467>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Laurent, G., & Kapferer, J. N. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, 22(1), 41–53. <https://doi.org/10.1177/002224378502200105>
- Lasswell, H. D. (1948). The structure and function of communication in society. In L. Bryson (Ed.), *The communication of ideas* (pp. 37–51). Harper & Row.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2019.1567650>
- Mardiayanti, M., & Andriana, A. N. (2022). Pengaruh harga dan kualitas produk serta review produk terhadap keputusan pembelian produk Scarlett Whitening. *Jurnal Pendidikan Dan Kewirausahaan*, 10(3), 1091–1109. <https://doi.org/10.47668/pkwu.v10i3.560>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.

- Pangaribuan, D. A., Wahyuningtyas, A., & Aprilia, A. (2024). Pengaruh electronic word of mouth (ewom) dan citra merek terhadap minat beli produk perawatan wajah berbahan herbal. *Jurnal Ekonomi, Bisnis Dan Manajemen*, 8(4), 1327–1342. <https://doi.org/10.21776/ub.jepa.2024.008.04.8>
- Penatas, J., Suparman, & Mulyono. (2025). Daya tarik TikTok: Rahasia di balik minat beli Gen Z pada brand Time Phoria. *Edu Society: Jurnal Pendidikan, Ilmu Sosial, Dan Pengabdian Kepada Masyarakat*, 5(1), 1301–1310.
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- Purnomo, Y. J. (2023). *Komunikasi pemasaran digital*. Prenada Media.
- Putri, M. B., Nahan, N., Abdi, M. R., & Harjoni. (2025). Pengaruh review produk dan konten marketing pada TikTok Shop terhadap keputusan pembelian Skintific pada Generasi Z di Kota Palangka Raya. *SIBATIK Journal*, 4(10), 3257–3268. <https://doi.org/10.54443/sibatik.v4i10.3531>
- Schiffman, L. G., & Kanuk, L. L. (2015). *Consumer behavior* (11th ed.). Pearson Education.
- Septiawan, R. D., & De Yusa, V. (2023). Pengaruh content marketing dan social media Youtube 3Second TV terhadap minat beli produk 3Second. *Manajemen*, 3(1), 25–33. <https://doi.org/10.51903/manajemen.v3i1.214>
- Siregar, A. (2022). *TikTok sebagai media baru dalam komunikasi pemasaran*. Prenada Media.
- Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Titha, P. A., Pika, P., Febri, D. M., Sari, P., Sri, N., & Parasari, M. (2025). Perilaku konsumen Gen Z dalam mengkonsumsi produk minuman Mixue viral harga murah. *Jurnal Pendidikan Ekonomi Dan Kewirausahaan*, 9(1), 375. <https://doi.org/10.29408/jpek.v9i1.29877>
- Wafiyah, F., & Wusko, A. U. (2023). Pengaruh user generated content dan e-wom terhadap purchase intention dan purchase decision pada pembeli produk Nyrtea di Instagram. *Jurnal Ekonomi, Bisnis Dan Manajemen (EBISMEN)*, 2(3), 190–200. <https://doi.org/10.58192/ebismen.v2i3.1278>
- Wiguna, K. D. (2022). Pengaruh subjective norm, perceived usefulness, dan video review produk terhadap keputusan pembelian peralatan rumah tangga di marketplace dengan minat beli sebagai variabel intervening. *JUBIS*, 3(1), 41–46.
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341–352. <https://doi.org/10.1086/208520>