

References

- Aaker, D. (2014). *20 Prinsip Esensial Mengelola dan Mengembangkan Brand* (Aaker on Branding). PT Gramedia Pustaka Utama.
- Alamsyah, A., Bastikarana, R. S., Rammadhanti, A. R., & Widiyanesti, S. (2020). Recognizing Personality from Social Media Linguistic Cues: A Case Study of Brand Ambassador Personality. *ICoICT International Conference on Information and Communication Technology*.
<https://doi.org/10.1109/ICoICT49345.2020.9166221>
- Amblou, M., Kusumawati, A., & Mawardi, M. (2015). THE INFLUENCE OF BRAND AWARENESS AND BRAND IMAGE ON PURCHASE DECISION (Study on Aqua Consumers in Administrative Science Faculty Brawijaya University Class of 2013). *Jurnal Administrasi Bisnis (JAB)*, 19(2).
- 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/https://doi.org/10.31580/jpvai.v2i2.896>
- Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers purchase decision? A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 17(2), 156.
<https://doi.org/10.31106/jema.v17i2.6916>
- Asi, K. J. M., & Hasbi, I. (2022). PENGARUH SOCIAL MEDIA MARKETING DAN BRAND IMAGE TERHADAP MINAT BELI KONSUMEN PADA APLIKASI BUKALAPAK THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND IMAGE ON CUSTOMER PURCHASE INTEREST IN BUKALAPAK APPLICATION. *E-Proceeding of Management*, 8. www.suara.com
- Baba, A.-A. (2014). IMPACT OF A BRAND ON CONSUMER DECISION MAKING PROCESS. *VAASAN AMMATTIKORKEAKOULU UNIVERSITY OF APPLIED SCIENCES Kansainvälinen Liiketoiminnan*.
- Bagozzi, R., & Yi, Y. (1988). *On the Evaluation of Structural Equation Models*. *Journal of the Academy of Marketing Sciences*.

- Barone, A. (2023, May 15). *Marketing Strategy: What It Is, How It Works, How To Create One*. Investopedia.
- BeTV. (2023, June 7). *Miliki 800 Juta Lebih Pengguna, Aplikasi TikTok Shop Kian Populer, Yuk Kenali Online Shop Satu Ini*.
<https://betv.disway.id/read/17614/miliki-800-juta-lebih-pengguna-aplikasi-tiktok-shop-kian-populer-yuk-kenali-online-shop-satu-ini/15>
- Bougie, R., & Sekaran, U. (2010). *Research Methods For Business* (Fifth Edition). John Wiley and Sons Ltd.
- Buchory, Herry, A., & Djaslim, S. (2010). *Manajemen Pemasaran*. Linda Karya.
- Cao, T., Kotler, M., Wang, S., & Qiao, C. (2020). *Marketing Strategy in the Digital Age: Applying Kotler's Strategies to Digital Marketing* (illustrated). World Scientific Publishing Company Pte Limited.
- Chin, Wyne. W., & Todd, P. (1995). *On the Use, Usefulness, and Ease of Use of Structural. Equation Modeling in MIS Research: A Note of Caution* (Vol. 19). Management Information Systems Research Center, University of Minnesota.
<https://doi.org/https://doi.org/10.2307/249690>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th ed.). McGraw Hill International Edition.
- Cooper, D. R., & Schindler, P. S. (2017). *Business Research Methods* (11th ed.). McGraw Hill .
- Creswell, J. W. (2002). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*.
- Databoks. (2023, February 27). *10 Negara dengan Jumlah Pengguna TikTok Terbanyak di Dunia (Januari 2023)*.
<https://databoks.katadata.co.id/datapublish/2023/01/11/10-negara-pengguna-tiktok-terbesar-di-dunia-indonesia-juara-dua>
- Diengcyber. (2023, March 14). *Apa Itu TikTok*.
<https://dhttps://diengcyber.com/media-sosial-tiktok/iengcyber.com/media-sosial-tiktok/>
- Ghozali. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS*. Badan Penerbit Universitas Diponegoro.

- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Universitas Diponegoro.
- Hair, J., Anderson, R., & Black, W. (1995). *Multivariate Data Analysis: With Readings*. Prentice Hall College Div.
- Hair, J., Hult, T., Ringle, C., Danks, N., Marko, S., & Soumya, R. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R A Workbook*. Springer.
- Hartono, J. (2007). *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman* (2007th ed.). BPFE.
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer Behavior: Building Marketing Strategy* (11th ed.). McGraw-Hill.
- Hootsuite. (2022, July 13). *How to Set Up a TikTok Shop to Sell Your Products*.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Industri.Kontan. (2023, September 9). *Ribut-ribut Soal TikTok Shop, Kominfo akan Ambil Langkah Ini*. <https://industri.kontan.co.id/news/ribut-ribut-soal-tiktok-shop-kominfo-akan-ambil-langkah-ini>
- Kotler, P., & Amstrong, G. (2016). *Prinsip-prinsip Pemasaran* (12th ed.). Erlangga.
- Kotler, P., & Amstrong, G. (2017). *Principles Of Marketing* (7th ed.). Pearson.
- Mahfud, S., & Ratmono, D. (2013). *Analisis SEM-PLS dengan WarPLS 3.0*. Andi Offset.
- Meikle, G., & Young, S. (2012). *Media Convergence, MNetworked Digital Media in Everyday Life*. Macmillan Education UK.
- Meliawati, T., Gerald, S. C., & Aruman, A. E. (2023). The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention. *Journal of Consumer Sciences*, 8(1), 77–92. <https://doi.org/10.29244/jcs.8.1.77-92>
- Newberry, C. (2022, October 5). *What Is a Target Market (And How to Find Yours in 2023)*.
- Peter, J. P., & Olson, J. C. (2010). *Consumer behavior and marketing strategy* (8th ed.). McGraw-Hill.

- Playstore. (2023). *Google Play Tiktok*.
<https://play.google.com/store/apps/details?id=com.ss.android.ugc.trill&hl=id&gl=US>
- PopStar. (2023, January 20). *Penjualan TikTok Shop Melebihi Marketplace Tokopedia. Cek Faktanya*. <https://www.pop-star.me/blogs/penjualan-tiktok-shop-melebihi-marketplace-tokopedia-cek-faktanya>
- Populix. (2023, June 14). *Survei Populix: Shopee Live jadi Platform Paling Sering Digunakan buat Belanja Online*.
<https://economy.okezone.com/read/2023/06/14/11/2830376/survei-populix-shopee-live-jadi-plaform-paling-sering-digunakan-buat-belanja-online>
- Prasetio, A., & Sari, P. K. (2018). Customer Awareness towards Digital Certificate on E-Commerce: Does It Affect Purchase Decision? *Third International Conference on Informatics and Computing (ICIC)*, 1–4.
<https://doi.org/10.1109/IAC.2018.8780519>
- Rachmawati, I., Sary, F., & Perdani, D. R. (2016). Influence of the Use of Brands in a Foreign Language (English) on the Purchase Decision Process of Cosmetic Products Made in Indonesia. *Pertanika Journal of Social Science and Humanities*, 24.
- Republika. (2023, September 5). *Menkop Tolak Tiktok Jalankan Bisnis Medsos dan E-Commerce Bersamaan*.
<https://ekonomi.republika.co.id/berita/s0ired490/menkop-tolak-tiktok-jalankan-bisnis-medsos-dan-ecommerce-bersamaan#:~:text=Dokumen%20Menteri%20Koperasi%20dan%20UKM,commerce%20secara%20bersamaan%20di%20Indonesia.>
- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen*. Deepublish.
<https://books.google.co.id/books?id=W2vXDwAAQBAJ&printsec=frontcover&hl=id#v=onepage&q&f=false>
- Schiffman, L. G., & Kanuk, L. (2015). *Consumer behavior* (11th ed.). Pearson.

- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed.). Harlow, Essex Pearson Education Limited.
- Seeklogo. (2023). *TikTok Shop Logo PNG Vector*.
- Sehar, R., Ashraf, S., & Azam, F. (2019). The influence of social media's marketing efforts on brand equity and consumer response. *IUP Journal of Marketing Management*, 18(2), 30–53.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (Wiley & Sons, Ed.; 7th ed.).
- Septiano, R., & Sari, L. (2021). DETERMINATION OF CONSUMER VALUE AND PURCHASE DECISIONS: ANALYSIS OF PRODUCT QUALITY, LOCATION, AND PROMOTION. *DIJDBM, Dinasti International Journal of Digital Business Management*, 2(3).
- Siali, F., Jiayi, P., Shakur, M., & Ya'kob, S. (2016). RELATIONSHIP BETWEEN BRAND EQUITY AND CONSUMER PURCHASE DECISION A CASE OF AN INTERNATIONAL BRAND OF FOOTWEAR. *International Journal of Service Management and Sustainability*, 1(1). <https://doi.org/10.24191/ijsms.v1i1.6033>
- Sugiyono. (2017). *Metode Penelitian kuantitatif, kualitatif dan R & D*. Alfabeta.
- Sugiyono. (2018). Metode Penelitian Kuantitatif Kualitatif dan R & D. In *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Alfabeta.
- Sulistio, A. (2018). Pengaruh Promotion Mix Terhadap Brand Awareness PT HM Sampoerna Tbk Melalui Produk Terbaru Sampoerna A Platinum. *Jurnal Strategi Pemasaran*, 5(2), 1–7. <https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/7308>
- Tirto Raharjo, & Samuel, H. S. (2018). *Pengaruh Social Media Marketing Terhadap Purchase Intention melalui Brand Awareness Sebagai Variabel Mediasi pada Lazada*.
- Tjiptono, F. (2011). *Service Management: Mewujudkan Layanan Prima* (2nd ed.). Andi.
- Upadana, M. wahyu K., & Pramudana, K. A. S. (2020). BRAND AWARENESS MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING TERHADAP

KEPUTUSAN PEMBELIAN. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1921. <https://doi.org/10.24843/ejmunud.2020.v09.i05.p14>

- Wijayaa, O. Y. A., Sulistiyanib, S., Pudjowatic, J., kartikawatid, T. S., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, 231–238. <https://doi.org/10.5267/j.ijdns.2021.6.011>
- Wright, G., & Yasar, K. (2022, December). *social networking*. <https://www.techtarget.com/whatis/definition/social-networking>