

DAFTAR PUSTAKA

- Adam, A. M. (2020). Sample Size Determination in Survey Research. *Journal of Scientific Research and Reports*, June, 90–97. <https://doi.org/10.9734/jsrr/2020/v26i530263>
- Adriana, N. C., & Ngatno, N. (2020). Pengaruh Brand Image Dan Brand Trust Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening (Studi pada Konsumen Sariayu Martha Tilaar di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(1), 198–208. <https://doi.org/10.14710/jiab.2020.26322>
- Agustina, R. Ni. (2023). *Pengaruh NCT Dream Sebagai Brand Ambassador dan Promosi Media Sosial Terhadap Minat Beli Produk Mie Lemonilo Melalui Brand Image Sebagai Variabel Intervening (Studi Kasus Pada Penggemar NCT Dream di Surakarta)*.
- Alamanda, D. T., Wibowo, L. A., Disman, D., & Anggadwita, G. (2024). The antecedents of purchase intention on healthy instant noodle products: Is it worth fighting for?. *Jurnal Manajemen Indonesia*, 24(1), 57-70.
- Ali, H., Octavia, A., & Sriayudha, Y. (2022). Determination of Purchase Decision: Place, Price, and Quality of Service (Literature Review). *Dinasti International Journal of Economics, Finance & Accounting*, 2(6), 658–668. <https://doi.org/10.38035/dijefa.v2i6.1446>
- Angela, Z., & Siregar, O. M. (2021). Pengaruh Promosi Media Sosial dan Store Atmosphere Terhadap Tingkat Kunjungan Konsumen pada Cafe Taman Selfie Binjai. *E-Proceeding Senriabdi*, 1(1), 417–433.
- Anita Kartika Sari, & Tri Wahjoedi. (2022). The influence of brand image and brand awareness on purchasing decisions is moderated by brand ambassador. *World Journal of Advanced Research and Reviews*, 16(3), 947–957. <https://doi.org/10.30574/wjarr.2022.16.3.1462>
- As'adiyah, B. B. A., Karnadi, K., & Sari, R. K. (2024). *Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kecantikan Hanasui Dengan Promosi Sebagai Variabel Moderating Pada Konsumen Shopee Di Kelurahan Dawuhan Situbondo*. 3(12), 2335–2345.
- Astari, N. (2021). A Literature Review: Digital Marketing Trends in Indonesia During the COVID-19 Pandemic. *CHANNEL: Jurnal Komunikasi*, 9(2), 125. <https://doi.org/10.12928/channel.v9i2.20836>
- Barreda, A. A., Nusair, K., Wang, Y., Okumus, F., & Bilgihan, A. (2020). The impact of social media activities on brand image and emotional attachment: A case in the travel context. *Journal of Hospitality and Tourism Technology*, 11(1), 109–135. <https://doi.org/10.1108/JHTT-02-2018-0016>
- Chofiyatun, S. N. (2020). Pengaruh Daya Tarik Iklan Dan Brand Ambassador Terhadap Minat Beli Melalui Brand Image Sebagai Variabel Intervening. In *STIE Putra Bangsa Kebumen*.
- Clarissa, C., & Bernarto, I. (2022). The Influence of Brand Ambassador, Brand Awareness, Brand Image and Prices on Purchase Decisions on Online Marketplace. *Business and Entrepreneurial Review*, 22(2), 273–288. <https://doi.org/10.25105/ber.v22i2.14966>

- Dewi Reniawati, Poniah Juliawati, & Andina Dwijayanti. (2024). Pengaruh Social Media Marketing Terhadap Minat Beli Konsumen Pada Produk Kanzler. *ATRABIS Jurnal Administrasi Bisnis (e-Journal)*, 10(1), 209–224. <https://doi.org/10.38204/atrabis.v10i1.1933>
- Djafarova, E., & Fouts, S. (2022). Exploring ethical consumption of generation Z: theory of planned behaviour. *Young Consumers*, 23(3), 413–431. <https://doi.org/10.1108/YC-10-2021-1405>
- Dyah Kusumawati, & Saifudin. (2020). Pengaruh Persepsi Harga Dan Kepercayaan Terhadap Minat Beli Secara Online Saat Pandemi Covid-19 Pada Masyarakat Millenia Di Jawa Tengah. *Kaos GL Dergisi*, 8(75), 147–154. <https://doi.org/10.1016/j.jnc.2020.125798><https://doi.org/10.1016/j.smr.2020.02.002><http://www.ncbi.nlm.nih.gov/pubmed/810049><http://doi.wiley.com/10.1002/anie.197505391><http://www.sciencedirect.com/science/article/pii/B9780857090409500205>
- Fadhilah, A. N., Nandang, & Rachmani, N. N. (2024). Keputusan Pembelian Merchandise K-Pop Ditinjau dari Promosi Pada Online Shop Sunflocia di Media Sosial Twitter. *Journal of Economic, Management, Accounting and Technology (JEMATech)*, 7(2), 499–507.
- Firdayanti, A., Putri, D. A., Risuandi, D., & ... (2022). Literature Review Keputusan Pembelian Melalui Minat Beli: Promosi Dan Endorsement. ... *Pendidikan Dan Ilmu ...*, 3(1), 301–313. <https://dinastirev.org/JMPIS/article/view/865>
- Ftriahningsih, A. S. C. (2020). Pengaruh Brand Ambassador Terhadap Minat Beli Dengan Citra Merek Sebagai Variabel Intervening (Studi Kasus Pada Pengguna Aplikasi Shopee Di Kota Makassar. *Thesis*.
- Gunawan, D. (2022). *Keputusan Pembelian Konsumen Marketplace Shopee Berbasis Social Media Marketing* (B. Nasution (ed.); Pertama). PT Inovasi Pratama Internasional.
- Hafida, D., & Saputri, M. E. (2022). Pengaruh Celebrity Endorser Raffi Ahmad Dan Nagita Slavina Di Media Youtube Terhadap Minat Beli Mie Instan Lemonilo Di Bandung. *eProceedings of Management*, 9(4).
- Hartawan, E., Liu, D., Handoko, M. R., Evan, G., & Widjojo, H. (2021). Pengaruh Iklan di Media Sosisal Instagram Terhadap Minat Beli Masyarakat pada E-Commerce. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 8(1), 217–228. <https://doi.org/10.55047/transekonomika.v2i5.234>
- Hildawati. (2024). *Buku Ajar Metodologi Penelitian Kuantitatif & Aplikasi Pengolahan Analisa*.
- Indrawati, E. (2022). *Metode Penelitian Kuantitatif , Kualitataif, dan Campuran*. Bandung: Reamaja Rosdakarya.
- Javed, T., Yang, J., & Gilal, W. G. (2020). The sustainability claims' impact on the consumer's green perception and behavioral intention: A case study of H&M. *Advances in Management & Applied Economics*, 10(2), 1792–7552. <https://www.researchgate.net/publication/344348730>
- Jonathan Saswono. (2020). *Metode Penelitian Kualitatif dan Kuantitatif* (Issue January).
- Karina Komariah, Olivia, E., & Barek, I. (2023). *Jurnal Riset Manajemen Indonesia (JRMI) Analisis Strategi Pemasaran dan Bauran Pemasaran di Era Digital*

- dalam menghadapi Persaingan di UMKM Rajawali Persada Coffee. *Juli*, 5(3), 2023. <https://jurnal.pascabangkinang.ac.id/index.php/jrmi>
- Khairi, U. A., Hasibuan, N., Zidan, A. P. R., & Suhairi. (2024). Strategi Pemasaran dan Posisi Target sebagai Kunci Keberhasilan Bisnis. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 9(204), 9–17.
- Khairuna, D. J. (2023). Pengaruh Brand Image dan Korean Brand Ambassador terhadap Minat Beli Konsumen pada Produk Kecantikan Scarlett Whitening di Kota Banda Aceh. In *AT-TAWASSUTH: Jurnal Ekonomi Islam: Vol. VIII*.
- Kotler, P. (2007). *Manajemen Pemasaran* (12th ed.). Erlangga.
- Kwok, L., Tang, Y., & Yu, B. (2020). The 7 Ps marketing mix of home-sharing services: Mining travelers' online reviews on Airbnb. *International Journal of Hospitality Management*, 90(August 2019). <https://doi.org/10.1016/j.ijhm.2020.102616>
- Lisma Yana Siregar, & Irwan Padli Nasution, M. (2023). Perkembangan Teknologi Infomasi Terhadap Peningkatan Bisnis Online. *INTERDISIPLIN: Journal of Qualitative and Quantitative Research*, 1(1), 41–49. <https://doi.org/10.61166/interdisiplin.v1i1.5>
- Malelak, S. L., Setiawan, B., & Maulidah, S. (2021). Analysis of Marketing Mix on Consumer Loyalty: Empirical Study of Customer Satisfaction of Local Product. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(3), 160–168. <https://doi.org/10.52218/ijbtob.v1i3.88>
- Muhammad Ihsan Muchtar, Ridho Riadi Akbar, & Muhammad Rizki Pratama. (2024). Pengaruh Brand Trust, Promosi Media Sosial dan Persepsi Konsumen Terhadap Keputusan Pembelian Konsumen Terhadap Permen Relaxa di Kabupaten Bandung. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 10(1), 715–722. <https://doi.org/10.35870/jemsi.v10i1.2075>
- Naumi, M., Hidayat, C. W., & Sarwoko, E. (2023). Peran brand image sebagai mediasi pengaruh brand ambassador dan social media marketing terhadap minat beli produk. *MBR (Management and Business Review)*, 7(2), 194–203. <https://ejournal.unikama.ac.id/index.php/mbr>
- Nurjannah, A., & Suriyanto, M. A. (2022). The Influence of TikTok, Brand Ambassador, and Brand Awareness on Shopee's Purchase Interest. *Interdisciplinary Social Studies*, 1(6), 642–658. <https://doi.org/10.55324/iss.v1i6.143>
- Pamuji, R., Baroh, I., & Mufriantie, F. (2023). Analisis Bauran Pemasaran Buah Stroberi Di “Lumbung Stroberi” Desa Pandanrejo Kecamatan Bumiaji Kota Batu. *Mimbar Agribisnis : Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 9(1), 335. <https://doi.org/10.25157/ma.v9i1.8461>
- Panopoulos, A., Poulis, A., Theodoridis, P., & Kalampakas, A. (2023). Influencing Green Purchase Intention through Eco Labels and User-Generated Content. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/su15010764>
- Peronika, N., Junaidi, & MARYADI, Y. (2020). Pengaruh Brand Image Terhadap Minat Beli Produk Kosmetika Wardah Di Kota Pagar Alam. 10(1), 83–93.
- Purwati, A., & Cahyanti, M. M. (2022). Pengaruh Brand Ambassador Dan Brand Image Terhadap Minat Beli Yang Berdampak Pada Keputusan Pembelian. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 11(1), 32–46.

<https://doi.org/10.46367/iqtishaduna.v1i1i.526>

- Putri Sabella, V., Agus Hermawan, & Titis Shinta Dhewi. (2022). The Influence of Brand Ambassador and Social Media Marketing on Purchase Intention Through Brand Image (Study on Consumers “ Sang Dewa Snack”). *International Journal Of Humanities Education and Social Sciences (IJHESS)*, 2(1), 120–128. <https://doi.org/10.55227/ijhess.v2i1.217>
- Puwanti, M. (2023). Pengaruh Brand Ambassador dan Brand Image Terhadap Minat Beli Sampo Clear pada Mahasiswa di Tanjungpinang. In *Bandung Conference Series: Communication Management* (Vol. 7, Issue November).
- Pradana, M., Wardhana, A., Rubiyanti, N., Syahputra, S. and Utami, D.G. (2022), "Halal food purchase intention of Muslim students in Spain: testing the moderating effect of need-for-cognition", *Journal of Islamic Marketing*, Vol. 13 No. 2, pp. 434-445. <https://doi.org/10.1108/JIMA-05-2020-0122>.
- Qotrunnada, A., Ayudirahma, D., Khotijah, Prakasiwa, L., & Riza, F. (2024). *Pengaruh Idol K-Pop Sebagai Brand Ambassador Dan Brand Awareness Terhadap Keputusan Pembelian Produk Scarlett.pdf*.
- Rachmadi, T. (2020). *The Power Of Digital Marketing*. Tiga Ebook. <https://books.google.co.id/books?id=RCzyDwAAQBAJ>
- Rahmah, A., Darsono, & Sundari, M. T. (2021). Faktor-Faktor Yang Memengaruhi Perilaku Konsumsi Mi Instan Di Kalangan Mahasiswa Kota Semarang: Pendekatan Theory Of Planned Behavior. *Pharmacognosy Magazine*, 75(17), 399–405.
- Rahmawati, F. M. (2024). *Pengaruh Kesadaran Merek , Citra Merek Dan Getok Tular Elektronik Terhadap Minat Beli (Studi Kasus : Merek Miniso)*. 9(3), 57–70.
- Raju Adha, Ahmad fuadi Tanjung, & Sugianto. (2023). Persepsi dan Keputusan Investasi Masa Depan pada Generasi Milenial dan Gen Z. *Al-Mutharahah: Jurnal Penelitian Dan Kajian Sosial Keagamaan*, 20(2), 257–266. <https://doi.org/10.46781/al-mutharahah.v20i2.870>
- Rauf, A., Manullang, S. O., P.S., T. E. A., Diba, F., Akbar, I., Awaluddin, R., Muniarty, P., Firmansyah, H., Mundzir, A., Manalu, V. G., Depari, G. S., Rahajeng, E., Apriyanti, M. D., Ri, S. V., & Yahawi, S. H. (2021). *Digital Marketing: Konsep dan Strategi* (R. Romindo & E. Sudarmanto (eds.)). Penerbit Insania.
- Robichaud, Z., & Yu, H. (2022). Do young consumers care about ethical consumption? Modelling Gen Z’s purchase intention towards fair trade coffee. *British Food Journal*, 124(9), 2740–2760. <https://doi.org/10.1108/BFJ-05-2021-0536>
- Safitri, A. N., & Basiya, R. (2022). Pengaruh Brand Image, Lifestyle, dan Promosi Media Sosial Terhadap Keputusan Pembelian di Toko 3Second. *YUME : Journal of Management*, 5(2), 450–458. <https://doi.org/10.37531/yume.vxix.3463>
- Saryatmo, M. A., & Sukhotu, V. (2021). The influence of the digital supply chain on operational performance: a study of the food and beverage industry in Indonesia. *Sustainability (Switzerland)*, 13(9). <https://doi.org/10.3390/su13095109>

- Satriawan, L. P., & Saputra, A. (2023). Brand Image, Kreativitas Iklan dan Kepercayaan Terhadap Minat Beli Kaum Milenial Pengguna Shopee Di Kota Batam. *Dynamic Management Journal*, 7(1), 144. <https://doi.org/10.31000/dmj.v7i1.7800>
- Sirait, R. I., & Ronoatmodjo, S. (2024). Hubungan Frekuensi Konsumsi Makanan Instan Dengan Kejadian Hipertensi Pada Penduduk Berusia ≥ 18 Tahun Di Indonesia (Analisis Data Riskedas 2018). *Jurnal Kesehatan Masyarakat*, 12(1), 91–98. <https://doi.org/10.14710/jkm.v12i1.38576>
- Theben, A., Gerards, M., & Folkvord, F. (2020). The effect of packaging color and health claims on product attitude and buying intention. *International Journal of Environmental Research and Public Health*, 17(6). <https://doi.org/10.3390/ijerph17061991>
- Trisa, A., & Roosdhani, M. R. (2024). Hubungan Antara Strategi Pemasaran Media Sosial, Citra Merek, dan Minat Pembelian di Industri Fashion Sweet Mango Jepara. *YUME : Journal of Management*, 7(2), 20–33.
- Ubaidilah, M., & Widiarti, P. W. (2023). Pengaruh Terpaan Promosi Terhadap Minat Beli Konsumen Di Akun Media Sosial Instagram @Promodazzle the Effect of Promotion Exposure on Consumer Buying Interest on Social Media of @Promodazzle’S Instagram Account. *Lektur: Jurnal Ilmu Komunikasi*, 5(3), 273–284. <https://doi.org/10.21831/lektur.v5i3.19177>
- Utaminingsih, S. L., & Sudrajat, R. H. (2021). Pengaruh Stray Kids Sebagai Brand Ambassador Terhadap Brand Loyalty Shopee. *E-Proceeding of Management*, 8(2), 4036.
- Vivi Juli Pratiwi, Furqon Efendi, Muchammad Fariz, Khairani Zikrinawati, & Zulfa Fahmy. (2023). Pengaruh Voucher Diskon Belanja Pada Live Streaming Aplikasi Tiktok Terhadap Perilaku Implusive Buying Dikalangan Mahasiswa UIN Walisongo Semarang. *Student Scientific Creativity Journal*, 1(2), 391–400. <https://doi.org/10.55606/sscj-amik.v1i2.1839>
- Widodo, A., Rubiyanti, N., Madiawati, P.N. (2024). Indonesia’s online shopping sector transformation: Analyzing the effects of online shopping app growth, e-commerce user adoption, Generation Y and Z, and shopping app advertising (2024) *Pakistan Journal of Life and Social Sciences*, 22 (2), pp. 5547-5563. 1) DOI: 10.57239/PJLSS-2024-22.2.00413
- Yahya, M. M., Rahman, Y. N., Andayani, C., Saputri, M. A. M. A., Purwaningsih, V. T., & Taher, A. R. Y. (2023). Dampak Penggunaan Brand Ambassador Nct Dream Terhadap Minat Beli Produk Mie Instan Lemonilo. *Analisis*, 13(2), 287–302. <https://doi.org/10.37478/als.v13i2.2876>
- Yoel, D. A. (2021). Pengaruh Brand Image Dan Brand Ambassador Terhadap Minat Beli Konsumen Di Era New Normal Pandemi Covid-19 Pada Baskin-Robbins Manado Town Square. *Jurnal EMBA*, 9(4), 136–144.
- Zahra Dhaefina, AR, M. N., Pirmansyah, & Sanjaya, V. F. (2021). Pengaruh Celebrity Endorsement, Brand Image, Dan Testimoni Terhadap Minat Beli Konsumen Produk Mie Instan Lemonilo Pada Media Sosial Instagram. *Jurnal Manajemen*, 6(1), 131–143.
- Zong, Z., Liu, X., & Gao, H. (2023). Exploring the mechanism of consumer purchase intention in a traditional culture based on the theory of planned

behavior. *Frontiers in Psychology*, 14(February), 1–12.
<https://doi.org/10.3389/fpsyg.2023.1110191>