

DAFTAR PUSTAKA

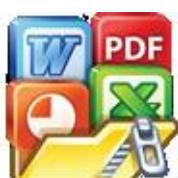
- Ai Nur Sa'adah, A., Rosma, A., & Aulia, D. (2022). *Persepsi generasi Z terhadap fitur TikTok Shop pada aplikasi TikTok*. Transekonomika: Akuntansi, Bisnis Dan Keuangan, 2(5), 131–140.
- Al-Gasawneh, J., & Al-Adamat, A. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10(8), 1701–1708.
- Alifalisyado. (2024). *Pengaruh celebrity endorsement dan customer review terhadap purchase intention pada media TikTok Shop*. Jurnal Kolaboratif Sains, 7(5), 1703–1710. Universitas Muhammadiyah Purwokerto.
- Aprilianti, L., & Riorini, S. V. (2023). *Pengaruh celebrity endorsement, social media marketing dan brand image terhadap purchase intention online pada pengguna marketplace Shopee*. Mufakat: Jurnal Ekonomi, Manajemen Dan Akuntansi, 2(3), 319–329.
- Ardiansah, I., & Maharani, A. (2021). *Optimalisasi Instagram sebagai media marketing: Potret penggunaan Instagram sebagai media pemasaran online pada industri UKM*. CV. Cendekia Press.
- Arikunto, S. (2013). *Prosedur penelitian: Suatu pendekatan praktik*. Jakarta: Rineka Cipta.
- Artha, Y., Surbakti, E. Y., & Tambunan, S. R. (2021). *Pengaruh celebrity endorser terhadap keputusan pembelian pada toko online Shopee*. Prosiding Konferensi Nasional Social & Engineering Polmed (KONSEP), 2(1), 657–664.
- Aryani, N. (2022). *Pengaruh content marketing, celebrity endorser, dan electronic word of mouth pada media sosial TikTok terhadap minat beli fashion (Studi pada generasi Z di Indonesia)* [Doctoral dissertation, Universitas Mercu Buana Jakarta].
- Asnawi. (2011). *Metodologi riset manajemen pemasaran*. Malang: UIN Malang Press.
- Azizah, D. U., & Rafikasari, E. F. (2022). *Pengaruh content marketing dan social media marketing Instagram terhadap minat beli konsumen @souvenirmurah_Ta di masa pandemi*. Juremi: Jurnal Riset Ekonomi, 2(1), 135–146.
- Cassandra, C., Sari, R., & Tarigan, R. E. (2016). *Karakteristik desain social commerce terhadap kepuasan pelanggan*. Journal of Management and Business Review, 13(1).
- Chairina, A. D. (2020). *Pengaruh content marketing di Instagram Stories @Lcheesefactory terhadap minat beli konsumen* (Vol. 7).
- , & Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. *Management Science*, 54(3), 77–491.



- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470.
<https://doi.org/10.1016/j.dss.2012.06.008>
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345–354.
- Christy, E., & Sirait, T. (2024). The influence of electronic word of mouth through TikTok social media platform on consumer purchase intention on beauty products Scarlett Whitening in Bandung City. *Devotion: Journal of Research and Community Service*, 5(8), 877–898.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.
- Curty, R. G., & Zhang, P. (2011). *Social commerce: Looking back and forward* [Paper presentation]. ASIST 2011, New Orleans, LA, USA.
- Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of Interactive Advertising*, 8(2), 15–25.
- Durianto, D. (2013). *Strategi menaklukan pasar melalui riset ekuitas dan perilaku merek*. Jakarta: Gramedia Pustaka Utama.
- Effendy, O. U. (2003). *Ilmu, teori dan filsafat komunikasi*. Bandung: Citra Aditya Bakti.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior* (8th ed.). Dryden Press.
- Filieri, R., Alguezaui, S., & McLeay, F. (2018). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management*, 51, 174–185.
<https://doi.org/10.1016/j.tourman.2015.05.007>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*. Semarang: Universitas Diponegoro.
- Gujarati, D. N. (2004). *Basic econometrics*. New York: McGraw-Hill.
- Handayani, R. (2020). *Metodologi penelitian sosial*. Yogyakarta: Trussmedia Grafika.
- Hapsoh, M. D., Hermana, D., & Sari, I. T. P. (2022). Pengaruh celebrity endorser terhadap purchase intention pada Vivo Indonesia (Studi pada mahasiswa/i Fakultas Ekonomi Universitas Garut). *Journal of Entrepreneurship and Strategic Management*, 1(2), 89–99.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion*. Yale University Press.
- Li, M., & Tan, C. (2013). Helpfulness of online product review as seen by consumers: Source and content features. *Journal of Engineering and Information Sciences*, 4–5.



- Ichsan, M., & Jumhur, J. (2018). Pengaruh consumer online rating and review terhadap minat beli konsumen pada marketplace Tokopedia di wilayah DKI Jakarta. *E-Proceeding of Management*, 5(2), 1828–1835.
- Iskandar, Faridatunnissa, D., & Wachjuni. (2023). Pengaruh lifestyle terhadap keputusan pembelian dengan content marketing sebagai variabel intervening (Survei pada para pengguna TikTok yang berbelanja pada marketplace Shopee). *Prosiding*, 620–630.
- Jia, Y., & Liu, I. L. B. (2018). Do consumers always follow “useful” reviews? The interaction effect of review valence and review usefulness on consumers’ purchase decisions. *Journal of the Association for Information Science and Technology*, 69(11), 1304–1317. <https://doi.org/10.1002/asi.24050>
- Jung, L. S. (2014). A study of affecting the purchasing intention of social commerce. *International Journal of Software Engineering and Its Application*.
- Kamila, K. T. (2019). Pengaruh online consumer review terhadap keputusan pembelian (Survei pada mahasiswa Universitas Brawijaya TA 2015/2016–2018/2019 yang pernah membeli dan menggunakan Xiaomi smartphone) [Doctoral dissertation, Universitas Brawijaya].
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
- Karr, D. (2016). How to map your content to unpredictable customer journeys. *Meltwater*.
- Katiandagho, N. J., & Hidayatullah, S. (2023). Pengaruh viral marketing, celebrity endorser, harga, dan service quality terhadap keputusan pembelian pengguna TikTok Shop. *Sains Manajemen: Jurnal Manajemen Unsera*, 9(1), 13–27.
- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2–3), 139–155.
- Kerlinger, F. N. (1986). *Foundations of behavioral research* (3rd ed.). Holt, Rinehart and Winston.
- Komalasari, D., Pebrianggara, A., & Oetarjo, M. (2021). *Buku ajar digital marketing*. Umsida Press.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kumar, A., & Mirchandani, D. (2018). *Social Media Marketing and its Influence on Consumer Decision Making*. *Journal of Business Research*, 102, 43-56.
- Kumar, V., Lahiri, A., & Dogra, N. (2022). Social commerce: The role of online reviews and platforms. *Journal of Retailing and Consumer Services*, 66, 102940.
- (2022). Pengaruh celebrity endorser, dan iklan terhadap minat beli konsumen e-commerce Lazada pada masyarakat kota Batam [Doctoral dissertation, Prodi Manajemen].



- Lee, K., & Li, W. (2020). *Content Marketing and Its Impact on Consumer Purchase Intentions: A Comparative Study*. *Journal of Digital Marketing*, 14(3), 123-136.
- Li, H., Xu, Z., & Xu, W. (2018). Impact of online reviews on customer purchase behavior: The mediating role of valence and volume. *Information & Management*, 55(8), 983–994.
- Lombogia, S. C., Tumbuan, W. J. A., & Saerang, R. T. (2024). The influence of celebrity endorsement and content marketing on purchase intention of Skintific products at TikTok Shop. *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 12(03), 1677–1687.
- López-López, I., Ruiz-de-Maya, S., & Montoro-Ríos, F. (2014). Negative online consumer reviews: Effects of different responses. *Journal of Interactive Marketing*, 28(2), 71–84.
- Mahendra, F. Z. (2020). Pengaruh content marketing terhadap purchase intention pada fan apparel dengan customer engagement sebagai variabel mediasi [Doctoral dissertation, Universitas Brawijaya].
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310–321.
- Mo, Z., Li, Y. F., & Fan, P. (2015). Effect of online reviews on consumer purchase behavior. *Journal of Service Science and Management*, 8(3), 419.
- Mudambi, S. M., & Schuff, D. (2010). What makes a helpful online review? A study of customer reviews on Amazon.com. *MIS Quarterly*, 34(1), 185–200.
- Mukarromah, U., Sasmita, M., & Rosmiati, L. (2022). Pengaruh content marketing dan citra merek terhadap keputusan pembelian dengan dimediasi minat beli pada pengguna aplikasi Tokopedia. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, 2(1), 73–84.
<https://doi.org/10.37366/master.v2i1.444>
- Pandrianto, N., & Sukendro, G. G. (2018). Analisis strategi pesan content marketing untuk mempertahankan brand engagement. *Jurnal Komunikasi*, 10(2), 167. <https://doi.org/10.24912/jk.v10i2.2619>
- Pradnyani, N., Widagda, I., & Giantari, I. (2024). Analisis peran pengaruh customer engagement memediasi content marketing terhadap purchase intention. *E-Jurnal Manajemen*, 13(8), 1333–1356.
<https://doi.org/10.24843/EJMUNUD.2024.v13.i08.p06>
- Pratiwi, M. K., Riniastuti, B. H., & Furkan, L. M. (2018). Effectiveness of social media influencers on perceived value and consumer purchase intentions ERTO's beauty care products on Gen-Y. *International Journal of Science and Research*, 8(6), 37–46.
- (2024). Memahami Tren Transformasi Digital 2024 di Indonesia.
- (2012). *The Rise of Content Marketing*. Content Marketing Institute.
- , B. B. (2023). The influence of content marketing, online customer reviews, and ratings on purchase intention through brand image as a



- mediating variable. *JEMBA: Journal of Economics, Management, Business and Accounting*, 1(3), 1–24.
- Putri, F., & Hendratmi, A. (2022). Pengaruh celebrity endorser dan content marketing terhadap purchase intention fashion muslim. *Jurnal Ekonomi Syariah Teori dan Terapan*, 9(5).
- Rahardjo, J. A., Jeybi, J., Wijaya, J., Putri, S. A., & Alfonsius, A. (2023, December). The influence of content marketing, brand awareness, E-WOM and product knowledge towards purchase intention (A case study on Oatside customers in Medan). *Proceeding of International Conference on Entrepreneurship (IConEnt)*, 3, 244–256.
- Sari, A. P., & Putri, S. E. (2023, December). The effect of celebrity endorsement, influencer marketing, and electronic word of mouth (E-WOM) on online shopping purchase intention with brand image as an intervening variable on TikTok Shop users. *Proceedings of Bengkulu International Conference on Economics, Management, Business, and Accounting*, 1, 240–251.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Perilaku konsumen* (Edisi ke-2). PT. Indeks Gramedia.
- Shimp, T. A. (2013). *Komunikasi pemasaran terpadu dalam periklanan dan promosi*. Jakarta: Salemba Empat.
- Simak, A. H., Saerang, I., & Jan, A. B. H. (2017). Pengaruh celebrity endorser dan iklan televisi terhadap minat beli sepeda motor Yamaha (Studi pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi Manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 5(2), 2377–2384. <https://doi.org/10.35794/emba.v5i2.16639>
- Smith, J., & Chang, S. (2019). *The Role of Content Marketing in Shaping Consumer Purchase Decisions*. *Journal of Marketing Communications*, 23(4), 102–115.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, R&D*. CV. Alfabeta.
- Tusanputri. (2021). Pengaruh iklan dan program gratis ongkir terhadap keputusan pembelian pada platform e-commerce TikTok Shop. *Forum Ekonomi*, 633–634.
- Ulfah, H., & Siregar, R. M. (2019). Pengaruh sosial network marketing terhadap customer purchase intention yang dimediasi oleh customer engagement pada brand Dian Pelangi di Banda Aceh. *Jurnal Manajemen Inovasi*, 10(2), 65–74. <https://doi.org/10.24815/jmi.v10i2.16003>
- Yu, J., Zha, Z., Wang, M., & Chua, T. (2011). Aspect ranking: Identifying important product aspects from online consumer reviews. In *Proceedings of the 49th Annual Meeting of the Association for Computational Linguistics: Human Language Technologies* (pp. 1496–1505). Association for Computational Linguistics.
- , Hendrayati, H., & Wibowo, L. A. (2020). Pengaruh konten pemasaran hopee terhadap keputusan pembelian pelanggan. *Jurnal Manajemen pendidikan dan Ilmu Sosial*, 1(2), 506–515. <https://doi.org/10.38035/jmpis.v1i2.289>



Zahra, R. R., & Rina, N. (2018). Pengaruh celebrity endorser Hamidah Rachmayanti terhadap keputusan pembelian produk online shop Mayoutfit di Kota Bandung. *Program Studi Ilmu Komunikasi, Fakultas Komunikasi dan Bisnis, Universitas Telkom Bandung*, 1–15.

