

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
- Abzari, M., Ranjbar, H., & Amini, M. (2014). The impact of social media marketing on consumer behavior: A case study of online shopping.
- Agung, A. A. P., & Yuesti, A. (2019). *Metode penelitian bisnis kuantitatif dan kualitatif*. Rajawali Press.
- Agus, H. (2012). *Komunikasi pemasaran*. Erlangga.
- Aldy, R. P., & Purnomo, A. (2016). *Analisis statistik ekonomi dan bisnis dengan SPSS*. Fadilatama.
- Anderson, C. (2020). The impact of social media marketing on consumer behavior: Insights from recent studies.
- Anggraeni, R., & Murtadlo, M. (2023). Pengaruh tentang short video marketing dan keyakinan label halal terhadap minat beli melalui brand attitude pada followers akun TikTok Scarlett Whitening.
- Arikunto, S. (2010). *Prosedur penelitian: Suatu pendekatan praktik* (Edisi Revisi). Rineka Cipta.
- Baghdadi, M. (2013). The role of social media in influencing consumer purchasing decisions.
- Biederman, I., & Vessel, E. (2006). Perceptual pleasure and the brain: The role of visual experience in the aesthetic response. *Cognitive Science*.
- Cho, C. H., & Leckenby, J. D. (1999). A study of the effects of online advertising on consumers' attitudes and purchasing intentions.
- Claesson, A., & Jonsson, A. (2017). The confusion of content marketing: A study to clarify the key dimensions of content marketing.
- Constine, J. (2019). The rise of TikTok: How the app is changing social media. *TechCrunch*.
- Curty, R. G., & Zhang, Y. (2011). Engaging consumers through social media: An examination of the effectiveness of social media marketing in building brand awareness.
- Databooks. (2024). Negara dengan jumlah pengguna TikTok terbanyak di dunia. *Databooks*.

- Djafarova, E., & Trofimenko, O. (2019). Exploring the impact of influencer marketing on consumer behavior: Insights from social media platforms.
- Edriasa, A., & Sijabat, A. (2022). Purchase intention short video marketing TikTok: Studi pada boy group BTS Tokopedia.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Gluck, M. (2012). Understanding the role of digital marketing in consumer behavior.
- Gunawan, A., Rahman, F., & Putri, M. (2021). The influence of digital marketing on consumer purchasing decisions: A study of online shopping behavior.
- Guo, Y., & Zhang, Y. (2020). Exploring the effects of influencer marketing on consumer purchasing decisions: Evidence from social media.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the relationship between brand and customer engagement.
- Hsu, M.-H., & Tsou, C.-M. (2023). Exploring the effects of digital transformation on organizational performance: The moderating role of innovation capabilities.
- Jiang, Z., Wang, W., & Wang, H. (2013). The role of social media in enhancing customer relationship management: Insights from recent research.
- Keller, K. L. (2003). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson.
- Keller, K. L. (2003). Strategic brand management: Building, measuring, and managing brand equity. Pearson.
- Kim, H., & Park, Y. (2013). The impact of social media on consumer behavior: An examination of the effects of social media marketing on consumer purchase decisions.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Lee, J., & Choi, Y. (2021). The influence of social media content on consumer behavior: A focus on Instagram and TikTok.
- Liu, Y., Wang, H., & Zhang, X. (2019). Influence of social media short video marketing on consumer brand attitude.
- Ma, H., & Hu, Y. (2021). Exploring the impact of social media on consumer behavior: A focus on TikTok and its influence on purchasing decisions.
- Makna, A., & Setiadi, N. (2022). Digital marketing strategies and their impact on consumer purchasing decisions in the online retail sector.

- Marsden, P., & Chaney, D. (2012). *The basics of social media marketing*.
- Matzat, U., & Khosravi, P. (2020). The role of online platforms in enhancing social learning and participation: A study of digital communities. *Computers & Education*.
- Meidasari, D., Puspitasari, R., & Utami, S. (2021). The impact of social media marketing on consumer buying behavior: Evidence from Indonesia.
- Monroe, K. B. (2003). *Pricing: Making profitable decisions* (3rd ed.). McGraw-Hill.
- Purwana, D. E. S., & R. S. (2017). *Pemanfaatan digital marketing bagi usaha mikro, kecil, dan menengah (UMKM) di Kelurahan Malaka Sari, Duren Sawit*.
- Ryan, D., & Jones, C. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation*.
- Sally, R. (2003). *Marketing communications: An integrated approach*.
- Schiffman, L. G., & Kanuk, L. L. (2015). *Consumer behavior* (11th ed.). Pearson.
- Smith, J. (2020). The impact of content marketing on consumer engagement. *Marketing Insights*.
- Statista. (2024). *Social media usage worldwide: Statistics and facts*. Statista.
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Togi, A., Smith, J., & Lee, R. (2020). Examining the effects of social media on brand loyalty: A focus on user-generated content.
- Underwood, R. L., & Klein, N. M. (2002). Packaging as brand communication: Effects of package design on consumer perceptions.
- Wang, Y., Liu, J., Zhang, H., & Zhao, X. (2022). The effects of social media marketing on consumer behavior: Insights from TikTok and Instagram.
- Wenli, H. (2019). The influence of social media on consumer behavior: A focus on online shopping.
- Yasya, R. (2018). The role of digital marketing in small and medium enterprises: Strategies and challenges.
- Zhang, Y., Li, X., Wang, Z., & Chen, H. (2022). The impact of social media engagement on consumer behavior: Evidence from global platform.