

DAFTAR PUSTAKA

- Agzri, R. A. (2019). *Pengaruh, Entertainment, Information dan Irritation terhadap Advertisement Value dan Dampaknya pada Purchase Intention Terhadap Pengguna Iklan Smartphone.* (Skripsi, Universitas Sarjanawiyata Tamansiswa, Indonesia).
- Aktan, M., Aydogan, S., & Aysuna, C.(2016). Web Advertising Value and Students' Attitude Towards Web Advertising. *European Journal of Business and Management*, 8(9), 86-97.
- Arantes, M., Figueiredo, F., & Almeida, J. M. (2018). An Investigation of User Actions and Experiences when Exposed to YouTube Video Ads.*the 24th Brazilian Symposium.*
- Arora, T., & Agarwal, B. (2019). Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media Advertising: A Structural Equation Modelling Approach. 56-69.
- Barger, V., Peltier, J. W. & Schultz, D. E. (2016). Social media and consumer engagement: a review and research agenda.*Journal of Research in Interactive Marketing*, 10(4), 268-287.
- Clarisa (2020). *Pengaruh Viral Marketing Seconde Beauty dalam Media Sosial Instagram terhadap Minat Beli Konsumen* (Skripsi, Universitas Multimedia Nusantara, Indonesia). Diperoleh dari <https://kc.umn.ac.id/14012/>.
- Dao, V, T.W., Le, H, N., Cheng, S, M., J., & Chen, D, C,. (2014). Social media advertising value: The case of transitional economies in Southeast Asia. *International Journal of Advertising*, 33(2), 271-294.
- Darmawan, D. F. (2019). *Analisis Pengaruh Perceived Value Of Advertising DanBrand Awareness Terhadap Purchase Intention PadaMedia Sosial Umkm Rendang Gadih Payakumbuh* (Skripsi, Universitas Andalas, Indonesia). Diperoleh dari <http://scholar.unand.ac.id/52313/>.

Daya, et al. (2021, Februari 12). *Keuntungan Menggunakan Akun Instagram Bisnis Bagi Pelaku Usaha*. Diperoleh dari <https://www.daya.id/usaha/artikel-daya/pemasaran/6-keuntungan-menggunakan-akun-instagram-bisnis-untuk-usahamu>.

De Mooij, M., & Hofstede, G. (2010). The Hofstede model: Applications to global branding and advertising strategy and research. *International Journal of Advertising: The Quarterly Review of Marketing Communications*, 29(1), 85-110.

Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165–172.

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7.

Ducoffe, R. H. (1996). How Consumers Assess the Value of Advertising. *Journal of Current Issues & Research in Advertising*, 17(1), 1-18.

Erdem, T., & Swait, J. A. V. (2006). Brand as Signals : A Cross-Country Validation Study. *Journal of Marketing*. 70, 34-49.

Firat (2019). Youtube Advertising Value and Its Effects On Purchase Intention. *Journal of Global Business Insights!* 4(2), 141-155.

Gaber, H., Wright, L. T., & Kooli, K. (2019). Consumer Attitudes towards Instagram Advertisements in Egypt: The Role of the Perceived Advertising Value and Personalization. *Cogent Business & Management*, 1-13.

Ghozali, I.(2012). *Konsep, teknik, dan aplikasi smartPLS 3.0 m3*. Badan Penerbit Universitas Diponegoro.

Ghozali, I., & Latan, H. (2015). Partial least squares: Konsep, teknik, dan aplikasi menggunakan program: SmartPLS 3.0: Untuk penelitian empiris. Semarang: Badan Penerbit Universitas Diponegoro.

- Hair, J. F., et al. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31 (1), 2-24.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.
- Hamouda, M. (2018). Understanding social media advertising effect on consumers' responses: an empirical investigation of tourism advertising on Facebook. *Journal of Enterprise Information Management*.
- Jain, G., & Rakesh, S. (2018). Online Video Advertisements' Effect on Purchase Intention: An Exploratory Study on Youth. *International Journal of e-Business Research*, 14(2), 87-101.
- Jara, A. J., Merono, M. C. P., & Skarmeta, A. (2014). Participative marketing: Extending social media marketing through the identification and interaction capabilities from the Internet of. *Personal and Ubiquitous Computing*. 18(4), 997-1011.
- Kaloka, A. S. (2016). Pengaruh Viral Marketing terhadap Minat Beli Konsumen melalui Kepercayaan Konsumen pada Instagram @MAKANANJEMBER. *Digital Repository Universitas Jember*.
- Kasih, S. R., Ramdan, A. M. & Samsudin, A. (2020). Minat Beli Kaum Milenial Pengguna Instagram . *Jurnal Ekobis Dewantara*. 3(1), 52-61.
- Khan, M. M., Memon, Z. & Kumar, S. (2019). Celebrity Endorsement and Purchase Intentions :The Role of Perceived Quality and Brand Loyalty. *Market Forces College of Management Sciences Volume*, 14(2), 99-120.
- Kim, A.J. & Ko, E. (2012). Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand. *Journal of Business Research*, 65, 1480-1486.
- Kim, Y. J., & Han, J. (2014). Why smartphone advertising attracts customers: A model of web advertising, flow and personalization. *Comput. Hum. Behav*, 33, 256-269.

- Kotler, P.,& Keller, K. L. (2016). *Marketing Management* (15th ed.). New Jersey: Pearson Prentice Hall, Inc.
- Lita, R. P., Meuthia, & Faisal, R. F. (2018). SME'S Performance of Creative Industries Supporting Tourism in Indonesia: Market Orientation, Learning Orientation and Organizational Innovativeness as Determinants. *Academy of Marketing Studies Journal*, 22(1).
- Liu, C., Sinkovics, R. R., Pezderka, N., & Haghrian, P. (2012). Determinants of Consumer Perceptions toward Mobile Advertising - A Comparison between Japan and Austria. *Journal of Interactive Marketing*, 26(1), 21-32.
- Logan, K. (2014). Attitudes towards in-app advertising: a uses and gratifications perspective. *International Journal of Mobile Communications*.
- Mackenzie, S. B., & Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *The Journal of Marketing*, 53, 48–65.
- Mahmood, A. H.& Abdelbaki, O. F. (2019) Behavioral Intentions and Cognitive-Affective Effects of Exposure to YouTube Advertisements among College Students. *The Scientific Journal of Public Relations & Advertising Research*,(18), 1-21.
- Moriarty, S., Mitchell, N., & Wells, W. (2011). *Advertising* (16th ed.). Diterjemahkan oleh: Triwibowo B.S., Penerbit: Kencana Prenada Media Group, Jakarta.
- Muntinga, D., Moorman, M., & Smit, E.G. (2011). Introducing COBRAs: Exploring motivations for Brand-Related social media use. *International Journal of Advertising*, 30(1), 13-46.
- Muzakki, M. R. (2019). *Pengaruh Informativeness, Entertainment dan Irritation Isi Iklan di Facebook terhadap Attitude Toward Advertising: dengan Mediator Advertising Value pada Generasi Milenial di Yogyakarta* (Skripsi, Universitas Islam Indonesia, Indonesia). Diperoleh dari <https://dspace.uii.ac.id/handle/123456789/16194/>.

- Pentina, I.&Koh, A. C. (2012). Exploring social media marketing strategies in. *International Journal of Internet Marketing and Advertising*, 7(4), 292-310.
- Populix (2020, Februari 10). *Cara Membuat Instagram Bisnis untuk Optimalkan Penjualan*. Diperoleh dari <https://www.info.populix.co/post/instagram-bisnis>.
- Raheni& Cahyaning (2018). Pengaruh Media Sosial Terhadap Minat Beli Konsumen Studi Kasus Mahasiswa. *Jurnal Sinar Manajemen*, 5(2), 82-85.
- Resmawa, I. N. (2017). Pengaruh *Brand image* dan Product Knowledge terhadap *Purchase intention* dengan Green Price sebagai Moderating Variabel pada Produk the Body Shop di Surabaya. *Jurnal Aplikasi Manajemen Ekonomi Dan Bisnis*, 1(2), 1-11.
- Richter, D.,& Schafermeyer, M. (2011). Social media marketing on multiple services the case of the student run organisation aiesec. Published in *European Conference on Information Systems. ECIS 2011 Proceedings*. 260. <https://aisel.aisnet.org/ecis2011/260>.
- Rivaldo, G,. (2016). Analisis Pengaruh Informativeness, Credibility, Entertainment, dan irritation terhadap Advertising Value serta Implikasinya terhadap Purchase Intention. *Jurnal Ultima Management*, 8(2).
- Riyanto (2021, Februari 11). *Hootsuite (We are Social): Indonesian Digital Report*. Diperoleh dari <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2021/>.
- Rizaty, M. A. (2021). *Inilah Negara Pengguna Instagram Terbanyak, Indonesia Urutan Berapa?* Databoks. Diperoleh dari <https://databoks.katadata.co.id/datapublish/2021/08/03/inilah-negara-pengguna-instagram-terbanyak-indonesia-urutan-berapa>
- Sari, D.K., Suziana, S., & Games, D. (2020). An evaluation of social media advertising for Muslim millennial parents. *Journal of Islamic Marketing*.

- Sekaran, U., & Bougie, R. (2016). *Research methods for business. A skill building approach* (7th ed.). In New York: John Wiley and Sons
- Sekaran, U., & Bougie, R. (2017). *Metode penelitian untuk bisnis: pendekatan pengembangan keahlian* (6th ed.). salemba empat.
- Siyoto & Sodik, A. (2015). *Dasar Metodologi Penelitian*. Yogyakarta: Literasi Media Publishing.
- Sugiyono. 2012. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Talib, Z. A., Shahnon, N. F., & Noor, N. S. (2020). NILAI IKLAN DAN NIAT PEMBELIAN DI ATAS TALIAN DI YOUTUBE. *Asian People Journal*, 3, 1-11.
- Tuten, T., Solomon, M. R., & Ladik, D. M. (2015). The Teaching of Social Media Marketing. *Marketing Dynamism & Sustainability: Things Change*, 30-39.
- Valino, P. C., Rodriguez, P. G., & Barriopedro, E. N. (2020). Perception of Advertisements for Healthy Food on Social Media: Effect of Attitude on Consumers' Response. *International Journal of Environmental Research and Public Health*, 1-19.
- Wang, Y., & Sun, S. (2010). Assessing Beliefs, Attitudes, and Behavioral Responses toward Online Advertising in Three Countries. *International Business Review*, 19, 333-334.
- Yang(2007). Exploring FactorsAffecting ConsumerIntention to Use Mobile Advertising in Taiwan. *Journal of International Consumer Marketing*.
- Yuksel, H. F., (2016). Factors Affecting Purchase Intention In YoutubeVideos. *Bilgi Ekonomisi ve Yönetimi Dergisi*, 9(2), 33-47.
- Yuli, A. (2019). *Pengaruh Media Sosial Terhadap Minat Beli Konsumen Wardah Kosmetik Di Surabaya Dengan Mediasi Sikap Merek* (Tesis, Sekolah Tinggi Ilmu Ekonomi Perbanas, Indonesia). Diperoleh dari <http://eprints.perbanas.ac.id/4668/1/ARTIKEL%20ILMIAH.pdf>.

Yuliawan, E., Siagian, H., & Willis, L. (2018). Analisis Pengaruh Faktor Kepercayaan, Kemudahan Dan Kualitas Layanan Terhadap Keputusan Pembelian Pada Online Shop Zalora Indonesia. *Jurnal Ekonomi dan Kewirausahaan*, 12(2), 34-49.

Zhang, J.,& Mao, E. (2016). From Online Motivations to Ad Clicks and to Behavioral Intentions: An Empirical Study of Consumer Response to Social Media Advertising. *Psychology and Marketing*, 33(3), 155-164.

