

DAFTAR REFERENSI

- Aaker, A. D. (2018). *Manajemen Ekuitas Merek* (1st ed.). Jakarta: Mitra Utama.
- Akoglu, H. E., & Özbek, O. (2021). *The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers*. *Asia Pacific Journal of Marketing and Logistics*, 1–19. <https://doi.org/10.1108/APJML-05-2021-0333>
- Ariyanti, A. R., Hidayah, A., Astuti, H. J., Haryanto, T., Bagis, F., & Ikhsani, M. M. (2020). *The effect of Green Marketing, Product Design, And Brand Trust On Purchase Decisions On Tupperwer Products In Purwokerto*. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(4), 1257–1264. <http://dx.doi.org/10.1016/j.ndteint.2014.07.001>
- Ashari, R. M. H., & Sitorus, O. F. (2023). Pengaruh Content Marketing terhadap Customer Engagement Kopi Kenangan. *Jurnal Ekonomi Dan Manajemen Teknologi (EMT)*, 7(1), 38–46. <https://doi.org/10.35870/emt.v7i1.726>
- Assauri, S. (2017). *Manajemen Pemasaran*. Jakarta: PT. Raja Grafindo Persada
- Brestilliani, L., & Suhermin. (2020). Pengaruh Brand Awareness, Brand Ambassador, Dan Harga Terhadap Keputusan Pembelian *Online* Pada Marketplace Shopee. *Jurnal Ilmu Dan Riset Manajemen*, 9, 19. https://digilibadmin.unismuh.ac.id/upload/9186-Full_Text.pdf
- Budiati, I., Susianto, Y., Adi, W. P., Ayuni, S., Reagan, H. A., Larasaty, P., Setiyawati, N., Pratiwi, A. I., & Saputri, V. G. (2018). *Profil Generasi Milenial Indonesia* (Badan Pusat Statistik (ed.)).
- Danniswara, R., Sandhyaduhita, P., & Munajat, Q. (2017). The impact of EWOM referral, celebrity endorsement, and information quality on purchase decision: A case of Instagram. *Information Resources Management Journal*, 30(2), 23–43. <https://doi.org/10.4018/IRMJ.2017040102>
- Databoks. (2023, Mei 03). 5 E-commerce dengan Pengunjung Terbanyak di Indonesia Kuartal 1 2023. Retrieved from [katadata.co.id: https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023](https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023)
- Du Plessis, C. (2017). The role of content marketing in social media content communities. *South African Journal of Information Management*, 19(1), 1-7.
- Evania, S., Listiana, E., Wendy, ., Rosnani, T., & Fahrana, Y. (2023). The Effect of Influencer Marketing and Content Marketing on Customer Engagement and Purchase Decisions on Followers. *Asian Journal of Economics, Business and Accounting*, 23(2), 12–20. <https://doi.org/10.9734/ajeba/2023/v23i2917>

- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (planning & strategy)*. Surabaya: CV. Penerbit Qiara Media.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program (IBM SPSS)*. Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro.
- Hana, K. F., & Miranti, A. R. (2021). The Impact of Online Consumer Reviews, E-Service Quality, and Content Marketing on Purchasing Decisions on the Shopee Seller Marketplace, with Islamic Business Ethics as a Moderation Variabel. *BISNIS: Jurnal Bisnis Dan Manajemen Islam*, 9(2), 345. <https://doi.org/10.21043/bisnis.v9i2.13477>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
- Ho, J., Pang, C., & Choy, C. (2020). Content marketing capability building: a conceptual framework. *Journal of Research in Interactive Marketing*, 14(1), 133–151. <https://doi.org/10.1108/JRIM-06-2018-0082>
- Human, G., Hirschfelder, B., & Nel, J. (2018). The effect of content marketing on sponsorship favorability. *International Journal of Emerging Markets*, 13(5), 1233-1250.
- IDN TIMES. Rahmat, A. (2021, March 25). [INFOGRAFIS] Ibu-ibu hingga Remaja Terjangkit Demam Ikatan Cinta. Retrieved from [Idntimes.com: https://www.idntimes.com/hype/entertainment/erfah-nanda-2/infografis-ibu-ibu-hingga-remaja-terjangkit-demam-ikatan-cinta/1/full](https://www.idntimes.com/hype/entertainment/erfah-nanda-2/infografis-ibu-ibu-hingga-remaja-terjangkit-demam-ikatan-cinta/1/full)
- Ilaisyah, H. L., & Sulistyowati, R. (2020). Pengaruh brand ambassador dan iklan terhadap keputusan pembelian konsumen pada marketplace Tokopedia. *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(3), 904–910.
- Karr, D. (2016). *How To Map Your Content To Unpredictable Customer Journeys*. Meltwater Outside Insight
- Kasmadi, & Sunariah. N, S,. (2014). *Panduan Modern Penelitian Kuantitatif*. Bandung: Alfabeta
- Khotimah, H., & Suryadi. (2021). Pengaruh Brand Ambassador, Brand Image, Promotion Dan Service Quality Terhadap Keputusan Pembelian (Pengguna Aplikasi E-commerce Shopee). *Jurnal Manajemen Diversifikais*, 1(4), 963–970.
- Kok, W., Ariesa, Y., Pratama, V., Kosasih, S., & Fernand Alianza, V. (2021). The Role of Brand Ambassador, Event Marketing and Digital Marketing on Purchase

Decisions User Shopee. Budapest International Research and Critics Institute-
Journal (BIRCI-Journal), 4(3), 4808–4814.
<https://doi.org/10.33258/birci.v4i3.2263>

Kotler, P. & Amstrong, G. (2012). *Principle of Marketing*. Prentice Hall International, Inc: New Jersey.

Kotler, P. & Armstrong, G (2018). *Principles of Marketing*, 17th edition. London: Pearson Education.

Kotler, P. & Keller, K.L. (2016). *Marketing Management*, 15th edition, Harlow: Pearson Education.

Kuncoro, W., & Windyasari, H. A. (2021). Consumer Purchasing Decision Improvement Model through Brand Image, Religiosity, Brand Ambassador and Brand Awareness. *International Business Research*, 14(8), 42.
<https://doi.org/10.5539/ibr.v14n8p42>

Lailiya, N. (2020). *Pengaruh Brand Ambassador Dan Kepercayaan Terhadap Keputusan Pembelian Di Tokopedia*. 2(2), 2622–6367.

Lea-Greenwood, Gaynor. (2012). *Fashion Marketing Communication Ebook*. Somerset, NJ, USA: Wiley.

Lita, R. P., Faisal, R. F., & Meuthia. (2018). Organizational Innovation and Performance on Embroidery and Needlepoint SME's in West Sumatera. *Iceee*, 566–572.
<https://doi.org/10.5220/0006889605660572>

Lopes, A. R., Porto, I., & Casais, B. (2022). Digital Content Marketing: Conceptual Review and Recommendations for Practitioners. *Academy of Strategic Management Journal*, 21(2), 1–17

Mabkhot, H.A., Shaari, H. and Salleh, S.M. (2017), “The influence of brand image and brand personality on brand loyalty, mediating by brand trust: an empirical study”, *Jurnal Pengurusan (UKM Journal of Management)*, Vol. 50, pp. 71-82.

Maulana, N., Saftari, I. J., & Batu, R. L. (2021). Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian Dimediasi oleh Brand Trust pada Bukalapak. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(3), 2327–2341.

Mukarromah, U., Sasmita, M., & Rosmiati, L. (2022). Pengaruh Konten 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>

Nurhasanah, Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The Effect of E-WOM, Brand Trust, and Brand Ambassador on Purchase Decisions at Tokopedia Online

- Shopping Site. *IOP Conference Series: Materials Science and Engineering*, 1071(1), 012017. <https://doi.org/10.1088/1757-899x/1071/1/012017>
- Oisina, I. V. S. (2021). Pengaruh Daya Tarik Content Marketing Dan Content Riview Terhadap Keputusan Pembelian (Survei Pada Followers Akun @msglowbeauty). *MEDIALOG: Jurnal Ilmu Komunikasi*, IV(II), 265–276. <http://www.jurnal-umbuton.ac.id/index.php/Medialog/article/view/1846>
- Osak, D. J., & Pasharibu, Y. (2020). Pengaruh Brand Ambassador Dan Tagline Terhadap Keputusan Pembelian Online Dengan Mediasi Brand Awareness. *E- Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 94, 357–380.
- Padangkita. Bastian, I. (2022, March 24). Daftar Daerah dengan Persentase Penduduk Milenial Terendah dan Tertinggi di Sumbar. Retrieved from padangkita.com: <https://padangkita.com/daftar-daerah-dengan-persentase-penduduk-milenial-terendah-dan-tertinggi-di-sumbar/>
- Pidada, I. A. I., & Suyasa, P. G. G. T. (2021). the Impact of Content Marketing, Influencers, and E-Promotion on Purchase Intention. *Jurnal Ekonomi Dan Bisnis Airlangga*, 31(2), 117. <https://doi.org/10.20473/jeba.v31i22021.117-123>
- Pourali, M. A., & Hajin, A. J. (2019). The Content Marketing Impact to Brand Attitude and E-Verbal Communication in Sport Tourism in Iran. *Speciality Journal of Sport Sciences*, 4(1), 21–28. <https://sciarena.com/storage/models/article/6tT2JhjhD4zP7gwMSqGAsREvYVvG1masCXvk2a9PUpnfamtVXsBV9C2qnP1/the-content-marketing-impact-to-brand-attitude-and-e-verbal-communication-in-sport-tourism-in-iran.pdf>
- Priyatno, D. (2017). *Panduan praktis olah data menggunakan SPSS*. Yogyakarta: Andi.
- Putra, P. Y., & Ningrum, S. (2019). The Influence of Celebrity Endorser, Brand Image, and Brand Trust on Consumer Purchasing Decisions of Nike Brand Sport Shoes In Surabaya. *Journal of World Conference (JWC)*, 1(1), 208–218. <https://doi.org/10.29138/prd.v1i1.61>
- Putri, Y. I., Pradana, M., Utami, F. N., Nugraha, D. W., & Karnovi, R. (2021). The influence of brand ambassador on e-commerce purchase intention. *In Proceedings of the International Conference on Industrial Engineering and Operations Management*, 7(11), 6848–6855.
- Riyadini, N. G., & Krisnawati, W. (2022). Content Marketing, Brand Awareness, and Online Customer Review on Housewives' Purchase Intention on Shopee. *Interdisciplinary Social Studies*, 1(6), 733–741. <https://doi.org/10.55324/iss.v1i6.149>
- Rohim, A., & Asnawi, N. (2023). The Influence Of Brand Ambassador And Brand Awareness On Purchase Decisions Moderated By Brand Image (Case Study On

- Shopee Users In Lowokwaru District , Malang City). *Management Studies and Entrepreneurship Journal*, 4(1), 867–878.
- Samosir, L. S., Putri, Y. R., & Nurfebriaraning, S. (2016). Effects of the Use of Dewi Sandra As Wardah Brand Ambassador on the Decision To Purchase Wardah Cosmetics in Bandung. *Jurnal Sositologi*, 15(2), 234–240.
- Saragih, M. G., & Surya, E. D. (2018). Analysis Brand Awareness and Brand Trust to Purchase Decision (Case Study : PT . MountAqua Kruenggukuh , AcehProvince). *International Conference of Asean Perspective And Policy*, 69–74.
- Sekaran, U. (2016). *Research Methods For Business: A Skill Building Approach Fourth Edition*. Jakarta: Salemba Empat
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & sons.
- Sekaran, U. & Bougie, R.(2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keahlian. Edisi 6. Buku 1*. Terjemahan oleh Kwan Men Yon. Jakarta:Salemba Empat.
- Sigar, D., Soepeno, D., & Tampenawas, J. (2021). The Influence Of Brand Ambassador, Viral Marketing And Brand Trust On The Purchase Decision Of Nike Shoes At Faculty Of Economics And Business Unsrat Student. *Jurnal EMBA*, 9(4), 841–849.
- Situmorang, S. H. (2017). *Riset Pemasaran*. Medan: USU Press
- Sivesan, S. 2013. Impact of Celebrity Endorsement on Brand Equity in Cosmetic Product. *International Journal of Advanced Research in Management and Social Sciences* 2(4): 1–11
- Sudarsono, Said, S., Kamase, J., Ella, H., Rachman, A., & Dunggio, T. (2020). Big Data and Content Marketing on Purchase Decisions Online in Indonesia. *American Journal of Economics and Business Management*, 3(1), 2576–5973. <https://doi.org/10.9790/487X-2202034246>
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Penerbit Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung: CV Alfabeta.
- Wang, F., & Hariandja, E. S. (2021). *The influence of brand ambassador on brand image in Social Media-Frederico Morais and Billabong Brand*. <https://run.unl.pt/handle/10362/129691>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta.

- Wang, F., & Hariandja, E. S. (2021). *The influence of brand ambassador on brand image in Social Media-Frederico Morais and Billabong Brand*. <https://run.unl.pt/handle/10362/129691>
- Wardhana, O. H. P. (2019). Pengaruh Persepsi Kemudahan, Persepsi Kegunaan, Persepsi Nilai, Pengaruh Sosial, Persepsi Risiko, dan Kepercayaan Terhadap Minat Menggunakan E-commerce. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Yusiana, R., & Maulida, R. (2015). Pengaruh Gita Gutawa Sebagai Brand Ambassador POND'S Dalam Mempengaruhi Keputusan Pembelian. *Jurnal Ecodemica*, 3(1), 311–316. www.marketing.co.id
- Yu, S. X., Zhou, G., & Huang, J. (2022). Buy domestic or foreign brands? The moderating roles of decision focus and product quality. *Asia Pacific Journal of Marketing and Logistics*, 34(4), 843–861. <https://doi.org/10.1108/APJML-04-2020-0210>
- Zohra, Sabunwala. 2013. Impact of Celebrity Brand Endorsement on Brand Image and Product Purchases-a Study for Pune Region of India. *International Journal of Research in Business Management* 1(6): 37–42.

