DAFTAR PUSTAKA

Aditya, setyawan dodiet. (2020). Petunjuk Praktikum Uji Normalitas & Uji Homogenitas Data dengan SPSS. In *Paper Knowledge . Toward a Media History of Documents*.

Akbari, R. Z., Listiana, E., Fauzan, R., & Tanjungpura, U. (2024). The Role of Brand Image in Mediating the Influence of Social Media Marketing and Product Quality on Purchase Decision Uniqlo in Indonesia Rizki. *Ilomata International Journal of Management*, *5*(1), 23–44.

Alhadid, A. Y. (2014). *The Impact of Social Media Marketing on Brand Equity : An Empirical Study on Mobile Service Providers in Jordan*. *3*(1), 334–345.

Annarita, C., Fabio, C., & Marcello, S. (2023). Dual quality and limits to international adaptation of product quality: development of a conceptual framework and research agenda. *Total Quality Management & Business Excellence*, *34*(9–10), 1243–1256.

Arlisa, imani nurul, Hardini, R., & Digdowiseiso, K. (2023). The Effect of Product Quality , Brand Image and Brand Trust on Purchase Decision of Wardah Cosmetics in Jakarta National University. *Jurnal Syntax Dmiration*, *4*(1). https://doi.org/10.46799/jsa.v4i1.861

Arsj, F. R. (2023). Does Social Media Marketing Influences Consumer Purchase Decisions at Marketplace ? *Airlangga Journal of Innovation Management Vol.*, *4*(1), 114–124. https://doi.org/https://doi.org/10.20473/ajim.v4i1.45460

Asnawati, Nadir, M., Wardhani, W., & Setini, M. (2022). International Journal of Data and Network Science The effects of perceived ease of use , electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, *6*, 81–90. https://doi.org/10.5267/j.ijdns.2021.10.001

Ayalew, M., & Zewdie, S. (2022). What Factors Determine the Online Consumer Behavior in This Digitalized World ? A Systematic Literature. *Human Behavior and Emerging Technologies*, *2022*. https://doi.org/10.1155/2022/1298378

Bartoloni, S., & Ancillai, C. (2024). Twenty years of social media marketing : A systematic review , integrative framework , and future research agenda. *International Journal of Management Reviews (Scopus Q1)*, *March 2022*, 435–457. https://doi.org/10.1111/ijmr.12360

Basalamah, M. R., & Millaningtyas, R. (2021). Pengaruh Diskon Dan Promo Gratis

Ongkos Kirim Terhadap Keputusan Pembelian Pada E-Commerce Shopee. *E-JRM: Elektronik Jurnal Riset Manajemen*, *10*(15).

Bayram, B., Deserno, L., & Greiff, K. (2024). Product Quality in the Circular Economy : A Systematic Review of its Definition and Contexts in Scientific Literature. *Circular Economy and Sustainability*, 2713–2747.

Chaerudin, satria mulia, & Syafarudin, A. (2021). The Effect Of Product Quality, Service Quality, Price On Product Purchasing Decisions On Consumer Satisfaction. *Ilomata International Journal of Tax & Accounting (IJTC)*, *2*(1), 61–70. https://doi.org/https://doi.org/10.52728/ijtc.v2i1.202

Chaffey, D., & Chadwick, F. E. (2022). *Digital Marketing* (8th Editio). Pearson Education Limited. https://www.pearson.com/en-us/subject-catalog/p/digital-marketing/P200000003912

Chen, victoria Y. (2024). How to make efficient purchase decisions ? Proposing a model for consumer efficiency on social media consumer efficiency on social media. *Cogent Business & Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2363414

Chen, S., & Lin, C. (2019). Technological Forecasting & Social Change Understanding the effect of social media marketing activities : The mediation of social identification , perceived value , and satisfaction ☆. *Technological Forecasting & Social Change*, *140*(July 2018), 22–32.

Choedon, T., Business, I., Course, C., & Lee, Y. (2020). The Effect of Social Media Marketing Activities on Purchase Intention with Brand Equity and Social Brand Engagement : Empirical Evidence from Korean Cosmetic Firms. *International Business Cooperative Course, Graduate School of Dongguk University*, 141–160.

Cioppi, M., Curina, I., Francioni, B., & Savelli, E. (2023). Digital Transformation and marketing: a systematic and thematic literature review. *Italian Journal of Marketing*, *2023*(2), 207–288. https://doi.org/10.1007/s43039-023-00067-2

Citra, L. (2024). *Pengaruh Kualitas Produk, Harga dan Citra Merek Terhadap Keputusan Pembelian KOsmetik MS Glow*.

Cynthia, W., Tumbel, A. L., & Tumbuan, W. J. F. A. (2023). Analysis Of The Effect Of Store Atmosphere And Sales Promotion On Customer Purchase Decisions (Study On Pizza Hut Paal Dua Manado). *International Journal of Scientific Research and Engineering Development*, *6*(4), 1145–1158.

Dewi, P., Asir, M., & Rahmi, R. (2023). Efektivitas Kualitas Produk terhadap Keputusan Pembelian Konsumen: Literature Review Manajemen

Pemasaran. *Budgeting : Journal of Business, Management and Accounting*, *5*(1), 90–95. https://doi.org/10.31539/budgeting.v5i1.6933

Dikdik Harjadi, S. E., & Iqbal Arraniri, S. E. I. (2021). *Experiental Marketing & Kualitas Produk dalam Kepuasan Pelanggan Generasi Milenial* (Vol. 1). Penerbit Insania.

Dilys, M., Sarlauskiene, L., & Smitas, A. (2022). International Journal of Advanced and Applied Sciences Analysis of the concept of content marketing. *International Journal of Advanced and Applied Sciences*, *9*(5), 47–59.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, *59*(July 2020), 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

East, R., Vanhuele, M., Wright, M., & Singh, J. (2021). *Consumer behaviour: Applications in marketing*.

Ebrahimabad, fatemeh zare, Yazdani, H., Hakim, A., & Asarian, M. (2024). Telematics and Informatics Reports Augmented Reality Versus Web-Based Shopping : How Does AR Improve User Experience and Online Purchase Intention. *Telematics and Informatics Reports*, *15*(June), 100152. https://doi.org/10.1016/j.teler.2024.100152

Elrod, J. K., & Jr, J. L. F. (2020). Response hierarchy models and their application in health and medicine : understanding the hierarchy of effects. *BMC Health Services Research*, *20*(Suppl 1), 1–5. https://doi.org/10.1186/s12913-020-05605-8

Fatmawati, & Sari, lubis anggia. (2020). Pengaruh Perilaku Kewirausahaan Terhadap Kemampuan Manajerial Pada Pedagang Pakaian Pasar Pusat Pasar Koata Meda. *Jurnal Muhammadiyah Manajemen Bisnis*, *1*(1). https://doi.org/10.24853/jmmb.1.1.1-10

Fuadiyah, A., Suhud, U., & Krissanya, N. (2025). Evaluation of Consumer Purchase Decisions at Cafe on the Wheels: What is the Role of Social Media Marketing, Brand Image, and Product Quality? *International Journal Of Education, Social Studies, And Management (IJESSM)*, *5*(1), 27–44. https://doi.org/10.52121/ijessm.v5i1.589

Ghozali, I. (2021). Aplikasi analisis multivariate edisi 10. *Badan Penerbit Universitas Diponegoro*.

Giovanni, P. De, & Zaccour, G. (2023). A survey of dynamic models of product quality R. *European Journal of Operational Research*, *307*(3), 991–1007. https://doi.org/10.1016/j.ejor.2022.06.010

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis*. Cengage. https://books.google.co.id/books?id=0R9ZswEACAAJ

Hoang, anh hong, Gifted, C. B. S. F. the, & Nam, V. (2024). Harmonizing Engagement: The Impact of Music on Consumer Interaction in Social Media Marketing. *International Journal of Economics, Business and Management Research*, *08*(10), 182–202. https://doi.org/10.51505/ijebmr.2024.81013

Hsin, chang hsin, Yeh, shih shuo, Yeh, yun an, & Chen, li yu. (2026). An AIDA model of Taiwanese learners ' participation in online influencers ' language courses : self-congruence and. *Electronic Commerce Research (Springer)*. https://doi.org/10.1007/s10660-025-10093-1

I Ketut Swarjana, S. K. M. M. P. H. D. P. H. (2022). *Populasi-Sampel, Teknik Sampling & Bias Dalam Penelitian*. Penerbit Andi. https://books.google.co.id/books?id=87J3EAAAQBAJ

Ismaliana Ramadhani, D., & Zaini, M. (2023). *Pengaruh Brand Ambassador Social Media Marketing dan Kualitas Produk Terhadap Keputusan Pembelian Pengguna Scaarlett Whitening*. *7*(1), 2023.

Jami Pour, M., Hosseinzadeh, M., & Amoozad Mahdiraji, H. (2021). Exploring and evaluating success factors of social media marketing strategy: a multi-dimensional-multi-criteria framework. *Foresight*, *23*(6), 655–678. https://doi.org/https://doi.org/10.1108/FS-01-2021-0005

Kannan, P. K., & Li, H. "Alice." (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, *34*(1), 22–45. https://doi.org/https://doi.org/10.1016/j.ijresmar.2016.11.006

Kardina, simamora agnessyah. (2022). *Pengaruh Social Media Marketing dan Brand Awareness terhadap Minat Beli Produk Skincare MS Glow pada Generasi Milenial Di Lubuk Pakam*.

Kilumile, J. W., & Zuo, L. (2024). The Nexus of Influencers and Purchase Intention: Does Consumer Brand Co-Creation Behavior Matter? *Journal of Theoretical and Applied Electronic Commerce Research* , *19*(4), 3088–3101. https://doi.org/10.3390/jtaer19040149

Koay, K. Y. (2022). An integrated model of consumers ' intention to buy second-hand clothing. *International Journal of Retail & Distribution Management*, *2022*. https://doi.org/10.1108/IJRDM-10-2021-0470

Koob, C. (2021). *Determinants of content marketing effectiveness : Conceptual framework and empirical findings from a managerial perspective*. *Cm*, 1–25. https://doi.org/10.1371/journal.pone.0249457

Kotler, P., & Armstrong, G. (2021). *Principles of Marketing, Global Edition*. Pearson Education. https://books.google.co.id/books?id=yqc5EAAAQBAJ

Kotler, P., Armstrong, G., & Parment, A. (2021). *Principles of marketing: Scandinavian edition*. Pearson Higher Ed.

Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson. https://books.google.co.id/books?id=UbfwtwEACAAJ

Kotler, P., & Keller, K. L. (2021). *Marketing Management, Global Edition*. Pearson Education. https://books.google.co.id/books?id=eb6GEAAAQBAJ

Krasniak, M., Zimmerman, J., & Ng, D. (2021). *Social Media Marketing All-in-One For Dummies*. Wiley. https://books.google.co.id/books?id=KTkgEAAAQBAJ

Krishen, A. S., Dwivedi, yogesh k., Bindu, N., & Kumar, k. satheesh. (2019). *A broad overview of interactive digital marketing : A bibliometric network analysis*. 1–41.

Laili, ninda putri nisfil, & Budiarti, A. (2023). Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Mia Gacoan Cabang Manyar Surabaya. *Jurnal Ilmu Dan Riset Manajemen*, *12*(7).

Lee, M., Johnson, C., Munandar, H., & Priatna, D. (2007). *Prinsip-prinsip pokok peLee, M., Johnson, C., Munandar, H., & Priatna, D. (2007). Prinsip-prinsip pokok periklanan dalam perspektif global. Kencana.riklanan dalam perspektif global*. Kencana.

Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, *49*(1), 51–70. https://doi.org/10.1007/s11747-020-00733-3

Li, L., Choo, W. C., Leong, Y. C., Law, K. A., & Hossain, S. (2025). Predicting purchase intentions in online food delivery using deep learning and AIDA model : Insights from sentiment analysis of user reviews. *International Journal of Engineering Business Management*, *17*, 1–21. https://doi.org/10.1177/18479790251375827

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.

Lou, C., & Xie, Q. (2021). Something social , something entertaining ? How digital content marketing augments consumer experience and brand loyalty. *Internasional Journal of Advertising*, *0*(0), 1–27. https://doi.org/10.1080/02650487.2020.1788311

Manuere, H. T., Chikazhe, L., & Manyeruke, J. (2022). *Theoretical Models Of Consumer Behaviour: A Literature Revie*w. *International Journal of Education Humanities and Social Science*, *5*(02), 105–112.

Maretha, S. D., Yani, M., & Nugroho, T. T. (2024). *Analysis Of The Content Marketing , Influencer Marketing , Brand Image And Price Perception On Purchase Decisions For Wardah Skincare Product On The*. *International Journal Multidisciplinary*, *1*(96), 96–110. https://journal.antispublisher.com/index.php/ijmi%0AANALYSIS

Mayroza, W., Resty, F., & Fitriani, H. (2022). Analisi Content Marketing dan Electronic Word Of Mouth (E-WOM) Terhadap Keputusan Pembelian Generasi Z pada Media Sosial Tik-Tok (Studi Kasus Generasi Z Kabupaten Dharmasyara). *Jurnal Manajemen Dewantara*, *6*(1), 153–162.

Mukjizah, P. D., Mulyadi, D., & Sungkono. (2024). Strategi Pemasaran Konten Dalam Meningkatkan Interaksi Konsumen Di Media Sosial. *Jurnal Ekonomi Dan Manajemen*, *1*(2), 160–166. https://doi.org/org/10.62710/yxm0g367

Munawarah, N., Bahri, H., & Bachri, N. (2024). *The Influence Of Product Quality, Brand Image And Promotion On The Decision To Purchase Tea Glass In Malikussaleh University Students*. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, *3*(6), 1087–1093.

Nasution, F. A., Ginting, P., Silalahi, A. S., & Situmorang, S. H. (2024). *The Influence Of Content Marketing, Price, Product Quality On Purchase Decisions In The Online Marketplace* Tiktok *Shop*. *Proceeding 2nd Medan International Economics and Business*, *2*(1), 2212–2217.

Nata, S. D., & Sudarwanto, T. (2022). Effectiveness of Brand Image , Content Marketing , and Quality Product on Purchase Decision of J-GLOW Products. *Journal of Economics and Business Aseanomics*, *7*(1), 78–91. http://academicjournal.yarsi.ac.id/jeba%0AEffectiveness

Nyoko, A. E. L. (2022). The role of social media marketing during the Covid-19 pandemic. *Jurnal Manajemen Maranatha*, *21*(2), 113–120. https://doi.org/10.28932/jmm.v21i2.4667

Oebit, cut edwina safia, & Juniarti, S. (2023). Measurement of Determinants of Purchase Decision on Retail Products. *International Journal Of Research*

And Innovation In Social Science (IJRISS), *VII*(2454), 482–492. https://doi.org/10.47772/IJRISS

Plessis, charmaine du. (2022). *A Scoping Review of the Effect of Content Marketing on Online Consumer Behavior. Journals.Sagepub.Com/Home/Sgo*. https://doi.org/10.1177/21582440221093042

Pranata, H. J., & Saragih, D. R. U. (2025). Pengaruh Kualitas Produk, Citra Merek dan Sosial Media Marketing Terhadap Keputusan Pembelian Di Krispy Kreme. *Journal of Artificial Intelligence and Digital Business*, *4*(2), 4162–4171. https://doi.org/10.31004/riggs.v4i2.1190

Putri, D. A., Indayani, L., & Sukmono, R. A. (2024). *The Effectiveness of Influencer Marketing , Content Marketing , and Electronic Word of Mouth (E-WoM) on Purchasing Decisions for Beauty Products on Shoope Live Streaming. International Journal of Economics Development Research*, *5*(3), 397–412. https://doi.org/https://doi.org/10.37385/ijedr.v5i3.4127

Rahma, aisyah fadila, & Moeljono. (2023). Pengaruh Kualitas Produk , Kualitas Pelayanan , Lokasi dan Persepsi Harga Terhadap Keputusan Pembelian. *IJMA (Indonesian Journal of Management and Accounting) Volume*, *4*(2), 143–151.

Rahmawati, P., Rachmawati, E., Septin, T., & Rahayu, M. (2025). The Effect of Product Quality , Social Media Marketing , E-WOM and Promotion on Consumer Purchasing Decisions for Azarine Sunscreen Products. *International Journal of Business and Applied Economics (IJBAE)*, *4*(4), 2161–2180.

Rambe, A. M. . (2024). The Impact of Marketing Content and Marketing Influencers on Skincare Product Purchase Decisions through Social Media and Its Implications on Online Customer Reviews. *Proceedings of International Business and Economic Conference*, *3*(1), 1–15. https://doi.org/http://conference.eka-prasetya.ac.id/index.php/ibec

Ranganathan, P., & Caduff, C. (2023). Designing and validating a research questionnaire - Part 1. *Perspectives in Clinical Research*, 1–4. https://doi.org/10.4103/picr.picr

Repovienė, R., & Pažėraitė, A. (2023). Content marketing towards customer value creation. *International Journal of Internet Marketing and Advertising*, *18*(2–3), 263–285.

Rihayana, i gede, Salain, putu pradivaputra, Rismawan, putu agus eka, & Antari, ni komang mega. (2021). The Influence Of Brand Image, And Product Quality On Purchase Decision. *International Journal of Business*

Management and Economic Review, *4*(06), 342–350.

Riska, Kokom, K., & Dicky, Jh. (2020). *Purchase Intention pada Produk Skincare*. *2*, 255–263.

Rose, R. (2023). *Content Marketing Strategy: Harness the Power of Your Brand's Voice*. Kogan Page. https://books.google.co.id/books?id=4__TEAAAQBAJ

Rosilawati, S. (2025). *Pengaruh Konten Marketing dan Citra Merek Terhadap Keputusan Pembelian Produk Skincare di Kota Palopo*.

Ruvio, A., & Iacobucci, D. (2023). *Consumer behavior*. John Wiley & Sons.

Sahir, S. H. (2022). Metodologi Penelitian (MS Dr. Ir. Try Koryati. *Penerbit KBM Indonesia*.

Saidah, N., Mawaddah, N., Hidayah, N., Zulpan, Husein, A., & Arianto. (2026). Konsep Reliabilitas dalam Penelitian dan Teknik Pengujianya. *Educational Journal*, *1*(3), 775–784. https://doi.org/doi.org/10.63822/9f7vte41

Saliha, S. I., & Surono. (2024). The Influence of Social Media Marketing , Product Quality and Price Perceptions on Purchasing Decisions for Some Skincare Products. *International Journal of Management Research and Economics*, *2*(3), 425–440. https://doi.org/https://doi.org/10.54066/ijmre-itb.v2i3.2130 The

Sari, D. K. (2025). *Improve purchasing decisions through Content Marketing , Brand Image , and Customer Trust in Decisions*. 1071–1076.

Saura, J. R. (2021). Using data sciences in digital marketing: Framework, methods, and performance metrics. *Journal of Innovation & Knowledge*, *6*(2), 92–102.

Schmitt, B. (2024). *Consumer Information Processing and Decision-Making: Origins, Findings, Applications, and Future Directions*. *51*, 2–6.

Sekaran, U., & Bougie, R. (2020). *Research Methods For Business: A Skill Building Approach*. Wiley. https://books.google.co.id/books?id=OT8QEAAAQBAJ

Shankar, V., Grewal, D., Sunder, S., Fossen, B., & Peters, K. (2022). Digital marketing communication in global marketplaces : A review of extant research , future directions , and potential approaches. *International Journal of Research in Marketing*, *39*(2), 541–565. https://doi.org/10.1016/j.ijresmar.2021.09.005

Sidharta, M. W., Yanuar, T., Syah, R., & Saptaningsih, A. B. (2021). The Relationship Between Social Media Communication and Word of Mouth

Inside Brand Image and Purchase Intention. *Journal of Multidisciplinary Academic*, *5*(1), 61–66.

Solomon, M., Solomon, M. R., & Russell, C. A. (2024). *Consumer Behavior: Buying, Having, and Being*. Pearson. https://books.google.co.id/books?id=KmbxzwEACAAJ

Tiara, kusuma dayinta, & Utomo, H. (2020). Pengaruh Dimensi Kualitas Produk Terhadap Kepuasan Konsumen. *Jurnal Among Makarti*, *13*(2), 78–88.

Tussaa'dah, L., Bahri, H., Heikal, M., & Jullimursyida. (2025). *The Effect Of Product Quality, Price, And Locationon The Purchase Decision Of Gayo Coffe Powder At Rakan Coffe Store In Aceh Tengah Regency. International Journal of Social Science, Educational, Economics, Agriculture Research and Technology (IJSET)*, *12*(12), 3112–3119.

Utami, ramba ira, Pongtuluran, althon k., & Pigiu, C. (2023). Pengaruh Kualitas Produk dan Social Media Marketing Instagram terhadap Keputusan Pembelian Buket pada Barung Bouquet Kecamatan Tallunglipu Kabupaten Toraja Utara. *Jurnal Bintang Manajemen (JUBIMA)*, *1*(4), 219–231. https://doi.org/10.55606/jubima.v1i4.2268

Velantina, A., & Haryanto. (2024). Flypaper Effect Pada Pendapatan Asli Daerah, Dana Alokasi Umum Dan Penerimaan Pembiayaan Terhadap Belanja Daerah Di Indonesia Pada Masa Covid-19. *Diponegoro Journal of Accounting*, *13*(2), 1–15. http://ejournal-s1.undip.ac.id/index.php/accounting

Zahay, D. L., Roberts, M. L., Parker, J. M., Barker, D., & Barker, M. S. (2023). *Social Media Marketing: A Strategic Approach*. Cengage. https://books.google.co.id/books?id=1D1VzgEACAAJ

Zahriyah, A., Suprianik, S., Parmono, A., & Mustofa, M. (2022). *EKONOMETRIKA Tekhnik dan Aplikasi dengan SPSS*. Mandala Press.