

## DAFTAR REFERENSI

- Adnan & Rusydi Abubakar. (2021). *Manajemen Pemasaran (dari legacy) Marketing ke New Wave Marketing*. CV. Sefa Bumi Persada. Lhokseumawe.
- Adnan, A. (2019). Pengaruh Perilaku Konsumen terhadap Keputusan Pembelian Susu Morinaga di Kota Lhokseumawe. *Jurnal Visioner & Strategis*, 7(2).
- Al-Ababneh, H. A. (2020). E-Marketing Strategy and its Development Trends.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International journal of information management*, 42, 65-77.
- Bunjamin, T. S., Aprilian, E. E., Ananda, A. S., & Polla, J. R. (2024). The Influence of Emotional Experience on the Success of Viral Marketing Strategies in the Food and Beverage Industry. *Riwayat: Educational Journal of History and Humanities*, 7(1), 174-190.
- Chungviwatanant, T., Prasongsukarn, K., & Chungviwatanant, S. (2016). A study of factors that affect consumer's attitude toward a "skippable in-stream ad" on YouTube. *AU-GSB e-JOURNAL*, 9(1), 83-83.
- Digital, E. (2023, Oktober). *Pengguna e-commerce ri*. Retrieved from Data Indonesia.id:<https://dataindonesia.id/ekonomi-digital/detail/pengguna-ecommerce-ri-diproeksi-capai-196477-juta-pada-2023>
- Fitri, N. N., Wulandari, E., Budiman, M. A., & Ernah, E. (2024). Minat Beli Generasi Z terhadap Tumbler dan Sedotan Ramah Lingkungan. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 10(1), 702-716.
- Goh, M. L., Ang, H. C., Tan, S. H., & Oun, W. L. (2020). Examining the Determinants of Consumer Purchase Intention towards Mobile Advertising. *Global Business & Management Research*, 12(2).
- Hamouda, M. (2018). Understanding social media advertising effect on consumers' responses: An empirical investigation of tourism advertising on Facebook. *Journal of Enterprise Information Management*, 31(3), 426-445.
- Hanaysha, J. R., Sharma, A., Shriedeh, F. B., & Majid, M. (2023). Investigating the Impact of Social Media Advertising Features on Brand Equity and Brand Experience in the Retail Industry. *Journal of Content, Community & Communication*, 17.

- Hidayati, N. L. (2018). Pengaruh viral marketing, online consumer reviews dan harga terhadap keputusan pembelian shopee di Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 6(2).
- Ismail, M. F., Tai, C. J., Yuan, Y. W., Yee, K. Y., & Kanapathipillai, K. (2022). A Study Of The Key Elements In Viral Marketing Towards Consumers'purchase Intention In Klang Valley, Malaysia. *European Journal of Social Sciences Studies*, 7(4).
- Kharisma, A. S., & Sholeha, A. (2022). Millennial Generation Investment Interest through Financial Technology in the Post-Covid-19 Pandemic Period. *Enrichment: Journal of Management*, 12(4), 2940-2947.
- Kharisma, B. (2022). Surfing alone? The Internet and social capital: evidence from Indonesia. *Journal of Economic Structures*, 11(1), 8.
- Kurnia, T., & Wijaksana, T. I. (2020). Pengaruh Viral Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Compass Melalui Media Sosial Instagram. *eProceedings of Management*, 7(3).
- Maulida, D., Ikramuddin, I. I., Adnan, A. A., & Edyansyah, T. (2022). Pengaruh Dimensi Store Atmosphere Terhadap Repurchase Intention (Studi Kasus Pada Hoco Coffee Banda Aceh). *Jurnal Visioner & Strategis*, 11(2).
- Mulyaputri, V. M., & Sanaji, S. (2021). Pengaruh Viral Marketing dan Brand Awareness terhadap Niat Beli Merek Kopi Kenangan di Kota Surabaya. *Jurnal Ilmu Manajemen*, 9(1), 91.
- Nurainun, J. J., Tabrani, M., & Madjid, M. S. A. (2019). The Effect of Non-Monetary Framing Sales Promotion on Customer's Purchase Intention with Believability of the Deal Offer As Mediation Variables. *KnE Social Sciences*, 2019, kss-v3i14.
- Philip Kotler, K. L. K. *Manajemen Pemasaran (Edisi Ketiga Belas Jilid 1)*. Philip Kotler, Kevin Lane Keller.
- Puspitasari, R. A., Santosa, M., & Suhaeli, D. (2023, August). Pengaruh Viral Marketing dan Turbo Marketing Terhadap Keputusan Pembelian Melalui Minat Beli sebagai Variabel Mediasi (Studi Empiris pada Pengguna Produk Somethinc). In *UMMagelang Conference Series* (pp. 126-141).
- Putu-Artaya, I., & Purworusmiardi, T. (2019). Efektifitas marketplace dalam meningkatkan konsentrasi pemasaran dan penjualan produk bagi umkm di Jawa Timur.
- Rukuni, T. F., Shaw, G., Chetty, Y., Kgama, P., Kekana, P., & Rogers, K. (2017). Viral marketing strategies and customer buying behavioural intentions at

- retail store in Johannesburg. *Business Management and Strategy*, 8(1), 59-83.
- Sabrina, A. N., Triwijayati, A., & Adriana, E. The Effect of Viral Marketing and Perceived Advertising Value on Purchase Intention with Attitude toward Behavior as an Intervening Variable on Fashion Products at TikTok Shop in Indonesia.
- Saidani, B., Lusiana, L. M., & Aditya, S. (2019). Analisis pengaruh kualitas website dan kepercayaan terhadap kepuasan pelanggan dalam membentuk minat pembelian ulang pada pelanggan shopee. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 10(2), 425-444.
- Salem, M., Baidoun, S., Wady, R., Alhajsaleh, N., & Hamouda, M. (2023). Factors affecting consumer attitudes towards SMS advertising in the Palestinian banking sector. The moderating role of national culture. *Journal of Marketing Communications*, 29(7), 747-768.
- Santoso, S. A. (2018). *Niat Beli Ulang Konsumen Pada E-Marketplace Shopee (Studi Efektivitas Penggunaan Live Chat)* (Doctoral Dissertation, Uajy).
- Setiawan, C. R., & Briliana, V. Pengaruh Entertainment, Infomativeness, Credibility, Attitudes Terhadap Purchase Intention Pada Subscriber Channel Youtube Deddy Corbuzier.
- Swastha, B., & Handoko, T. H. (2002). Manajemen pemasaran. *Edisi Kedua. Cetakan Kedelapan. Jakarta: Penerbit Liberty.*
- Tuyu, V., Moniharapon, S., & Poluan, J. G. (2022). Pengaruh Iklan Online dan E-WOM Terhadap Keputusan Pembelian Produk Online (Studi Pada Konsumen Bag Store Manado). *Jurnal EMBA*, 10(3).
- Wang, S. L., & Lan, N. T. N. (2018). A study on the attitude of customer towards viral video advertising on social media: A case study in Viet Nam. *The International Journal of Engineering and Science*, 7(6), 54-60.
- Wijaya, J. A., & Susilawaty, L. (2023). The Effect of Social Media Advertising Features on Purchase Intention Mediated By Brand Engagement on Lenovo Laptops. *Business Management Journal*, 19(2), 143-161.
- Winarti, C. E. (2016). Pengaruh kualitas layanan, iklan, dan citra merek terhadap loyalitas nasabah bank bukopin di daerah setiabudi, jakarta selatan. *ProBank*, 2(2), 161394.
- Yeo, S. F., Tan, C. L., Lim, K. B., Goh, M. L., & Wahab, F. A. (2020). Viral Marketing Messages: Consumer Purchase Intention Towards Fashion Apparel. *International Journal of Accounting, Finance and Business (IJAFB)*, 5(30), 31-41.

Zernigah, K. I., & Sohail, K. (2012). Consumers' attitude Towards Viral Marketing In Pakistan. *Management & Marketing*, 7(4).

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 & Marketing*, 33(3), 155-164.