

DAFTAR REFERENSI

- Aaker, D. (2019). Commentary: do brands compete or coexist? By Sheth and Koschmann. From brand to subcategory competition. *European Journal of Marketing*, 53(1), 25-27.
- Aditia, Z. H. (2022). Peran Media Online Terhadap Brand Awareness Produk Pakaian Dalammerek Rider. *Intelektiva*, 3(11), 64–79.
- Abrahams, A. I. (2023). *The manual motor control of South African children with and without foetal alcohol spectrum disorder during a pegboard task* (Doctoral dissertation, Stellenbosch: Stellenbosch University).
- Ajzen, I. (2005). Attitudes, Personality, and Behavior (2nd ed)
- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10(8), 1701–1708. <https://doi.org/10.5267/j.msl.2020.1.010>
- Aoun Barakat, K., Dabbous, A., & Tarhini, A. (2021). An empirical approach to understanding users' fake news identification on social media. *Online Information Review*, 45(6), 1080-1096.
- Araujo, T., Copulsky, J. R., Hayes, J. L., Kim, S. J., & Srivastava, J. (2020). From purchasing exposure to fostering engagement: Brand-consumer experiences in the emerging computational advertising landscape. *Journal of Advertising*, 49(4), 428-445.
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in Online Social Networks. *Computers in Human Behavior*, 50, 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Barroso, N. A. G. D. S. O. (2011). *The effects of product placement, in films, on the consumer's purchase intentions* (Master's thesis).
- Belch, GE, & Belch, MA (2011). Periklanan dan Promosi: Pemasaran Terpadu Perspektif Komunikasi(edisi ke-9). Pendidikan McGraw-Hill.
- Cahyani, A., & Zahara, Z. (2021). Pengaruh Korean Wave Dan Beauty Vlogger Terhadap Minat Beli Produk Kecantikan Korea. *Jurnal Smart*, 1(1), 20–26.
- Chishti, U., Sandhu, M. R. S., Zaheer, M., & Muneer, S. (2020). How Brands Are Placed In Movies? A Study of Sub-Continent Movies. *Paradigms*, 14(2),

120-129.

- Chun, T. Y., Lee, D. K., & Park, N. H. (2020). The effect of marketing activities on the brand recognition, brand familiarity, and purchase intention on the SNS of franchise companies. *The Journal of Asian Finance, Economics and Business*, 7(11), 955-966. Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53(March 2019), 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Cropanzano, R., Rupp, D. E., & Byrne, Z. S. (2003). The relationship of emotional exhaustion to work attitudes, job performance, and organizational citizenship behaviors. *Journal of Applied psychology*, 88(1), 160.
- D'Astous, Seguin, and Seguin Natalie. "Consumer Reactions to Product Placement Strategies in Television Sponsorship." *Eroupean Jurnal of Marketing* 33 (1998).
- Dens, N., De Pelsmacker, P., & Verhellen, Y. (2018). Better together? Harnessing the power of brand placement through program sponsorship messages. *Journal of Business Research*, 83, 151-159.
- Diallo, M. F. (2012). Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market. *Journal of Retailing and Consumer Services*, 19(3), 360-367.
- Dumatri, A. C. A., & Indarwati, T. A. (2021). Pengaruh Viral Marketing dan Brand Awareness terhadap Niat Beli pada Burger King Indonesia. *Jurnal Ilmu Manajemen*, 9(2), 478. <https://doi.org/10.26740/jim.v9n2.p478-488>
- Ehsan Malik. (2013). The impact of brand placement on consumer purchase intention. *Journal of Business Research*, 66(7), 905-910.
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia-Social and Behavioral Sciences*, 58, 1395-1404.
- Ferdinand, Augusty. (2002). Pengembangan Minat Beli Merek Ekstensi. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghazali, I. (2016). Aplikasi Analisis Multivariete Dengan Program (IBM SPSS) Edisi 8. Aplikasi Analisis Multivariete Dengan Program (IBM SPSS) Edisi 8.
- Ghazali, I. (2018). Aplikasi Analisis Multivariete dengan Program IBM SPSS 25. In Aplikasi Analisis Multivariete dengan Program IBM SPSS 25.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25.

Semarang: Badan Penerbit Universitas Diponegoro.

Ghazali, E.M.; Mutum, D.S.; Chong, J.H.; Nguyen, B. Do consumers want mobile commerce? A closer look at M-shopping and technology adoption in Malaysia. *Asia Pac. J. Mark. Logist.* 2018, 30, 1064–1086

Gillespie, B., Muehling, D. D., & Kareklaas, I. (2018). Fitting product placements: Affective fit and cognitive fit as determinants of consumer evaluations of placed brands. *Journal of Business Research*, 82(February 2017), 90–102. <https://doi.org/10.1016/j.jbusres.2017.09.002>

Hafsyah, A. H. (2020). Pengaruh kepuasan konsumen, perilaku konsumtif, dan gaya hidup hedonis terhadap transaksi online (E-commerce). *Prisma (Platform Riset Mahasiswa Akuntansi)*, 1(6), 94-103.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46(1–2), 1–12. <https://doi.org/10.1016/j.lrp.2013.01.001>

Hair, *et al.*, (2014), Multivariate Data Analysis, New International Edition., New Jersey : Pearson

Hair, *et al.*, (2014) A Primer on Partial least Square Structural Equation Modeling (PLS-SEM), Sage

Hair, *et al.*, (2021). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition. SAGE Publications.

Husein, Umar. 2014. Metode Penelitian untuk Skripsi dan Tesis Bisnis. Jakarta j :PT.Raja Grafindo Persada.

Husna, N. M. C., & Triyono, A. (2021). *Hubungan Plot Connection Dimension Brand Terhadap Brand Loyalty Aplikasi Gojek Bagi Konsumen* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).

Istiasih, H., Irmayanti, E., Afandi, T. Y., & Surindra, B. (2022). Application of The TPB Model in Analysing the Consumption Behavior Intentions of Organic Halal Food. *International Journal Of Humanities Education and Social Sciences*, 2(3).

Ivena, A. B. (2023). Kopiko Product Placement in Korean Drama on Brand Awareness. *Communicare: Journal of Communication Studies*, 10(1), 22-41.Khurram, M., Qadeer, F., & Sheeraz, M. (2018). The role of brand recall, brand recognition and price consciousness in understanding actual purchase. *Journal of Research in Social Sciences*, 6(2), 219-241.

Khuram, S., Ahmed, H., & Ali, S. (2022). The impact of entrepreneurial education on the propensity of business students to support new ventures: A

- moderated mediation model. *Frontiers in Psychology*, 13, 1046293.
- KPD Balakrishnan, B., Shazneem Md Shuaib, A., Dousin, O., & Permarupan, P. (2012). The impact of brand placement and brand recall in movies: Empirical evidence from Malaysia. *International Journal of Management and Marketing Research*, 5(2), 39-52.
- Kristyowati, Y. (2021). Generasi "Z" dan strategi melayaninya. *Ambassador: Jurnal Teologi Dan Pendidikan Kristiani*, 2(1), 23–34. stt-indonesia.ac.id › journal › index
- Mackay, T., Ewing, M., Newton, F., & Windisch, L. (2009). The effect of product placement in computer games on brand attitude and recall. *International Journal of Advertising*, 28(3), 423-438.
- McCelland, J., Kekic, M., Bozhilova, N., Dew, T., Van den Eynde, F., David, A. S., ... & Schmidt, U. (2016). A randomised controlled trial of neuronavigated repetitive transcranial magnetic stimulation in anorexia nervosa. *PLoS One*, 11(3), e0148606.
- Nasution, S. W. P., & Nasution, S. U. A. (2023). The Role of Utilitarian Value, Hedonic Value, and Emotional Value on Purchase Intention through Shopee Live. *International Journal of Management Science and Application*, 2(1), 53-66.
- Natarajan, T., Balasubramaniam, S. A., Stephen, G., Jubilee, D. I., & Kasilingam, D. L. (2018). The influence of audience characteristics on the effectiveness of brand placement memory. *Journal of Retailing and Consumer Services*, 44(March), 134–149.
<https://doi.org/10.1016/j.jretconser.2018.06.008>
- Nedungadi, P., Chattopadhyay, A., & Muthukrishnan, A. V. (2001). Category structure, brand recall, and choice. *International Journal of Research in Marketing*, 18(3), 191–202.
[https://doi.org/10.1016/S0167-8116\(00\)00028-8](https://doi.org/10.1016/S0167-8116(00)00028-8)
- Nurmalia, V. D., & Wijayanti, L. E. (2018). Pengaruh persepsi kemudahan dan persepsi kemanfaatan terhadap minat beli secara online. *Jrmb*, 13(1), 69–76.
- Nurainun, N. (2016). Dampak Promosi Moneter Dan Non Moneter Pada Niat Beli Yang Dimediasi Oleh Perceived Believeability The Deal Offer Dan Nilai Transaksi. In *Prosiding Seminar Nasional Pascasarjana Unsyiah*.
- Ordelia, A., Harnita, P. C., & Abraham, R. H. (2023). Pengaruh Product Placement Reborn Rich Dan Kemasan Terhadap Brand Image Scarlett Whitening. *Jurnal Ilmu Sosial*, 2(5), 1711–1722.

- Pancaningrum, E., & Ulani, T. (2020). *The Effect of Product Placement on Customer Interests in Mediation by Brand Awareness*. 115(Insyma), 177–182. <https://doi.org/10.2991/aebmr.k.200127.036>
- Peng, L., Zhang, W., Wang, X., & Liang, S. (2019). Moderating effects of time pressure on the relationship between perceived value and purchase intention in social E-commerce sales promotion: Considering the impact of product involvement. *Information and Management*, 56(2), 317–328. <https://doi.org/10.1016/j.im.2018.11.007>
- Puspanathan, C. A., Khor, K. K., & Ramendran, C. S. P. R. (2022). Moviegoers in Malaysia: The mediating effect of brand recall on product placement and purchase intentions. *SEARCH Journal of Media and Communication Research*, 14(3), 1-23.
- Schiffman, L. G., & Kanuk, L. L. (2020). Consumer behavior. Pearson.
- Sekaran, Uma. 2014. Metodologi Penelitian Untuk Bisnis (Research Methods for Business) Buku 1 Edisi 4. Jakarta: Salemba Empat.
- Sekaran, Uma & Bougie, Roger. (2019). Metode Penelitian untuk Bisnis II: Pendekatan Pengembangan-Keahlian 6th Edition. Jakarta: Salemba Empat.
- Sekaran, Uma & Roger, Bougie. (2020). Research Methods for Business :A Skill Building Approach. Asia Edition Hoboken : Wiley
- Shimp, T. A. (2017). Advertising, promotion, and integrated marketing communications (10th ed.). Pearson.
- Syaleh, H. (2017). Pengaruh Kualitas Produk, Harga, Promosi dan Tempat Pendistribusian Terhadap Keputusan Pembelian Sepeda Motor Yamaha Pada Perusahaan Tjahaja Baru Bukittinggi. *Journal of Economic, Business and Accounting (COSTING)*, 1(1), 68-82.
- Tessitore, T., & Geuens, M. (2013). PP for ‘product placement’ or ‘puzzled public’? *International Journal of Advertising*, 32(3), 419–442. <https://doi.org/10.2501/ija-32-3-419-442>
- Thoma, V., & Williams, A. (2013). The devil you know: The effect of brand recognition and product ratings on consumer choice. *Judgment and Decision Making*, 8(1), 34–44. <https://doi.org/10.1017/s1930297500004484>
- Wang, Y., Chen, D., Qian, H., Tsai, Y. S., Shao, S., Liu, Q., ... & Wang, Z. (2014). The splicing factor RBM4 controls apoptosis, proliferation, and migration to suppress tumor progression. *Cancer cell*, 26(3), 374-389.

- Wulandari. (2018). Pengaruh Product Placement Samsung dan Brand Awareness Terhadap Purchase Intention. (Studi Kasus Pada Penonton Film Batman V Superman : Dawn Of Justice Di Kota Malang). *Journal of Business, Management, and Social Studies*, 6(1),
- Xiaorong, F., Bin, Z., Qinghong, X., Liuli, X., & Yu, C. (2011). Impact of quantity and timeliness of EWOM information on consumer's online purchase intention under C2C environment. *Asian Journal of Business Research Volume*, 1(2), 37-52. Retrieved from <http://ssrn.com/abstract=2345694>
- Zhang, S., Hu, D., Lin, T., Li, W., Zhao, R., Yang, H., ... & Jiang, L. (2021). Determinants affecting residents' waste classification intention and behavior: A study based on TPB and ABC methodology. *Journal of environmental management*, 290, 112591.
- Zhao, X., Liang, W., Xiao, G., dan Rob,L. 2015. The influence of Online Reviews to Online Hotel Booking Intentions. *International Journal of Contemporary Hospitality Management*, Vol. 27, No.6.