

DAFTAR PUSTAKA

- Akob, A. A. S., Kadir, N., & Munir, A. R. (2023). Sosial Media Marketing dan Keragaman Produk dalam Mempengaruhi Keputusan Pembelian di Tokopedia. *Jurnal Ilmiah Manajemen Emor (Ekonomi Manajemen Orientasi Riset)*, 7(2), 160-170.
- Amin, H. J. (2021). Influence of marketing strategies on the performance of SMEs: Evidence from Abuja SMEs. *Journal of Economics and Business*, 4(1).
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of social media influencers on customer engagement and purchase intention: A meta-analysis. *Sustainability*, 15(3), 2744.
- Apriandi, D., Najmudin, N., Karnowati, N. B., & Prakoso, F. A. (2023). How Digital Payment and Social Media Marketing Affect Purchase Decisions of Subang Culinary SME Customer, Indonesia. *International Journal of Science, Technology & Management*, 4(4), 768-773.
- Chasanah, H. F. (2022). The effect of digital content marketing and product quality on purchasing decisions through buying interest as an intervening variable. *Jurnal Mantik*, 6(1), 551-559.
- Elvira, N. (2022). Pengaruh social media marketing Instagram terhadap keputusan pembelian kuliner UMKM. (Doctoral dissertation, Universitas Islam Negeri Sumatera Utara).
- Erianti, D., & Athanasius, S. S. (2020). Peran brand trust dalam pengaruh kredibilitas selebgram endorser dan perceived value terhadap brand loyalty pada produk kosmetik di

Semarang. *JEMAP: Jurnal Ekonomi, Manajemen, Akuntansi, Dan Perpajakan*, 2(2), 287-302.

Ghozali, Imam. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS). Edisi 4*. Semarang: Badan Penerbit Universitas Diponegoro.

Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.

Harahap, D. A. (2015). Analisis faktor-faktor yang mempengaruhi keputusan pembelian konsumen di Pajak USU (PAJUS) Medan. *Jurnal keuangan dan bisnis*, 7(3), 227-242.

Haribowo, R., Tannady, H., Yusuf, M., Wardhana, G. W., & Syamsurizal, S. (2022). Analisis Peran Social Media Marketing, Kualitas Produk Dan Brand Awareness Terhadap Keputusan Pembelian Pelanggan Rumah Makan Di Jawa Barat. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 4024-4032.

Kabalmay, Y. A. D. (2017). "Cafe Addict": Gaya Hidup Remaja Perkotaan (Studi Kasus Pada Remaja di Kota Mojokerto). (Doctoral dissertation, UNIVERSITAS AIRLANGGA).

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.

Keller, Kevin Lane. (2016). *Marketing Management*.

- Khasanah, S. W. M., & Sudarwanto, T. (2021). Pengaruh harga dan kepercayaan merek terhadap keputusan pembelian hand sanitizer Dettol secara online pada masa pandemi Covid-19 di Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(3), 1383-1389.
- Kotler, P. (2014). Manajemen Pemasaran Edisi Bahasa Indonesia jilid satu. Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson. Retrieved from <https://pdfs.semanticscholar.org/a154/5d86c80a2fd3afa921ad15b3aac8e69dd465.pdf>.
- Kotler, P., & Keller, K. L. (2016). Marketing Management-15e. Essex, England.
- Limpo, L., Rahim, A., & Hamzah, H. (2018). Effect of product quality, price, and promotion to purchase decision. *International Journal on Advanced Science, Education, and Religion*, 1(1), 9-22.
- Moriansyah, L. (2015). Pemasaran melalui media sosial: Antecedents dan consequences social media marketing: Antecedents and consequences. *Jurnal Penelitian Komunikasi dan Opini Publik*, 19(3), 187-196.
- Narimawati, Umi. (2008). Metodologi Penelitian Kualitatif Dan Kuantitatif, Teori.
- Narimawati, Umi. (2010). Metodologi Penelitian: Dasar Penyusunan Penelitian Ekonomi. Jakarta: Genesis.
- Narimawati, Umi. (2007). Riset Manajemen Sumber Daya Manusia. Jakarta: Agung Media.

- Narimawati, Umi, Anggadini, S. D., & Ismawati, L. (2010). Penulisan Karya Ilmiah. Genesis.
- Narottama, N., & Moniaga, N. E. P. (2022). Pengaruh social media marketing terhadap keputusan pembelian konsumen pada destinasi wisata kuliner di kota Denpasar. *Jurnal Master Pariwisata (JUMPA)*, 8(2), 741-773.
- Putra, E. (2020). Pengaruh Promosi Melalui Sosial Media Dan Review Produk Pada Marketplace Shopee Terhadap Keputusan Pembelian (Studi pada Mahasiswa STIE Pasaman). *Jurnal Apresiasi Ekonomi*, 8(3), 467-474.
- Rahmiati, F., Prayoga, T. Z., Goenadhi, F., & Naseri, R. N. N. (2023). Marketing Communication Mix on Purchase Decision in Industrial Area: A Study From International Chain Coffee Shop. *Jhss (Journal of Humanities and Social Studies)*, 7(1), 150-157.
- Rifqi, M., Rosanty, Y., & Surya, E. D. (2023). The Effect of Social Media Marketing on Purchase Decisions Through Consumer Buying Interest As an Intervening Variable Case Study of Coffee Shop Kopikuni Medan. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 3(5), 1568-1578.
- Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2022). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: The mediating effect of brand trust. *Journal of Research in Interactive Marketing*, 16(4), 648-664.

- Saputra, S., & Asfar, A. H. (2024). Pengaruh green marketing, sosial media marketing dan brand image terhadap keputusan pembelian motor Honda matic di Astra Motor cabang Cilegon. *Jurnal Bina Bangsa Ekonomika*, 17(1), 900-909.
- Sastirifa, N. N., & Hasbi, I. (2022). Pengaruh Sosial Media Marketing Instagram Terhadap Keputusan Pembelian Pada Saspphire Grup Purwokerto. *eProceedings of Management*, 9(4).
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17-21.
- Sugiyono. (2013). Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D). Bandung: Alfabeta.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: CV. Alfabeta.
- Sugiyono. (2019). Metodologi Penelitian Kuantitatif dan Kualitatif Dan R&D. ALFABETA.
- Suryana, D. (2021). Media Sosial, Word of Mouth Dan Physical Environment Terhadap Proses Keputusan Pembelian. *Jurnal Bisnis dan Manajemen*, 8(1), 38-44.
- Tjiptono, Fandy. (2016). Perspektif Manajemen dan Pemasaran Kontemporer. Andi. Yogyakarta.
- Zhang, Y., Guan, L., & Jin, S. (2022). Trust and consumer confidence in the safety of dairy products in China. *British Food Journal*, 124(11), 3644-3665.