

DAFTAR PUSTAKA

- Abdul, A. R. Z., Sumantoro, I. B., & Maria, D. (2019). Total quality management of micro, small and medium enterprises (MSMEs), and the impact to organizational culture and performance: Emerging country case. *Polish Journal of Management Studies*, 19(1), 32–45.
<https://doi.org/10.17512/pjms.2019.19.1.03>
- Angelyn, A., & Kodrat, D. S. (2021). The Effect of Social Media Marketing on Purchase Decision with Brand Awareness as Mediation on Haroo Table. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(1), 16–24.
<https://doi.org/10.37715/rmbe.v1i1.1946>
- Arndt, J. (1986). Paradigms in Consumer Research: A Review of Perspectives and Approaches. *The Electronic Library*, 34(1), 1–5.
- Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services*, 70(September 2022). <https://doi.org/10.1016/j.jretconser.2022.103149>
- Batat, W. (2023). The pursuit of luxury or luxuries? A framework of the past, present, and future of luxury research. *Consumption Markets and Culture*, 26(2), 103–116. <https://doi.org/10.1080/10253866.2023.2185233>
- Battalio, R. C., Fisher, Jr., E. B., Kagel, J. H., Basmann, R. L., Winkler, R. C., & Krasner, L. (1974). An Experimental Investigation of Consumer Behavior in a Controlled Environment. *Journal of Consumer Research*, 1(2), 52.
<https://doi.org/10.1086/208591>
- Becker, K., Lee, J. W., & Nobre, H. M. (2018). The concept of luxury brands and the relationship between consumer and luxury brands. *Journal of Asian Finance, Economics and Business*, 5(3), 51–63.
<https://doi.org/10.13106/jafeb.2018.vol5.no3.51>

- Chu, S. C., Kamal, S., & Kim, Y. (2019). Re-examining of consumers' responses toward social media advertising and purchase intention toward luxury products from 2013 to 2018: A retrospective commentary. *Journal of Global Fashion Marketing*, 10(1), 81–92.
<https://doi.org/10.1080/20932685.2018.1550008>
- Clinton, S., & Secapramana, L. V. H. (2022). Effect of Brand Awareness, Price, and Promotion on Purchase Decision on Smartphones. *The Management Journal of Binaniaga*, 7(2), 213–228. <https://doi.org/10.33062/mjb.v7i2.11>
- Darmatama, M., & Erdiansyah, R. (2021). The Influence of Advertising in Tiktok Social Media and Beauty Product Image on Consumer Purchase Decisions. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 570(Icebsh), 888–892.
<https://doi.org/10.2991/assehr.k.210805.140>
- Dave Chaffey, P. S. (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*.
- Dhingra, A. (2023). Impact of Social Media on Consumer Behaviour and Preference. *International Journal For Multidisciplinary Research*, 5(2), 1–8.
<https://doi.org/10.36948/ijfmr.2023.v05i02.2171>
- Dobre, C., Milovan, A. M., Duťu, C., Preda, G., & Agapie, A. (2021). The common values of social media marketing and luxury brands. The millennials and generation z perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 2532–2553.
<https://doi.org/10.3390/jtaer16070139>
- Familmaleki, M., Aghighi, A., & Hamidi, K. (2015). Analyzing the Influence of Sales Promotion on Customer Purchasing *International Journal of Economics & International Journal of Economics & Management Sciences*, 4(4), 1–6. <https://doi.org/10.4172/2162-6359.1000>
- Fionita, I., Kufepaksi, M., & Hasnawati, S. (2022). CEO overconfidence,

- investment decisions and firm value in Indonesia. *Economic Annals-XXI*, 194(11–12), 49–58. <https://doi.org/10.21003/ea.V194-06>
- Fortuna, C. D. H. (2022). *iktok as social media marketing and the impact on purchase decisions* (pp. 180–190). <https://doi.org/10.1016/B978-0-323-46294-5.00028-5>
- Ge, L., & Li, C. (2020). Exploration on marketing strategy of foreign luxury brand in China. *International Journal of Information and Education Technology*, 10(5), 399–404. <https://doi.org/10.18178/ijiet.2020.10.5.1397>
- Gulliando, D., & Shihab, S. M. (2019). The Effect of Product Quality, Price and Promotion on the Purchase Decision of Telkomsel Service Products. *International Journal of Innovative Science and Research Technology*, 4(9), 419–425.
- 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. <https://doi.org/10.1016/j.jjimei.2022.100102>
- Hardianawati. (2023). Affiliated Marketing Content in Shopee Through Tiktok Media on Purchase Decisions. *Revista de Gestao Social e Ambiental*, 17(4), 1–12. <https://doi.org/10.24857/rgsa.v17n4-025>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors. In *International Journal of Research in Marketing* (Vol. 33, Issue 1). Elsevier B.V. <https://doi.org/10.1016/j.ijresmar.2015.06.004>
- Kang, I., Koo, J., Han, J. H., & Yoo, S. (2022). Millennial Consumers Perceptions on Luxury Goods: Capturing Antecedents for Brand Resonance in the Emerging Market Context. *Journal of International Consumer Marketing*, 34(2), 214–230. <https://doi.org/10.1080/08961530.2021.1944832>

- Ko, E., Phau, I., & Aiello, G. (2016). Luxury brand strategies and customer experiences: Contributions to theory and practice. *Journal of Business Research*, 69(12), 5749–5752. <https://doi.org/10.1016/j.jbusres.2016.04.170>
- Kotler, P. (2012). Management marketing. In *Agrekon* (Vol. 11, Issue 1).
<https://doi.org/10.1080/03031853.1972.9523871>
- Langaro, D., Rita, P., & de Fátima Salgueiro, M. (2018). Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*, 24(2), 146–168.
<https://doi.org/10.1080/13527266.2015.1036100>
- Lestari, I. R., Sumarwan, U., & Muflikhati, I. (2020). Mazaraat Cheese Consumer Purchasing Decision. *International Research Journal of Business Studies*, 13(1), 81–98. <https://doi.org/10.21632/irjbs.13.1.81-98>
- Lestari, W. R., & Pratiwi, B. N. (2023). Determinants of hedging decisions with derivative instruments in foreign exchange banks listed on the Indonesia Stock Exchange. *Jurnal Ekonomi*, 12(01), 2023.
<http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Liu, H. W., & Huang, H. C. (2015). Tradeoff Between Push and Pull Strategy: The Moderating Role of Brand Awareness. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 2(2), 259–264.
https://doi.org/10.1007/978-3-319-11779-9_98
- Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125(April), 815–826. <https://doi.org/10.1016/j.jbusres.2019.04.042>
- Mughal, A., Mehmood, A., Mohi-ud-deen, A., & Ahmad, B. (2014). The Impact of Promotional Tools on Consumer Buying Behavior: A Study from Pakistan. *Journal of Public Administration and Governance*, 4(3), 402.

- <https://doi.org/10.5296/jpag.v4i3.6680>
- Pajić, M. A. (2019). Consumer behaviour factors and contemporary trends on the luxury goods market. *Notitia*, 5(1), 101–117.
<https://doi.org/10.32676/n.5.1.9>
- Peter, J. P., & Olson, J. C. (2010). Consumer behavior & marketing strategy. In *TA - TT* - (9th ed. In). McGraw-Hill Higher Education ; McGraw-Hill [distributor]. <https://doi.org/LK> - <https://worldcat.org/title/1015503885>
- Sanusi, A., Asbari, M., & Ardiansah, A. (2023). ASN dalam Pendidikan Tinggi: Transformasi dan Akreditasi. *Journal of Information Systems and Management*, 05, 58–60.
<https://jisma.org/index.php/jisma/article/view/636%0Ahttps://jisma.org/index.php/jisma/article/download/636/117>
- Schade, M., Hegner, S., Horstmann, F., & Brinkmann, N. (2016). The impact of attitude functions on luxury brand consumption: An age-based group comparison. *Journal of Business Research*, 69(1), 314–322.
<https://doi.org/10.1016/j.jbusres.2015.08.003>
- Shao, W., Grace, D., & Ross, M. (2019). Consumer motivation and luxury consumption: Testing moderating effects. *Journal of Retailing and Consumer Services*, 46(April 2018), 33–44.
<https://doi.org/10.1016/j.jretconser.2018.10.003>
- Sharabati, A. A. A., Al-Haddad, S., Al-Khasawneh, M., Nababteh, N., Mohammad, M., & Abu Ghoush, Q. (2022). The Impact of TikTok User Satisfaction on Continuous Intention to Use the Application. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 125.
<https://doi.org/10.3390/joitmc8030125>
- Shin, H., Eastman, J. K., & Mothersbaugh, D. (2017). The effect of a limited-edition offer following brand dilution on consumer attitudes toward a luxury brand. *Journal of Retailing and Consumer Services*, 38(September), 59–70.

- <https://doi.org/10.1016/j.jretconser.2017.05.009>
- Suryani, I., & Syafarudin, A. (2021). The Effect of Sales Promotion on Purchasing Decisions. *Iломата International Journal of Tax and Accounting*, 2(2), 122–133. <https://doi.org/10.52728/ijtc.v2i2.216>
- TODOR, R. D. (2016). Blending traditional and digital marketing. *Bulletin of the Transilvania University of Brasov, Series I: Engineering Sciences*, 9(1), 51–56.
- <http://ezproxy.leedsbeckett.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=116699220&site=eds-live&scope=site>
- Udegbe, S. E., & Aliu, A. A. (2021). Social Medial Promotional Activities Influence on Purchase Choice Decision and Price of Perishable Food Items during COVID-19 in Lagos, Nigeria. *European Journal of Business and Management Research*, 6(4), 245–251.
<https://doi.org/10.24018/ejbmri.2021.6.4.981>
- Verrelie, M. C., & Agustiono, A. (2022). The Impact of Price and Promotion towards Purchase Decision of Fast Fashion Brand in Offline Store. *Jurnal Entrepreneur Dan Entrepreneurship*, 11(2), 155–170.
<https://doi.org/10.37715/jee.v11i2.3128>
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, 47(1), 38–54.
<https://doi.org/10.1080/00913367.2017.1405754>
- Wibasuri, A., Tamara, T., & Adi Sukma, Y. (2020). Measurement Social Media Marketing dan Sertifikasi Halal Terhadap Minat Beli Produk Makanan Pada Aplikasi Online Shopee. *Seminar Nasional Hasil Penelitian Dan Pengabdian*, 68–78.
- Wijaya, T., Darmawati, A., & Kuncoro, A. M. (2020). e-Lifestyle Confirmatory of Consumer Generation Z. *International Journal of Advanced Computer*

Science and Applications, 11(10), 27–33.

<https://doi.org/10.14569/IJACSA.2020.0111004>

Worku, M. (2020). The Effect of Promotion Practices on Consumer's Purchase Decision: The Case of Some Selected Real Estates in Addis Ababa, Ethiopia. *Journal of Business and Administrative Studies*, 12(1), 87–104.