

DAFTAR PUSTAKA

- Adnyana, I. M. D. M. (2021). Populasi dan Sampel. In T. S. Tambunan (Ed.), *Metode Penelitian Pendekatan Kuantitatif* (pp. 103–116). Media Sains Indonesia. <https://www.researchgate.net/publication/354059356>
- Amanda, S. N. S., Ayuni, & Sudrajat, A. (2023). Pengaruh Harga dan Celebrity Endorser terhadap Keputusan Pembelian Produk Skincare Skintific. *Jurnal Ilmiah Wahana Pendidikan*, 9(12), 505–514. <https://doi.org/https://doi.org/10.5281/zenodo.8079950>
- Araujo, C. J. G., Perater, K. A. S., Quicho, A. M. V., & Jr, A. E. E. (2022). Influence of TikTok Video Advertisements on Generation Z's Behavior and Purchase Intention. *International Journal of Social and Management Studies (IJOSMAS)*, 3(2), 140–152. <https://doi.org/https://doi.org/10.5555/ijosmas.v3i2.123>
- Arikunto, S. (2006). *Prosedur Penelitian: Suatu Pengantar Praktik*. Rineka Cipta.
- Batra, R., & Ray, M. L. (1986). Situational Effects of Advertising Repetition: The Moderating Influence of Motivation, Ability, and Opportunity to Respond. *Journal of Consumer Research*, 12, 432–445. <http://jcr.oxfordjournals.org/>
- BPS. (2020). *Jumlah Penduduk menurut Wilayah, Klasifikasi Generasi, dan Jenis Kelamin, INDONESIA, Tahun 2020*. <https://sensus.bps.go.id/main/index/sp2020#:~:text=Jumlah%20penduduk%20Indonesia%20pada%20tahun,133.542.018%20untuk%20penduduk%20perempuan.>

- Brolin, R., & Spångby, C. (2020). *The Impact of Advertising Exposure on Attitudes and Purchase Intention* [Jönköping International Business School].
<https://www.diva-portal.org/smash/get/diva2:1435637/FULLTEXT01.pdf>
- Cacioppo, J. T., & Petty, R. E. (1979). Effects of Message Repetition and Position on Cognitive Response, Recall, and Persuasion. *Journal of Personality and Social Psychology*, 37(1), 97–109. <https://doi.org/10.1037/0022-3514.37.1.97>
- Compas. (2022). *Top 5 Brand Perawatan Wajah di E-commerce Indonesia dengan Penjualan di atas Rp 10 Miliar*. <https://compas.co.id/article/top-5-brand-perawatan-wajah/>
- Creswell, J. W. (2012). *Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research* (4th ed.). Pearson Education, Inc. <http://repository.unmas.ac.id/medias/journal/EBK-00121.pdf>
- Cushman and Wakefield. (2020). *Demographic Shifts: The World in 2030*.
- Databoks. (2023). *10 Negara dengan Jumlah Pengguna TikTok Terbanyak di Dunia (Januari 2023)*. <https://databoks.katadata.co.id/datapublish/2023/02/27/indonesia-sabet-posisi-kedua-sebagai-negara-pengguna-tiktok-terbanyak-di-dunia-pada-awal-2023>
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>

- Ghozali, I., & Latan, H. (2015). *Partial least squares: konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris* (2nd ed.). Badan Penerbit Universitas Diponegoro.
- Griffin, E. (2012). *a First Look at Communication Theory* (8th ed.). McGraw-Hill.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152.
<https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
<https://doi.org/10.1108/EBR-11-2018-0203>
- Han, W. (2021). Purchasing Decision-Making Process of Online Consumers Based on the Five-Stage Model of the Consumer Buying Process. *Advances in Social Science, Education and Humanities Research*, 545–548.
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Haya, A. N. A. H., & Hidayati, U. (2022). Pengaruh Terpaan Media Sosial pada Akun TikTok Jogjafoodhunter terhadap Minat Beli Konsumen. *Medium*, 10(1), 122–134. [https://doi.org/10.25299/medium.2022.vol10\(1\).9064](https://doi.org/10.25299/medium.2022.vol10(1).9064)
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit Indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>

Kotler, P., & Keller, K. L. (2012). Marketing Management. In *Essentials of Management for Healthcare Professionals* (14th ed.). Pearson Education.

<https://doi.org/10.4324/9781315099200-17>

Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2005). *Principles of Marketing: 4th European Edition* (4th ed.). Pearson Education Limited.

www.pearsoned.co.uk/

Kumar, P. D., & Raju, V. K. (2013). The Role of Advertising in Consumer Decision Making. *IOSR Journal of Business and Management*, 14(4), 37–45.

www.iosrjournals.org/www.iosrjournals.org

Latan, H., & Ghazali, I. (2012). *Partial least squares: konsep, teknik dan aplikasi SmartPLS 2.0 M3 untuk penelitian empiris*. Badan Penerbit Universitas Diponegoro.

Littlejohn, S. W., & Foss, K. A. (2009). *Encyclopedia of Communication Theory*. SAGE Publications, Inc. <https://doi.org/10.4135/9781412959384>

Material. (2021). *TikTok Marketing Science Global Entertainment*. <https://www.tiktok.com/business/en/insights>

Nugraha, A. R. (2017). Pengaruh Terpaan Iklan Obat Non Resep dengan Sikap Masyarakat (studi regresi sederhana mengenai terpaan iklan obat-obat non resep yang tayang pada televisi dengan sikap masyarakat terhadap keputusan pembelian). *Jurnal Komunikasi*, 10(2), 173.

<https://doi.org/10.21107/ilkom.v10i2.2520>

Olbrich, R., & Holsing, C. (2011). Modeling Consumer Purchasing Behavior in Social Shopping Communities with Clickstream Data. *International Journal*

of Electronic Commerce, 16(2), 15–40. <https://doi.org/10.2753/JEC1086-4415160202>

Oliver Wyman Forum, & The News Movement. (2023). *What Business Needs To Know About The Generation Changing Everything.* <https://www.oliverwymanforum.com/content/dam/oliver-wyman/ow-forum/template-scripts/a-gen-z/pdf/A-Gen-Z-Report.pdf>

Paramita, R. W. D. (2015). *Metode Penelitian Kuantitatif* (1st ed.). www.tajmahal.blogspot.com

Petty, R. E., & Cacioppo, J. T. (1984). Source Factors and the Elaboration Likelihood Model of Persuasion. *Advances in Consumer Research*, 668–672. <https://www.researchgate.net/publication/270271490>

Petty, R. E., Heesacker, M., & Hughes, J. N. (1997). The elaboration likelihood model: Implications for the practice of school psychology. *Journal of School Psychology*, 35(2), 107–136. [https://doi.org/10.1016/S0022-4405\(97\)00003-4](https://doi.org/10.1016/S0022-4405(97)00003-4)

Rachmawati, F. (2018). *Penerapan Digital Marketing sebagai Strategi Komunikasi Pemasaran Terpadu Produk Usaha Kecil dan Menengah (UKM) Pahlawan Ekonomi Surabaya.*

Sari, L. P., Sumarah, N., & Satvikadewi, A. A. I. P. (2020). *Pengaruh Terpaan Iklan Televisi Shopee terhadap Keputusan Pembelian di Aplikasi pada Masyarakat Millenial Surabaya.*

<https://www.semanticscholar.org/paper/Pengaruh-Terpaan-Iklan-Shopee-di-Televisi-terhadap-Sari/994ccaa99d33cd5c8bf5d70beb04068e9fe9d201>

- Sari, N., & Sari Sitompul, S. (2023). The Effect Of Celebrity Endorser, Product Quality, Packaging And Product Knowledge On Purchase Decisions Of Skintific Product On Pelita Indonesia Students In Pekanbaru. *Jurnal Bisnis Manajemen Akutansi*, 3(1), 1–14. <https://doi.org/10.58794/bns.v3i1.445>
- Tellis, G. J. (1988). Advertising Exposure, Loyalty, and Brand Purchase: A Two-Stage Model of Choice. *Journal of Marketing Research*, 25(2), 134–144. <http://www.jstor.org> URL: <http://www.jstor.org/stable/3172645>
- Thornhill, M., Xie, K., & Lee, Y. J. (2017). Social media Advertising in a Competitive Market: Effects of Earned and Owned Exposures on Brand Purchase. *Journal of Hospitality and Tourism Technology*, 8(1), 87–100. <https://doi.org/10.1108/JHTT-10-2016-0068>
- TikTok for Business. (2021). *Marketing and Advertising on TikTok*. <https://www.tiktok.com/business/id>
- Todorova, G. (2015). Marketing Communication Mix. *Trakia Journal of Science*, 13(Suppl.1), 368–374. <https://doi.org/10.15547/tjs.2015.s.01.063>
- Tranggono, D., Putri, A. N., & Juwito, J. (2020). Pengaruh Terpaan Iklan Nacific di Instagram terhadap Keputusan Pembelian Produk Nacific pada Followers Akun @nacificofficial.id. *Jurnal Ilmu Komunikasi*, 10(2), 141–155. <https://doi.org/10.15642/jik.2020.10.2.141-155>
- Wardhani, P. K., & Alif, M. G. (2019). The effect of advertising exposure on attitude toward the advertising and the brand and purchase intention in Instagram. *3rd Asia-Pacific Research in Social Sciences and Humanities*, 348. <https://doi.org/10.2991/aprish-18.2019.24>

Wulansari, A. D. (2018). *Aplikasi Statistika Parametrik dalam Penelitian* (R.

Widyaningrum, Ed.; 3rd ed.). Pustaka Felicha.

<http://repository.iainponorogo.ac.id/1391/1/Buku%20Aplikasi%20Statistika%20Parametrik%20dalam%20Penelitian.pdf>

