

## REFERENCES

- Adidarma, W., & Putri, I. U. (2017). PENGARUH IKLAN MOBILE PADA SIKAP KONSUMEN(PENGGUNA SMARTPHONE). Stichting Kinderstudies.
- Agustina, D., Najib, M., & Suharjo, B. (2016). The effect of personalized online advertising on consumer attitudes and purchase intention. *Jurnal Ilmiah Manajemen*, VI(3), 367-386.
- Aktan, M., Aydogan, S., & Aysuna, C. (2016). Web advertising value and students' attitude towards web advertising. *European Journal of Business and Management*, 8(9), 24-30. Retrieved from <https://core.ac.uk/download/pdf/234627171.pdf>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(April), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Alavi, S. A., Rezaei, S., Valaei, N., Kharuzzaman, W., & Ismail, W. (2015). Examining shopping mall consumer decision-making styles, satisfaction and purchase intention. *The International Review of Retail, Distribution and Consumer Research*, 25(5), 487-510.
- Alves, H., Fernandes, C., & Raposo, M. (2016). Social Media Marketing: A Literature Review and Implications. *Psychology & Marketing*, 33(12), 1029-1038. doi:10.1002/mar.20936

- Amira, N., & Nurhayati, I. K. (2019). The effectiveness of Instagram Sponsored features as advertising/promotion media (a study of tiket.com advertisements using the EPIC Model). *Journal of Media and Communication Science*, 2(2), 116-126.
- Ananda, A. (2018). Marketing strategies due to changes in consumer behavior. *Jurnal Manajemen dan Bisnis*, 15(2), 120-138. Retrieved from <http://journal.undiknas.ac.id/index.php/magister-manajemen/>
- Andi.link. (2020). Hootsuite (We are Social): Indonesian Digital Report 2020. Andi.link. Retrieved from <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2020/>
- Angkouw, P. J., & Rumokoy, F. S. (2016). Analysis of consumer behavior on purchase intention of counterfeit shoes in Manado. *Jurnal EMBA*, 4(1), 1126-1136.
- Anthony, S. J., Liu, V., Cheng, C., & Fan, F. (2020). EVALUATING COMMUNICATION EFFECTIVENESS OF YOUTUBE ADVERTISEMENTS. *International Journal of Information Research and Review*, 7(4), 6896–6901.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Aqsa, M. (2018). Pengaruh Iklan Online Terhadap Sikap Dan Minat Beli Konsumen Secara Online Di Kota Palopo (Survei pada Pengguna Internet di Kota Palopo). *Prosiding Seminar Nasional*, 03(1), 82–93.

Arif, A. (2020, April 27). During the Covid-19 pandemic, social media marketing becomes an option for online marketing. Ayosemarang. Retrieved from <https://www.ayosemarang.com/read/2020/04/27/56031/saat-wabah-covid19-social-media-marketing-jadi-pilihan-pemasaran-online>

Arora, T., & Agarwal, B. (2019). Empirical study on perceived value and attitude of millennials towards social media advertising: A structural equation modelling approach. *Research Scholar in the Amity College of Commerce and Finance*, 23(1), 56-69. doi:10.1177/0972262918821248

Aslam, S. (2021). YouTube by the Numbers: Stats, Demographics & Fun Facts. <https://www.omnicoreagency.com/youtube-statistics/>

Aydin, G. (2016). Attitudes towards digital advertisements: Testing differences between social media ads and mobile ads. *International Journal of Research in Business Studies and Management*, 3(2), 1-13.

Bhala, M., & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT & Engineering*, 8(10), 484-497. Retrieved from [https://www.researchgate.net/publication/328253026\\_A\\_Critical\\_Review\\_of\\_Digital\\_Marketing](https://www.researchgate.net/publication/328253026_A_Critical_Review_of_Digital_Marketing)

Blockthrough Team. (2021). The Rise of Consent-based Advertising. <https://blockthrough.com/blog/2021-adblock-report/>

Boon, L. K., Fern, Y. S., & Lee, C. L. (2019). Mobile Advertising: An Insight of Consumers' Attitude. 372–398.

[https://www.researchgate.net/publication/335174358\\_Mobile\\_Advertising\\_An\\_Insight\\_of\\_Consumers'\\_Attitude](https://www.researchgate.net/publication/335174358_Mobile_Advertising_An_Insight_of_Consumers'_Attitude)

- Cahyani, N. I., & Artanti, Y. (2020). The influence of informativeness, entertainment and e-mail marketing irritation on online buying intentions with attitude toward advertising as mediation variable. *Seloka: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 9(2). doi:<https://doi.org/10.33506/sl.v9i2.927>
- Choi, Y., Yun, Y., Lee, S., Lee, S., Lee, Y., Lee, Y., & Je, H. (2019). Advertising attributes of one-person media distribution in purchase intent. *Journal of Distribution Science*, 17(11), 17–26. <https://doi.org/10.15722/JDS.17.11.201911.17>
- Chungviwatanant, T., Prasongsukarn, K., & Chungviwatanant, S. (2017). A Study of Factors That Affect Consumer's Attitude Toward A "Skippable In-Stream Ad" On Youtube. *AU-GSB E-JOURNAL*, 9(1), 83–96.
- Dao, W. V.-T., Cheng, J. M.-S., Le, A. N.-H., & Chen, D. C. (2014). Social media advertising value: The case of transitional economies in Southeast Asia. *International Journal of Advertising*, 33(2), 271-294. doi:10.2501/IJA-33-2-271-294
- Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165–172. <https://doi.org/10.1016/j.chb.2016.01.037>

Digital Around the World &mdash; DataReportal – Global Digital Insights. (n.d.).

DataReportal – Global Digital Insights. <https://datareportal.com/global-digital-overview>

Dongre, I. (2020). Consumers' perception of Instagram advertisement. *Journal of Critical Reviews*, 7(19). Retrieved from <http://www.jcreview.com/?mno=302666>

Dwinanda, B., Syaripuddin, F. A., Hudaifi, , & Hendriana, E. (2022). Examining the Extended Advertising Value Model: A Case of TikTok Short Video Ads. *Mediterranean Journal of Social & Behavioral Research*, 6(2), 35–44. <https://doi.org/10.30935/mjosbr/11820>

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(May), 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

Dwivedi, Y., Ismagilova, E., Hughes, D., Carlson, J., Filieri, R., Jacobson, J., . . . Wang, Y. (2020, July 10). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 55, 102168. doi:<https://doi.org/10.1016/j.ijinfomgt.2020.102168>

- Eko, S., & Nuryakin, S. (2019). Antecedent of consumer attitudes toward online shopping in Indonesia. *The International Journal of Business Management and Technology*, 3(2). Retrieved from <http://visitasi.umy.ac.id/api/view/9774>
- Elizabeth, S. M. (2019). Analysis of Reputation Effect, Attractiveness of Advertising and Community Effects on Positive Word of Mouth with Variable Intervening Customer Values on Users of GSM-Based Cellular Cards in Palembang City. *INSIGHT JOURNAL*, 6.
- Eshra, N., & Beshir, N. (2019, December). Effect of consumer attitude towards SMS advertising and demographic features on Egyptian consumers buying decision. *Journal of Marketing Management*, 7(2), 70-76. doi:10.15640/jmm.v7n2a8
- Fakultas Ilmu Administrasi Angkatan 2012 / 2013 Universitas Brawijaya yang Menggunakan Aplikasi Media Sosial LINE ). 35(1), 137–145.
- Fan, H., & Poole, M. S. (2006). What Is Personalization ? Perspectives on the Design and Implementation of Personalization in Information Systems  
This article was downloaded by : [ University of Queensland ] Access details : Access Details : [ subscription number 907688104 ] *Journal of Journal of Organizational Computing and Electronic Commerce*, August, 179–202. <https://doi.org/10.1207/s15327744joce1603>
- Feng, X., Fu, S., & Qin, J. (2016). Determinants of consumers' attitudes toward mobile advertising: The mediating roles of intrinsic and extrinsic

- motivations. *Computers in Human Behavior*, 63, 334–341.  
<https://doi.org/10.1016/j.chb.2016.05.024>
- Ferreira, C., Michaelidou, N., Moraes, C., & McGrath, M. (2017). Social media advertising: Factors influencing consumer ad avoidance. *Journal of Customer Behaviour*, 16(2), 183–201.  
<https://doi.org/10.1362/147539217x14909733609398>
- Firmansyah, D. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish.  
 Retrieved from [https://www.researchgate.net/profile/Muhammad\\_Firmansyah4/publication/329587407\\_PERILAKU\\_KONSUMEN/links/5c24627b458515a4c7faed1d/PERILAKU-KONSUMEN.pdf](https://www.researchgate.net/profile/Muhammad_Firmansyah4/publication/329587407_PERILAKU_KONSUMEN/links/5c24627b458515a4c7faed1d/PERILAKU-KONSUMEN.pdf)
- Fortes, N., & Rita, P. (2016). Privacy concerns and online purchasing behaviour: Towards an integrated model. *European Research on Management and Business Economics*, 22, 167-176.  
[doi:http://dx.doi.org/10.1016/j.iedeen.2016.04.002](http://dx.doi.org/10.1016/j.iedeen.2016.04.002)
- Gaber, H. R., Wright, L. T., & Kooli, K. (2019). Consumer attitudes towards Instagram advertisements in Egypt: The role of the perceived advertising value and personalization. *Cogent Business & Management*. doi:DOI: 10.1080/23311975.2019.1618431
- Ghozali, I. (2018). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23* (P. P. Harto (Ed.)). Undip.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2019). *Cluster Analysis. Multivariate data analysis*. In Volume 8th ed.

- Hamid, R. S., & Anwar, S. M. (2019). STRUCTURAL EQUATION MODELING (SEM) BERBASIS VARIAN: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis. PT Inkubator Penulis Indonesia.
- Haryono, S. (2016). Metode SEM Untuk Penelitian Manajemen dengan AMOS LISREL PLS (H. Mintardja (Ed.)). PT. Intermedia Personalia Utama.
- Hasanah, R., & Wahid, N. A. (2018). The Mediating Role of Consumer's Attitude toward Advertising on the Relationship between Advertisement Content Credibility and Attitude toward Brand: The Case of Beauty Soap in Indonesia. *International Journal of Multicultural and Multireligious Understanding (IJMMU)*, 6(1), 12-21. Diambil kembali dari <https://ijmmu.com/index.php/ijmmu/article/view/607/423>
- Hawkins, D. I., & Mothersbaugh, D. L. (2011). CONSUMER BEHAVIOR: BUILDING MARKETING STRATEGY (11th ed.). The McGraw-Hill.
- Held, J., & Germelmann, C. C. (2018). Deception in consumer behavior research: A literature review on objective and perceived deception. *Projectics / Proyética / Projectique*, n°21(3), 119. <https://doi.org/10.3917/proj.021.0119>
- Hermenda, A., Sumarwan, U., & Tinaprilla, N. (2019). THE EFFECT OF SOCIAL MEDIA INFLUENCER ON BRAND IMAGE, SELF-CONCEPT, AND PURCHASE INTENTION. *Journal of Consumers Science*, 04(02), 76-89. Dipetik May 2020, dari



file:///C:/Users/Ezra%20Aileen/Downloads/26525-Article%20Text-85022-1-10-20190831%20(1).pdf

- Huq, S. M., Alam, S. S., Nekmahmud, M., Aktar, M. S., & Alam, S. S. (2015). Customer's Attitude Towards Mobile Advertising in Bangladesh. *International Journal of Business and Economics Research*, 4(6), 281-292. doi:10.11648/j.ijber.20150406.13
- Ilahi, M. Y. (2019). Pengaruh Sikap Terhadap Iklan dan Daya Tarik Iklan TokoPedia Di Media Sosial Youtube dan Pengaruhnya Terhadap Keputusan Pembelian Di Kota Makassar. *Sustainability (Switzerland)*, 11(1), 1–14.
- Islahuddin, & Syaifuddin, N. (2020, April). Pasar e-commerce terbesar Indonesia dari milenial [The largest e-commerce market in Indonesia is from millennials]. Retrieved from <https://lokadata.id/artikel/pasar-e-commerce-terbesar-indonesia-dari-milenial>
- Išoraitė, M. (2016). Marketing Mix Theoretical Aspects. *International Journal of Research -GRANTHAALAYAH*, 4(6), 25–37. <https://doi.org/10.29121/granthaalayah.v4.i6.2016.2633>
- Jefkins, F. (2016). *Advertising: Made Simple* (4th ed.). Elsevier.
- Johnson, J. (2021). Number of internet users worldwide | Statista. <https://www.statista.com/statistics/273018/number-of-internet-users-worldwide/>
- Journal Entrepreneur. (2021). Konsep Personalized Marketing untuk Kemajuan Bisnis Anda [The Concept of Personalized Marketing for Your

Business Growth]. Retrieved from  
<https://www.jurnal.id/id/blog/konsep-personalized-marketing-untuk-kemajuan-bisnis-anda/>

Juha, J. J. (2020). Significance Of Extended Marketing Mix On Purchasing Via E Commerce. *International Journal of Scientific & Technology Research*, 9(02), 4079–4083.

Jung, A. (2017). The Influence of perceived ad relevance on social media advertising: An empirical examination of a mediating role of privacy concern. *Computers in Human Behaviour*, 303-309. doi:  
<https://doi.org/10.1016/j.chb.2017.01.008>

Kaniewska-SĆba, A., & BognaPilarczyk. (2016). Negative Effects of Personalization in Direct Marketing. *International Journal of Arts & Sciences*, 07(02), 89-98.

Karamchandani, S., Karani, A., & Jayswal, M. (2021). Linkages Between Advertising Value Perception, Context Awareness Value, Brand Attitude and Purchase Intention of Hygiene Products During COVID-19: A Two Wave Study. *Vision*.  
<https://doi.org/10.1177/09722629211043954>

Kaspar, K., Weber, S. L., & Wilbers, A. K. (2019). Personally Relevant Online Advertisements: Effects of Demographic Targeting on Visual Attention and Brand Evaluation. (S. M. Conde, Trans.). *Demographic Targeting and Visual Attention*, 14(02).

doi:<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0212419>

Keary, N. (2021). The attention span myth and why it's problematic for marketers | Turtl. <https://turtl.co/blog/the-attention-span-myth/>

Kemp, S. (2016). Digital 2016: Global Digital Overview — DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2016-global-digital-overview>

Kemp, S. (2018). Digital 2018: Indonesia. <https://datareportal.com/reports/digital-2018-indonesia>

Kemp, S. (2021a). Digital 2021: Global Overview Report — DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2021-global-overview-report>

Kemp, S. (2021b). Digital in Indonesia: All the Statistics You Need in 2021. <https://datareportal.com/reports/digital-2021-indonesia?rq=digital-indonesia-2021>

Kian, T. P., Boon, G. H., Fong, W. L., & Ai, Y. J. (2017, December). Factors That Influence the Consumer Purchase Intention in Social Media Websites. *International Journal of Supply Chain Management*, 06(04), 2050-7399. Retrieved from <https://www.researchgate.net/publication/323445865>

Kirkpatrick, D. (2017). Study: 59% of millennials only watch YouTube ads until they can skip | Marketing Dive.

<https://www.marketingdive.com/news/study-59-of-millennials-only-watch-youtube-ads-until-they-can-skip/433597/>

Komala, R. D., & Nelliyaningsih. (2017). Tinjauan Implementasi Personal Selling pada PT. Astra International Daihatsu Astra Biz Center Bandung pada Tahun 2017 [Review of Personal Selling Implementation at PT. Astra International Daihatsu Astra Biz Center Bandung in 2017]. *Jurnal Fakultas Ilmu Terapan Universitas Telkom*, 03(02), 330. Retrieved from <https://journal.ittelkom-pwt.ac.id/index.php/infotel/article/view/1621/878>

Kotler, P., & Armstrong, G. (2017). *Principles of Marketing, Student Value Edition* (17th ed.). Pearson Education.

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.

Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14 ed.). New Jersey: Prentice Hall (Pearson Education).

Kurniasari, M., & Budiati, A. (2018, March). The effect of social media marketing and brand awareness on purchasing decisions with purchase intention as an intervening variable at J.Co Donuts & Coffee Semarang. *Jurnal Administrasi Bisnis*, 7(1), 25-31.

Kuspriyono, T. (2020, September). Online community-based marketing strategy and personalized marketing on marketing performance. *Widya Cipta: Jurnal Sekretari dan Manajemen*, 4(2). doi: <https://doi.org/10.31294/widyacipta.v4i2.8420.g4240>

- LaBerge, L., O'Toole, C., Schneider, J., & Kate Smaje. (2020). How COVID-19 has pushed companies over the technology tipping point-and transformed business forever. McKinsey Global Publishing, October, 1–9. <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>
- Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: Evidence from Indonesia's banking industry. *International Review of Management and Marketing*, 8(1), 13-18.
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2011). *Marketing* (11th ed.). USA: South-Western Cengage Learning.
- Lancaster, G., & Massingham, L. (2018). *Essentials of Marketing Management: Second Edition*. In *Essentials of Marketing Management: Second Edition*. <https://doi.org/10.4324/9781315177014>
- Le, T. D. D. (2018). Influence of WOM and content type on online engagement in consumption communities: The information flow from discussion forums to Facebook. *The Electronic Library*, 34(1), 1–5. <https://doi.org/https://doi.org/10.1108/OIR-09-2016-0246>
- Lin, T. T. C., Paragas, F., & Bautista, J. R. (2016). Determinants of mobile consumers' perceived value of location-based advertising and user responses. *International Journal of Mobile Communications*, 14(2), 99–117. <https://doi.org/10.1504/IJMC.2016.075019>

- Machado, C., & Davim, J. P. (2016). *MBA: Theory and application of business and management principles*. Springer. doi: 10.1007/978-3-319-28281-7\_2
- Manorek, S. L. (2016). The Influence of Brand Image, Advertising, perceived Price Toward Consumer Purchase Intention at Samsung Smartphone. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(4), 661–670.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumer's purchase intentions: The mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41-48. doi: 10.31580/ijer.v3i2.1386
- Maria, S., Pusriadi, T., Hakim, Y. P., & Darma, D. C. (2019). The effect of social media marketing, word of mouth, and advertising effectiveness on brand awareness and intention to purchase. *Jurnal Manajemen Indonesia*, 19(02), 107-122. doi: <https://doi.org/10.25124/jmi.v19i2.2234>
- Mir, I. A. (2017). Impact of Entertainment Motivational Drivers on User Acceptance of Online Social Network Banner Advertising: A Gratification Perspective. *Zagreb International Review of Economics and Business*, 20(1), 19–47. <https://doi.org/10.1515/zireb-2017-0006>
- Mohamad, B., Rahimi, N. S., & Abdu, D. S. (2016). The consumers' attitude towards web advertising on Tourism Malaysia's web advertisement: Literature review and research proposition. *Journal of Management and Business*, 15(1).

- Most effective YouTube ad formats worldwide 2019 | Statista. (2021).  
[https://www.statista.com/statistics/1102764/effective-youtube-ad-formats world/](https://www.statista.com/statistics/1102764/effective-youtube-ad-formats-world/)
- Mulder, J., & de Bruijne, M. (2019). Willingness of Online Respondents to Participate in Alternative Modes of Data Collection. *Survey Practice*, 12(1), 1–11. <https://doi.org/10.29115/sp-2019-0001>
- Munir, H., Rana, R. A., & Bhatti, U. T. (2017). Factors affecting advertisement avoidance through mediating role of customer perceived value. *International Journal of Research*, 4(9). Retrieved from <https://edupediapublications.org/journals/index.php/IJR/>
- Murillo, E., Merino, M., & Núñez, A. (2015). The advertising value of Twitter Ads: a study among Mexican Millennials. *Review of Business Management*, 18(61), 436-456. doi:10.7819/rbgn.v18i61.2471
- Nabila, S., & Achyar, A. (2019). Analysis of Factors Affecting Users' Attitude Toward The Youtube Ads And Their Effects On Purchase Intention. *Jurnal Manajemen dan Bisnis Sriwijaya*, 7(2). Retrieved from <http://ejournal.unsri.ac.id/index.php/jmbs>
- Nabila, S., & Achyar, A. (2020). Analysis of Factors Affecting Users' Attitude Toward the Youtube Ads and Their Effects on Purchase Intention. *Jurnal Manajemen Dan Bisnis Sriwijaya*, 17(2), 91–100. <https://doi.org/10.29259/jmbs.v17i1.8858>

- Nainggolan, C., Azzahro, F., & Handayani, P. W. (2018). Factors Affecting Users' Purchase Intention and Attitudes towards Mobile Advertising: a Tokopedia Case Study. *Proceeding of EECSI*, 16(18).
- Najib, N. M., Kasuma, J., & Bibi, Z. B. (2016). Relationship and Effect of Entertainment, Informativeness, Credibility, Personalization and Irritation of Generation Y's Attitudes towards SMS Advertising. *International Conference on Business and Economics*. doi:10.15405/epsbs.2016.11.02.20
- Noorita, Zanariah, Mardhiah, & Shahira, N. N. (2019). A Study on Consumer's Attitude Towards Viral Advertising on Social Media: A Case Study in An Ice Cream Manufacturing Company. *INSIGHT JOURNAL*, 6, 113–125.
- Nor Hazlina Hashim, N. H., Normalini, & Sajali, N. (2018). The Influence Factors Towards Mobile Advertising Message Content on Consumer Purchase Intention. *Global Business Review*, 19(5), 1187–1206. doi: 10.1177/0972150918788746
- Novryan, A. (2021). *Dunia Era Digital dan Peran Digital Marketing*. Retrieved from <https://kumparan.com/arma-novryan/dunia-era-digital-dan-peran-digital-marketing-1w1RdyhtH1w/full>
- Oosterwechel, J. (2018). The relationship between advertising preference accuracy and consumer engagement in social media advertising. 1–69. <https://essay.utwente.nl/74577/>



Ostic, D., Qalati, S. A., Barbosa, B., Shah, S. M. M., Galvan Vela, E., Herzallah, A. M., & Liu, F. (2021). Effects of Social Media Use on Psychological Well-Being: A Mediated Model. *Frontiers in Psychology*, 12(June). <https://doi.org/10.3389/fpsyg.2021.678766>

Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>

Pitoko, R. A. (2018). UMKM Diimbau Promosi Bisnis Lewat Instagram Stories. (A. Ika, Penyunt.). Retrieved from <https://ekonomi.kompas.com/read/2018/04/24/165718826/umkm-diimbau-promosi-bisnis-lewat-instagram-stories?page=all>

Pratama, E. M. H., & Mayangsari, I. D. (2021). PENGARUH ENTERTAINMENT , CREDIBILITY , INFORMATIVE , DAN IRRITATION TERHADAP SIKAP KONSUMEN Influence of ENTERTAINMENT , CREDIBILITY , INFORMATIVE , and IRRITATION toward consumer Attitude Pendahuluan Tinjauan Pustaka. 8(2), 1812–1824.

Pride, W. C., & Ferrel, O. C. (2016). *Marketing*. Cengage Learning.

Puccinelli, N. M., Grewal, D., Motyca, S., Andrzejzky, S., & Avnet, T. (2016). Effect of Affect on Consumer Behavior: A meta-analytic Integration. *Marketing Science Institute Working Paper*, 16(114). Retrieved from

[https://www.msi.org/wp-content/uploads/2020/06/MSI\\_Report\\_16-114.pdf](https://www.msi.org/wp-content/uploads/2020/06/MSI_Report_16-114.pdf)

Puwandi, P. H., DE, G. T., & Brasali, N. (2020). The Factors Affecting Consumer Response towards Online Video Advertisement: YouTube as a Platform. *International Journal of Multicultural and Multireligious Understanding*, 7(2), 375–390.  
<https://doi.org/http://dx.doi.org/10.18415/ijmmu.v7i2.1396>

Qousa, A., & Wady, R. (2018). Factors Affecting Consumers' Attitudes Towards SMS Advertising. *An International Peer-Reviewed Journal*, 44.  
[www.iiste.org](http://www.iiste.org)

Raharjo, W., & Widyastuti. (2019). Ad Intrusiveness dan Sikap Konsumen terhadap Iklan On-Line pada E-Commerce. *BISMA (Bisnis dan Manajemen)*, 11(2). Retrieved from  
<https://www.researchgate.net/publication/336648989>

Ramadhani, S., Suroso, A. I., & Ratono, J. (2020). Consumer Attitude, Behavioral Intention, and Watching Behavior of Online Video Advertising on Youtube. *Jurnal Aplikasi Manajemen*, 18(3), 493–503.  
<https://doi.org/10.21776/ub.jam.2020.018.03.09>

Ramnarayan, S., & Jose, S. (2005). Perceived Effectiveness Of Personalization. *Journal Of Business & Economics Research*, 3(9), 41–50.

Rapitasari, D. (2016). APPLICATION BASED DIGITAL MARKETING AS A STRATEGY TO IMPROVE CUSTOMER SATISFA

- Rapitasari, D. (2016). Application based digital marketing as a strategy to improve customer satisfaction. *Jurnal Cakrawala*, 10(02), 107-112. doi:10.21831/cp.v10i02.10703
- Rochim, A. (2021). Pandemi Corona Dinilai Percepat Transformasi Digital di Indonesia. *Sindonews.com*, from <https://nasional.sindonews.com/read/307630/15/pandemi-corona-dinilai-percepat-transformasi-digital-di-indonesia-1611118895>
- Sabuncuoğlu-Inanç, A., Gökaliler, E., & Gülay, G. (2020). Do bumper ads bump consumers?: An empirical research on youtube video viewers. *Profesional de*
- Saleh, A., & Bista, K. (2017). Examining Factors Impacting Online Survey Response Rates in Educational Research: Perceptions of Graduate Students. *Online Submission*, 13(2), 63–74.
- Salem, M. Z. (2016). Factors affecting consumer attitudes, intentions and behaviors toward SMS advertising in Palestine. *Indian Journal of Science and Technology*, 9(4). doi:10.17485/ijst/2016/v9i4/80216.
- Sallam, M. A., & Algammash, F. A. (2016). The effect of attitude toward advertisement on attitude toward brand and purchase intention. *International Journal of Economics, Commerce and Management*, 4(2).
- Santoso, E. D., & Larasati, N. (2019). Benarkah iklan online efektif untuk digunakan dalam promosi perusahaan. *Jurnal Ilmiah Bisnis dan Ekonomi Asia*, 13(1), 28-36. doi:10.32812/jibeka.v13i1.99.

- Santoso, G., & Triwijayati, A. (2018). Gaya pengambilan keputusan pembelian pakaian secara online pada generasi Z Indonesia. *Jurnal Ilmiah Keluarga & Konsumen*.
- Sebastian, S. D., & Pandowo, M. (2016, March). The impact of credibility, informative, and hedonic/pleasure on youth consumers' attitude towards advertising: Study of mobile advertising. *Jurnal EMBA*, 4(1), 1077-1085.
- Setiawan, R. C., & Briliana, V. (2021). ENTERTAINMENT, INFOMATIVENESS, CREDIBILITY, ATTITUDES TERHADAP PURCHASE INTENTION PADA SUBSCRIBER CHANNEL YOUTUBE. *Jurnal Bisnis Dan Akuntansi*, 23(1), 111–120. <http://jurnaltsm.id/index.php/JBA>
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53, 47–65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Shakariza, S., & Darmalim, E. (2021). A Study Comparison Between TikTok and Instagram: Impact of Ad Informativeness, Ad Credibility and Ad Entertainment to Purchase Intention with Attitude Towards .... *Journal of Qualitative Inquiry*, 6(July), 6322–6334.
- Shakariza, S., Darmalim, E., Cuesta-Valiño, P., Rodríguez, P. G., Núñez-Barriopedro, E., Nabila, S., Achyar, A., Dwinanda, B., Syaripuddin, F. A., Hudaifi, , Hendriana, E., Authors, F., Takaya, R., Ramli, A. H.,

- Lukito, N., Lee, E. B., Lee, S. G., Yang, C. G., Suarsa, S. H., ... Branco, F. (2020). The Influence Factors Towards Mobile Advertising Message Content on Consumer Purchase Intention. *International Journal of Environmental Research and Public Health*, 17(3), 35–44. <https://doi.org/10.1177/0972150918788746>
- Sigurdsson, V., Menon, R. V., Hallgrímsson, A. G., Larsen, N. M., & Fagerstrøm, A. (2017). Factors affecting attitudes and behavioral intentions toward in-app mobile advertisements. *Journal of Promotion Management*, 24(5). doi:10.1080/10496491.2018.1405523.
- Sim, M. Q. E. (2016). The Value of Online Advertising: Exploring the effects of advertisements on consumer perceptions of media vehicle value.
- Spitznagel, E. (2020). Generation Z is bigger than millennials — and they're out to change the world. <https://nypost.com/2020/01/25/generation-z-is-bigger-than-millennials-and-theyre-out-to-change-the-world/>
- Siraj, H., Syed, A. R., & Sultan, M. F. (2021). SMS Advertising & its Impact on Consumer Purchase Intention: A Comparative Study of Adults and Young Consumers in Pakistan. *Journal of Marketing Strategies*, 3(2), 1–22. <https://doi.org/10.52633/jms.v3i2.69>
- Soedarsono, D. K., Mohamad, B., Adamu, A. A., & Pradita, K. A. (2020). Managing digital marketing communication of coffee shop using Instagram. *International Journal of Interactive Mobile Technologies (ijIM)*, 14(5). doi:<https://doi.org/10.3991/ijim.v14i05.13351>.

- Solihin, & Azwar, W. (2019). Sharia customer behavior: Perilaku konsumen dalam belanja online. *JEBI (Jurnal Ekonomi dan Bisnis Islam)*, 4(01). doi:<http://dx.doi.org/10.15548/jebi.v4i1.222>.
- Stalmachova, K., Chinoracky, R., & Strenitzerova, M. (2022). Changes in Business Models Caused by Digital Transformation and the COVID-19 Pandemic and Possibilities of Their Measurement—Case Study. *Sustainability* (Switzerland), 14(1). <https://doi.org/10.3390/su14010127>
- Stephanie, C. (2021, February 23). Berapa lama orang Indonesia akses internet dan medsos setiap hari? [How long do Indonesian people access the internet and social media every day?]. Retrieved from <https://tekno.kompas.com/read/2021/02/23/11320087/berapa-lama-orang-indonesia-akses-internet-dan-medsos-setiap-hari>
- Sterling, G. (2017). Study: Gen Z more discriminating, more advertising-resistant than Gen X or Y. <https://martech.org/study-gen-z-discriminating-advertising-resistant-gen-x-y/>
- Strycharz, J., Noort, G. v., Smit, E., & Helberger, N. (2019, May). Protective behavior against personalized ads: Motivation to turn personalization off. *Journal of Psychosocial Research on Cyberspace*, 13(2).
- Sugiyono. (2013). *Metode penelitian manajemen [Management research methods]*. Bandung: Alfabeta.

- Sugiyono. (2015). *Metode penelitian pendidikan (Pendekatan kualitatif, kuantitatif, dan R&D)* [Research methods in education (Qualitative, quantitative, and R&D approaches)]. Bandung
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Sutopo (Ed.); 1st ed.). ALFABETA, cv.
- Sun, Y., Fang, S., & Hwang, Y. (2019). Investigating Privacy and Information Disclosure Behavior in Social Electronic Commerce. *Sustainability*, 11. doi:10.3390/su11123311
- Tandyonomanu, D. (2020). Ads on YouTube: Skip or Watch? *226(Icss)*, 325–328. <https://doi.org/10.2991/icss-18.2018.66>
- Tanttu, T. (2017). Master's Thesis, Marketing Author: Tuomo Tanttu 5.6.2017
- Tardin, M. G., Pellissari, A. S., & Braga, L. D. (2020). Social Media Marketing Communication: Effects on Brand Equity and on Consumer's Purchase Intention. *International Journal for Innovation Education and Research*, 8(06), 441-457. doi:<https://doi.org/10.31686/ijier.vol8.iss6.2438>
- Tjahjadi, J. K., & Hendijani, R. B. (2020). Customer's Perception Of Compulsory View Advertising On Youtube And Its Effect On Their Purchasing Behavior. *International Journal of Innovative Research and Advanced Studies (IJIRAS)*, 7(1), 102–108. [www.ijiras.com](http://www.ijiras.com)
- Tregua, M., Mele, C., Russo-Spena, T., Marzullo, M. L., & Carotenuto, A. (2021). Digital Transformation in the Era of Covid-19. *Lecture Notes in Networks and Systems*, 266, 97–105. [https://doi.org/10.1007/978-3-030-80840-2\\_10](https://doi.org/10.1007/978-3-030-80840-2_10)

- Utkarsh, Maurya, H., & Medhavi, S. (2016). Differences in Advertising Strategies of Service Marketers: A Content Analysis. *Services Marketing Quarterly*, 37(2), 109–124.  
<https://doi.org/10.1080/15332969.2016.1154733>
- Verna, P., Clayton, A., & Creamer, S. (2017). Digital Video Ad Effectiveness: YouTube, Facebook, Instagram, Twitter, Snapchat and More (Issue November).
- Wali, M. (2017, October). Adsense Mobile dan Respon Pengguna Smartphone: Intrusiveness dan Irritation. *Jurnal Ekonomi dan Manajemen Teknologi*, 1(02), 107-120.
- Waluyo, M. (2016). Mudah Cepat Tepat Penggunaan Tools Amos Dalam Aplikasi (SEM). *UPN Jatim*, 126.
- Waskito, J. (2017). PENGARUH RELEVANCE, CONFUSION, DAN ENTERTAINMENT IKLAN HIJAU TERHADAP SIKAP SKEPTIS KONSUMEN. 193–206.
- We Are Social. (2023, January 26). The Changing World of Digital In 2023 - We Are Social UK. We Are Social UK. Retrieved March 7, 2023, from <https://wearesocial.com/uk/blog/2023/01/the-changing-world-of-digital-in-2023/>
- Wiliyastuti, Kemalasar, P. R., & Sudodo, Y. (2018). SIKAP GENERASI MILLENIALS TERHADAP IKLAN ONLINE DALAM E-COMMERCE DI SITUS YOUTUBE ( Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Teknologi Sumbawa ). *Jurnal*



Manajemen Fakultas Ekonomi Dan Bisnis Universitas Teknologi  
Sumbawa. <https://doi.org/https://doi.org/10.37673/jmb.v1i2.20>

- Wojdynski, B. W., Bang, H., & Eaddy, L. L. (2016). Effects of Article Features on Consumers ' Recognition and Evaluation of Sponsored Content Effects of Article Features on Consumers ' Recognition and Evaluation of Sponsored Content Bartosz W . Wojdynski Hyejin Bang Dongwon Choi LaShonda L . Eaddy W . And. March.
- Yang, K.-C. (2017). Kybernetes Article information : Consumer Attitudes toward Online Video Advertisement: YouTube as a Platform.
- Yapici, E. (2016). Determinants of Purchase Intentions for Luxury Brands – The Effect of Brand Positioning. Istanbul: İstanbul Bilgi University Graduate School of Social Sciences.
- Yudistira, E. R. (2019). Faktor – Faktor yang Mempengaruhi Purchase Intention Produk Private Label Sirup Indomaret di Jakarta. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 4(2), 50-56.
- Zhen, J., Zhao, L., & Yan, J. (2017). Why Would People Purchase Personalized Products Online? An Exploratory Study. *Journal of Information Technology Management*, XXVIII(4).
- Ziyadin, S., Doszhan, R., Borodin, A., Omarova, A., & Ilyas, A. (2019). The Role of Social Media Marketing in Consumer Behavior. *E3S Web of Conferences*, 135. doi:<https://doi.org/10.1051/e3sconf/201913504022>