## **DAFTAR PUSTAKA**

- Adzani, R. A. A. K., & Premananto, G. C. (2023). Southeast Asian Business Review.
- Aguirre, E., Roggeveen, A. L., Grewal, D., & Wetzels, M. (2016). The personalization-privacy paradox: Implications for new media. *Journal of Consumer Marketing*, 33(2), 98–110.
- Ahn, S. J., & Bailenson, J. N. (2011). Self-endorsing versus other-endorsing in virtual environments. *Journal of Advertising*, 40(2), 93–106.
- Ajayi, V. (2023). A Review on Primary Sources of Data and Secondary Sources of Data.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77. https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2018.06.001
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190.
- Alzaidi, M. S., & Agag, G. (2022). The role of trust and privacy concerns in using social media for e-retail services: The moderating role of COVID-19. In *Journal of Retailing and Consumer Services* (Vol. 68, p. 103042). https://doi.org/10.1016/j.jretconser.2022.103042
- Ariffin, S. K., Aun, T. L., & Salamzadeh, Y. (2018). How personal beliefs influence consumer attitude towards online advertising in Malaysia: To trust or not to trust. *Global Business & Management Research*, 10(1), 30–47.
- Ariffin, S. K., Mohan, T., & Goh, Y.-N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, 12(3), 309–327.
- Arora, T., & Agarwal, B. (2019). Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media Advertising: A Structural Equation Modelling Approach. *Vision: The Journal of Business Perspective*, 23, 56–69. https://doi.org/10.1177/0972262918821248
- Arshad, M. S., & Aslam, T. (2015). The impact of advertisement on consumer's purchase intentions. *Available at SSRN 2636927*.

- Aslam, W., Farhat, K., & Arif, I. (2021). Skippable advertisement versus fulllength Advertisement: an empirical analysis in a developing economy. *Journal of Interactive Advertising*, 21(1), 49–67.
- Ata, S., Arslan, H., Baydaş, A., & Pazvant, E. (2022). The Effect of Social Media Influencers' Credibility on Consumer's Purchase Intentions Through Attitude Toward Advertisement. ESIC MARKET Economic and Business Journal, 53. https://doi.org/10.7200/esicm.53.280
- Aydin, G. (2018). Role of personalization in shaping attitudes towards social media ads. *International Journal of E-Business Research (IJEBR)*, 14(3), 54–76.
- Baek, T. H., & Morimoto, M. (2012). Stay away from me. *Journal of Advertising*, *41*(1), 59–76.
- Bandara, R., Fernando, M., & Akter, S. (2021). Managing consumer privacy concerns and defensive behaviours in the digital marketplace. *European Journal of Marketing*, 55(1), 219–246.
- Bang, H., & Wojdynski, B. W. (2016). Tracking users' visual attention and responses to personalized advertising based on task cognitive demand. *Computers in Human Behavior*, 55, 867–876.
- Barata, M. L., & Coelho, P. S. (2021). Music streaming services: understanding the drivers of customer purchase and intention to recommend. *Heliyon*, 7(8).
- Belanche, D., Flavián, C., & Pérez-Rueda, A. (2017). Understanding interactive online advertising: Congruence and product involvement in highly and lowly arousing, skippable video ads. *Journal of Interactive Marketing*, 37(1), 75– 88.
- Belch, G. E., & Belch, M. A. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education. https://books.google.co.id/books?id=PYpSzQEACAAJ
- Belle Wong, J. D. (2023). Top Social Media Statistics And Trends Of 2024. May 18, 2023, 2:09pm. https://www.forbes.com/advisor/business/social-mediastatistics/#source
- Beuckels, E., Cauberghe, V., & Hudders, L. (2017). How media multitasking reduces advertising irritation: The moderating role of the Facebook wall. *Computers in Human Behavior*, 73, 413–419.
- Bhutta, E., Kausar, S., & Rehman, A. (2019). Factors Affecting the Performance of Market Committees in Punjab, Pakistan: An Empirical Assessment of

Performance through Smart Pls Mediation Analysis. J. Agric. Res, 57(3), 189–197.

- Bilgin, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. Business & Management Studies: An International Journal, 6. https://doi.org/10.15295/v6i1.229
- Bleier, A., & Eisenbeiss, M. (2015). The importance of trust for personalized online advertising. *Journal of Retailing*, 91(3), 390–409.
- Boateng, H., Okoe, A. F., & Omane, A. B. (2016). Does personal innovativeness moderate the effect of irritation on consumers' attitudes towards mobile advertising? *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 201–210. https://doi.org/10.1057/dddmp.2015.53
- Boudet, J., Gregg, B., Rathje, K., Stein, E., & Vollhardt, K. (2019). The future of personalization—and how to get ready for it. *Recuperado El*, 12.
- Brolin, R., & Spångby, C. (2020). The impact of advertising exposure on attitudes and purchase intention: A quantitative study measuring the impact of Instagram advertising exposure on attitudes toward the ads and brands, and purchase intention of sportswear.
- Brügger, N., Goggin, G., Milligan, I., & Schafer, V. (2017). Introduction: Internet histories. *Internet Histories*, 1(1–2), 1–7. https://doi.org/10.1080/24701475.2017.1317128
- Butt, A., Khan, M. B., & Turner, M. (2020). Visual Metaphorical Advertising: The Moderating Role of Creativity and the Mediating Role of Informativeness. *Journal of Current Issues & Research in Advertising*, 1–29. https://doi.org/10.1080/10641734.2024.2323992
- Campbell, C., Mattison Thompson, F., Grimm, P. E., & Robson, K. (2017). Understanding why consumers don't skip pre-roll video ads. *Journal of Advertising*, 46(3), 411–423.
- Campbell, D. E., & Wright, R. T. (2008). SHUT-UP I DON'T CARE: UNDERSTANDING THE ROLE OF RELEVANCE AND INTERACTIVITY ON CUSTOMER ATTITUDES TOWARD REPETITIVE ONLINE ADVERTISING. Journal of Electronic Commerce Research, 9(1).
- Carah, N., & Shaul, M. (2015). Brands and Instagram: Point, tap, swipe, glance. *Mobile Media & Communication*, 4. https://doi.org/10.1177/2050157915598180

- Castro, C. A. de, O'Reilly, I., & Carthy, A. (2022). The Evolution of the Internet and Social Media: A Literature Review. *International Journal of E-Education, e-Business, e-Management and e-Learning, 12*(1), 30–41. https://doi.org/10.17706/ijeeee.2022.12.1.30-41
- Cavalcanti, R., Mohandas, L., & Oliveira, H. (2022). What is entertainment? Propositions of definitions based on product, experience, culture and communication perspectives. *Desenvolve Revista de Gestão Do Unilasalle*, 11, 1–18. https://doi.org/10.18316/desenv.v11i1.9465
- Cavdar Aksoy, N., Tumer Kabadayi, E., Yilmaz, C., & Kocak Alan, A. (2021). A typology of personalisation practices in marketing in the digital age. *Journal of Marketing Management*, *37*(11–12), 1091–1122.
- Chakrabarty, S., & Yelkur, R. (2006). The Effects of Ad Irritation on Brand Attitudes. *Journal of Promotion Management*, *11*(2–3), 37–48. https://doi.org/10.1300/J057v11n02\_04
- Chandra, S., Verma, S., Lim, W. M., Kumar, S., & Donthu, N. (2022). Personalization in personalized marketing: Trends and ways forward. *Psychology & Marketing*, 39(8), 1529–1562. https://doi.org/https://doi.org/10.1002/mar.21670
- Cheah, I., Shimul, A., Liang, J., & Phau, I. (2020). Consumer attitude and intention toward ridesharing. *Journal of Strategic Marketing*, *30*, 115–136. https://doi.org/10.1080/0965254X.2020.1733050
- Chen, A., Lu, Y., & Wang, B. (2017). Customers' purchase decision-making process in social commerce: A social learning perspective. *International Journal of Information Management*, *37*(6), 627–638.
- Chen, W.-K., Ling, C.-J., & Chen, C.-W. (2023). What affects users to click social media ads and purchase intention? The roles of advertising value, emotional appeal and credibility. *Asia Pacific Journal of Marketing and Logistics*, 35(8), 1900–1916.
- Choi, H., Park, J., & Jung, Y. (2018). The role of privacy fatigue in online privacy behavior. *Computers in Human Behavior*, 81, 42–51.
- Chowdhury, H. K., Parvin, N., Weitenberner, C., & Becker, M. (2006). Consumer attitude toward mobile advertising in an emerging market: An empirical study. *International Journal of Mobile Marketing*, 1(2).
- Chua, T. H. H., & Chang, L. (2016). Follow me and like my beautiful selfies: Singapore teenage girls' engagement in self-presentation and peer

comparison on social media. *Computers in Human Behavior*, 55, 190–197. https://doi.org/https://doi.org/10.1016/j.chb.2015.09.011

- Collis, C. (2017). What is entertainment? The value of industry definitions. Entertainment Values: How Do We Assess Entertainment and Why Does It Matter?, 11–22.
- Coyle, R. (2023). The impact of advertising irritation on purchase intention among social media users. *The Journal of Social Media in Society*, *12*(2), 144–166.
- Crocker, S. (2017). Tell us about... Internet Histories: Digital Technology. *Culture and Society*, *1*(1–2).
- Crossler, R. E., & Bélanger, F. (2019). Why would I use location-protective settings on my smartphone? Motivating protective behaviors and the existence of the privacy knowledge–belief gap. *Information Systems Research*, 30(3), 995–1006.
- Cyr, D., Head, M., & Ivanov, A. (2009). Perceived interactivity leading to eloyalty: Development of a model for cognitive–affective user responses. *International Journal of Human-Computer Studies*, 67(10), 850–869.
- Dachyar, M., & Banjarnahor, L. (2017). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital*, 13(5), 946– 966.
- Dahlen, M., & Rosengren, S. (2016). If Advertising Won't Die, What Will It Be? Toward a Working Definition of Advertising. *Journal of Advertising*, 45, 1– 12. https://doi.org/10.1080/00913367.2016.1172387
- Danesi, M. (2015). Advertising Discourse. In *The International Encyclopedia of Language and Social Interaction* (pp. 1–10). https://doi.org/https://doi.org/10.1002/9781118611463.wbielsi137
- Dawn, S. K. (2014). Personalised Marketing: concepts and framework. *Productivity*, 54(4), 370.
- de Cosmo, L. M., Piper, L., & Di Vittorio, A. (2021). The role of attitude toward chatbots and privacy concern on the relationship between attitude toward mobile advertising and behavioral intent to use chatbots. *Italian Journal of Marketing*, 2021(1), 83–102. https://doi.org/10.1007/s43039-021-00020-1
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product

divergence on brand attitude. *International Journal of Advertising*, *36*(5), 798–828.

- Degenhard, J. (2024). *Internet users in Indonesia 2014-2029*. Jan 30, 2024. https://www.statista.com/forecasts/1144747/internet-users-in-indonesia
- Di Pietro, L., & Pantano, E. (2012). An empirical investigation of social network influence on consumer purchasing decision: The case of Facebook. *Journal of Direct, Data and Digital Marketing Practice*, *14*, 18–29.
- Disastra, G. M., Hanifa, F. H., Wulandari, A., & Sastika, W. (2019). The influence of advertising value on advertising attitude and its impact on purchase intention. *Social and Humaniora Research Symposium (SoRes* 2018), 426–432.
- Dodoo, N. A., & Wu, L. (2019). Exploring the anteceding impact of personalised social media advertising on online impulse buying tendency. *International Journal of Internet Marketing and Advertising*, *13*(1), 73–95.
- Dogruel, L., Joeckel, S., & Vitak, J. (2017). The valuation of privacy premium features for smartphone apps: The influence of defaults and expert recommendations. *Computers in Human Behavior*, 77, 230–239.
- Duffett, R. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research: Electronic Networking Applications and Policy*, 25. https://doi.org/10.1108/IntR-01-2014-0020
- Duffett, R. G. (2015). The influence of Facebook advertising on cognitive attitudes amid Generation Y. *Electronic Commerce Research*, *15*, 243–267.
- Eastin, M. S., Brinson, N. H., Doorey, A., & Wilcox, G. (2016). Living in a big data world: Predicting mobile commerce activity through privacy concerns. *Computers in Human Behavior*, 58, 214–220.
- E-Marketer. (2017). Worldwide social network users: E-marketer's estimates and forecast for 2016–2021. https://www.emarketer.com/Report/Worldwide-Social-Network-Users-eMarketers-Estimates-Forecast -20162021/2002081
- Faria, J. (2023). Leading restaurant brands worldwide in 2023, by brand value(in billion U.S. dollars). Nov 7 2023. https://www.statista.com/statistics/407892/brand-value-of-the-leadingglobal-fast-food-brands/
- Fortes, N., & Rita, P. (2016). Privacy concerns and online purchasing behaviour: Towards an integrated model. *European Research on Management and Business Economics*, 22(3), 167–176.

Fortes, N., Rita, P., & Pagani, M. (2017). The effects of privacy concerns, perceived risk and trust on online purchasing behaviour. *International Journal of Internet Marketing and Advertising*, 11. https://doi.org/10.1504/IJIMA.2017.10007887

Frolova, S. (2014). The role of advertising in promoting a product.

- Fryar, C. D., Hughes, J. P., Herrick, K. A., & Ahluwalia, N. (2018). Fast Food Consumption Among Adults in the United States, 2013-2016. NCHS Data Brief, 322, 1–8.
- Fryar, C. D., Hughes, J. P., Herrick, K. A., & Ahluwalia, N. (2018). Fast Food Consumption Among Adults in the United States, 2013-2016. NCHS Data Brief, 322, 1–8.
- 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*, 6(1), 1618431. https://doi.org/10.1080/23311975.2019.1618431
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27, 0. https://doi.org/10.1108/IntR-06-2016-0164
- Gao, J. (2023). R-Squared (R2) How much variation is explained? *Research Methods in Medicine & Health Sciences*, 26320843231186400. https://doi.org/10.1177/26320843231186398
- Gao, Y., & Koufaris, M. (2006). Perceptual antecedents of user attitude in electronic commerce. ACM SIGMIS Database: The Database for Advances in Information Systems, 37(2–3), 42–50.
- Go, E., & Sundar, S. S. (2019). Humanizing Chatbots: The effects of visual, identity and conversational cues on humanness perceptions. *Computers in Human Behavior*, 97. https://doi.org/10.1016/j.chb.2019.01.020
- Gogoi, B. J. (2013). STUDY OF ANTECEDENTS OF PURCHASE INTENTION AND ITS EFFECT ON BRAND LOYALTY OF PRIVATE LABEL BRAND OF APPAREL. https://api.semanticscholar.org/CorpusID:221352181
- Goldfarb, A., & Tucker, C. (2011). Online display advertising: Targeting and obtrusiveness. *Marketing Science*, *30*(3), 389–404.
- Groom, S. A., & Frei, F. (2008). Integrated Marketing Communication Michael Traber Bibliography. *Communication Research Trends*, 27(4). http://cscc.scu.edu/trends/v27/CRT\_v27\_4\_Dec2008.pdf

- Gu, R., Oh, L.-B., & Wang, K. (2013). Differential impact of web and mobile interactivity on e-retailers' performance. *Journal of Organizational Computing and Electronic Commerce*, 23(4), 325–349.
- Guenther, P., Guenther, M., Ringle, C. M., Zaefarian, G., & Cartwright, S. (2023). Improving PLS-SEM use for business marketing research. *Industrial Marketing Management*, 111(October 2020), 127–142. https://doi.org/10.1016/j.indmarman.2023.03.010
- Guetterman, T. C. (2019). Basics of statistics for primary care research. *Family Medicine and Community Health*, 7(2). https://doi.org/10.1136/fmch-2018-000067
- Ha, H.-Y., & Janda, S. (2014). The effect of customized information on online purchase intentions. *Internet Research*, 24(4), 496–519.
- Haghirian, P., & Madlberger, M. (2005). Consumer attitude toward advertising via mobile devices-An empirical investigation among Austrian users. *ECIS* 2005 Proceedings, 44.
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109(December 2019), 101–110. https://doi.org/10.1016/j.jbusres.2019.11.069
- Hair, J. F., Hult, T., & Ringle, Christian M. Sardest, Marko. Danks, Nicholas P Ray, S. (2022). Review of Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Issue 1). https://doi.org/10.1080/10705511.2022.2108813
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In Sage.
- 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
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an

applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. https://doi.org/https://doi.org/10.1016/j.rmal.2022.100027

- 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/https://doi.org/10.1016/j.jjimei.2022.100102
- Hasan, R., Shams, R., & Rahman, M. (2021). Consumer trust and perceived risk for voice-controlled artificial intelligence: The case of Siri. *Journal of Business Research*, 131, 591–597.
- 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.
- Hayes, J. L., & King, K. W. (2014). The social exchange of viral ads: Referral and coreferral of ads among college students. *Journal of Interactive Advertising*, 14(2), 98–109.
- Hennig-Thurau, T., & Houston, M. B. (2019). Entertainment science. *Data Analytics and Practical Theory for Movies, Games, Books, and Music. Cham: Springer Nature.*
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal* of the Academy of Marketing Science, 43(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8
- Ho Nguyen, H., Nguyen-Viet, B., Hoang Nguyen, Y. T., & Hoang Le, T. (2022). Understanding online purchase intention: the mediating role of attitude towards advertising. *Cogent Business and Management*, 9(1). https://doi.org/10.1080/23311975.2022.2095950
- Ho, S. Y. (2006). The attraction of internet personalization to web users. *Electronic Markets*, *16*(1), 41–50.
- Hollebeek, L., Glynn, M., & Brodie, R. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28. <u>https://doi.org/10.1016/j.intmar.2013.12.002</u>
- Hongyan, L., & Zhankui, C. (2017). Effects of Mobile Text Advertising on Consumer Purchase Intention: A Moderated Mediation Analysis. *Frontiers* in Psychology, 8.

https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2017. 01022

- Hossan, D., Aktar, A., Zhang, Q., & Malaysia, P. (2020). A Study on Partial Least Squares Structural Equation Modeling (PLS-SEM) As Emerging Tool in Action Research. *LC International Journal OF STEM*, 1(4), 130–145.
- Howard, D. J., & Kerin, R. A. (2004). The effects of personalized product recommendations on advertisement response rates: The "try this. It works!" technique. *Journal of Consumer Psychology*, *14*(3), 271–279.
- Hsu, M.-H., Chang, C.-M., Lin, H.-C., & Lin, Y.-W. (2015). Determinants of continued use of social media: the perspectives of uses and gratifications theory and perceived interactivity.
- Hughes, A. L., & Palen, L. (2009). Twitter adoption and use in mass convergence and emergency events. *International Journal of Emergency Management*, 6(3–4), 248–260.
- Hui, W., & Nadda, V. (2014). Interactivity: The Concept and Its Dimensions. 157–184. https://doi.org/10.4018/978-1-4666-6595-8.ch007
- Hussain, H., Murtaza, M., Ajmal, A., Ahmed, A., & Khan, M. O. K. (2020). A study on the effects of social media advertisement on consumer's attitude and customer response.
- Hussain, S., Melewar, T. C., Priporas, C. V., & Foroudi, P. (2020). Examining the effects of advertising credibility on brand credibility, corporate credibility and corporate image: a qualitative approach. *Qualitative Market Research*, 23(4), 549–573. https://doi.org/10.1108/QMR-12-2017-0175
- Hyun, H., Thavisay, T., & Lee, S. H. (2022). Enhancing the role of flow experience in social media usage and its impact on shopping. *Journal of Retailing and Consumer Services*, 65, 102492.
- Instagram Press. (2017). *Instagram Welcomes its 1 Million Advertisers*. March 22 2017. https://about.instagram.com/blog/announcements/instagram-welcomes-its-1-million-advertisers
- Ioannou, A., Tussyadiah, I., & Miller, G. (2021). That's private! Understanding travelers' privacy concerns and online data disclosure. *Journal of Travel Research*, 60(7), 1510–1526.
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144.

- Izquierdo-Yusta, A., Olarte-Pascual, C., & Reinares-Lara, E. (2015). Attitudes toward mobile advertising among users versus non-users of the mobile Internet. *Telematics and Informatics*, 32(2), 355–366.
- Jahan, I., Karmakar, P., Mm, H., Jahan, N., & Mz, I. (2020). Eastern Medical College JournalVolume 01 Number 01 January 2016. *Eatern Medical College Journal*, 5(1)(November).
- Jaspers, E. D. T., & Pearson, E. (2022). Consumers' acceptance of domestic Internet-of-Things: The role of trust and privacy concerns. *Journal of Business Research*, 142, 255–265.
- Jiang, S., & Ngien, A. (2020). The Effects of Instagram Use, Social Comparison, and Self-Esteem on Social Anxiety: A Survey Study in Singapore. *Social Media* + *Society*, 6(2), 2056305120912488. https://doi.org/10.1177/2056305120912488
- Jiang, Y., & Lau, A. K. W. (2021). Roles of consumer trust and risks on continuance intention in the sharing economy: An empirical investigation. *Electronic Commerce Research and Applications*, 47, 101050.
- Jiang, Z., Chan, J., Tan, B. C. Y., & Chua, W. S. (2010). Effects of interactivity on website involvement and purchase intention. *Journal of the Association of Information Systems*.
- Jin, C., & Villegas, J. (2007). The effect of the placement of the product in film: Consumers' emotional responses to humorous stimuli and prior brand evaluation. *Journal of Targeting, Measurement and Analysis for Marketing*, 15, 244–255.
- Johnson, B. K., Potocki, B., & Veldhuis, J. (2019). Is That My Friend or an Advert? The Effectiveness of Instagram Native Advertisements Posing as Social Posts. *Journal of Computer-Mediated Communication*, 24(3), 108– 125. https://doi.org/10.1093/jcmc/zmz003
- Jun, S. H., & Holland, S. (2012). Information-processing strategies: A focus on pictorial information roles. *Journal of Travel Research*, 51(2), 205–218.
- Jung, A.-R. (2017). The influence of perceived ad relevance on social media advertising: An empirical examination of a mediating role of privacy concern. *Computers in Human Behavior*, *70*, 303–309.
- Kaliyadan, F., & Kulkarni, V. (2019). Types of Variables, Descriptive Statistics, and Sample Size. *Indian Dermatology Online Journal*, *10*(1), 82–86. https://doi.org/10.4103/idoj.IDOJ\_468\_18

- Kang, I., He, X., & Ma, I. (2020). Investigating the impact of coercive exposure on web-advertisement performance: Focusing on the mediating role of advertisement fit. *International Journal of Market Research*, 64, 147078532096135. https://doi.org/10.1177/1470785320961355
- Kaplan, A. M. (2018). Social Media, Definition, and History BT Encyclopedia of Social Network Analysis and Mining (R. Alhajj & J. Rokne (eds.); pp. 2662–2665). Springer New York. https://doi.org/10.1007/978-1-4939-7131-2\_95
- Kaplan, A., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53, 59–68. https://doi.org/10.1016/j.bushor.2009.09.003
- Kawa, L. W., Rahmadiani, S. F., & Kumar, S. (2013). Factors Affecting Consumer Decision-Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia. https://api.semanticscholar.org/CorpusID:29198441
- Keller, K. L. (2013). *Keller: Strategic Brand Management eBook GE 4e*. Pearson Higher Ed.
- Kelly, A. (2010). Advertising and promotion: An integrated marketing communications approach. In *International Journal of Advertising* (12th ed., Vol. 29, Issue 3). McGraw-Hill Education, 2021. https://doi.org/10.2501/S0265048710201282
- Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of Advertising in Social Networking Sites. *Journal of Interactive Advertising*, 10, 16–27. https://doi.org/10.1080/15252019.2010.10722167
- Keshtgary, M., & Khajehpour, S. (2011). Exploring and analysis of factors affecting mobile advertising adoption: An empirical investigation among Iranian users. *Canadian Journal on Computing in Mathematics, Natural Sciences, Engineering and Medicine*, 2(6), 144–151.
- Ketelaar, P. E., & Van Balen, M. (2018). The smartphone as your follower: The role of smartphone literacy in the relation between privacy concerns, attitude and behaviour towards phone-embedded tracking. *Computers in Human Behavior*, 78, 174–182.
- Khan, S., Umer, R., Umer, S., & Naqvi, S. (2021). Antecedents of trust in using social media for E-government services: An empirical study in Pakistan. *Technology in Society*, 64, 101400.

- Kim, H., & Huh, J. (2017). Perceived relevance and privacy concern regarding online behavioral advertising (OBA) and their role in consumer responses. *Journal of Current Issues & Research in Advertising*, 38(1), 92–105.
- Kim, J., Kim, W., & Park, S. (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*, 26, 1208–1222. https://doi.org/10.1016/j.chb.2010.03.032
- King, N. J., & Forder, J. (2016). Data analytics and consumer profiling: Finding appropriate privacy principles for discovered data. *Computer Law & Security Review*, 32(5), 696–714.
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261. https://doi.org/10.1111/isj.12131
- Kotler, P., Armstrong, G., & Armstrong, G. M. (2010). *Principles of Marketing*. Prentice Hall. https://books.google.co.id/books?id=5HkrAQAAMAAJ
- Krafft, M., Arden, C. M., & Verhoef, P. C. (2017). Permission marketing and privacy concerns—Why do customers (not) grant permissions? *Journal of Interactive Marketing*, 39(1), 39–54.
- Kurtz, O. T., Wirtz, B. W., & Langer, P. F. (2021). An empirical analysis of location-based mobile advertising—Determinants, success factors, and moderating effects. *Journal of Interactive Marketing*, 54(1), 69–85.
- La Ferle, C., & Lee, W.-N. (2002). Attitudes Toward Advertising. Journal of International Consumer Marketing, 15, 5–23. https://doi.org/10.1300/J046v15n02\_02
- Lee, C. S., & Ma, L. (2012). News sharing in social media: The effect of gratifications and prior experience. *Computers in Human Behavior*, 28(2), 331–339.
- Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management*, *36*(3), 360–373.
- Lee, J., Kim, S., & Ham, C.-D. (2016). A double-edged sword? Predicting consumers' attitudes toward and sharing intention of native advertising on social media. *American Behavioral Scientist*, 60(12), 1425–1441.
- Lee, J., Kim, C., & Lee, K. C. (2022). Exploring the personalizationintrusiveness-intention framework to evaluate the effects of personalization

in social media. *International Journal of Information Management*, 66, 102532. https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2022.102532

- Lee, M., & Johnson, C. (2013). Principles of Advertising: A Global Perspective, Second Edition. *Principles of Advertising: A Global Perspective, Second Edition*, 1–428. https://doi.org/10.4324/9780203050262
- Lee, T. (2005). The impact of perceptions of interactivity on customer trust and transaction intentions in mobile commerce. *Journal of Electronic Commerce Research*, 6(3), 165.
- Lee, Y., Byon, K. K., Ammon, R., & Park, S.-B. R. (2016). Golf product advertising value, attitude toward advertising and brand, and purchase intention. *Social Behavior and Personality: An International Journal*, 44(5), 785–800.
- Lee, Lee, S. G., & Yang, C.-G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*, 117. https://doi.org/10.1108/IMDS-06-2016-0229
- Li, C.-Y., & Tsai, M.-C. (2022). What makes guests trust Airbnb? Consumer trust formation and its impact on continuance intention in the sharing economy. *Journal of Hospitality and Tourism Management*, 50, 44–54.
- Li, C. (2016). When does web-based personalization really work? The distinction between actual personalization and perceived personalization. *Computers in Human Behavior*, 54, 25–33. https://doi.org/https://doi.org/10.1016/j.chb.2015.07.049
- Li, H., Daugherty, T., & Biocca, F. (2001). Characteristics of virtual experience in electronic commerce: A protocol analysis. *Journal of Interactive Marketing*, 15(3), 13–30.
- Li, Y., Liu, H., Lee, M., & Huang, Q. (2020). Information privacy concern and deception in online retailing. *Internet Research*, 30(2), 511–537. https://doi.org/10.1108/INTR-02-2018-0066
- Liengaard, B. D. (n.d.). Decision Sciences 2020 Liengaard Prediction Coveted Yet Forsaken Introducing a Cross-Validated Predictive Ability.pdf.
- Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2022). Past, present, and future of customer engagement. *Journal of Business Research*, 140, 439–458.
- Limpf, N., & Voorveld, H. (2015). Mobile Location-Based Advertising: How Information Privacy Concerns Influence Consumers' Attitude and

Acceptance. *Journal of Interactive Advertising*, *15*, 0. https://doi.org/10.1080/15252019.2015.1064795

- Lin, C. A., & Kim, T. (2016). Predicting user response to sponsored advertising on social media via the technology acceptance model. *Computers in Human Behavior*, 64, 710–718.
- Lin, F.-H., & Hung, Y.-F. (2009). The value of and attitude toward sponsored links for internet information searchers. *Journal of Electronic Commerce Research*, *10*(4).
- Lin, T. T. C., & Bautista, J. R. (2018). Content-related factors influence perceived value of location-based mobile advertising. *Journal of Computer Information Systems*.
- Lina, L., & Setiyanto, A. (2021). Privacy Concerns in Personalized Advertising Effectiveness on Social Media. SRIWIJAYA INTERNATIONAL JOURNAL OF DYNAMIC ECONOMICS AND BUSINESS, 147–156. https://doi.org/10.29259/sijdeb.v5i2.147-156
- Ling, K., Piew, T., & Lau, T.-C. (2010). The Determinants of Consumers' Attitude Towards Advertising. *Canadian Social Science*, *6*, 114–126. https://doi.org/10.3968/1082
- Liu, C., & Arnett, K. P. (2000). Exploring the factors associated with Web site success in the context of electronic commerce. *Information & Management*, 38(1), 23–33.
- Liyanaarachchi, G. (2021). Managing privacy paradox through national culture: Reshaping online retailing strategy. *Journal of Retailing and Consumer Services*, 60, 102500.
- Logan, K., Bright, L., & Gangadharbatla, H. (2012). Facebook versus television: Advertising value perceptions among females. *Journal of Research in Interactive Marketing*, 6. https://doi.org/10.1108/17505931211274651
- Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human Behavior*, 56, 225–237.
- Luo, M. M., Chea, S., & Chen, J.-S. (2011). Web-based information service adoption: A comparison of the motivational model and the uses and gratifications theory. *Decision Support Systems*, *51*(1), 21–30.
- Lwin, M. O., Wirtz, J., & Stanaland, A. J. S. (2016). The privacy dyad: antecedents of promotion-and prevention-focused online privacy behaviors

and the mediating role of trust and privacy concern. *Internet Research*, 26(4), 919–941.

- Mahmoud, A. (2014). Linking information motivation to attitudes towards Web advertising. *Journal of Islamic Marketing*, 5, 396–413. https://doi.org/10.1108/JIMA-02-2013-0011
- Mahmoud, A. (2012). The role of gender in Syrian consumers' beliefs about and attitudes towards online advertising. *European Journal of Economics, Finance and Administrative Sciences*, 90–99.
- Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business and Management*, 8(1). https://doi.org/10.1080/23311975.2021.1944008
- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation*. Pearson. https://books.google.co.id/books?id=eANNwAEACAAJ
- Mammadova, N., Summers, C. M., Kokemuller, R. D., He, Q., Ding, S., Baron, T., Yu, C., Valentine, R. J., Sakaguchi, D. S., & Kanthasamy, A. G. (2019). Accelerated accumulation of retinal α-synuclein (pSer129) and tau, neuroinflammation, and autophagic dysregulation in a seeded mouse model of Parkinson's disease. *Neurobiology of Disease*, 121, 1–16.
- Manthiou, A., Lee, S., Tang, L., & Chiang, L. (2014). The experience economy approach to festival marketing: Vivid memory and attendee loyalty. *Journal of Services Marketing*, 28(1), 22–35.
- Martin, K. (2018). The penalty for privacy violations: How privacy violations impact trust online. *Journal of Business Research*, 82, 103–116.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94(December 2017), 378–387. https://doi.org/10.1016/j.jbusres.2017.12.047
- Mason, S. (2023). 40+ Shocking Fast Food Statistics For 2023 / US & Worldwide Data. Nov 9 2023. https://eatpallet.com/fast-food-statistics/
- Mckee, A., Collis, C., Nitins, T., Ryan, M., Harrington, S., Duncan, B., Carter, J., Luck, E., Neale, L., Butler, D., & Backstrom, M. (2014). Defining

entertainment: an approach. *Creative Industries Journal*, 7. https://doi.org/10.1080/17510694.2014.962932

- Meilatinova, N. (2021). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. *International Journal of Information Management*, 57, 102300.
- Memon, M. A., Ramayah, T., Cheah, J. H., Ting, H., Chuah, F., & Cham, T. H. (2021). Pls-Sem Statistical Programs: a Review. *Journal of Applied Structural Equation Modeling*, 5(1), i–xiv. https://doi.org/10.47263/JASEM.5(1)06
- Merrilees, B. (2016). Interactive brand experience pathways to customer-brand engagement and value co-creation. *Journal of Product & Brand Management*, 25(5), 402–408.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.
- Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive statistics and normality tests for statistical data. *Annals of Cardiac Anaesthesia*, 22(1), 67–72. https://doi.org/10.4103/aca.ACA\_157\_18
- Mo, L., Zhang, X., Lin, Y., Yuan, Z., & Peng, Z. (2023). Consumers' Attitudes towards Online Advertising: A Model of Personalization, Informativeness, Privacy Concern and Flow Experience. *Sustainability*, 15, 4090. https://doi.org/10.3390/su15054090
- Moes, A., Fransen, M., Fennis, B., Verhagen, T., & van Vliet, H. (2022). In-store interactive advertising screens: the effect of interactivity on impulse buying explained by self-agency. *Journal of Research in Interactive Marketing*, 16(3), 457–474. https://doi.org/10.1108/JRIM-03-2021-0097
- Mohseni, S., Jayashree, S., Rezaei, S., Kasim, A., & Okumus, F. (2016). Attracting tourists to travel companies' websites: the structural relationship between website brand, personal value, shopping experience, perceived risk and purchase intention. *Current Issues in Tourism*, 21, 1–30. https://doi.org/10.1080/13683500.2016.1200539
- Mokhtar, M., Yusoff, S., & Muhamad Murad, N. A. (2020). The Prevalence of Fast Food Consumption Among Undergraduates: Evidence from Malaysia. *Advances in Business Research International Journal*, 6(2), 133. https://doi.org/10.24191/abrij.v6i2.10354

- Moldovan, S., Steinhart, Y., & Lehmann, D. R. (2019). Propagators, Creativity, and Informativeness: What Helps Ads Go Viral. *Journal of Interactive Marketing*, 47, 102–114. https://doi.org/10.1016/j.intmar.2019.02.004
- Morimoto, M. (2017). Personalization, perceived intrusiveness, irritation, and avoidance in digital advertising. *Digital Advertising: Theory and Research*, *110*.
- Morimoto, M. (2021). Privacy concerns about personalized advertising across multiple social media platforms in Japan: the relationship with information control and persuasion knowledge. *International Journal of Advertising*, 40(3), 431–451. https://doi.org/10.1080/02650487.2020.1796322
- Mosa, R. A. (2021). The Impact of Advertising Credibility on Purchase Intentions: An Empirical Study among Iraqi Facebook Users. *European Journal of Business and Management Research*, 6(5), 228–234. https://doi.org/10.24018/ejbmr.2021.6.5.1123

Moshinsky, M. (1959). Bab 1. يليب In Nucl. Phys. (Vol. 13, Issue 1, pp. 104–116).

- Moslehpour, M., Ismail, T., Purba, B., & Wong, W.-K. (2021). What makes GO-JEK go in Indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103.
- Mustafi, M. A. A., & Hosain, M. S. (2020). The role of online advertising on purchase intention of smartphones: mediating effects of flow experience and advertising value. *Journal of Contemporary Marketing Science*, 3(3), 385– 410.
- Nagar, K. (2015). Modeling the Effects of Green Advertising on Brand Image: Investigating the Moderating Effects of Product Involvement Using Structural Equation. *Journal of Global Marketing*, 28, 152–171. https://doi.org/10.1080/08911762.2015.1114692
- Nanjundeswaraswamy, D., & Divakara, S. (2021). DETERMINATION OF SAMPLE SIZE AND SAMPLING METHODS IN APPLIED RESEARCH. *Proceedings on Engineering Sciences*, 3, 25–32. https://doi.org/10.24874/PES03.01.003
- Nov, O., Naaman, M., & Ye, C. (2010). Analysis of participation in an online photo-sharing community: A multidimensional perspective. *Journal of the American Society for Information Science and Technology*, 61(3), 555–566.
- Odzic, S., & Bozkurt Ates, D. (2023). *The Impact of Personalization on Consumer Purchase Intention in Online Shopping*.

- Oh, J.-S., & Jeong, D.-Y. (2015). The effects of consumers' beliefs about TV home shopping advertising on attitude and purchase intention. *Indian Journal of Science and Technology*, 8(14), 1.
- Oh, J., & Sundar, S. S. (2015). How does interactivity persuade? An experimental test of interactivity on cognitive absorption, elaboration, and attitudes. *Journal of Communication*, 65(2), 213–236.
- Ott, H., Vafeiadis, M., Kumble, S., & Waddell, T. (2016). Effect of Message Interactivity on Product Attitudes and Purchase Intentions. *Journal of Promotion Management*, 22, 89–106. https://doi.org/10.1080/10496491.2015.1107011
- Ozcelik, A. B., & Varnali, K. (2019). Effectiveness of online behavioral targeting: A psychological perspective. *Electronic Commerce Research and Applications*, *33*, 100819.
- Papacharissi, Z., & Mendelson, A. (2011). Toward a new (er) sociability: Uses, gratifications and social capital on Facebook. In *Media perspectives for the 21st century* (pp. 212–230). Routledge.
- Pavlou, P. A., & Stewart, D. W. (2000). Measuring the effects and effectiveness of interactive advertising: A research agenda. *Journal of Interactive Advertising*, 1(1), 61–77.
- Peña García, N., Saura, I., Rodríguez-Orejuela, A., & Siqueira, J. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6, 1–11. https://doi.org/10.1016/j.heliyon.2020.e04284
- 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), e04284. https://doi.org/https://doi.org/10.1016/j.heliyon.2020.e04284
- Perentis, C., Vescovi, M., Leonardi, C., Moiso, C., Musolesi, M., Pianesi, F., & Lepri, B. (2017). Anonymous or not? Understanding the factors affecting personal mobile data disclosure. ACM Transactions on Internet Technology (TOIT), 17(2), 1–19.
- Polk, J., Tassin, C., & McNellis, J. (2020). Magic Quadrant for Personalization Engines. *Gartner Report Reprint*, 13.
- Ponte, E. B., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, 47, 286–302.

- Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2022). The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823–843.
- Preshaw, P. M., & Taylor, J. J. (2011). How has research into cytokine interactions and their role in driving immune responses impacted our understanding of periodontitis? *Journal of Clinical Periodontology*, 38, 60– 84.
- Putri, R. S., Suarly, T. C., Alaric, W., & Manaf, P. A. (2021). Purchase Intention on Low-Cost Smartphone in Terms of Well Established Smartphone Brand Users. *Emerging Markets : Business and Management Studies Journal*, 8(2), 109–123. https://doi.org/10.33555/embm.v8i2.187
- Rehman, F., Nawaz, T., Ahmed, I., & Hyder, S. (2014). Some insights in the historical prospective of hierarchy of effects model: A short review. *Information Management and Business Review*, 6(6), 301–308.
- Ringle, C. M., Sarstedt, M., Sinkovics, N., & Sinkovics, R. R. (2023). A perspective on using partial least squares structural equation modelling in data articles. *Data in Brief*, 48. https://doi.org/10.1016/j.dib.2023.109074
- Robinson, H., Wysocka, A., & Hand, C. (2007). Internet advertising effectiveness. *International Journal of Advertising*, 26, 527–541.
- Roza, S., Sriayudha, Y., Khalik, I., Octavia, A., & Sriyudha, Y. (2021). *CONSUMER ATTITUDE TOWARDS ADVERTISING ON INSTAGRAM: THE ROLE OF ADS PERSONALIZATION AND CONSUMER EXPERIENCE Faculty Economic and Business, Universitas Jambi.* 3(1), 130–140. https://doi.org/10.31933/dijdbm.v3i1
- Ruswanti, E. (2017). Credibility in the purchase intention mediated advertising attitude and brand attitude acupuncture healthy clinic. *International Journal of Business and Management*, 1(2), 197–203. https://doi.org/10.26666/rmp.ijbm.2017.2.30
- Saatchi, B., Olshansky, E. F., & Fortier, M. A. (2023). Irritability: A concept analysis. *International Journal of Mental Health Nursing*, 32(5), 1193–1210. https://doi.org/10.1111/inm.13140
- Sadeghvaziri, F., & Khodadad Hosseini, H. (2011). Mobile advertising: An investigation of factors creating positive attitude in Iranian customers. *African Journal of Business Management*, 5, 394–404.
- 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 United Kingdom, 4(2).

- Sander, F., Föhl, U., Walter, N., & Demmer, V. (2021). Green or social? An analysis of environmental and social sustainability advertising and its impact on brand personality, credibility and attitude. *Journal of Brand Management*, 28. https://doi.org/10.1057/s41262-021-00236-8
- Sanesh, Ahuja, V., & Abidi, N. (2022). Measuring attitude towards advertisements: A comprehensive model in the new. *International Journal of Health Sciences*. https://doi.org/10.53730/ijhs.v6nS4.6714
- Sankosik, A. (2020). *Relationship between online video game influencer's credibility and purchase intention.*
- Sannegadu, R., Raj, G., Dhuvandranand, S., & Kiran, D. R. (2019). Factors Influencing Customers' Attitude towards SMS Advertisement: Evidence from Mauritius. *Studies in Business and Economics*, 14(2), 141–159. https://doi.org/10.2478/sbe-2019-0031
- Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10(10), 2139–2146.
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill Building Approach* (Eighth Edi). John WIley & Sons.
- Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. https://doi.org/10.1016/j.jairtraman.2017.09.014
- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. *Journal of Retailing and Consumer Services*, 47, 57–65. https://doi.org/https://doi.org/10.1016/j.jretconser.2018.10.007
- Shareef, M. A., Archer, N., & Dwivedi, Y. K. (2015). An empirical investigation of electronic government service quality: from the demand-side stakeholder perspective. *Total Quality Management & Business Excellence*, 26(3–4), 339–354.
- Shareef, M. A., Mukerji, B., Alryalat, M. A. A., Wright, A., & Dwivedi, Y. K. (2018). Advertisements on Facebook: Identifying the persuasive elements in the development of positive attitudes in consumers. *Journal of Retailing and Consumer Services*, 43, 258–268.

- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46, 58–69.
- Sharma, A., Dwivedi, Y. K., Arya, V., & Siddiqui, M. Q. (2021). Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. *Computers in Human Behavior*, 124, 106919.
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J. H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347. https://doi.org/10.1108/EJM-02-2019-0189
- Sicilia, M., Ruiz, S., & Munuera, J. L. (2005). Effects of interactivity in a web site: The moderating effect of need for cognition. *Journal of Advertising*, 34(3), 31–44.
- Sigurdsson, V., Menon, R. G. V., Hallgrímsson, A. G., Larsen, N. M., & Fagerstrøm, A. (2018). Factors affecting attitudes and behavioral intentions toward in-app mobile advertisements. *Journal of Promotion Management*, 24(5), 694–714.
- Simonson, I. (2005). Determinants of customers' responses to customized offers: Conceptual framework and research propositions. *Journal of Marketing*, *69*(1), 32–45.
- slice. (2023). [EDISI 2023] Statistik Pengguna Media Sosial Indonesia Terbaru. May 4. https://www.blog.slice.id/blog/edisi-2023-statistik-pengguna-mediasosial-terbaru
- Smink, A. R., Van Reijmersdal, E. A., Van Noort, G., & Neijens, P. C. (2020). Shopping in augmented reality: The effects of spatial presence, personalization and intrusiveness on app and brand responses. *Journal of Business Research*, 118, 474–485.
- Song, I., & Bucy, E. P. (2008). Interactivity and political attitude formation: A mediation model of online information processing. *Journal of Information Technology & Politics*, 4(2), 29–61.
- Sreejesh, Paul, J., Strong, C., & Pius Nedumkallel, J. (2020). Consumer response towards social media advertising: Effect of media interactivity, its conditions and the underlying mechanism. *International Journal of Information Management*, 54, 102155. https://doi.org/10.1016/j.ijinfomgt.2020.102155

- Statista. (2022). Brand value of the 10 most valuable quick service restaurant brands worldwide in 2022. Aug 29 2023. https://www.statista.com/statistics/273057/value-of-the-most-valuable-fastfood-brands-worldwide/
- Statista. (2023). Digital advertising spending worldwide from 2021 to 2026(in billion U.S. dollars). Aug 29 2023. https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/#:~:text=Digital advertising spending worldwide – which includes both,total of 835.82 billion U.S. dollars by 2026.
- Stopher, P. (Ed.). (2012). Coding and data entry. In *Collecting, Managing, and Assessing Data Using Sample Surveys* (pp. 401–417). Cambridge University Press. https://doi.org/DOI: 10.1017/CBO9780511977893.018
- Sundar, S. S. (2015). *The handbook of the psychology of communication technology*. John Wiley & Sons.
- Sundar, S. S., Kim, J., & Gambino, A. (2017). Using theory of interactive media effects (TIME) to analyze digital advertising. *Digital Advertising: Theory* and Research, 86–109.
- Sundaram, R., Sharma, R., & Shakya, A. (2020). Power of digital marketing in building brands: A review of social media advertisement. *International Journal of Management*, 11(4), 244–254. https://doi.org/10.34218/IJM.11.4.2020.025
- Taherdoost, H. (2022). Designing a Questionnaire for a Research Paper: A Comprehensive Guide to Design and Develop an Effective Questionnaire. *Asian Journal of Managerial Science*, 11, 8–16. https://doi.org/10.51983/ajms-2022.11.1.3087
- Tam, K. Y., & Ho, S. Y. (2006). Understanding the impact of web personalization on user information processing and decision outcomes. *MIS Quarterly*, 865– 890.
- Tanuwijaya, J., & Gunawan, L. (2021). The Influence of Advertising Value towards the Purchase Intention of MORA.id's Products. *Jurnal Entrepreneur Dan Entrepreneurship*, 10(1), 67–82. https://doi.org/10.37715/jee.v10i1.1727
- Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, fans, and followers: do ads work on social networks?: how gender and age shape receptivity. *Journal of Advertising Research*, *51*(1), 258–275.

- Taylor, Lewin, J., & Strutton, H. (2011). Friends, Fans, and Followers: Do Ads Work on Social Networks? *Journal of Advertising Research*, 51, 258–275. https://doi.org/10.2501/JAR-51-1-258-275
- Theobold, A. S., Wickstrom, M. H., & Hancock, S. A. (n.d.). Coding Code: Qualitative Methods for Investigating Data Science Skills. *Journal of Statistics and Data Science Education*, 1–13. https://doi.org/10.1080/26939169.2023.2277847
- Theobold, A., Wickstrom, M. H., & Hancock, S. A. (2023). Coding Code: Qualitative Methods for Investigating Data Science Skills. *Journal of Statistics and Data Science Education*, 0(0), 1–13. https://doi.org/10.1080/26939169.2023.2277847
- Toohey, M. J. (2020). Irritability characteristics and parameters in an international sample. *Journal of Affective Disorders*, 263, 558–567.
- Top Brand Awards. (2023). *Komparasi Brand Index*. 2023. https://www.topbrandaward.com/komparasi\_brand/bandingkan?id\_award=3&id\_kategori=6&id\_s ubkategori=157
- van Dijck, J. (2013). The Culture of Connectivity: A Critical History of Social Media. Oxford University Press. https://doi.org/10.1093/acprof:oso/9780199970773.001.0001
- Van Doorn, J., & Hoekstra, J. C. (2013). Customization of online advertising: The role of intrusiveness. *Marketing Letters*, 24, 339–351.
- Van Dyke, T. P., Midha, V., & Nemati, H. (2007). The effect of consumer privacy empowerment on trust and privacy concerns in e-commerce. *Electronic Markets*, 17(1), 68–81.
- Van Noort, G., & Van Reijmersdal, E. A. (2019). Branded apps: Explaining effects of brands' mobile phone applications on brand responses. *Journal of Interactive Marketing*, 45(1), 16–26.
- Van-Tien Dao, W., Nhat Hanh Le, A., Ming-Sung Cheng, J., & Chao Chen, D. (2014). Social media advertising value: The case of transitional economies in Southeast Asia. *International Journal of Advertising*, 33(2), 271–294.
- Vasić, N., Kilibarda, M., & Kaurin, T. (2019). The influence of online shopping determinants on customer satisfaction in the Serbian market. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 70–89.

- Vatcheva, K. P., Lee, M., McCormick, J. B., & Rahbar, M. H. (2016). Multicollinearity in Regression Analyses Conducted in Epidemiologic Studies. *Epidemiology (Sunnyvale, Calif.)*, 6(2). https://doi.org/10.4172/2161-1165.1000227
- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 157–178.
- Vera, J., & Espinosa, M. (2019). Consumer involvement as a covariant effect in rethinking the affective-cognitive relationship in advertising effectiveness. *Journal of Business Economics and Management*.
- Verstraten, R. (2015). The effect of advertising credibility : could it change consumers ' attitude and purchase intentions ? August, 1–70.
- Viviani, M., & Pasi, G. (2017). Credibility in social media: opinions, news, and health information—a survey. Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery, 7(5). https://doi.org/10.1002/widm.1209
- Wang, L., Wang, Z., Wang, X., & Zhao, Y. (2021). Explaining consumer implementation intentions in mobile shopping with SEM and fsQCA: Roles of visual and technical perceptions. *Electronic Commerce Research and Applications*, 49, 101080.
- Wang, Y., & Herrando, C. (2019). Does privacy assurance on social commerce sites matter to millennials? *International Journal of Information Management*, 44, 164–177.
- Wang, Y., & Sun, S. (2010). Examining the role of beliefs and attitudes in online advertising: A comparison between the USA and Romania. *International Marketing Review*, 27(1), 87–107.
- Wessel, M., & Thies, F. (2015). The Effects of Personalization on Purchase Intentions for Online News: An Experimental Study of Different Personalization Increments.
- Wiese, M., Martínez-Climent, C., & Botella-Carrubi, D. (2020). A framework for Facebook advertising effectiveness: A behavioral perspective. *Journal of Business Research*, 109, 76–87. https://doi.org/https://doi.org/10.1016/j.jbusres.2019.11.041
- Wirga, I. W., Dewi, N. I. K., Pasek, I. K., Saputra, U. W. E., & Dananjaya, I. B. (2022). The Effect of Entertainment, Interaction, Customization, Trendiness, and Ewom (Electronic Word Of Mouth) Againts Brand Image in The Digital Bussiness Study Program of Bali State Polytechnic. *Proceedings of the*

International Conference on Applied Science and Technology on Social Science 2022 (ICAST-SS 2022), 35–42. https://doi.org/10.2991/978-2-494069-83-1\_7

- Wirya, Y. H., & Syah, T. Y. R. (2022). Consumer Product Involvement, Attitude and Cognition Towards Ad, and Perceived Value Concerning Purchase Intentions. *Jurnal Dinamika Manajemen*, 13(2), 173–184. https://doi.org/10.15294/jdm.v13i2.34679
- Wottrich, V. M., van Reijmersdal, E. A., & Smit, E. G. (2018). The privacy tradeoff for mobile app downloads: The roles of app value, intrusiveness, and privacy concerns. *Decision Support Systems*, *106*, 44–52.
- Wu, P., Yeh, G., & Hsiao, C.-R. (2011). The Effect of Store Image and Service Quality on Brand Image and Purchase Intention for Private Label Brands. *Australasian Marketing Journal (AMJ)*, 19, 30–39. https://doi.org/10.1016/j.ausmj.2010.11.001
- Xia, L., & Bechwati, N. N. (2008). Word of mouse: the role of cognitive personalization in online consumer reviews. *Journal of Interactive Advertising*, 9(1), 3–13.
- Xiao, S. (2015). Consumer Attitudes toward Mobile Advertising: An Empirical Investigation among China Users. Itms. https://doi.org/10.2991/itms-15.2015.191
- Xu, D. J. (2006). The influence of personalization in affecting consumer attitudes toward mobile advertising in China. *Journal of Computer Information Systems*, 47(2), 9–19.
- Yahia, I. Ben, Al-Neama, N., & Kerbache, L. (2018). Investigating the drivers for social commerce in social media platforms: Importance of trust, social support and the platform perceived usage. *Journal of Retailing and Consumer Services*, 41, 11–19.
- Yang, B., Kim, Y., & Yoo, C. (2013). The integrated mobile advertising model: The effects of technology-and emotion-based evaluations. *Journal of Business Research*, 66(9), 1345–1352.
- Yang, F., & Shen, F. (2017). Effects of Web Interactivity: A Meta-Analysis. Communication Research, 45(5), 635–658. https://doi.org/10.1177/0093650217700748
- Yang, Y., & Gong, F. (2023). Influence of Perceived Credibility of Online Reviews on Consumers' Purchase Intentions in Travel E-Commerce

Platforms. 2023 International Conference on Distributed Computing and Electrical Circuits and Electronics (ICDCECE), 1–8.

- Yaseen, S., Saeed, S. A., Mazahir, M. I., & Chinnasamy, S. (2020). Antecedents of Attitude towards Advertising of Controversial Products in Digital Media. *Market Forces*, 15(2).
- Yilmaz, H., & Enginkaya, E. (2015). Brand followers: Motivations and attitudes of consumers to follow brands in social media. *International Journal of Internet Marketing and Advertising*, 9. https://doi.org/10.1504/IJIMA.2015.068356
- Yulianti, Y., & Keni, K. (2022). Source Credibility, Perceived Quality, and Attitude Towards Brand as Predictor on Purchase Intention of Local Beauty Products. *Proceedings of the Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)*, 653(Icebm 2021), 487–492. https://doi.org/10.2991/aebmr.k.220501.074
- Yun, H., Lee, G., & Kim, D. J. (2019). A chronological review of empirical research on personal information privacy concerns: An analysis of contexts and research constructs. *Information & Management*, 56(4), 570–601.
- Zahid, H., Ali, S., Abu-Shanab, E., & Javed, H. M. U. (2022). Determinants of intention to use e-government services: An integrated marketing relation view. *Telematics and Informatics*, 68, 101778.
- Zhan, F., Laines, G., Deniz, S., Paliskara, S., Ochoa, I., Guerra, I., Tayeb, S., Chiu, C., Pirouz, M., Ploutz, E., Zhan, J., Gewali, L., & Oh, P. (2018).
  Prediction of online social networks users' behaviors with a game theoretic approach. 2018 15th IEEE Annual Consumer Communications & Networking Conference (CCNC), 1–2.
  https://doi.org/10.1109/CCNC.2018.8319308
- Zhang, H., Lu, Y., Gupta, S., & Zhao, L. (2014). What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences. *Information & Management*, 51(8), 1017– 1030.
- Zhang, N. A., Wang, C. A., Karahanna, E., & Xu, Y. (2022). PEER PRIVACY CONCERN: CONCEPTUALIZATION AND MEASUREMENT. *MIS Quarterly*, 46(1).
- Zhu, Y.-Q., & Kanjanamekanant, K. (2021). No trespassing: Exploring privacy boundaries in personalized advertisement and its effects on ad attitude and purchase intentions on social media. *Information & Management*, 58(2), 103314.

Zimand-Sheiner, D., Ryan, T., Kip, S. M., & Lahav, T. (2020). Native advertising credibility perceptions and ethical attitudes: An exploratory study among adolescents in the United States, Turkey and Israel. *Journal of Business Research*, *116*, 608–619.

