

## DAFTAR PUSTAKA

- Agustina. (2016). Analisis penggunaan media sosial instagram terhadap sikap konsumerisme remaja di sma negeri 3 samarinda. *EJournal Ilmu Komunikasi*, 4(3), 410–420.
- Ajhuri, K. F. (2019). *Psikologi Perkembangan Penebar Media Pustaka*. Penebar Media Pustaka.
- Akram, W., & Kumar, R. (2017). A Study on Positive and Negative Effects of Social Media on Society. *International Journal of Computer Sciences and Engineering*, 5(10), 351–354. <https://doi.org/10.26438/ijcse/v5i10.351354>
- Alawadhi, R., & ÖRS, M. (2020). Effect of Celebrity Endorsement on Consumers Purchase Intention in the Mediation Effect of Brand Image. *Journal of Business Research - Turk*, 12(1), 454–468. <https://doi.org/10.20491/isarder.2020.855>
- Amalia, N. (2019). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Mie Endess Di Bangkalan). *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 96–104. <https://doi.org/10.21107/jsmb.v6i2.6688>
- Angelista, F. (2021). *Scarlett*. <https://www.scarlettbyfelicya.com/p/about.html>
- Anwar, R. K., Sjoraida, D. F., Khadijah, U. L. S., & Rahman, M. T. (2020). The Impact of Using Instagram Social Media on Student Consumptive Behavior. *Record and Library Journal*, 6(1), 80–88. <https://doi.org/10.20473/rlj.v6-i1.2020.80-88>
- Arikunto, D. S. (2014). *Prosedur Penelitian*. Rineka Cipta.
- Arslan. (2017). The Effect Of Social Media On Marketing. *CXVI*.
- Azhari, R. D., & Fachry, M. F. (2020). Pengaruh Citra Merek Dan Promosi Terhadap Keputusan Pembelian Batik Karawang Di Ramayana Mall , Karawang. *Jurnal Ilmiah Manajemen Ubhara*, 2(1), 37–44. <http://jurnal.ubharajaya.ac.id/index.php/manajemen-ubhara/article/view/689>
- Azizah, M. (2020). Pengaruh kemajuan teknologi terhadap pola komunikasi mahasiswa Universitas Muhammadiyah Malang (UMM). *Jurnal Sosiologi Nusantara*, 6(1), 45–54. <https://ejournal.unib.ac.id/index.php/jsn>
- Azwar, S. (2008). *Reliabilitas dan Validitas*. Pustaka Pelajar.
- Bayles, K. A., McCullough, K., & Tomoeda, C. K. (2020). *Cognitive-Communication Disorders of MCI and Dementia* (3rd ed.). Plural Publishing Inc.
- Bilson, S. (2001). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. PT. Gramedia Pustaka Utama.

- BNPB. (2020). *Kebijakan PSBB Pilihan Paling Rasional di Tengah Covid-19*. <https://bnpb.go.id/berita/kebijakan-psbb-pilihan-paling-rasional-di-tengah-covid19>
- Cahyaningsih, D. R. A., Sutrisno, J., & Sundari, M. T. (2020). Pengaruh Promosi Online Terhadap Keputusan Pembelian Konsumen Dengan Model AISAS (Attention, Interest, Search, Action, Share) Pada Produk Donat Di Abata Donuts Surakarta Jawa Tengah. *Agrista*, 8(4), 51–61.
- Cholilawati, & Suliyanthini, D. (2021). Perubahan Perilaku Konsumen Selama Pandemi COVID-19. *Equilibrium : Jurnal Pendidikan*, 9(1), 18–24. <https://journal.unismuh.ac.id/index.php/equilibrium/article/view/4316>
- Clow, K. E., & Baack, D. (2018). *Integrated Advertising, Promotion, and Marketing Communications* (8th ed.). Pearson.
- Darnish, M. G., & Ramu, M. (2018). A Study on the Barriers on the Effective Communication. *International Journal of Pure and Applied Mathematics*, 119(17), 57–69. <https://acadpubl.eu/hub/2018-119-17/1/6.pdf>
- Derivanti, A. Des. (2020). Peningkatan Motif dan Gaya Berjualan Daring Pada Masa Pandemi Covid-19. *Jurnal ISIP: Jurnal Ilmu Sosial Dan Ilmu Politik*, 17, 62–71. <https://doi.org/10.36451/j.isip.v17i2.48>
- Effendy, O. U. (2009). Ilmu Komunikasi, Teori dan Praktek. In *Ilmu Komunikasi Teori dan Praktek*.
- Evelina, N., Dw, H., & Listyorini, S. (2012). Pengaruh Citra Merek, Kualitas Produk, Harga, Dan Promosi Terhadap Keputusan Pembelian Kartu Perdana Telkomflexi (Studi kasus pada konsumen TelkomFlexi di Kecamatan Kota Kudus Kabupaten Kudus). *Diponegoro Journal Of Social And Politic*, 1–11.
- Firmansyah, M. A. (2019). Pemasaran produk dan merek (Planning & Strategy). In Q. Media (Ed.), *CV. Penerbit Qiara Media* (1st ed.).
- Gamble, T. K., & Gamble, M. W. (2014). *Interpersonal communication: building connections together*No Title. SAGE Publications, Inc.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Badan Penerbit Universitas Diponegoro.
- Hanifah, N., & Rahadi, D. R. (2020). Analisis Perilaku Konsumen Dalam Memutuskan Pembelian Secara Online pada Masa Pandemi COVID-19. *Jurnal Manajemen Dan Keuangan*, 8(2), 112–122. <https://online-journal.unja.ac.id/mankeu/article/view/5490>
- Hayden, N. (2009). Basic Marketing Consumer Behaviour. In *Australasian Marketing Journal (AMJ)* (Vol. 9, Issue 1). AVA Publishing SA. <https://linkinghub.elsevier.com/retrieve/pii/S1441358201701681>
- Helal, G., & Ozuem, W. (2019). *Social Media and Social Identity in the*

- Millennial Generation* (Issue January). <https://doi.org/10.4018/978-1-5225-7344-9.ch003>
- Herianto, H., Lala, A. A. T., & Nurpasila, N. (2021). Perilaku Konsumsi Sebelum dan Selama Pandemi Covid-19 di Indonesia: Studi Perbandingan. *Journal of Islamic Economics and Finance Studies*, 2(1), 94–109. <https://doi.org/10.47700/jiefes.v2i1.2808>
- Hermawan, A. (2013). *Komunikasi Pemasaran*. Penerbit Erlangga.
- Hershatte, A., & Epstein, M. (2010). Millennials and the World of Work: An Organization and Management Perspective. *Journal of Business and Psychology*, 25(2), 211–233. <https://doi.org/10.1007/10869-010-9160-y>
- Hidayat, T. (2020). Analisis Pengaruh Produk, Harga, Promosi, Dan Lokasi Terhadap Keputusan Pembelian rumah makan Koki Jody di Magelang. *Jurnal Ilmu Manajemen*, 17(2), 95–105.
- Hootsuite. (2021). *Indonesian Digital Report 2021*. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2021/>
- Hossain, M. S., & Rahman, M. F. (2017). Tools of online marketing. *International Journal of Science and Business*, 1(1), 1–7. <https://doi.org/10.5281/zenodo.439702>
- Kaplan, A. M., & Michael, H. (2010). *User of the word unite. The challenges and opportunities of Social Media*. Business Horizon.
- Keller, K. L. (2013). *Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity* (4th ed.). Pearson. <https://doi.org/10.2307/1252315>
- Kotler, P., & Armstrong, G. (2012). Principles of Marketing. In *Pearson* (14th ed.). <https://doi.org/10.2307/2548367>
- Kotler, P., & Armstrong, G. (2015). *Marketing an Introducing Prentice Hall* (25th ed.). Pearson Education, Inc.
- Kotler, P., & Armstrong, G. (2018). Principles of Marketing. In *Pearson* (17th ed.).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kriyantono, R. (2006). *Teknik Praktis Riset Komunikasi* (5th ed.). Kencana Prenada Media Group.
- Machfoedz. (2005). *Pengantar Pemasaran Modern* (1st ed.). Penerbit Unit & Percetakan Akademi Manajemen Perusahaan YKPN.
- Malau, H. (2017). *Manajemen Pemasaran*. Alfabeta.
- Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. MA: MIT Press.
- Moore, M. (2012). Interactive media usage among millennial consumers.

- Journal of Consumer Marketing*, 29(6), 436–444.  
<https://doi.org/10.1108/07363761211259241>
- Nasrullah, R. M. S. P., Komunikasi, Budaya, D., & Socioteknologi. (2015). *Nasrullah 2015.pdf*. Bandung : Simbiosis Rekatama Media.
- Nazir, M. (2017). *Metode Penelitian*. Ghalia Indonesia.
- Rini, M., & Harahab, N. (2018). The Influence of Endorser in Social Media Toward Consumer Decision Making with AISAS Model (Attention, interest, Search, Action And Share). *Journal of Economic and Social of Fisheries and Marine*, 06(01), 106–118.
- Rusdiono, R. (2019). Peran Media Sosial Sebagai Upaya Pemasaran Bisnis Online Shop Pada Online Shop Antler MakeUp - @antler.makeup. *Widya Cipta: Jurnal Sekretari Dan Manajemen*, 3(2), 195–202.  
<https://doi.org/10.31294/widyacipta.v3i2.5356>
- Sampurno, M. B. T., Kusumandyoko, T. C., & Islam, M. A. (2020). Budaya Media Sosial, Edukasi Masyarakat, dan Pandemi COVID-19. *SALAM: Jurnal Sosial Dan Budaya Syar-I*, 7(6), 529–542.  
<https://doi.org/10.15408/sjsbs.v7i5.15210>
- Saxena, A. K. (2020). *Consumer Behaviour & Marketing Communication*. Shanti Publications.
- Schiffman, L. G., & Wisenblit, J. (2019). Consumer Behavior. In *Journal of Chemical Information and Modeling* (12th ed., Vol. 53, Issue 9). Pearson.
- Shannon, C. E. (1948). A Mathematical Theory of Communication. *The Bell System Technical Journal*, 27.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and other aspects of Integrated Marketing Communications* (9th ed.). South-Western.  
[https://scholarsbank.uoregon.edu/xmlui/bitstream/handle/1794/19082/Thesis Final-Bulka.pdf?sequence=1](https://scholarsbank.uoregon.edu/xmlui/bitstream/handle/1794/19082/Thesis%20Final-Bulka.pdf?sequence=1)
- Sitanggang, J. M., Sinulingga, S., & Fachruddin, K. A. (2019). Analysis Of The Effect Of Product Quality On Customer Satisfaction And Customer Loyalty Of Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatera, Indonesia. *American International Journal of Business Management (AIJBM)*, 2(3), 26–37.
- Smith, T. J., & Nichols, T. (2015). Understanding the Millennial Generation. *Journal of Business Diversity*, 15(1), 39–47.  
<http://eds.a.ebscohost.com/laureatech.idm.oclc.org/eds/pdfviewer/pdfviewer?sid=0a0336d0-b8da-410d-a5b3-7e42fa4cbe86@sessionmgr4004&vid=1&hid=4210>
- Soemanegara, R. (2008). *Strategic Marketing Communication* (2nd ed.). Alfabeta.

- Sugiyama, K., & Andree, T. (2011). *The Dentsu Way*. The McGraw-Hill Companies.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif*. Alfabeta Bandung.
- Sutandi, A. (2010). *Hubungan Dukungan Sosial Terhadap Positif Coping Homoseksual Di Jakarta*. Islamic State University Syarif Hidayatullah Jakarta.
- Tanjung, J. (2004). *Marketing Management, Approach To Customer Value* (2nd ed.). Banyumedia.
- Tumbel, A., Parengkuan, V., & Wenas, R. (2014). Analisis Pengaruh Brand Image Dan Celebrity Endorsment Terhadap Keputusan Pembelian Produk Shampo Head and Shoulders Di 24 Mart Manado. *Jurnal EMBA*, 2(3), 2303–1174. <https://doi.org/10.35794/emba.v2i3.5972>
- Utami, H. N., & Firdaus, I. F. A. (2018). Ecodemica. *Jurnal Ecodemica*, 2(1), 136–146.  
<http://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica/article/view/3407/pdf>
- Wahjono. (2010). *Manajemen Pemasaran Bank* (1st ed.). Graha Ilmu.
- Yoeliastuti, Y., Darlin, E., & Sugiyanto, E. (2021). Pengaruh Citra Merek, Harga Dan Promosi Terhadap Keputusan Pembelian Melalui Aplikasi Penjualan Online Shopee. *Jurnal Lentera Bisnis*, 10(2), 212–223.  
<https://doi.org/10.34127/jrlab.v10i2.425>
- Yuvita, H., Wahab, Z., & Sulastri. (2019). Pengaruh Brand Image Dan Sales Promotion Terhadap Keputusan Pembelian Melalui Brand Equity (Survei Terhadap Nasabah Bank Bni Syariah Di Kota Palembang). *Mix Jurnal Ilmiah Manajemen*, 9, 431–446.  
<https://doi.org/10.22441/mix.2019.v9i3.004>
- Zaman, J. S. (2017). Analisis Pengaruh Brand Image Corporate (Citra Merek Perusahaan) Terhadap Keputusan Pembelian Pada Planet Computer Tasikmalaya. *Jurnal ECONOMICA*, 2(1), 36–41.
- Zulaicha, S., & Irawati, R. (2016). Pengaruh Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Di Morning Bakery Batam. *Inovbiz: Jurnal Inovasi Bisnis*, 4(2), 123–136.  
<https://doi.org/10.35314/inovbiz.v4i2.76>