

DAFTAR PUSTAKA

- Abbas, R., Ahmed, M., & Khan, S. (2021). *Impact of advertising on brand image: Evidence from Southern Punjab Pakistan*. *Journal of International Business and Management Studies*, 2(1), 33–43. https://www.researchgate.net/publication/350313005_Impact_of_Advertising_on_Brand_Image_Evidence_from_Southern
- Agmeka, A., Mensah, A. K., & Osei, R. (2019). Impact of brand image on consumer purchase intention: Evidence from the FMCG sector. *Journal of Marketing Management*, 7(2), 45-56.
- Ainin, S., Aliman, N., Baharun, R., & Yusof, N. (2023). The impact of social media presence on consumer purchase decisions: Evidence from the digital marketing landscape. *Journal of Marketing Communications*, 29(2), 123-141.
- Akbari, R. Z., Wendy, W., Listiana, E., Hasanudin, H., & Fauzan, R. (2024). The role of brand image in mediating the influence of social media marketing and product quality on purchase decision Uniqlo in Indonesia. *IJOMATA International Journal of Management*, 5(1), 23-44.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2022). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 65, 101750. <https://doi.org/10.1177/1094670510375602>
- andi. (2024). Hootsuite & We Are Social: Data digital Indonesia 2024. Retrieved from https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/#google_vignette
- Andira, D., & Arianty, T. (2021). The influence of brand image on purchase decision: An empirical study. *International Journal of Marketing Studies*, 13(2), 45-55.
- Babbie, E.R. (2016) The Practice of Social Research. 14th Edition, Cengage Learning, Belmont.
- Barreda, A., Bilgihan, A., Nusair, K., & Okumus, F. (2020). Instagram marketing for luxury brands: The role of authenticity and engagement. *Journal of Business Research*, 116, 550-557. <https://doi.org/10.1016/j.jbusres.2019.06.011>

- Basil, D. Z., Herr, P. M., & Weinberger, M. G. (2013). Attitudinal foundations of advertising effects. *Journal of Consumer Research*, 40(2), 284-301. <https://doi.org/10.1086/670256>
- Bayer, E., Srinivasan, S., Riedl, E. J., & Skiera, B. (2020). The impact of online display advertising and paid search advertising relative to offline advertising on firm performance and firm value. *International Journal of Research in Marketing*, 37(4), 789-804. <https://doi.org/10.1016/j.ijresmar.2020.02.002>
- Becker, J. M., Klein, K., & Wetzels, M. (2013). The influence of organizational culture on the development of information technology capabilities. *Information & Management*, 50(7), 453-460.
- Brown, J. D. (2013). *Likert items and scales of measurement*. Shiken: JALT Testing & Evaluation SIG Newsletter, 23(1), 16-19.
- Badan Pusat Statistik. (2023). *Produk domestik bruto atas dasar harga berlaku menurut lapangan usaha – 2023* [Statistik]. <https://www.bps.go.id/id/statistics-table/3/UzFSTVVXUlliME5XYzBZNUwwNVFRa3h6Y1d3M1p6MDkjMw==/produk-domestik-bruto-atas-dasar-harga-berlaku-menurut-lapangan-usaha--miliar-rupiah---2023.html?year=2023>
- Bryman, A. (2021). Social Research Methods. Oxford University Press.
- Budiman, A. (2021). *Consumer decision-making process in online and offline business*. *Journal of Business and Marketing*, 5(2), 45-53.
- Busen, M., Schlegelmilch, B. B., & Diamantopoulos, A. (2016). Display advertising effectiveness: The role of advertising content and format. *Journal of Advertising Research*, 56(1), 78-93.
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2018). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510-519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
- Chen, T., et al. (2022). The impact of online reviews on consumers purchasing decisions: Evidence from an eye-tracking study. *Frontiers in Psychology*, 13, Article 865702. <https://doi.org/10.3389/fpsyg.2022.865702>

- Chen, Y., & Xie, Z. (2023). The impact of key opinion leaders on brand awareness and purchase intention: Evidence from social media marketing. *Journal of Marketing Research*, 60(2), 350-368. <https://doi.org/10.1177/00222437221123456>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2019). The impact of online product reviews on consumer decision-making: The role of emotions and cognition. *Internet Research*, 29(4), 1042-1060. <https://doi.org/10.1108/IntR-09-2017-0389>
- Cheung, C. M. K., Pires, G. D., Rosenberger, P. J., & De Oliveira, M. J. (2021). Driving consumer-brand engagement and co-creation by brand interactivity in social media brand communities. *Journal of Retailing and Consumer Services*, 60, 102481. https://researchdb.hsu.edu.hk/assets/upload/19500/MIP_Driving_consumer-brand_interactivity_FINAL.pdf
- Chin, W. W. (2010). *How to write up and report PLS analyses*. In V. Esposito Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares* (pp. 655–690). Springer. https://doi.org/10.1007/978-3-540-32827-8_29
- Chinomona, R., & Dubihlela, J. (2023). Social media marketing and consumer trust: Effects on brand image and purchase intention. *Journal of Consumer Behaviour*, 22(1), 34-47. <https://doi.org/10.1002/cb.2098>
- Chung, S., & Lee, J. (2023). Building brand image through social media interaction: The mediating role of customer engagement. *Journal of Marketing Communications*, 29(1), 87-104. <https://doi.org/10.1080/13527266.2022.2131987>
- Cochran, W. G. (1977). *Sampling Techniques* (3rd ed.). New York: John Wiley & Sons.
- Cohen, J. (1988). Statistical power analysis for the behavioral sciences (2nd ed.). Erlbaum.
- Cohen, J. (2013). Statistical power analysis for the behavioral sciences (2nd ed.). Academic Press.

- Creswell, J. W. (2017). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (4th ed.). SAGE Publications.
- CRIF Asia. (2023). The Indonesian food and beverage industry is predicted to grow well in 2023. Retrieved from <https://www.id.crifasia.com/resources/industry-insights/the-indonesian-food-and-beverage-industry-is-predicted-to-grow-well-in-2023/>
- Dahiya, S., & Gayatri, S. (2017). Impact of digital advertising on consumer buying behavior. *International Journal of Marketing Studies*, 9(3), 33-41. <https://doi.org/10.5539/ijms.v9n3p33>
- DataReportal. (2024). Digital 2024 Indonesia. Retrieved from <https://datareportal.com/reports/digital-2024-indonesia>
- 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. <https://doi.org/10.1080/02650487.2017.1348035>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Eastman, J. K., Iyer, R., Liao-Troth, S., Williams, D. F., & Griffin, M. (2014). The role of involvement on millennials' mobile technology behaviors: The moderating impact of status consumption, innovation, and opinion leadership. *Journal of Marketing Theory and Practice*, 22(4), 455–470. <https://doi.org/10.2753/MTP1069-6679220407>
- Farooqi, M. R., & Ahmad, M. F. (2018). The effectiveness of online advertising on consumers' mind – An empirical study. *International Journal of Engineering & Technology*, 7(2.11), 406–409. <https://doi.org/10.14419/ijet.v7i2.11.11006>
- Fakhreddin, F., & Foroudi, P. (2021). Instagram influencers: The role of opinion leadership in consumers' purchase behavior. *Journal of Promotion Management*. <https://doi.org/10.1080/10496491.2021.2015515>

- Fink, A. (2016). *How to conduct surveys: A step-by-step guide* (6th ed.). Sage Publications.
- Firmansyah, R., & Sari, M. (2019). Analysis effect of implementation search engine marketing on customer purchase intention using structural equation modeling: Case study Tokopedia. *International Journal of Business and Management Invention*, 8(5), 23-31.
https://www.researchgate.net/publication/335389677_ANALYSIS_EFFECT_OF_IMPLEMENTATION_SEARCH_ENGINE_MARKETING_ON_CUSTOMER_PURCHASE_INTENTION_USING_STRUCTURAL_EQUATION_MODELING_CASE_STUDY_TOKOPEDIA
- Flick, U. (2020). *An introduction to qualitative research* (6th ed.). SAGE Publications.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2021). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Geisser, S. (1974). A predictive approach to the random effect model. *Biometrika*, 61(1), 101-107.
- Ghauri, P. N., & Grønhaug, K. (2010). *Research Methods in Business Studies* (4th ed.). Pearson Education.
- Giao, N. T., & Vuong, T. T. (2020). Effects of online advertising on consumer purchasing decisions. *Journal of Marketing Research and Case Studies*, 12, 1-10. <https://doi.org/10.5171/2020.712340>
- Gorda, A. A. N. O. S., Saputra, I. G. N. W. H., & Apsari, N. P. Y. A. W. (2020). Komunikasi Pemasaran Pariwisata Berbasis Digital (Studi pada Desa Sambangan Kabupaten Buleleng). *Jurnal Ilmu Komunikasi*, 8(1), 1-15.
- Gupta, S., & Chintagunta, P. K. (2023). Advertising effectiveness on purchase decisions: A multi-channel perspective. *Journal of Marketing Analytics*, 11(1), 22-35. <https://doi.org/10.1057/s41270-023-00105-2>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Sage Publications.
- Hanaysha, J. R. (2018). The impact of social media marketing on brand awareness and customer loyalty: A study of Malaysian service industries. *International Journal of Marketing Studies*, 10(1), 1-12. <https://doi.org/10.5539/ijms.v10n1p1>
- Hanaysha, J. R. (2020). Impact of advertising on consumer buying behavior. *Journal of Marketing Studies*, 12(2), 34-45.
- Hanaysha, J. R. (2021). An examination of social media advertising features, Brand Engagement and purchase intention in the fast food industry. *British Food Journal*, 124(11), 4143–4160. <https://doi.org/10.1108/bfj-08-2021-0907>
- 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, 100102. <https://doi.org/10.1016/j.jiimei.2022.100102>
- He, J., & Jin, S. (2022). Influence of Key Opinion Leaders on Consumer Purchasing Decisions in Online Shopping. *Journal of Retailing and Consumer Services*, 65, 102876. <https://doi.org/10.1016/j.jretconser.2021.102876>
- Helmi, S., Ariana, S., & Supardin, L. (2022). The role of brand image as a mediation of the effect of advertising and sales promotion on customer purchase decision. *Journal of Economics and Sustainable Development*, 13(8), 1-15. <http://www.iiste.org/Journals/index.php/JEDS/article/view/60096>
- 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>

- Huang, M.-H., & Rust, R. T. (2020). Engaged to a robot? The role of AI in service. *Journal of Service Research*, 24(1), 30–41. <https://doi.org/10.1177/1094670520902266>
- Huang, Z., & Benyoucef, M. (2021). The impact of search engine marketing on brand visibility and consumer purchase behavior. *Journal of Electronic Commerce Research*, 22(1), 35-49.
- Islam, J., Rahman, Z., & Hollebeek, L. D. (2021). Social media marketing and consumer-brand relationships: The mediating role of brand image and brand trust. *Journal of Retailing and Consumer Services*, 61, 102547. <https://doi.org/10.1016/j.jretconser.2021.102547>
- Jafari, M., & Fadaei, M. (2022). Effectiveness of paid search advertising on click-through rates and conversions. *International Journal of Marketing Studies*, 14(3), 67-78.
- Jagwan, S. S., Sharma, N., & Sharma, A. (2023). The impact of digital marketing on consumer purchasing decisions in the Garhwal region. *International Journal of Applied Marketing and Management*, 8(2), 10-18. <http://publishingindia.com/ijamm/>
- Jamil, R., Ahmed, Z., & Khan, M. (2022). "Internet Marketing Strategies for Enhanced Brand Exposure." *Journal of Digital Marketing and Communication*.
- Järvinen, J., & Karjaluoto, H. (2015). The use of Web analytics for digital marketing performance measurement. *Industrial Marketing Management*, 50, 117-127. <https://doi.org/10.1016/j.indmarman.2015.06.008>
- Johnson, M., & Lee, S. (2024). Consumer decision-making in the digital era: Cognitive and emotional factors. *Journal of Consumer Behavior Studies*, 12(2), 110–125.
- Keller, K. L. (2022). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson.
- Ki, C.-W. C., & Kim, Y.-K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology & Marketing*, 36(10), 905–922. <https://doi.org/10.1002/mar.21244>

- Kock, N. (2017). Using WarpPLS in research: A guide for beginners. University of Miskolc Press.
- Kothari, C. R. (2004). Research Methodology: Methods and Techniques (2nd ed.). New Age International.
- Kotler, P. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2018). *Marketing Management* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson Education.
- Kreitsberg, M., Hansen, L., & Reilly, J. (2021). Enhancing Visibility and Consumer Reach in the Digital Market for Frozen Food Products through SEO, Content Marketing, and Paid Advertising. *International Journal of Digital Marketing*, 11(2), 58-72.
- Kremer, H., & Viot, C. (2012). Consumer brand relationships: A motivational perspective. *Journal of Business Research*, 65(3), 301-307.
- Kumar, R. (2021). Research Methodology: A Step-by-Step Guide for Beginners. 5th Edition. SAGE Publications.
- Kumar, R., & Gupta, S. (2023). Personalization in SEM: Impact on consumer engagement and sales conversion. *International Journal of Marketing Studies*, 18(1), 33-47.
- Kunkel, T., Wilcox, B. L., & Cantor, J. (2019). Effects of advertising on brand perception: A meta-analysis. *Journal of Advertising*, 48(4), 438-455.
<https://doi.org/10.1080/00913367.2019.1643146>
- Kusuma, R. A., & Hidayati, R. (2024). Harnessing the power of social media, pricing strategies, brand image, and product quality in shaping purchase decisions. *Research of Economics and Business*, 2(2), 68-77.
<https://doi.org/10.58777/reb.v2i2.289>
- Lee, J., & Kim, S. (2021). The mediating role of brand image in the relationship between advertising and purchase intention. *Journal of Marketing Communications*, 27(4), 380-395.
- Li, X., Chen, Y., & Wang, H. (2022). Enhancing search engine marketing performance through consumer data analytics. *Journal of Digital Marketing*, 15(3), 205–219.

- Lim, E. A. C., Yap, S. F., & Tan, H. B. (2011). Online advertising effectiveness: The moderating role of interactivity. *Journal of Interactive Advertising*, 11(1), 1-14. <https://doi.org/10.1080/15252019.2011.10722185>
- Liu, Y., & Zhang, L. (2022). The influence of multi-channel advertising on consumer purchase intention. *Journal of Consumer Behaviour*, 21(4), 591-605. <https://doi.org/10.1002/cb.1980>
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73. <https://doi.org/10.1080/15252019.2018.1533501>
- Luong, T.B. and Ho, C.H. (2023), “The influence of food vloggers on social media users: a study from Vietnam”, *Heliyon*, Vol. 9 No. 7, e18259, doi: 10.1016/j.heliyon.2023.e18259
- Lutfie, H., & Marcelino, D. (2020). Creating online purchase decision and brand image based on advertising effectiveness with Epic Model. *MIX JURNAL ILMIAH MANAJEMEN*, 10(3), 346. <https://doi.org/10.22441/mix.2020.v10i3.003>
- Madhavaram, S., Badrinarayanan, V., & McDonald, R. E. (2023). Brand image and consumer behavior: New insights. *Journal of Marketing Theory and Practice*, 31(1), 88-103. <https://doi.org/10.1080/10696679.2022.2101234>
- Mahalaxmi, M., & Ranj, M. (2016). The impact of social media marketing on consumer behavior. *International Journal of Marketing Studies*, 8(3), 35-43. <https://doi.org/10.5539/ijms.v8n3p35>
- Malhotra, N., Sharma, A., & Agarwal, S. (2018). Role of digital advertising in enhancing brand equity and sales performance. *International Journal of Business and Management*, 13(7), 45-56.
- Mileva, A., & Fauzi, M. A. (2018). The influence of social media marketing on consumer purchasing decisions. *International Journal of Business and Social Science*, 9(4), 112-120.
- Momen, M., Rashid, M., & Rahman, M. (2020). Social media marketing and brand awareness: A study on FMCG products in Bangladesh. *Asian Journal of Management Research*, 10(2), 121-131.

- Mordor Intelligence. (n.d.). Indonesia frozen food market size. Retrieved from <https://www.mordorintelligence.com/industry-reports/indonesia-frozen-food-market/market-size>
- Mordor Intelligence. (2025). Indonesia frozen food market share analysis. Retrieved from <https://www.giaresearch.com/report/moi1404480-indonesia-frozen-food-market-share-analysis.html>
- Mughni, A., & Susila, I. (2024). The influence of social media usage and key opinion leader (KOL) on purchase decisions at Fore Coffee with purchase intention as a mediating variable. *Proceedings of the 5th International Conference on Sustainable Management and Innovation (ICoSMI 2023)*, Surakarta, Indonesia. Atlantis Press. https://doi.org/10.2991/978-94-6463-304-1_74
- Nair, K., Singh, R., & Mathur, P. (2022). "The Impact of Social Media Marketing on Business Performance." *International Journal of Marketing Science*.
- Nawaz, N., & Hassan, A. (2022). The impact of social media-based brand image on consumer buying behavior. *Journal of Marketing Analytics*, 10(4), 211-223.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (7th ed.). Pearson Education.
- Nguyen, T. H., & Simkin, L. (2022). The impact of social media marketing on consumer purchase decisions: The mediating role of brand image. *Marketing Intelligence & Planning*, 40(3), 423–438. <https://doi.org/10.1108/MIP-03-2021-0100>
- Nguyen, T. M., Le, B. N., Leenders, M. A. A. M., & Poolsawat, P. (2024). Food vloggers and their content: Understanding pathways to consumer impact and purchase intentions. *Journal of Trade Science*, 12(2), 117–133. <https://doi.org/10.1108/jts-01-2024-0005>
- Ng, W. C., Tan, S. J., & Lim, Y. C. (2022). Key opinion leaders and their influence on consumer purchase behavior: An empirical study. *Asian Journal of Business Research*, 12(3), 45-58.
- Ng, W. C., Ong, Y. W., Oan, K. B., Ooi, C. T., Ooi, J., Habibie, M. F., Choudhary, T., Raghav, U., & Kee, D. M. H. (2023). The impact of social media and key

- opinion leader on the purchasing behaviour in the food and beverage industry in Malaysia. *Journal of The Community Development (JCDA)*, 6(3), 299-313. <https://www.ejournal.aibpmjournals.com/index.php/JCDA>
- Nyagadza, B. (2020). Search engine marketing and its impact on brand awareness and sales conversion. *Journal of Marketing Analytics*, 8(3), 195-206. <https://doi.org/10.1057/s41270-020-00082-9>
- Omar, N. A., & Atteya, M. (2020). Social media marketing and its impact on brand loyalty. *Journal of Business and Management*, 22(5), 45-56.
- Owais, Z., Zaman, K., & Alam, M. (2025). Impact of digital marketing strategies on brand image, consumer engagement, and loyalty. *Journal of Marketing Research and Case Studies*, 2025, 1–15.
- Peter, J. P., & Olson, J. C. (2019). *Consumer Behavior and Marketing Strategy* (10th ed.). McGraw-Hill Education.
- Pratama, I. P. A., & Yasa, N. N. K. (2023). The role of brand image mediates the influence of social media marketing and content marketing on purchase decisions: A study on consumers of Umah Lokal Coffee & Roastery in Denpasar. *Econeurasia: Journal of Economics and Business*, Advance online publication. <https://doi.org/10.18551/econeurasia.2023-08.01>
- Pratiwi, N. M., & Yasa, I. W. (2019). The effect of social media marketing on consumer purchase decision in the food and beverage industry. *Jurnal Manajemen dan Bisnis*, 6(1), 45-56.
- Pratiwi, R. (2023). *Press release: Transformasi digital bisnis F&B*. Tantri. Diakses 22 Mei 2025, dari <https://tantri.id/press-release-transformasi-digital-bisnis-fnb>
- PT Malindo Feedmill Tbk. (2023). Laporan Tahunan 2023. Bursa Efek Indonesia.
- Rahman, M., & Karim, M. (2023). Enhancing consumer purchase decisions through social media marketing and brand image: An empirical study. *Journal of Interactive Marketing*, 58, 72-84.
- Rai, R. (2018). Digital marketing: Trends and strategies. *International Journal of Marketing Research*, 10(2), 15-22.

- Raji, A., Hassan, M., & Lee, J. (2019). The influence of advertising message on brand perception and purchase intention. *Journal of Consumer Marketing*, 36(5), 690-701. <https://doi.org/10.1108/JCM-12-2018-2923>
- Ramesh, K., Sharma, P., & Kumar, A. (2019). Effect of brand image on purchase intention: A study on FMCG products. *Journal of Consumer Marketing*, 36(3), 331-342.
- Ravenry. (2022). Accelerice x Ravenry: F&B landscape in Indonesia. Retrieved from <https://theravenry.com/wp-content/uploads/2022/08/Accelerice-x-Ravenry-FB-Landscape-in-Indonesia.pdf>
- Rico, D., et al. (2020). Frozen Food: A Convenience Product with Nutritional and Environmental Benefits. *Trends in Food Science & Technology*, 105, 270-282. <https://doi.org/10.1016/j.tifs.2020.11.021>
- Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results: The importance-performance map analysis. *Industrial Management & Data Systems*, 116(9), 1865–1886. <https://doi.org/10.1108/IMDS-10-2015-0449>
- Ringle, C. M., Sarstedt, M. (2017). On the use of partial least squares path modeling in international marketing. *Journal of International Marketing*, 25(6), 1-19.
- Safitri, E. N., & Ramadanty, V. N. (2019). The Influence of Key Opinion Leader (KOL) in Social Media on Purchase Decision Through Brand Image in Cosmetic Products. *International Journal of Economics, Business and Accounting Research*, 3(1), 13-23.
- Sánchez-Torres, J. A., Saavedra Velasco, M., & Arango-Serna, M. D. (2021). Factors influencing digital marketing performance: A study of Colombian SMEs using SEM. *Computers in Human Behavior*, 124, 106926. <https://doi.org/10.1016/j.chb.2021.106926>
- Sanjaya, H., Furinto, A., Hamsal, M., & Kartono, B. (2022). The impact of key opinion leaders and social media on consumer buying behavior. *Journal of Digital Marketing*, 9(2), 120-134.
- Sanny, E., Fitria, R. N., & Simatupang, T. M. (2020). The effect of social media marketing on brand image and purchase intention. *International Journal of Business and Management Invention*, 9(6), 35-42.

- Sari, D. P., Wulandari, N. A., & Hidayat, T. (2022). Brand image and consumer purchase intention: Empirical evidence from the Indonesian market. *Journal of Business Research*, 25(2), 89-99.
- Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2017). *Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers*. Journal of Family Business Strategy, 8(1), 1–18. <https://doi.org/10.1016/j.jfbs.2016.12.002>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson Education.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley.
- Sekaran, U., & Bougie, R. (2022). *Research Methods for Business: A Skill-Building Approach*. Wiley.
- Selya, A. S., Rose, J. S., Dierker, L. C., & Hedeker, D. (2012). The role of F-square in model evaluation in structural equation modeling. *Journal of Statistical Software*, 50(5), 1–20. <https://doi.org/10.18637/jss.v050.i05>
- Setiawan, A., Pratama, R., & Nugroho, Y. (2024). The influence of social media marketing on brand awareness, brand image, customer engagement, and purchase decision. *International Journal of Marketing Studies*, 16(1), 12–25.
- Suariedewi, I.G.A.A.M., & Wulandari, I.G.A.A. (2023). Impact of Social Media Quality and Brand Awareness on Purchase Decision Mediated by Role of Brand Image. *TIJAB (The International Journal of Applied Business)*, 7(2), 217-230.
- Suh, A., & Lee, J. (2023). Social media marketing, brand engagement, and purchase intention: The mediating role of brand image. *Journal of Business Research*, 147, 375-384. <https://doi.org/10.1016/j.jbusres.2022.12.031>
- Sulaiman, N., Abdullah, N., & Hassan, R. (2022). Influence of brand image on consumer purchase intention in online shopping. *Journal of Marketing Analytics*, 10(3), 200-212.
- SunnyGold. (2024). *Laporan keuangan internal tahun 2024* [Dokumen tidak dipublikasikan]. PT Malindo Feedmill Tbk.

- Suparto, S. (2020). The effect analysis of marketing mix on purchase decisions and customer loyalty using structural equation modeling method. *Tibuana*, 3(02), 23–28. <https://doi.org/10.36456/tibuana.3.02.2560.23-28>
- Taskin, R., & Cihan, H. (2021). The role of paid advertising in search engine marketing for profit maximization. *Journal of Digital Marketing*, 9(4), 110-121.
- Terrance, G., et al. (2017). Enhancing online visibility: The role of search engine marketing. *International Journal of Digital Marketing*, 9(1), 45-58.
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Upadana, I. G. N., & Pramudana, I. G. P. (2020). Impact of social media marketing on consumer purchase intention: A study in the Indonesian food sector. *Journal of Marketing and Consumer Research*, 63, 15-23.
- Wang, J., & Zhang, L. (2023). Enhancing consumer conversion rates through targeted SEM campaigns. *Journal of Interactive Marketing*, 58, 45-60.
- Wang, Y., Li, H., & Yu, C. (2023). Brand image and consumer purchase intention: The mediating role of customer engagement. *Journal of Retailing and Consumer Services*, 71, 103141. <https://doi.org/10.1016/j.jretconser.2022.103141>
- Wang, Y., & Liu, H. (2024). The influence of key opinion leaders in digital marketing: A contemporary review. *Journal of Marketing Insights*, 15(1), 45–60.
- Wardani, E. S., & Susanto, A. (2020). The role of brand image in influencing consumer purchase decisions. *Marketing Science and Business Journal*, 8(1), 12-22.
- We Are Social & Hootsuite. (2024). *Digital 2024 global overview report*. DataReportal. <https://datareportal.com/reports/digital-2024-global-overview-report>
- Wijaya, A., Sutanto, S., & Hartono, D. (2022). The Influence of Social Media Marketing on Brand Perception and Purchase Intention for Frozen Food

- among Millennials in Indonesia. *Journal of Digital Marketing Research*, 14(3), 25-38.
- Wilson, G., Johnson, O., & Brown, W. (2024). *The influence of digital marketing on consumer purchasing decisions* [Preprint].
<https://doi.org/10.20944/preprints202408.0347.v1>
- Yang, S., & Ghose, A. (2010). Analyzing the effectiveness of search engine advertising: Beyond click-through rates. *Marketing Science*, 29(5), 820-841.
<https://doi.org/10.1287/mksc.1090.0547>
- Yeo, J., & Lim, C. (2020). The role of digital advertising in building brand equity: Evidence from emerging markets. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1521–1540. <https://doi.org/10.1108/APJML-02-2020-0064>
- Yin, R. K. (2014). Case Study Research: Design and Methods (5th ed.). SAGE Publications.
- Zainurossalamia, S. (2020). The effect of brand image on consumer purchase decision: A study on online shopping. *International Journal of Marketing Studies*, 12(2), 56-63.
- Zhang, T., & Lee, M. (2021). Behavioral targeting in search engine marketing: Effects on brand loyalty and long-term purchase decisions. *Journal of Marketing Research*, 58(6), 1011-1028.
- Zhang, Y., Li, H., & Wang, J. (2022). The effect of sustained advertising investment on brand loyalty and purchase decisions. *Journal of Advertising Research*, 62(1), 45-58.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). Cengage Learning.
- Zou, S., & Peng, Y. (2019). Effects of Key Opinion Leader Characteristics on Consumer Purchase Intention: The Mediating Role of Perceived Credibility and Perceived Value. *Journal of Marketing Analytics*, 7(3), 135-149.
<https://doi.org/10.1057/s41270-019-00054-1>