

### DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.
- Adelia, R., & Cahya, S. B. (2023). Pengaruh Content Marketing Dan Brand Image Terhadap Minat Beli Mafia Gedang Di Kota Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 11(3), 325–333. <https://doi.org/10.26740/jptn.v11n3.p325-333>
- Adzkie, S., Yohana, C., & Parlyna, R. (2021). Peran Electronic Word of Mouth dan Brand Image terhadap Minat Beli Minuman Bubble Tea. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 2(2), 336–346.
- Agustini, M. P., Komariah, K., & Z, F. M. (2022). Analisis Interaksi Sosial Konten Marketing Dan Influencer Marketing Terhadap Minat Beli Produk Kosmetik ( Survey Pada Konsumen Produk Dear Me Beauty Di Kota Sukabumi). *Management Studies and Entrepreneurship Journal*, 3(3), 1601–1610. <http://journal.yrpiiku.com/index.php/mse>
- Ajzen, I. (1991). *The Theory of Planned Behavior*. 211, 179–211.
- Amin, A. M., & Natasha, S. (2019). Analisis Pengaruh Brand Image, Harga dan Promosi terhadap Keputusan Pembelian Air Minum Dalam Kemasan Merek Nestle Pure Life. *Management Studies and Entrepreneurship Journal*, 1(2), 188–198. <http://journal.yrpiiku.com/index.php/msej>
- Bakker, D. (2018). *Conceptualising Influencer Marketing*. 1(1), 79–87.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). *Atmospheric qualities of online retailing A conceptual model and implications*. 54, 177–184.
- Farel Mustaqiem, M., Sholihin, U., & Sri Hardiningrum, I. (2024). Pengaruh Influencer Marketing, Content Marketing, Dan Social Media Instagram Terhadap Minat Beli Produk Simcard Byu Telkomsel Pada Siswa Smk Negeri 1 Kediri. *Neraca Manajemen, Ekonomi*, 6(6).

- Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptual components of brand equity : Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention. *Journal of Business Research*, 89, 1–40. <https://doi.org/https://doi.org/10.1016/j.jbusres.2018.01.031>
- Guntari Putri, M., & Rofiuddin, M. (2023). *Minat beli konsumen Nobby Hijab Salatiga : Pengaruh eWOM , influencer marketing , dan Islamic brand congruence melalui citra merek.* 2(1), 20–38. <https://journal.nurscienceinstitute.id/index.php/jhis>
- Hair J, R, A., Babin B, & Black W. (2014). *Multivariate Data Analysis.pdf.* In *Australia : Cengage: Vol. 7 edition* (p. 758).
- Hantono. (2020). *Metode Penelitian Skripsi dengan Aplikasi SPSS.* Penerbit Deepublish.
- Hardiyannah, T., Hidayati, R., Nasution, A. H., Muslikh, & Marhamah, S. (2023). *Pengaruh Content Marketing , Sales Promotion , Personal Selling dan Brand Image Terhadap Minat Beli pada CV Laditri Karya.* 1(2), 75–92. <https://doi.org/https://doi.org/10.33476/jamer.vli2.29>
- Hertzog, M. A. (2008). *Considerations in Determining Sample Size for Pilot Studies.* *January*, 180–191. <https://doi.org/10.1002/nur>
- Hovland, C. I., & Weiss, W. (1951). *The Influence of Source Credibility on Communication Effectiveness.* 15(4), 635–650. <https://www.jstor.org/stable/2745952>
- Istiono, D., & Kurniasih, N. (2022). Pengaruh Inovasi Produk dan Brand Image terhadap Minat Beli (Studi pada Konsumen Wild Original di Kota Majalengka). *Jurnal Akuntansi Keuangan Dan Sistem Informasi*, 3(1).
- Keller, K. L. (1933). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *American Marketing Assocoation*, 57(1), 1–22. <http://www.jstor.org/stable/1252054>

- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (5th Global Edition)*. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Global Edition*. Pearson Education.
- 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*, 0(0), 1–16. <https://doi.org/10.1080/15252019.2018.1533501>
- Mardiatmoko, G. (2020). Pentingnya Uji Asumsi Klasik Pada Analisis Regresi Linier Berganda (Studi Kasus Penyusunan Persamaan Allometrik Kenari Muda [Canarium Indicum L.]). *BAREKENG: Jurnal Ilmu Matematika Dan Terapan*, 14(3), 333–342. <https://doi.org/10.30598/barekengvol14iss3pp333-342>
- Marsha Putri, S., & Rosmita. (2024). Pengaruh Influencer Marketing Terhadap Minat Beli Konsumen Pada Toko Sneakerspku9. *Jiabis: Jurnal Administrasi Bisnis Dan Ilmu Sosial*, 2(113), 86–97.
- Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. M.I.T. Press. <https://books.google.co.id/books?id=upV9AAAAMAAJ>
- Mulyawati, S. A., Savitri, C., & Faddila, S. P. (2024). Pengaruh Brand Awareness dan Brand Image terhadap Minat Beli Konsumen pada Jeans Brand Jiniso di Marketplace Shopee. 3(03), 305–315.
- Nurchahya, W. A., Arisanti, N. P., & Hanandhika, A. N. (2023). Penerapan Uji Asumsi Klasik untuk Mendeteksi Kesalahan Pada Data Sebagai Upaya Menghindari Pelanggaran Pada Asumsi Klasik. *Madani: Jurnal Ilmiah Multidisiplin*, 1(12), 472–481. <https://doi.org/https://doi.org/10.5281/zenodo.104492725>
- Pasaribu, A. F., Fadhila Rahma, T. I., & Dharma, B. (2023). Pengaruh Content Marketing, Viral Marketing Dan Influencer Terhadap Minat Beli Produk Skincare Pada Mahasiswa. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*,

- 10(2), 81–93. <https://doi.org/10.36987/ecobi.v10i2.4432>
- Putri, T. M., & Purwihartuti, K. (2024). Pengaruh Influencer Marketing terhadap Minat Beli (Studi Produk Scarlett Whitening). *Jurnal Sosial Dan Ekonomi*, 6(1), 698–712.
- Ridha, N. (2017). Proses penelitian, Masalah, Variabel dan Paradigma Penelitian. *Jurnal Hikmah*, 14(1). <https://doi.org/10.1111/cgf.13898>
- Rinaldi, M., Nanang Prayudyanto, M., & Syaiful. (2021). Persepsi Masyarakat Terhadap Tingkat Kepuasan Pelayanan Bus Transjabodetabek Dengan Metode Uji Asumsi Klasik Dan Uji Regresi Linear Berganda. *Seminar Nasional Ketekniksipilan*, 1(1), 2021.
- Rizkia, R. R., Akbar, M. A., & Lina, R. (2024). *Customer Engagement Mediates the Effect of Content marketing on Purchase Intention*. 2(3), 123–137. <https://doi.org/https://doi.org/10.60079/abim.v2i3.297>
- Sanaky, M. M., Saleh, L. M., & Titaley, H. D. (2021). Analisis Faktor-Faktor Keterlambatan Pada Proyek Pembangunan Gedung Asrama Man 1 Tulehu Maluku Tengah. *Jurnal Simetrik*, 11(1), 432–439. <https://doi.org/10.31959/js.v11i1.615>
- Sanny, I. B., & Dewi, K. R. (2020). Pengaruh Net Interest Margin (NIM) Terhadap Return on Asset (ROA) Pada PT Bank Pembangunan Daerah Jawa Barat Dan Banten Tbk Periode 2013-2017. *Jurnal E-Bis (Ekonomi-Bisnis)*, 4(1), 78–87. <https://doi.org/10.37339/e-bis.v4i1.239>
- Sari, Y. R., Harliyani, S., & Sanjaya, V. F. (2022). Pengaruh Harga, Brand Image, Dan Celebrity Endorser Enzy Storia Terhadap Minat Beli Produk Erigo. *Business and Entrepreneurship Journal (BEJ)*, 3(1), 1–8. <https://doi.org/10.57084/bej.v3i1.782>
- Sokolova, K., & Kefi, H. (2020). Journal of Retailing and Consumer Services Instagram and YouTube bloggers promote it , why should I buy ? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and*

*Consumer Services*, 53, 1–9. <https://doi.org/10.1016/j.jretconser.2019.01.011>

Sugiyono. (2024). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (2nd ed.). Alfabeta.

Sujarweni, V. W. (2022). *METODE PENELITIAN Lengkap, Praktis, dan Mudah Dipahami*. PUSTAKABARUPRESS.

Susanti, A. (2024). Pengaruh Influencerr Marketing , Lifestyle , E Wom Terhadap Minat Beli Produk Fashion Muslimah (Studi Kasus Pada Mahasiswi di Surakarta). *Jurnal Ilmiah Ekonomi Dan Bisnis*, 2(2), 373–383. <https://doi.org/https://doi.org/10.61722/jiem.v2i2.979>

Tantilofa, J. A., & Widagdo, H. (2023). Pengaruh Influencer Marketing dan Social Media Terhadap Minat Beli Produk Fashion Wanita. *2nd MDP Student Conference (MSC)*, 408–414.