

DAFTAR PUSTAKA

- Ashrori, T. I., & Santosa, S. B. (n.d.). Analisis Pengaruh Strategi Co branding, Harga Produk, dan Media Sosial sebagai Media Promosi terhadap Keputusan Pembelian Produk Sepatu Lokal Aerostreet dengan Minat Beli sebagai Variabel Intervening. *Diponegoro Journal Of Management*, 12(1). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Asnawati, Nadir, M., Wardhani, W., & Setini, M. (2022). The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, 6(1), 81–90. <https://doi.org/10.5267/J.IJDNS.2021.10.001>
- 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(1 SE-Articles), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Brown, D., Hayes, N., & Chu, Y. L. (2015). Influencer marketing: who really influences your customers?, *Amsterdam, Netherland*. Elsevier/Butterworth-Heinemann.
- Carter, D. (2016). Hustle and Brand: The Sociotechnical Shaping of Influence. *Social Media + Society*, 2(3), 2056305116666305. <https://doi.org/10.1177/2056305116666305>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. London: Pearson. <https://books.google.co.id/books?id=-1yGDwAAQBAJ>
- Christopher, M., & Peck, H. (2012). *Marketing Logistics*. Great Britain: Taylor & Francis. <https://books.google.co.id/books?id=UqWuHuc5zhAC>
- cnbc indonesia.com, 22 Oktober 2021. (2020). CNBC Indonesia - Berita Ekonomi & Bisnis Terkini Hari Ini. In *CNBC Indonesia*. <https://www.cnbcindonesia.com/>
- Deges, F. (2020). *Quick Guide Affiliate Marketing: Wie Sie mit Vertriebspartnerschaften Bekanntheit und Umsatz steigern*. Springer Fachmedien Wiesbaden. <https://books.google.co.id/books?id=ipjuDwAAQBAJ>
- Euromonitor_ Global Market Research & Industry Analysis - Euromonitor*. (n.d.).
- Forrest, P. (2019). Content Marketing Today. *Journal of Business and Economics*, 10. [https://doi.org/10.15341/jbe\(2155-7950\)/02.10.2019/001](https://doi.org/10.15341/jbe(2155-7950)/02.10.2019/001)
- Gamble, S. (2016). *Visual Content Marketing: Leveraging Infographics, Video, and Interactive Media to Attract and Engage Customers*. Canada: Wiley. <https://books.google.co.id/books?id=XBF0CgAAQBAJ>
- Ghozali, I. (2018). *Aplikasi analisis multivariete SPSS 25*. Semarang: Universitas Diponegoro.

- Goworek, H., & McGoldrick, P. J. (2015). *Retail Marketing Management: Principles and Practice*. London: Pearson Education Limited. <https://books.google.co.id/books?id=y24rywEACAAJ>
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh *influencer marketing* sebagai strategi pemasaran *digital* era moderen (Sebuah studi literatur). *Eksekutif*, 15(1), 133–146.
- Herman, H., Maszudi, E., Hamid, R. S., Dewintari, P., & Aulia, A. (2023). Peran *Influencer Marketing Online Customer Review* dan *Content Marketing* dalam Keputusan Pembelian Pada Sosial Instagram. *Jesya*, 6(2), 1348–1358. <https://doi.org/10.36778/jesya.v6i2.1059>
- Hertanto, E. (2017). Perbedaan Skala Likert lima Skala dengan Modifikasi Skala Likert empat Skala. *Jurnal Metodologi Penelitian*, 1 (1), 1-4
- Hurriyati, R. (2018). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta
- Indriyani, R., & Suri, A. (2020). Pengaruh media sosial terhadap keputusan pembelian melalui motivasi konsumen pada produk fast fashion. *Jurnal Manajemen Pemasaran*, 14(1), 25–34.
- Kotler, P., Keller, K., Manceau, D., & Hemonnet-Goujot, A. (2019). *Marketing Management (16e édition)*.
- Levy, M., Weitz, B. A., & Dhruv Grewal, P. (2013). *Retailing Management*. New York: McGraw-Hill Education. <https://books.google.co.id/books?id=5uW3DAEACAAJ>
- Luh Putu Ayu Wira Pramiawati, N., & Aulia, P. (2022). Pengaruh Strategi *Co-Branding* Produk Susu UHT Cimory Rasa Biskuit Marie Regal Terhadap Keputusan Pembelian di Kota Bandung. *Jurnal Ilmiah MEA*, 6(2), 789–808.
- Marketeers - Majalah Bisnis, Marketing, dan Entrepreneurship Online*. (n.d.).
- Michel, G., & Willing, R. (2020). *The Art of Successful Brand Collaborations: Partnerships with Artists, Designers, Museums, Territories, Sports, Celebrities, Science, Good Cause...and More*. Great Britain: Taylor & Francis. <https://books.google.co.id/books?id=8VjUDwAAQBAJ>
- Philip, K., Gary, A., & Marc, O. O. (2018). *Principles of Marketing (-Global Edition)*. London: Pearson Education.
- Pulizzi, J. (2013). *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. New York: McGraw Hill LLC. <https://books.google.co.id/books?id=8dprAAAAQBAJ>
- Puspitaningtyas, Z., & Kurniawan, A. W. (2016). *Metode Penelitian Kuantitatif*. Yogyakarta: Pustaka Pelajar.
- Sari, C. R., & Hidayat, A. M. (2021). The Influence of Influencer Marketing and Product Quality on Purchasing Decisions at Uniqlo Telkom University. *E-Proceeding of Management*, 8(2), 1361–1368.

<https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/viewFile/14809/14586>

Search | *Databoks.* (n.d.).
<https://databoks.katadata.co.id/search/cse?search=perekonomian+indonesia>

Sekaran, U., & Bougie, R. (2017). *Metode Penelitian Untuk Bisnis: Pendekatan Pengembangan Keahlian Edisi 6 Buku 1*. Jakarta: Salemba Empat.

Shadrina, R. N., & Sulistyanto, Y. (2022). Analisis Pengaruh Content Marketing, Influencer, dan Media Sosial terhadap Keputusan Pembelian Konsumen (Studi pada Pengguna Instagram dan Tiktok di Kota Magelang). *Diponegoro Journal of Management*, 11(1), 1–11. <http://ejournal-s1.undip.ac.id/index.php/dbr>

Sonie Mahendra, & Primasatria Edastama. (2022). Pengaruh Online Customer Review, Rating Dan Influencer Terhadap Keputusan Pembelian Pakaian Casual Pada Marketplace. *Jurnal Mahasiswa Manajemen Dan Akuntansi*, 1(2), 21–28. <https://doi.org/10.30640/jumma45.v1i2.317>