

DAFTAR PUSTAKA

- Aaker, D. A. (1996). *Building Strong Brands*.
- Anderson. (2020). Getting acquainted with social networks and apps: it is time to talk about TikTok. *Library Hi Tech News*, 37(4), 7–12. <https://doi.org/10.1108/LHTN-01-2020-0001>
- Anisa, K., & Marlana, N. (2022). *Pengaruh User Generated Content Dan E-Wom Pada Aplikasi Tik-Tok Terhadap Purchase Intention Produk Fashion The Influence Of User Generated Content And E-Wom On The Tiktok Application On The Ppurchase Intention Of Fashion Products*.
- Ayu, M. (2024). *PENGARUH USER GENERATED CONTENT DI INSTAGRAM TERHADAP MINAT BELI MEREK LAFIYE*.
- Bashir, M. A. (2017). *THE IMPACT OF THE FIRM GENERATED CONTENTS AND THE USER GENERATED CONTENTS THROUGH SOCIAL MEDIA ON BRAND EQUITY ELEMENTS*. <https://www.researchgate.net/publication/320709576>
- Bulele, Y. N., & Wibowo, T. (2020). *ANALISIS FENOMENA SOSIAL MEDIA DAN KAUM MILENIAL: STUDI KASUS TIKTOK* (Vol. 1). <http://journal.uib.ac.id/index.php/cbsit>
- Christodoulides, G., Jevons, C., & Bonhomme, J. (2012). Memo to marketers: Quantitative evidence for change - how user-generated content really affects brands. *Journal of Advertising Research*, 52(1), 53–64. <https://doi.org/10.2501/JAR-52-1-053-064>
- Firmansyah, I. (2019). Pengaruh kualitas produk, kualitas layanan, harga dan brand image terhadap keputusan pembelian Kober Mie Setan di Kota malang. *Management and Business Review*, 3(2), 116–123. <https://doi.org/10.21067/mbr.v3i2.4723>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25 edisi ke-9*. http://slims.umh.ac.id/index.php?p=show_detail&id=19545
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Jesselyn, E., & Sari, W. P. (2024). *Analisis Regresi User Generated Content terhadap Brand Image Produk Skintific di Aplikasi TikTok Untuk Generasi Z*.
- Keller, K. L., & Swaminathan, V. (2020). *Building, Measuring, and Managing Brand Equity Strategic Brand Management*.
- Kotler, P., & Armstrong, G. (2012). *Dasar-Dasar Pemasaran. Jilid I, Alih Bahasa Alexander Sinndoro dan Benyamin Molan*.
- Kotler, P., & Keller, K. (2014). *Manajemen Pemasaran. Edisi ke-15, Prentice Hall, Saddle River*.

- Lee, J., & Hong, A. J. (2019). Consumer's Electronic Word-of-Mouth Adoption: The Trust Transfer Perspective. *International Journal of Electronic Commerce*.
- Lemeshow, S. (1991). *SAMPLE SIZE DETERMINATION IN HEALTH STUDIES*.
- Lewis, J. D., & Weigert, A. (1985). *Trust as a Social Reality**. <https://academic.oup.com/sf/article/63/4/967/2232120>
- Li, S. G., Zhang, Y. Q., Yu, Z. X., & Liu, F. (2021). Economical user-generated content (UGC) marketing for online stores based on a fine-grained joint model of the consumer purchase decision process. *Electronic Commerce Research*, 21(4), 1083–1112. <https://doi.org/10.1007/s10660-020-09401-8>
- Luca, M. (2015). *User-generated Content and Social Media* 1. <http://ssrn.com/abstract=2549198>Electroniccopyavailableat:<https://ssrn.com/abstract=2549198>Electroniccopyavailableat:<http://ssrn.com/abstract=2549198>
- Ma, Y., & Hu, Y. (2021). Business Model Innovation and Experimentation in Transforming Economies: ByteDance and TikTok. *Management and Organization Review*, 17(2), 382–388. <https://doi.org/10.1017/mor.2020.69>
- Nasrullah, R. (2016). *MEDIA SOSIAL, PERSPEKTIF KOMUNIKASI, BUDAYA DAN SOSIOTEKNOLOGI*.
- Nisrina, G. (2021). *User generated content sebagai strategi komunikasi pemasaran digital: studi kasus fenomena #shopeehaul*. <http://ejournal.unitomo.ac.id/index.php/jkp>
- Novaldika, A. (2024). *Google Maps Review sebagai User Generated Content dalam Membentuk Brand Image Kedai Kopi (Studi pada Kedai Kopi Saubari Coffee Bar di Kota Malang)*.
- Nurdin, I., & Hartati, S. (2019). *METODOLOGI PENELITIAN SOSIAL*.
- Nurwati, N., Santoso, M., & Putri, W. (2016). PENGARUH MEDIA SOSIAL TERHADAP PERILAKU REMAJA. *Prosiding Penelitian Dan Pengabdian Kepada Masyarakat*, 3(1). <https://doi.org/10.24198/jppm.v3i1.13625>
- O'Hern, M. S., & Kahle, L. R. (2013). The Empowered Customer: User-Generated Content and the Future of Marketing. *Global Economics and Management Review*, 18(1), 22–30. [https://doi.org/10.1016/s2340-1540\(13\)70004-5](https://doi.org/10.1016/s2340-1540(13)70004-5)
- Putri, V. J. (2020). PENGARUH USER-GENERATED CONTENT (UGC) DAN KUALITAS PRODUK TERHADAP MINAT BELI KONSUMEN DAPUR MBOK SARMINAH. In *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 5, Issue 1).
- Santos, M. L. B. (2020). *The “so-called” UGC: An updated definition of User-Generated Content in the age of Social Media*.
- Santoso, S. (2018). *MENGUASAI STATISTIK DENGAN SPSS 25*.

- Sari, Y. P. (2024). *PENGARUH TERPAAN USER GENERATED CONTENT (UGC) INSTAGRAM THE ORIGINOTE TERHADAP MINAT BELI PRODUK THE ORIGINOTE*.
- Schiffman, L. G. (2010). *Costumer Behavior 10th edition* .
- Setiadi, H. (2016). *Perancangan Rebranding Bengkel N'S Garage*.
- Sikteubun, M., Dirgantara, I. M., & Nurdinasari, R. (2022). 36633-82636-4-PB. <Http://Ejournal-S1.Undip.Ac.Id/Index.Php/Dbr>.
- Stewart, K. J. (2003). *Trust Transfer on the World Wide Web*.
- Strub, P. J., & Priest, T. B. (1976). *Two Patterns of Establishing Trust: The Marijuana User*. 9.
- Sugiyono. (2019). *Metode Penelitian Kualitatif, Kuantitatif dan R&D (2019)*.
- Umbara, F. W. (2021). *User Generated Content di Media Sosial Sebagai Strategi Promosi Bisnis JMSAB 366*. 4(2), 572–581. <https://doi.org/10.36407/jmsab.v4i2.366>
- Wafiyah, F., & Wusko, A. U. (2023). Pengaruh User Generated Content Dan E-Wom Terhadap Purchase Intention Dan Purchase Decision Pada Pembeli Produk Nyrtea Di Instagram. *Jurnal Ekonomi, Bisnis Dan Manajemen*, 2(3), 190–200. <https://doi.org/10.58192/ebismen.v2i3.1278>
- Ward, P. R., & Meyer, S. (2009). *Reworking the sociology of trust: Making a semantic distinction between trust and dependence*. <https://www.researchgate.net/publication/228942995>