

DAFTAR PUSTAKA

- Ardani, W. (2022). Pengaruh digital marketing terhadap perilaku konsumen. *Jurnal Tadbir Peradaban*, 2(1), 40–47.
- Cao, P., Meister, S., & Klante, O. (2014). How Social Media Influence Apparel Purchasing Behavior. *Marketing Review St. Gallen*, 31(6), 77–86. <https://doi.org/10.1365/s11621-014-0427-y>
- Christy, C. C. (2022). FoMo di media sosial dan e-WoM : pertimbangan berbelanja daring pada marketplace. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 6(1), 331–357. <https://doi.org/10.25139/jsk.v6i1.3742>
- Cupika, S., Store, O., Solaiman, S., & Pangaribuan, C. H. (2024). *The Influence of Hedonic Motivation and Influencer Marketing on Purchasing Decisions with FOMO (Fear of Missing Out) as A Mediating Variable (Empirical The Influence of Hedonic Motivation and Influencer Marketing on Purchasing Decisions with FOMO (Fea. September. <https://doi.org/10.55299/ijec.v3i2.1006>*
- databoks. (2024). *10 Merek Parfum dan Wewangian dengan Pangsa Terbesar di E-commerce *Indonesia (Jan-Juli 2024)*.
- 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.
- Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*, 4(1).
- Goh, K. Y., Heng, C. S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user- and marketer-generated content. *Information Systems Research*, 24(1), 88–107. <https://doi.org/10.1287/isre.1120.0469>
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh influencer marketing sebagai strategi pemasaran digital era moderen (Sebuah studi literatur). *Eksekutif*, 15(1), 133–146.
- Hetz, P. R., Dawson, C. L., & Cullen, T. A. (2015). Social Media Use and the Fear of Missing Out (FoMO) While Studying Abroad. *Journal of Research on Technology in Education*, 47(4), 259–272. <https://doi.org/10.1080/15391523.2015.1080585>
- Hussein, A. S. (2015). Penelitian bisnis dan manajemen menggunakan Partial Least Squares (PLS) dengan SmartPLS 3.0. *Universitas Brawijaya*, 1, 1–19.
- Ilhami, H., & Sudrajat, R. H. (2024). Pengaruh Konten Media Sosial Instagram @internship_ddbtlkom Terhadap Pemenuhan Kebutuhan Informasi Mahasiswa di Kota Bandung. *Jurnal Ilmu Komunikasi*, 8(1), 1–10. <https://doi.org/10.30596/ji.v8i1.13704>
- Ilyas, G. B., Rahmi, S., Tamsah, H., & Yusriadi, Y. (2022). Does fear of missing out give

- satisfaction in purchasing based on social media content? *International Journal of Data and Network Science*, 6(2), 409–418. <https://doi.org/10.5267/j.ijdns.2021.12.013>
- Indahingwati, A., Launtu, A., Tamsah, H., Firman, A., Putra, A. H. P. K., & Aswari, A. (2019). *How Digital Technology Driven Millennial Consumer Behaviour in Indonesia*. 8, 25–34.
- Jan, M. T., de Jager, J., & Sultan, N. (2020). the Impact of Social Media Activity, Interactivity, and Content on Customer Satisfaction: a Study of Fashion Products. *Eurasian Journal of Business and Management*, 8(4), 336–347. <https://doi.org/10.15604/ejbm.2020.08.04.005>
- Kotler, P., & Armstrong, G. (2021). *Principles of marketing: Scandinavian edition*. Pearson Higher Ed.
- Kotler, P. (2018). *Kotler & Armstrong, Principles of Marketing| Pearson*. Pearson.
- Kotler, P., & Keller, K. L. (2012). *Management*. London: Prentice.
- Mahmud, D., Heryanto, F. N., Muzaki, H., & Mustikasari, F. (2023). The Influence of Hedonic Motivation, Influencer Marketing on Purchase Decision With fomo (Fear of Missing out) As Mediation. *International Journal of Professional Business Review*, 8(11), e03834. <https://doi.org/10.26668/businessreview/2023.v8i11.3834>
- Morsi, N., Sá, E., & Silva, J. (2025). Walking away: Investigating the adverse impact of FOMO appeals on FOMO-prone consumers. *Business Horizons*, 68(2), 197–212. <https://doi.org/10.1016/j.bushor.2024.11.001>
- Nopri Muhammad Mandaki. (2024). The Influence of Online Reviews, Influencer Credibility, Celebrity Endorsements on Purchasing Decisions for Scarlett Skincare Products. *SEMB-J: Sharia Economic and Management Business Journal*, 5(2), 48–57. <https://doi.org/10.62159/sembj.v5i2.1308>
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Prasetyo, E., & Nuryanto, I. (2024). Pengaruh FoMO, Social Influence dan Product Involvement terhadap Purchase Decision Produk Iphone di Kota Semarang. *Jurnal Ilmiah Ekonomi Dan Manajemen*, Vol. 2(No. 7), 59–68. <https://ejurnal.kampusakademik.co.id/index.php/jiem/article/view/1822>
- Przybylski, A. K., Murayama, K., Dehaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Puspayani, S., Gabriella, J., & Budiarto. (2021). Pengaruh Konten Social Media Instagram Terhadap Keputusan Pembelian XING FU TANG. *Industry and Higher Education*, 3(1), 1689–1699. <http://journal.unilak.ac.id/index.php/JIEB/article/view/3845%0Ahttp://dspace.uc.ac.id/handle/123456789/1288>
- Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55(1), 68.
- Schiffman, L., O'Cass, A., Paladino, A., & Carlson, J. (2013). *Consumer behaviour*. Pearson Higher Education AU.

- Sekaran, U., & Bougie, R. (2016). Research Methods for Business. *Angewandte Chemie International Edition*, 6(11), 951–952.
- Sekaran, U., & Bougie, R. (2017a). *Metode penelitian untuk bisnis: Pendekatan pengembangan-keahlian, edisi 6 buku 1*.
- Sekaran, U., & Bougie, R. (2017b). *Metode Penelitian untuk Bisnis (e6) 1*.
- Sekaran, U., & Bougie, R. (2019). *Metode Penelitian untuk Bisnis Buku 1*.
- Solis, B., & Webber, A. (2012). *The Rise of Digital Influence [Bangkitnya Pengaruh Digital]*. 3–33.
- Tjiptono, F. (2015). Strategi pemasaran edisi 3. *Yogyakarta: Andi Offset*.
- Trihudyatmanto, M. (2023). Efek Life Style dan Influencer Marketing Terhadap Keputusan Pembelian Yang di Mediasi oleh Variabel Brand Image. *Jurnal Akuntansi, Manajemen & Perbankan Syariah*, 3(6), 83–96.
- Wahyu Okta Cahya Nugroho, Wi. (2024). *Pengaruh media sosial, kualitas produk, desain, dan persepsi harga terhadap keputusan pembelian produk olahan rotan*. 1–17. <https://doi.org/10.30606/v6.n3.2024.1>
- Yulianti, I., & Sudrajat, R. H. (2021). Pengaruh Kredibilitas Endorser BTS Terhadap Keputusan Pembelian Situs Belanja Online Tokopedia. *EProceedings of Management*, 8(3), 8.