DAFTAR PUSTAKA

Aminy, L. S., & Umam, M. R. K. (2025). PENGARUH INFLUENCER MARKETING TERHADAP BRAND AWARENESS COFFEE SHOP DENGAN KUALITAS KONTEN SEBAGAI VARIABEL MEDIASI. *Inovasi Pembangunan: Jurnal Kelitbangan*, *13*. https://doi.org/https://doi.org/10.35450/jip.v13i1.882

Andrea, A. S., & Keni. (2021). Pengaruh Electronic Word of Mouth (eWOM), Celebrity Endorser, dan Online Advertising terhadap Brand Awareness. *Jurnal Manajemen Bisnis dan Kewirausahaan*, *5*(5), 464. https://doi.org/10.24912/jmbk.v5i5.13286

Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26* (10. ed). Badan Penerbit Universitas Diponegoro.

Indonesia TikTok Statistics 2025 | TikTok Active Users. (2025, April 17). *The Global Statistics*. https://www.theglobalstatistics.com/indonesia-tiktok-user-statistics/

Jannah, A. H., & Izaak, W. C. (2025). THE ROLE OF BRAND AWARENESS IN MEDIATING THE RELATIONSHIP BETWEEN CONTENT MARKETING AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE INTENTION OF TENUE DE ATTIRE PRODUCTS. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, *8*(3). https://doi.org/https://doi.org/10.31538/iijse.v8i3.7322

Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.).

Khasanah, U. (2024, Agustus 2). *Sejarah Tiktok dan Perjalanannya hingga Masuk ke Indonesia*. IDN Times. https://www.idntimes.com/tech/trend/sejarah-tiktok-dan-perjalanannya-hingga-masuk-ke-indonesia-00-vs37w-gbxj0c

Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th [edition]). Pearson Higher Education.

LumbungTalent. (2025, Maret 5). Statistik: Pertumbuhan Fashion Online di Indonesia dalam Angka. *Lumbung Data*. https://lumbungdata.id/statistik-pertumbuhan-fashion-online-di-indonesia-dalam-angka/

Maharani, Y. (2025). Pengaruh Influencer Marketing dan Content Marketing terhadap Purchase Decision dengan Brand Awareness dan Perceived Value sebagai Variabel Mediasi. *Jurnal Mahasiswa Ekonomi & Bisnis*, *5*, 382–395. https://doi.org/https://doi.org/10.37481/jmeb.v5i1.1206

Mutiarasari, A., & Nurhadi. (2025). Pengaruh Content Marketing dan Influencer Marketing terhadap Brand Awareness Produk Yogurt Cimory di Surabaya (Studi pada Pengguna Aplikasi Tiktok). *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, *6*(6). https://doi.org/DOI:%2010.38035/jmpis.v6i6.6443

Muzakki, F. D. P., & Andarini, S. (2024). Pengaruh Influencer Marketing dan Content Marketing Terhadap Brand Awareness Produk Avoskin (Studi pada Instagram @avoskinbeauty). *Jurnal Administrasi Bisnis (JAB)*, *14*.

Ngo, T. T. A., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Heliyon*, *10*(11), e32168. https://doi.org/10.1016/j.heliyon.2024.e32168

Qin, Z., Chen, Y., Yan, Y., & Huang, Y. (2024). Influencer Marketing Platforms' Effect on Light Meal Purchase Intention and Behavior. *Sustainability*, *16*(11), 4369. https://doi.org/10.3390/su16114369

Reyvina, R., Reyvina, R., & Tjokrosaputro, M. (2024). THE EFFECT OF SOCIAL MEDIA MARKETING ON AWARENESS AND BRAND IMAGE OF LOCAL FASHION THROUGH CONSUMER BRAND ENGAGEMENT. *International Journal of Application on Economics and Business*, *2*(2), 3417–3429. https://doi.org/10.24912/ijaeb.v2i2.3417-3429

Rohmawati, S. P., & Ahmadi, M. A. (2024). Analisis Pengaruh Influencer Marketing terhadap Brand Awareness dan Purchase Decision pada Produk The Originote. *PENG: Jurnal Ekonomi Dan Manajemen*, *2*(1), 1001–1013. https://doi.org/10.62710/ys2tks33

Rosyadi, A. (2021). PERAN BRAND AMBASSADOR TERHADAP MINAT BELI MELALUI BRAND AWARENESS. *Jurnal Manajemen dan Bisnis*, *18*. https://doi.org/https://doi.org/10.29313/performa.v18i3.7943

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). John Wiley & Sons.

We Are Social, & Meltwater. (2025, Februari 25). *Digital 2025: Indonesia*. DataReportal – Global Digital Insights. https://datareportal.com/reports/digital-2025-indonesia