

DAFTAR PUSTAKA

- Andrianto, N. M. (2020). *PERCEIVED VALUE , ATTITUDE TOWARDS AD , DAN PURCHASE INTENTION PADA IKLAN EMOSIONAL COCA COLA*. 6(2), 221–236.
- Ardani, W. (2022). Pengaruh Digital Marketing Terhadap Perilaku Konsumen. *Jurnal Tadbir Peradaban*, 2(1), 40–47. <https://doi.org/10.55182/jtp.v2i1.102>
- Brackett, L. K., & Carr, B. N. (2001). Cyberspace Advertising vs. Other Media: Consumer vs. Mature Student Attitudes. *Journal of Advertising Research*, 41(5), 23–33. <https://doi.org/10.2501/jar-41-5-23-32>
- Budimansyah, F. (2025). *ANALISIS PENGARUH INFLUENCER MARKETING, IKLAN, DAN HARGA TERHADAP MINAT BELI PRODUK SKINCARE SKINTIFIC PADA GENERASI Z DI JAKARTA SELATAN*. February, 4–6.
- Christianto, C. (2023). Antecedents of Purchase Intention on Instagram Ads for Fashion and Beauty Products. *Jurnal Rekayasa Sistem Industri*, 12(2), 263–272. <https://doi.org/10.26593/jrsi.v12i2.5955.263-272>
- Cooper & Schlinder. (2014). Business research methods. In *Psychiatry Research* (Vol. 280).
- Darmawan, D., Mardikaningsih, R., & Hariani, M. (2019). *The Effects Of Endorser Credibility , Attitude Toward To ADS , And Brand Attitude On Purchase Intention*. 15(2), 263–276.
- DataBoks. (2026). *Daftar medsos yang dipakai Gen Z Indonesia per akhir 2025* Accessed April 2026.
- DataReportal. (2025). *Digital 2025: Indonesia*. Accessed April 2026. <https://datareportal.com/reports/digital-2025-indonesia>
- Disastra, G. M., Hanifa, F. H., Wulandari, A., & Sastika, W. (2019). *The Influence of Advertising value on Advertising Attitude and its Impact on Purchase Intention*. 307(SoRes 2018), 426–432.
- Ducoffe, R. H. (1995). How Consumers Assess the Value of Advertising. *Journal of Current Issues & Research in Advertising*, 17(1), 1–18. <https://doi.org/10.1080/10641734.1995.10505022>
- Dwinanda, B., Syaripuddin, F. A., Hudaifi, , & Hendriana, E. (2022). Examining the Extended Advertising value Model: A Case of TikTok Short Video Ads.

Mediterranean Journal of Social & Behavioral Research, 6(2), 35–44.
<https://doi.org/10.30935/mjosbr/11820>

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.

Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis 7th Edition*. Pearson New International Edition.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage.

Handayani Suarsa, S., Hurriyati, R., Gaffar, V., & Meki Munawar, M. (2020). *the Role of Advertising value in Influencing Consumer Attitudes Towards Instagram Advertising in Indonesia*. 29(September).

Hendri Wijaya, S. S. (2024). Analisis Pengaruh Digital Marketing Terhadap. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 8(1), 1946–1966.

Isnaiini, A. A. R. W. (2024). *Perancangan Kampanye Pentingnya Mindful Scrolling Bagi Generasi Z*. 04(1).

Jessica Christie, M., Pamuji, A. R., Widjojo, H., & Murniadi. (2020). Analisis Hubungan Antara Karakteristik Iklan Online, Sikap Konsumen, Flow, dan Minat Membeli. *Kajian Branding Indonesia*, 2(1), 69–86.
<https://doi.org/10.21632/kbi.2.1.69-86>

Kennedy, P. F., Best, R. J., & Kahle, L. R. (1988). An Alternative Method for Measuring Value-Based Segmentation and Advertisement Positioning. *Current Issues and Research in Advertising*, 11(1–2), 139–155.
<https://doi.org/10.1080/01633392.1988.10504932>

Luo, X. (2002). *Uses and Gratifications Theory and E-Consumer Behaviors*.

MacKenzie, S. B., & Lutz, R. J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53(2), 48–65.
<https://doi.org/10.1177/002224298905300204>

Marasabessy, R. (2025). PENGARUH MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN. *Jurnal Cakrawala Ilmiah*, 11(1), 1–14. http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI

- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Mogi, M. A. M. (2025). Inovasi desain visual melalui Instagram untuk meningkatkan interaksi pengguna dan membangun *brand* awareness pada PT Oninyon Revolusi Kreatif Indonesia. *Fakultas Bisnis Dan Ekonomika Universitas Islam Indonesia Yogyakarta*. dspace.uui.ac.id/123456789/55969
- Morrison, D. G. (1979). Purchase Intentions and Purchase Behavior. *Journal of Marketing*, 43(2), 65–74. <https://doi.org/10.1177/002224297904300207>
- Panjaitan, G. M., & Simanjuntak, M. (2024). Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Gen Z; Analisis Strategi *Brand* Awareness, Loyalitas, Dan Organisasi Pemasaran. *Jurnal Spektrum Ekonomi*, 7(12), 194–206.
- Pawestriningrum, W., & Roostika, R. (2022). The Effect of Beauty *Influencer* Trust on *Brand* Credibility, Advertising Credibility, Corporate Credibility and Purchase Intention of Local Skincare Products. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 01(01), 65–80. <https://journal.uui.ac.id/selma/index>
- Pujadi, B. (2010). Studi Tentang Pengaruh Citra Merk (Kasus pada Merek Pasta Gigi Ciptadent di Semarang). *Studi Tentang Pengaruh Citra Merek Terhadap Minat Beli Melalui Sikap Terhadap Merek*, 8023.
- Ramadhana, C. L., & Hussein, A. S. (2024). The effect of perceived *advertising values* on purchase intention with attitudes towards Instagram advertising as mediating variable : Study on Generation Z on the Malang City. *International Journal of Research in Business and Social Science* (2147- 4478), 13(7), 42–53. <https://doi.org/10.20525/ijrbs.v13i7.3886>
- Sekaran & Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach. *Leadership & Organization Development Journal*, 34(7), 700–701. <https://doi.org/10.1108/LODJ-06-2013-0079>
- Sudjana. (2017). *Metoda Statistika*. Tarsito.
- Sugiyono. (2020). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*.
- Tanuwijaya, J., & Gunawan, L. (2021). *THE INFLUENCE OF ADVERTISING VALUE TOWARDS THE PURCHASE INTENTION OF MORA . id ' s PRODUCTS*. 77–92.
- Triaji, D. (2012). *Pengaruh daya tarik Point Of Purchase terhadap keputusan*

pembelian impuls (Studi pada pengunjung Carrefour MT Haryono). Universitas Indonesia.

Wardhani, P. K. (2019). *The Effect of Advertising Exposure on Attitude Toward the Advertising and the Brand and Purchase Intention in Instagram.* 348(APRiSH 2018), 196–204.

Wibowo, W., & Ayuningtyas, F. (2024). *GENERASI Z SEBAGAI KONSUMEN MASA DEPAN: KARAKTERISTIK, PREFERENSI, DAN TANTANGAN BARU.* 90–99. <http://jurnal.usbypkp.ac.id/index.php/buanakomunikasi>

Widodo, M. S., & Kurniawati, M. (2020). Pengaruh Ad Relevance, Ad Saliance, Ad Engagement, Perceived Goal Impediment terhadap Advertising Avoidance dengan Motivasi sebagai Variabel Moderasi. *Journal of Theoretical and Applied Management (Jurnal Manajemen Teori dan Terapan)*

Wijaya, S. A., & Heruwasto, I. (2024). *Online Purchase Intentions on Instagram Social Media : Mediation of Advertising Attitude , Advertising Clicks , and Product Evaluation.* 21(2), 148–160.

Zhang, J., & Mao, E. (2016). From Online Motivations to Ad Clicks and to Behavioral Intentions: An Empirical Study of Consumer Response to Social Media Advertising. *Psychology & Marketing*, 33(3), 155–164. <https://doi.org/10.1002/mar.20862>

