

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity*. New York: The Free Press.
- Abdillah, M. S., & Jaya, R. C. (2025). Pengaruh brand image, harga dan kualitas produk terhadap keputusan pembelian rokok Gudang Garam Signature di Kota Bandung. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 308-317.
- Adilla, P., & Hendratmoko, C. (2023). Pengaruh Brand Image, Harga, Kualitas Produk Dan Content Marketing Terhadap Keputusan Pemeblian Barang Thrift Melalui Instagram Di Solo Raya. In *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)* (Vol. 2, pp. 455-466).
- Afriansyah, A., Helmi, S., Trisninawati, R., & Roni, M. (2024). The influence of influencer marketing, content marketing, and online advertising on skincare product purchase decisions on the TikTok application (Case study on Palembang City students). *Asian Journal of Management Analytics*, 3(4), 1117-1134.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Aliffa, S. P., & Wardani, S. (2025). Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian pada J. Co Donuts & Coffee Ramayana Mall Kota Serang. *Cakrawala: Jurnal Ekonomi, Manajemen Dan Bisnis*, 2(1), 189-199.
- Ambarita, L. F., & Wasino, W. (2024). Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Keputusan Pembelian Skincare Skintific Di E-Commerce Shopee. *eCo-Buss*, 7(2), 992-1009.
- Apriany, A., Gendalasari, G. G., & Fadillah, A. (2022). Pengaruh kesadaran merek dan citra merek terhadap keputusan pembelian produk AMDK SUMMIT. *Jurnal Ilmiah Manajemen Kesatuan*, 10(1), 105-114.
- Arikunto, S. (2016), *Metodologi Penelitian*, Yogyakarta: Bina Askara.
- Baltes, L. P. (2015). Content marketing-the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, 111-118.
- Basuki, A., Prasetyo, E. N., & Mashudi, M. (2024). The impact of service quality, product quality and content marketing on customer satisfaction at coffee shop Tandalan Blitar. *Jurnal Pemasaran Kompetitif*, 7(2).
- Baum, F. (2012). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.

- Chandra, K., Ahadiat, A., & Ramelan, M. R. (2023). The influence of tiktok social media advertising and brand image on the purchase decision of maybelline products (study on tiktok users in bandar lampung). *International Journal of Regional Innovation*, 3(2).
- Crespo, A. H., & del Bosque, I. R. (2008). The effect of innovativeness on the adoption of B2C e-commerce: A model based on the Theory of Planned Behaviour. *Computers in Human Behavior*, 24(6), 2830-2847.
- Dea, D. A. M., & Prastowo, S. L. (2025). The Role of Product Quality, Brand Image, and Word of Mouth in Enhancing Purchase Decisions and Customer Satisfaction in Tiktok Live Commerce. *International Journal of Business, Law, and Education*, 6(2), 1272-1287.
- Dewi, N. P. A., Fajariah, F., & Suardana, I. M. (2023). Pengaruh Content Marketing dan Electronic of Mouth pada Platform TikTok terhadap Keputusan Pembelian di Shopee. *Kompeten: Jurnal Ilmiah Ekonomi dan Bisnis*, 1(4), 178-190.
- Dharma, E. A., Bastian, M. I., Perdana, A., & Yulianto, Y. (2025). Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian Produk Es Teh Solo oleh Konsumen Mahasiswa Fakultas Ekonomi Universitas Pamulang. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 8(1), 79-86.
- Dilys, M., Sarlauskienė, L., & Smitas, A. (2022). Analysis of the concept of content marketing. *International Journal of advanced and applied sciences*, 9(5), 47-59.
- Du Plessis, C. (2017). Towards a more universal understanding of content marketing: The contribution of academic research. In *Proceedings of Business and Management Conferences* (No. 5607983). International Institute of Social and Economic Sciences.
- Faradita, P. A., & Widjajanti, K. (2023). Pengaruh online customer review, harga dan kualitas produk terhadap keputusan pembelian Tokopedia. *Solusi*, 21(2), 130-141.
- Fatya, A. C., Ramadhanti, D. U., & Gunaningrat, R. (2024). Pengaruh Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare "Skintific". *SAMMAJIVA: Jurnal Penelitian Bisnis Dan Manajemen*, 2(1), 265-282.
- Ferrinadewi, E. (2009). *Merek & Psikologi Konsumen: Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.

- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research* (p. 290). Reading, MA: Addison-Wesley.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Girsang, D. C., & Aprinawati, A. (2024). Pengaruh Content Marketing terhadap Keputusan Pembelian Pakaian di Shopee Live. *AL-MIKRAJ Jurnal Studi Islam Dan Humaniora* (E-ISSN 2745-4584), 4(02), 968-973.
- Gobbilla, U., & Usha, G. (2025). An Examination of the Effect of Product Quality on Consumer Brand Loyalty with Reference to Reliance Trends. *International Journal of Advanced Engineering, Management and Science*, 11(4), 619877.
- Grubor, A., Djokic, I., & Milovanov, O. (2017). The influence of social media communication on brand equity: the evidence for environmentally friendly products. *Applied Ecology & Environmental Research*, 15(3).
- Helall, O. M. (2020). The importance of product quality as a way to attract consumers in the technology market. *Academic Journal of Research and Scientific Publishing*, 2(19).
- 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 (Jurnal Ekonomi dan Ekonomi Syariah)*, 6(2), 1348-1358.
- Isoraite, M. (2018). Brand image theoretical aspects. *Integrated journal of Business and Economics*, 2(1), 116.
- Khoironi, T. A., Syah, H., & Dongoran, P. (2018). Product quality, brand image and pricing to improve satisfaction impact on customer loyalty. *International Review of Management and Marketing*, 8(3), 51.
- Kotler, P & Armstrong, G. (2012). *Principle of Marketing 14th Edition*. New Jersey. Published by Prentice Hall
- Kotler, P., & Armstrong, G. (2018). *Principle of Marketing 17e Global Edition*. New York: Pearson Education Limited.
- Kurniawati, M., Adeline, M., Ramadhan, K., & Irwansyah, I. (2023). Implementation theory of planned behavior on the purchase decision online and offline. *Asian Journal of Engineering, Social and Health*, 2(10), 1119-1132.

- Latifah, R. Y., & Vania, A. (2025). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian dengan Citra Merek sebagai Variabel Intervening. *Kompeten: Jurnal Ilmiah Ekonomi dan Bisnis*, 3(4), 1033-1044.
- Limandono, J. A. D. D., Dharmayanti, D., & Si, M. (2018). The Influence of Content Marketing and Event Marketing on Customer Engagement with Social Media Marketing as a Moderating Variable in Pakuwon City. *Journal of Marketing Strategy*, 5(1), 11.
- Lorinda, I. P., & Amron, A. (2023). Pengaruh kualitas produk, iklan dan citra merek terhadap keputusan pembelian produk Tolak Angin Sidomuncul di Kota Semarang. *Mbia*, 22(1), 53-64.
- Luca, C. (2025). Consumer behavior and purchasing decisions.
- Masfer, H. M., & Helmi, M. A. (2025). The role of digital marketing in shaping consumer behavior in e-commerce platforms. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, 10(3), 14.
- Miftahudin, F., & Wahyudi, H. D. (2025). Analisis pengaruh digital marketing, influencer marketing dan content marketing terhadap keputusan pembelian pada pengguna sosial media TikTok di Solo Raya. *Paradoks: Jurnal Ilmu Ekonomi*, 8(2), 1180-1191.
- Milhinhos, P. R. V. (2015). *The impact of content marketing on attitudes and purchase intentions of online shoppers: The case of videos & tutorials and user-generated content* (Master's thesis, Universidade Catolica Portuguesa (Portugal)).
- Mukarromah, U., Sasmita, M., & Rosmiati, L. (2022). Pengaruh Konten Marketing dan Citra Merek Terhadap Keputusan Pembelian dengan Dimediasi Minat Beli pada Pengguna Aplikasi Tokopedia. *MASTER: Jurnal Manajemen Strategik Kewirausahaan*, 2(1), 73-84.
- Mumin, A. T., Ingkadijaya, R., Jason, J., Muhardiansyah, D., & Wulan, S. (2024). Consumer Purchase Decision and Brand Image Analysis Through Product Quality and Price: Study Case Frozen Pastry in Jakarta-Indonesia. *TRJ Tourism Research Journal*, 8(2), 319-335.
- Nada, F., Ramadhayanti, A., & Masahere, U. (2023). Pengaruh Content Marketing dan Live Shopping Terhadap Keputusan Pembelian Produk Fashion pada Pengguna Tiktok Shop. *Jurnal Ekonomi Bisnis Antartika*, 1(1), 1-8.
- Nasution, A. E., Ashari, S., Lesmana, M. T., & Amrullah, A. (2024). The influence of Social media marketing, influencer reviews, and brand image to purchase

decision on TikTok Shop. In *Proceeding Medan International Conference on Economic and Business* (Vol. 2, pp. 101-109).

Nazir. (2014). *Metode Penelitian*. Bogor: Ghalia Indonesia.

Nisa, T. A., Deswindi, L., & Maulidizen, A. (2022). Pengaruh Citra Merek, Promosi dan Online Customer Experience Terhadap Keputusan Pembelian Studi Pada Aplikasi Tokopedia. *Jurnal Penelitian Ekonomi Manajemen dan Bisnis*, 1(2), 38-52.

Nurrahmawati, A., & Hariawan, F. (2025). The Effect Of Product Quality, Price, And Promotion On Purchase Decisions In The Tiktok Shop Application On Students Of The Management Study Program Class 2021, Faculty Of Economics And Business. *ICEBA*, 1(1), 125-134.

Pang, M., & Tarigan, A. (2023). Pengaruh konten sosial media marketing pada aplikasi TikTok terhadap keputusan pembelian Shopee. *Digismantech (Jurnal Program Studi Bisnis Digital)*, 3(1).

Pavlou, P. A., & Chai, L. (2002). What drives electronic commerce across cultures? Across-cultural empirical investigation of the theory of planned behavior. *J. Electron. Commer. Res.*, 3(4), 240-253.

Poradova, M. (2020). Content marketing strategy and its impact on customers under the global market conditions. In *SHS Web of Conferences* (Vol. 74, p. 01027). EDP Sciences.

Purnomo, E. C. (2024). Pengaruh Promotion Word of Mouth Dan Citra Merek Terhadap Keputusan Pembelian Rokok Mocacino Pada Toko Meisya Di Sampit. *Media Bina Ilmiah*, 18(12), 3297-3312.

Puspita, H. J., & Malik, A. (2025). Pengaruh kualitas produk, harga, dan citra merek terhadap keputusan pembelian: Systematic review. *Jurnal Bisnis Mahasiswa*, 5(1), 408-416.

Rangkuti, F. (2008). *The Power Of Brands*. Jakarta: Erlangga.

Rofiq, A., Mula, J. M., & Scott, A. (2011). Purchase intention to undertake e-commerce transactions in developing countries: application of theory of planned behavior in Indonesia. In *2011 International Conference on Management and Service Science* (pp. 1-4). IEEE.

Rolando, B., & Mulyono, H. (2025). E-commerce as a catalyst for digital economy development: a study of marketing strategies and their impact. *Journal of Distribution Science*, 23(4), 61-79.

Rolando, B., Chandra, C. K., & Widjaja, A. F. (2025). Technological advancements as key drivers in the transformation of modern e-commerce

ecosystems. *JUMDER: Jurnal Bisnis Digital dan Ekonomi Kreatif*, 1(2), 1-11.

Santoso, A., & Sispradana, A. R. (2021). Analysis toward purchase decision determinant factors. *Asian Management and Business Review*, 155-164.

Santuso, W., Al Musadieq, M., & Hidayat, K. (2024). A Systematic Literature Review: Determinants Analysis of Purchase Decision. *KnE Social Sciences*, 9(13), 183-207.

Satdiah, A., Siska, E., & Indra, N. (2023). Pengaruh harga dan kualitas produk terhadap keputusan pembelian konsumen pada Toko Cat De'Lucent Paint. *CiDEA Journal*, 2(1), 24-37.

Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Tjiptono, F. (2023). *Strategi Pemasaran* (5th ed.). Yogyakarta: Andi Offset.

Wahyuni, S., & Saifudin. (2023). Pengaruh Content Marketing, Viral Marketing dan Spiritual Marketing Terhadap Keputusan Pembelian dengan Minat Beli sebagai Variabel Intervening (Studi Pada Konsumen Rocket Chicken di Salatiga). *Al-Muraqabah: Journal of Management and Sharia Business*, 3(1), 133-155.

Wicaksono, R. A., Octavia, A. N., & Aprianto, M. S. (2023). Pengaruh harga, kualitas produk, dan citra merek terhadap keputusan pembelian indomie di semarang. *Solusi*, 21(1), 10-19.

Yu, T., & Wu, G. (2007). Determinants of internet shopping behavior: An application of reasoned behaviour theory. *International journal of management*, 24(4), 744.

Yuliarsih, M. Y. M., Akib, H., Seppa, Y. I., Wardah, S. S. W., & Rizky, A. A. (2025). The Influence of Online Customer Reviews and Content Marketing on Scarlett Whitening's Purchase Decision on Tiktok Users in Makassar City. *Business Research and Administration Innovation*, 2(3), 112-120.

Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open journal of business and management*, 3(1), 58-62.