

DAFTAR PUSTAKA

- Adisasmita, A. A. (2021, December). The Influence Of Instagram Advertisement In Finewale On Consumer Attitudes Through Advertising Personalized Mediation. *8(6)*, 7873-7879.
- Ahmad, M. A., & Lasi, M. A. (2020, September). The Attitudes on Consumer Perceptions toward Viral Marketing: A Study on Foodpanda Food Delivery in Malaysia. *International Journal of Research and Scientific Innovations (IJRSI)*, VIII(IX), 251.
- Ainun, H., & Muslichah, I. (2022). Pengaruh Reputasi, Kualitas Informasi, Kepercayaan Dan Kepuasan terhadap Niat Beli Dan Niat WOM Pada Situs Social Commerce Kecantikan di Indonesia. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 1(6), 88-100.
- Alalwan, A. A. (2018). Investigating The Impact of Social Media Advertising Features on Customer Purchase Intention. *International Journal of Information Management*, 42, 65-77.
- Alifah, Herachwati, N., & Muhtadi, R. (2022, June). Analisis Keputusan Konsumen Terhadap Kosmetik Halal Pada Aplikasi TikTok Shop Pendekatan Theory Of Planned Behavior: (Studi Pada Masyarakat Pamekasan). *Ulumuna: Jurnal Studi Keislaman*, 8(1), 187-210.
- Anggraini, F. D., Aprianti, S. V., & Hartanto, A. A. (2022). Pembelajaran Statistika Menggunakan Software SPSS Untuk Uji Validitas Dan Reliabilitas. *Jurnal Basicedu*, 6(4), 6491-6504. Retrieved from <https://jbasic.org/index.php/basicedu>
- Anggraini, R. D., & Patricia. (2018). Pengaruh Attitude Toward Behavior, Perceived Behavioral Control, Dan Subjective Norm Terhadap Entrepreneurial Intention Mahasiswa Non-Ekonomi. *Ekonomi dan Bisnis*, 5(2), 96-105. doi:10.35590/jeb.v5i2.745
- Anisa, Risnawati, R., & Chamdiyah, N. (2022, December). Pengaruh Word Of Mouth Mengenai Live Streaming TikTok Shop Terhadap Keputusan Pembelian Konsumen. *Jurnal Komunikasi Pemberdayaan*, 1(2), 131-143.
- Arora, T., & Agarwal, B. (2019). Empirical Study on Perceived Value and Attitude of Millenials Toward Social Media Avertising; A Structural Equation Modelling Approach. *SAGE*, 23(1), 57. doi:10.1177/0972262918821248
- Arviana, G. N. (2021, February 25). *Mengenal Viral Marketing, Teknik Pemasaran yang Mengandalkan Audiens*. Retrieved from <https://glints.com/id/lowongan/viral-marketing-adalah/#.Y97dSXZBy3A>
- Aziza, D. N., & Astuti, R. D. (2019). Evaluating The Effect of YouTube Advertising towards Young Customer's Purchase Intention. *Advance in Economics, Business and Management Research*, 72, 93-98.

- Bader, S. A., & Jones, T. V. (2021). Statistical Mediation Analysis Using The Sobel Test And Hayes SPSS Process Macro. *International Journal of Quantitative and Qualitative Research Methods*, 9(1), 42-61.
- Bahrin, S., Alifah, S., & Mulyono, S. (2018, Oktober). Rancang Bangun Sistem Informasi Survey Pemasaran dan Penjualan Berbasis Object Oriented Programming. *Jurnal Elektro & Informatika*, 2(2), 81-88.
- Cheah, J. H., Ting, H., Cham, T. H., & Memon, M. A. (2019). The effect of selfie promotion and celebrity endorsed advertisement on decision-making processes: A model comparison. *Internet Research*, 29(3), 552-577.
- Cvirik, M. (2020). The Cognitive, Affective, and Conative Components of Consumer Behavior In The Context Of Country Of Origin: A Case Of Slovakia. *Central And Eastern Europe In The Chaning Business Environment*, 23--33.
- 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. *Advances in Social Science, Education and Humanitites Research*, 307, 427. doi:<https://doi.org/10.2991/sores-18.2019.98>
- 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 & Behavior Research*, 37.
- Ethelda, V. R., Yusuf, D., Hanun, S. S., & Sewaka. (2022, December). Tinjauan Literatur Viral Marketing. *Jurnal Economina*, 1(4), 932-944.
- Fajri, R. C., Prikurnia, A. K., & Agustin, M. (2022). Pengaruh Model Sikap Tiga Komponen Terhadap Keputusan Pembelian Pada Produk Buds Organics. *Jurnal Aktual Akuntansi Keuangan Bisnis Terapan*, 5(2), 266-272.
- Febrianti, R., Nuraini, P., & Firmansyah, R. (2022). Strategi Promosi Pada Aplikasi TikTok Shop Untuk Meningkatkan Penjualan UMKM. *Jurnal Ekonomi Perjuangan*, 4(2), 76-80.
- Firdaus, Q., & Suhaeni, T. (2020). Pengaruh Ekuitas Merek Terhadap Minat Beli (Studi Pada Konsumen Oronain C Di Kota Bandung). *Jurnal Riset Bisnis dan Investasi*, 6(3), 64-71.
- Fitriani, I., Hadita, & Faeni, D. P. (2022, November). The impact of Viral Marketing on Purchase Intention mediated by Consumer Behavior (Study on TikTok User of Management Students at Bhayangkara Jakarta Raya University). *Journal Of Sustainable Community Development*, 4(2), 84-85.
- Fransiska, C., & Bernarto, I. (2021). Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dan Keberlanjutan Penggunaan pada Pengguna Aplikasi Kesehatan. *Jurnal Administrasi Bisnis (JAB)*, 11(2), 132-142.

- Ghozali, I. (2018). *Aplikasi Analisis Multivariate SPSS 25*. Semarang.
- Ginee. (2021, November 9). *Pengguna TikTok Indonesia Gempar, Potensi Cuan Menggelegar!* Retrieved from ginee.com: <https://ginee.com/id/insights/pengguna-tiktok/>
- Gursoy, D., Bogan, E., Dedeoglu, B. B., & Caliskan, C. (2019). Residents' perceptions of hotels' corporate social responsibility initiatives and its impact on residents' sentiments to community and support for additional tourism development. *Journal of Hospitality and Tourism Management*, 39, 117-128.
- Habsari, A. F. (2021). Pengaruh Keinformatifan, Hiburan, Dan Gangguan Iklan, Terhadap Sikap Konsumen Dalam Iklan Online E-Commerce Di Situs Youtube. *Jurnal Sosial dan Teknologi*, 1(12), 1546-1554.
- Harli, I. I., Mutasowifin, A., & Andrianto, S. (2021). Pengaruh Online Consumer Review dan Rating Terhadap Minat Beli Produk Kesehatan Pada E-Marketplace Shopee Selama Masa Pandemi Covid-10. *Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 4(4), 558-572.
- Haryanti, I., & Nurdin, H. (2021). Trend Fashion Dan Gaya Hidup Hedonis Terhadap Keputusan Pembelian Pakaian Berhijab di Kota Bima. *Jurnal Sains Manajemen dan Bisnis Indonesia*, 11(2), 124-135.
- Hasibuan, Z., & Ramadhani, S. (2022, December). Faktor-Faktor Yang Menjadi Pertimbangan Konsumen Dalam Membeli Produk Pada Fitur TikTok Shop (Study Pada Pelanggan TikTok Shop Dikalangan Mahasiswa/i Medan). *Jurnal Ilmiah Indonesia*, 7(12), 19159-19170.
- Herdiansyah, H. (2020, April). Pengaruh Attitude Toward Behavior, Subjective Norm, Dan Perceived Behavioral Control Terhadap Intensi Menjadi Seorang Entrepreneur. *Jurnal Ilmu Komunikasi*, 3(1), 44-59. doi:10.33021/exp.v3i1.1050
- Hidayat, T., & Faramitha, N. R. (2022). Pengaruh Kualitas Produk Terhadap Minat beli (Studi Kasus Pada Smartphone Samsung Di Neo Komunika). *Jurnal Ekonomi dan Bisnis*, 10(1), 195-202.
- Indrawati, & Rizqullah, M. R. (2022, July 25). The Influence Of Viral Marketing Through TikTok On Consumers' Attitude At Shopee. *Journal of Global Business and Management Review*, 4(1), 67-80. doi:10.37253/jgbmr.v4i1.6369
- Iskandar, A., & Saragih, R. (2018, June 6). The Influence Of Attitude Toward The Behavior, Subjective Norms, And Perceived Behavioral Control On Whistleblowing Intention And Behavior Of CPNS. *Jurnal Tata Kelola & Akuntabilitas Keuangan Negara*, 4(1), 63-84.

- Juliana, Djakasaputra, A., Sianipar, R., Sitorus, N. B., Maleachi, S., & Parbowo, G. (2022). What Drives Intention to Stay Longer? Evidence Hotel Customer Indonesia. *Jurnal Humaniora*, 6(2), 1-14.
- Kautsar, A. A. (2022, December 17). *Apa Saja Keuntungan Berjualan dan Berbelanja di TikTok Shop? Temukan Jawabannya di Sini*. Retrieved from hits.grid.id: <https://hits.grid.id/read/483613808/apa-saja-keuntungan-berjualan-dan-berbelanja-di-tiktok-shop-temukan-jawabannya-di-sini?page=all#:~:text=Berikut%20ini%20adalah%20beragam%20keuntungan,dan%20tidak%20bikin%20domet%20jebol>.
- Kemp, S. (2023). *Digital 2023: Indonesia*. Datareportal. Retrieved from <https://datareportal.com/reports/digital-2023-indonesia>
- Kharisma, H. P., Adiprasetya, K. M., Djohan, S. F., & Gunadi, W. (2022, May). Factors Influencing Online Video Advertising That Have an Impact on Brand Awareness, Brand Image, and Purchase Intention. *Budapest International Research and Critics Institute Journal*, 5(2), 9173. doi:<https://doi.org/10.33258/birci.v5i2.4705>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. In K. N., & H. P. *Information Systems Journal*.
- Lin, Q., & Nuangjamnong, C. (2022). Exploring The Role Of Infulencers And Customer Engagement On Purchase Intention In TikTok Live Streaming Shopping. 1-26.
- Maria, I. W., & Keni, K. (2021). Pengaruh Information Quality dan Service Quality Terhadap Perceived Value dan Konsekuensinya Terhadap Customer Engagement Behavior Intention (Studi Pada Social Commerce Instagram). *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 5(2), 321-334. doi:<https://doi.org/10.24912/jmie.v5i2.12276>
- Masrom, N. R., Rasi, R. Z., Tamam, D. B., & Ibrahim, I. (2021). Consumer Attitude Toward Viral Marketing Among Generation Z. *Asian Journal Of Information Technology*, 20(7), 181-187.
- Mulyawan, I., Saefuloh, D., Wijaya, H., & Rafdinal, W. (2020, December). Sikap Pada Iklan Media Sosial Instagram dan Kesadaran Merek Terhadap Niat Pembelian Pada Generasi Y dan Z. *Jurnal Riset Bisnis dan Investasi*, 6(3), 143-153.
- Murhadi, W. R., & Reski, E. C. (2022). Pengaruh E-Service Quality, Kesadaran Merek, Kepercayaan, Word Of Mouth, Dan Kepuasan Terhadap Loyalitas Pelanggan Pada TikTok Shop (Studi Pada Pelanggan TikTok Shop). *Jurnal Ilmiah Bisnis dan Ekonomi Asia*, 16(2), 229-240. doi:[10.32812/jibeka.v16i2.471](https://doi.org/10.32812/jibeka.v16i2.471)

- Murjiati, W. (2021, April). Pengaruh Iklan Pada Aplikasi TikTok Terhadap Minat Beli Mahasiswa Manajemen Bisnis Syariah IAIN Palopo. *Journal Of Islamic Management and Business*, 4(1), 38-44.
- Natalia, L., & Sudrajat, A. (2022). Pengaruh Viral Marketing Dan Turbo Marketing Terhadap Keputusan Pembelian Produk MS Glow. *Equilibrium*, 11(1), 47-52.
- Nggilu, M., Tumbel, A. L., & Djemly, W. (2019, July). Pengaruh Viral Marketing, Celebrity Endorse, Dan Brand Awareness Terhadap Keputusan Pembelian Pada Geprek Benu Manado. *Jurnal EMBA*, 7(3), 2691-2700.
- Nordin, N. M., Mohamed, M., & Jaidon, E. H. (2019, May). The Study Of The Factor That Influence Attitude Towards Viral Marketing Among Generation Y. 1-9.
- Octafiany, D. N., & Nurfebriyaning, S. (2021, December). Pengaruh Content Marketing Di Media Sosial Instagram Terhadap Sikap Konsumen Dalam Pembelian Produk Sepatu Compass. *e-Proceeding of Management*, 8(6), 8924-8934.
- Oktriwina, A. S. (2022, November 23). *TikTok Shop: Apa Itu, Cara Pakai, Tips Jualan, dan Cara Belanja*. Retrieved from glints.com: <https://glints.com/id/lowongan/tiktok-shop-adalah/#.Y-JvMXZBy3A>
- Onubi, H. O., Yusof, N. A., & Hassan, A. S. (2020). Understanding the mechanism through which adoption of green construction site practices impacts economic performance. *Journal of Cleaner Production*, 254, 120-170.
- Preacher, K. J., & Leonardelli, G. J. (2020). Calculation for the Sobel Test: An Interactive Calculation Tool fo Madiation Tests.
- Putri, F. A., Fitriani, R. E., Azhari, M., Herdiany, E. N., & Amin, A. (2022, February). Factors Influencing Behavioral Intention to Shop Online at Tiktok Shop: A Case Study of Postgraduate Students in Islamic Economics, State Islamic University Sjech M. Djamil Djambek Bukittinggi. *Journal on Education*, 5(2), 3317-3330.
- Qin, L., & Yan, H. (2017). Attitude towards Mobile Advertising and Mobile Web Information Acquisition Behavior: Perspectives from the Advertising Value, Credibility and Self-efficacy. *Advances in Social Science, Education and Humanities Research*, 72, 368-369. doi:<https://doi.org/10.2991/icmess-17.2017.88>
- Quoquab, F., & Mohammad, J. (2020). Cognitive, Affective, and Conative Domains of Sustainable Consumption: Scale Development and Validation Using COnfirmatory Composite Analysis. *Sustainability*, 12(18), 1-22. doi:<http://dx.doi.org/10.3390/su12187784>

- Ramadhan, R., & Kurnianto, K. S. (2022, September 23). *Survei: 45% Masyarakat Indonesia Doyan Belanja di TikTok Shop*. Retrieved from kumparan.com: <https://kumparan.com/kumparantech/survei-45-masyarakat-indonesia-doyan-belanja-di-tiktok-shop-1yuKNSdzT2z/full>
- Ramdhani, M., & Abdurrahman, M. S. (2021, April). Pengaruh Sikap Terhadap Iklan Online Realme Di Youtube Dengan Kesadaran Merek Pada Masyarakat Bandung. *8(2)*, 1906-1919.
- Rivaldo, G. (2016). Analisis Pengaruh Informativeness, Credibility, Entertainment Dan Irritation Terhadap Advertising Value Serta Implikasinya Terhadap Purchase Intention. *Ultima Management*, *8(2)*, 17.
- Rizaty, M. A. (2023, February 3). *Pengguna Internet di Indonesia Sentuh 212 Juta pada 2023*. Retrieved from dataindonesia.id: <https://dataindonesia.id/digital/detail/pengguna-internet-di-indonesia-sentuh-212-juta-pada-2023>
- Rukuni, T. F., Shaw, G., Chetty, Y., Kgama, P., & Kekana, P. (2017). Viral Marketing Strategies and Customer Buying Behavioral Intentions at Retail Store in Johannesburg. *Business Management and Strategy*, *8(1)*, 58-83.
- Saha, K., & Dhar, P. (2019). Viral Marketing: Perception Among The Youth- A Study Among College Going Students Of Kolkata. *International Journal On Recent Trends In Business And Tourisme*, *3(1)*, 50-58.
- Sakdah, N., Saufi, A., & Rinuastuti, B. H. (2021). Analisis Pengaruh Sikap Terhadap Minat Beli Online Melalui Dropshipper Pada Media E-Commerce. *Jurnal Magister Manajemen Universitas Mataram*, *10(3)*, 175-185.
- Sandhe, A. (2019, February). The Effect Of Consumer Attitude On Purchasing Intention For Organic Products. *International Journal Of Research-Granthaalayah*, *7(2)*, 1-9. doi:<https://doi.org/10.29121/granthaalayah.v7.i2.2019.987>
- Sanita, S., Kusniawati, A., & Lestari, M. N. (2019, September). Pengaruh Product Knowledge Dan Brand Image Terhadap Purchase Intention. *Business Management And Entrepreneurship Journal*, *1(3)*, 169-184.
- School, I. F. (2022, June 21). *6 Referensi Fashion Menurut Para Ahli*. Retrieved from italianfashionschool.id: <https://italianfashionschool.id/fashion-menurut-para-ahli/#:~:text=Menurut%20Thomas%20Karlyle%2C%20%E2%80%9D%20Fashion%20merupakan,juga%20jalan%20kehidupan%20bagi%20manusia.%E2%80%9D>
- Septyadi, M. A., Salamh, M., & Nujiyatillah, S. (2022). Literatur Review Keputusan Pembelian Dan Minat Beli Konsumen Pada Smartphone: Harga

- Dan Promosi. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 301-313.
- Shadrina, A. N., Fathoni, M. A., & Handayani, T. (2021). Pengaruh Trend Fashion, Gaya Hidup, dan Brand Image Terhadap Preferensi Fashion Hijab. *Journal of Islamic Economics*, 1(2), 48-71.
- Sudaryono. (2011). Aplikasi Analisis (Path Analysis) Berdasarkan Urutan Penempatan Variabel Dalam Penelitian. *Jurnal Pendidikan dan Kebudayaan*, 17(4), 391-403.
- Suganda, R., & Cahyadi, R. T. (2018). Modul Praktikum Statistika. In R. Suganda, & R. T. Cahyadi, *Modul Praktikum Statistika* (pp. 1-160).
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabet.
- Sulistianti, R. A., & Sugiarta, N. (2022, January). Konstruksi Sosial Konsumen Online Shop Di Media Sosial TikTok (Studi Fenomenologi Tentang Konstruksi Sosial Konsumen Generasi Z Pada Online Shop Simlegodess Di Media Sosial TikTok). *Jurnal Ilmu Sosial dan Pendidikan*, 6(1), 3456-3466. doi:<http://ejournal.mandalanursa.org/index.php/JISIP/index>
- Supriatin, L., & Fitriana, A. (2019). Hubungan Antara Media E-Catalog Bukalapak Dengan Sikap Konsumen E-Commerce Pada Departemen HRD & GA PT. Indotech Metal Nusantara. *Jurnal Politikom Indonesina*, 4(2), 274-285. doi:<https://doi.org/10.35706/jpi.v4i2.3253>
- Syarfi, S. M., & Asandimitra, N. (2020). Implementasi Theory Of Planned Behavior Dan Risk Tolerance Terhadap Intenti Investasi Peer To Peer Lending. *Jurnal Ilmu Manajemen*, 8(3), 864-877.
- Tandijaya, T. N., & Samuel, H. (2021, October). Viral Marketing Message, Consumers Attitude Toward Viral Marketing, Competitiveness Ability, And Business Performance. *Jurnal Manajemen Pemasaran*, 15(2), 86. doi:<http://dx.doi.org/10.9744/pemasaran.6.1.1-7>
- TikTok, S. (2023). *TikTok Shop*. Retrieved from shop.tiktok.com: <https://shop.tiktok.com/business/id>
- Tricahyono, D., Utami, L. W., & Safitri, W. (2019). The Impact of Viral Marketing on Consumers' Intention to Use. *Advance in Economics, Business and Management Research*, 65, 674-675.
- Ulfa, R. (2021). Variabel Penelitian Dalam Penelitian Pendidikan. *Jurnal Pendidikan dan Keislaman*, 342-351.
- Widya, C. A., & Riptiono, S. (2019, October). Pengaruh Online Consumer Review Dan Viral Marketing Terhadap Keputusan Pembelian Dengan Consumer Trust Sebagai Intervening (Studi Pada Pengguna Instagram Di

- Kecamatan Kebumen). *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis, dan Akuntansi*, 1(1), 76-84.
- Wulandari, S. D., & Kurniawati. (2022, August). Efek Personalisasi Iklan Terhadap Hubungan Brand & Konsumen Pada Pembelian Sebuah Brand Skincare Korea. *Jurnal Ilmiah Ilmu Pendidikan*, 5(8), 2969-2982.
- Xiao, Y., Wang, L., & Wang, P. (2019, October). Research On The Influence Of Content Features of Short Video Marketing On Consumer Purchase Intentions. *Advances in Social Sciences, Education And Humanities Research*, 351, 415-422. doi:<https://doi.org/10.2991/mmetss-19.2019.82>
- Yanti, S. D., Astuti, S., & Safitri, C. (2023). Pengaruh Pengalaman Belanja Online Dan Kepercayaan Terhadap Minat Beli Ulang Pada Aplikasi TikTok Shop. *Jurnal Ekonomi dan Manajemen Teknologi*, 7(1), 47-61. doi:<https://doi.org/10.35870/emt.v7i1.728>
- Zernigah, K. I., & Sohail, K. (2012). Consumers' Attitude Toward Viral Marketing In Pakistan. *Management & Marketing Challenges For The Knowledge Society*, 7(4), 646-662.