

REFERENCES

- Aaker, D. A., & McLoughlin, D. (2020). *Strategic Market Management*.
- Aktan, M., Aydogan, S., & Aysuna, C. (2016). Web Advertising Value and Students' Attitude Towards Web Advertising. In *20 www.iiste.org ISSN* (Vol. 8, Issue 9). Online. www.iiste.org
- American Marketing Association. (2017). *Definition of Marketing*. Retrieved October 1, 2021, from <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Annur, C. M. (2021). *Masyarakat Indonesia Paling Banyak Akses YouTube pada Semester I-2021*. Databoks. Retrieved October 1, 2021, from <https://databoks.katadata.co.id/datapublish/2021/09/05/masyarakat-indonesia-paling-banyak-akses-youtubepada-semester-i-2021#:~:text=Media%20Sosial%20yang%20Terbanyak%20Digunakan%20pada%20Semester%20I%202021&text=Berdasarkan%20Survei%20Jakpat%2C%20YouTube%20merupakan,responden%20yang%20menggunakan%20platform%20tersebut.>
- Arora, T., & Agarwal, B. (2020). An Empirical Study on Determining the Effectiveness of Social Media Advertising. *International Journal of E-Business Research*, 16(2), 47–68. <https://doi.org/10.4018/IJEBR.2020040104>
- beritasatu. (2021). *Data: Ini Media Sosial Paling Populer di Indonesia 2020-2021*. Beritasatu. Retrieved February 8, 2022, from <https://www.beritasatu.com/digital/733355/data-ini-media-sosial-paling-populer-di-indonesia-20202021#:~:text=YouTube%20masih%20menjadi%20media%20sosial,kisaran%2016%20hingga%2064%20tahun.>
- Chaffey, D., & Chadwick, F. E. (2019). *Digital Marketing: Strategy Implementation and Practice* (Seventh Edition). Pearson.
- Cobb-Walgren, C., Ruble, C. A., & Donthu, N. (2013). Brand equity, brand preference and purchase intention. *Journal of Advertising*.
- Cochran, W. (1963). *Sampling Techniques*. John Wiley and Sons, Inc.

- Cooper, D. R., & Schindler, P. S. (2011). *Business research methods*. McGraw-Hill/Irwin.
- Dao, W. V.-T., Nhat Hanh Le, A. N. H., Cheng, J. M.-S., & Chen, D. C. (2014). Social media advertising value. *International Journal of Advertising*, 33(2), 271–294. <https://doi.org/10.2501/IJA-33-2-271-294>
- de Waal Malefyt, T. (2015). Relationship advertising: How advertising can enhance social bonds. *Journal of Business Research*, 68(12), 2494–2502. <https://doi.org/10.1016/j.jbusres.2015.06.036>
- Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165–172. <https://doi.org/10.1016/j.chb.2016.01.037>
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597–600.
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Esch, F.-R., Möll, T., Schmitt, B., Elger, C. E., Neuhaus, C., & Weber, B. (2012). Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands? *Journal of Consumer Psychology*, 22(1), 75–85. <https://doi.org/10.1016/j.jcps.2010.08.004>
- Febriyanto, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management*, 7(1), 1787733. <https://doi.org/10.1080/23311975.2020.1787733>
- Feng, Y., & Xie, Q. (2018). Measuring the content characteristics of videos featuring augmented reality advertising campaigns. *Journal of Research in Interactive Marketing*, 12(4), 489–508. <https://doi.org/10.1108/JRIM-01-2018-0027>

- Fischer, E., & Reuber, A. R. (2011). Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior? *Journal of Business Venturing*, 26(1), 1–18. <https://doi.org/10.1016/j.jbusvent.2010.09.002>
- Gaber, H. R., Wright, L. T., & Kooli, K. (2019). Consumer attitudes towards Instagram advertisements in Egypt: The role of the perceived advertising value and personalization. *Cogent Business & Management*, 6(1), 1618431. <https://doi.org/10.1080/23311975.2019.1618431>
- Hamouda, M. (2018). Understanding social media advertising effect on consumers' responses. *Journal of Enterprise Information Management*, 31(3), 426–445. <https://doi.org/10.1108/JEIM-07-2017-0101>
- Hassan, M. U., Fatima, S., Akram, A., Abbas, J., & Hasnain, A. (2013). Determinants of Consumer Attitude Towards Social-Networking Sites Advertisement: Testing the Mediating Role of Advertising Value. *Middle-East Journal of Scientific Research*.
- Hidayatullah, P., & Kawistara, J. K. (2017). *Pemrograman Web Edisi Revisi*. Informatika.
- Hoffman, D. L., & Novak, T. P. (2012). Toward a Deeper Understanding of Social Media. *Journal of Interactive Marketing*, 26(2), 69–70. <https://doi.org/10.1016/j.intmar.2012.03.001>
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92–99. <https://doi.org/10.1016/j.jbusres.2011.02.003>
- Huang, T.-L., & Hsu Liu, F. (2014). Formation of augmented-reality interactive technology's persuasive effects from the perspective of experiential value. *Internet Research*, 24(1), 82–109. <https://doi.org/10.1108/IntR-07-2012-0133>
- Indrawati. (2012). Behavioural Intention to Use 3G Mobile Multimedia Services in Indonesia. *Doctoral Dissertation*.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. PT. Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. PT Refika Aditama.

- Indrawati, & Putri, D. A. (2018). *Analyzing Factors Influencing Continuance Intention of E-Payment Adoption Using Modified UTAUT 2 Model*.
- iPrice. (2021). Telusuri Persaingan Toko Online di Indonesia. *IPrice*. Retrieved October 8, 2021, from <https://iprice.co.id/insights/mapofecommerce/>
- Jayani, D. H. (2021). *Jumlah Pengunjung Tokopedia Kalahkan Shopee pada Kuartal I-2021*. Databoks. Retrieved October 2, 2021, from <https://databoks.katadata.co.id/datapublish/2021/06/11/jumlah-pengunjung-tokopedia-kalahkan-shopee-pada-kuartal-i-2021#>
- Jayani, D. H. (2021). *Nilai Transaksi E-Commerce Mencapai Rp 266,3 Triliun pada 2020*. Databoks. Retrieved October 2, 2021, from <https://databoks.katadata.co.id/datapublish/2021/01/29/nilai-transaksi-e-commerce-mencapai-rp-2663-triliun-pada-2020>
- Jayani, D. H. (2021). *Pengunjung Web Bulanan Tokopedia (Kuartal I 2020-Kuartal III 2021)*. Databoks. Retrieved October 2, 2021, from <https://databoks.katadata.co.id/datapublish/2021/11/18/pelanggan-berkunjung-ke-web-tokopedia-naik-7-pada-kuartal-iii-2021>
- Kemp, S. (2020). *DIGITAL 2020: GLOBAL DIGITAL OVERVIEW*. Datareportal. Retrieved December 8, 2021, from <https://datareportal.com/reports/digital-2020-global-digital-overview>
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of *halal* cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kim, S.-B., Sun, K.-A., & Kim, D.-Y. (2013). The Influence of Consumer Value-Based Factors on Attitude-Behavioral Intention in Social Commerce: The Differences between High- and Low-Technology Experience Groups. *Journal of Travel & Tourism Marketing*, 30(1–2), 108–125. <https://doi.org/10.1080/10548408.2013.751249>

- Kim, Y. J., & Han, J. (2014). Why smartphone advertising attracts customers: A model of Web advertising, flow, and personalization. *Computers in Human Behavior*, 33, 256–269. <https://doi.org/10.1016/j.chb.2014.01.015>
- Kim, Y., Sohn, D., & Choi, S. M. (2011). Cultural difference in motivations for using social network sites: A comparative study of American and Korean college students. *Computers in Human Behavior*, 27(1), 365–372. <https://doi.org/10.1016/j.chb.2010.08.015>
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). Pearson Education.
- Kusnandar, V. B. (2021). *Penetrasi Internet Indonesia Urutan ke-15 di Asia pada 2021*. Databoks. Retrieved October 1, 2021, from <https://databoks.katadata.co.id/datapublish/2021/07/12/penetrasi-internet-indonesia-urutan-ke-15-di-asia-pada-2021>
- Latan, H., & Ghozali, I. (2012). Partial Least Square Konsep . *Teknik Dan Aplikasi Menggunakan Program Smart PLS 2.0 M3*.
- Laudon, K. C., & Traver, C. G. (2017). *E-commerce: business, technology, society*.
- Lee, E.-B., Lee, S.-G., & Yang, C.-G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*, 117(6), 1011–1036. <https://doi.org/10.1108/IMDS-06-2016-0229>
- Lidwina, A. (2021). *Pertumbuhan Pendapatan Tokopedia Kedua Terbesar di Asia Tenggara*. Databoks. Retrieved October 1, 2021, from <https://databoks.katadata.co.id/datapublish/2021/04/15/pertumbuhan-pendapatan-tokopedia-kedua-terbesar-di-asia-tenggara#>
- Liu, C.-L., 'Eunice,' Sinkovics, R. R., Pezderka, N., & Haghirian, P. (2012). Determinants of Consumer Perceptions toward Mobile Advertising — A Comparison between Japan and Austria. *Journal of Interactive Marketing*, 26(1), 21–32. <https://doi.org/10.1016/j.intmar.2011.07.002>

- Logan, K. (2014). Why Isn't Everyone Doing It? A Comparison of Antecedents to Following Brands on Twitter and Facebook. *Journal of Interactive Advertising, 14*(2), 60–72. <https://doi.org/10.1080/15252019.2014.935536>
- Logan, K., Bright, L. F., & Gangadharbatla, H. (2012). Facebook versus television: advertising value perceptions among females. *Journal of Research in Interactive Marketing, 6*(3), 164–179. <https://doi.org/10.1108/17505931211274651>
- marketreading. (2021). *Statistik Pengguna YouTube 2021*. Marketreading. Statistik Pengguna YouTube 2021. Retrieved February 8, 2022, from <https://marketreading.com/id/youtube-users-statistics>
- Mohammed, A. A. (2021). What motivates consumers to purchase organic food in an emerging market? An empirical study from Saudi Arabia. *British Food Journal, 123*(5), 1758–1775. <https://doi.org/10.1108/BFJ-07-2020-0599>
- Murillo, E., Merino, M., & Núñez, A. (2016). The advertising value of Twitter Ads: a study among Mexican Millennials. *Review of Business Management, 18*(61), 436–456. <https://doi.org/10.7819/rbgn.v18i61.2471>
- Nielsen. (2014). *E-COMMERCE: EVOLUTION OR REVOLUTION IN THE FAST-MOVING CONSUMER GOODS WORLD?*
- Nurudin. (2017). *Perkembangan Teknologi Komunikasi*.
- O'Connor, H., Koslow, S., Kilgour, M., & Sasser, S. L. (2016). Do Marketing Clients Really Get the Advertising They Deserve? The Trade-Off Between Strategy and Originality in Australian and New Zealand Agencies. *Journal of Advertising, 45*(1), 147–155. <https://doi.org/10.1080/00913367.2015.1085821>
- Pahlevi, R. (2021). *Jangkauan (Reach) Iklan Youtube Berdasarkan Negara, October 2021*. Databoks. Retrieved January 3, 2022, from <https://databoks.katadata.co.id/datapublish/2021/11/16/indonesia-jadi-pasar-iklan-youtube-terbesar-keempat-di-dunia>
- Permatasari, A., & Kartikowati, M. (2018). The influence of website design on customer online trust and perceived risk towards purchase intention: a case of O2O commerce in Indonesia. *International Journal of Business and Globalisation, 21*(1), 74. <https://doi.org/10.1504/IJBG.2018.094097>

- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention. *Journal of Research in Interactive Marketing, 13*(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Riduwan. (2012). *Belajar Mudah Penelitian untuk Guru-Karyawan dan Peneliti Pemula*. Alfabeta.
- Rivaldo, G. (2016). Analisis Pengaruh Informativeness, Credibility, Entertainment, dan Irritation Terhadap Advertising Value Serta Implikasinya Terhadap Purchase Intention (Telaah Pada Iklan Gillette Mach 3 di Youtube). *ULTIMA Management, 8*(2), 13–31. <https://doi.org/10.31937/manajemen.v8i2.590>
- Rodriguez, B. A. (2018). The Perceptions of Millennials Regarding Television and Social Media Advertising Platforms: A Phenomenological Study. *Doctoral Dissertation, North Central University*.
- Rubio, N., Oubiña, J., & Villaseñor, N. (2014). Brand awareness–Brand quality inference and consumer’s risk perception in store brands of food products. *Food Quality and Preference, 32*, 289–298. <https://doi.org/10.1016/j.foodqual.2013.09.006>
- Sari, D. K., Suziana, S., & Games, D. (2020). An evaluation of social media advertising for Muslim millennial parents. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-02-2020-0055>
- Sarwono, J. (2012). *Path Analysis*. PT Elex Media Komputindo.
- Sasmita, J., & Suki, N. M. (2015). Young consumers’ insights on brand equity. *International Journal of Retail & Distribution Management, 43*(3), 276–292. <https://doi.org/10.1108/IJRDM-02-2014-0024>
- Schivinski, B., & Dabrowski, D. (2015). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing, 9*(1), 31–53. <https://doi.org/10.1108/JRIM-02-2014-0007>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business A Skill-Building Approach* (Seventh Edition). Wiley. www.wileypluslearningspace.com
- Sharifi, S. S. (2014). Impacts of the trilogy of emotion on future purchase intentions in products of high involvement under the mediating role of brand awareness.

- European Business Review*, 26(1), 43–63. <https://doi.org/10.1108/EBR-12-2012-0072>
- statista. (2021). *Number of YouTube users worldwide from 2016 to 2021*. Statista. Retrieved October 2, 2021, from <https://www.statista.com/statistics/805656/number-youtube-viewers-worldwide/>
- Tagar.id. *Berita Tokopedia Terdepan*. Retrieved October 1, 2021, from <https://www.tagar.id/tag/tokopedia>
- Tatar, Ş. B., & Eren-Erdoğan, İ. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology & Tourism*, 16(3), 249–263. <https://doi.org/10.1007/s40558-015-0048-6>
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32(3), 328–344. <https://doi.org/10.1108/MIP-04-2013-0056>
- wearesocial. (2020). *TIME PER DAY SPENT USING THE INTERNET*. Wearesocial. Retrieved October 1, 2021, from <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>
- wearesocial. (2021). *DIGITAL AROUND THE WORLD*. Wearesocial. Retrieved October 1, 2021, from <https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital>
- Yang, B., Kim, Y., & Yoo, C. (2013). The integrated mobile advertising model: The effects of technology- and emotion-based evaluations. *Journal of Business Research*, 66(9), 1345–1352. <https://doi.org/10.1016/j.jbusres.2012.02.035>
- Yang, K.-C., Huang, C.-H., Yang, C., & Yang, S. Y. (2017). Consumer attitudes toward online video advertisement: YouTube as a platform. *Kybernetes*, 46(5), 840–853. <https://doi.org/10.1108/K-03-2016-0038>
- Yaoyuneyong, G., Foster, J. K., & Flynn, L. R. (2014). Factors impacting the efficacy of augmented reality virtual dressing room technology as a tool for online visual merchandising. *Journal of Global Fashion Marketing*, 5(4), 283–296. <https://doi.org/10.1080/20932685.2014.926129>

- Yudistira Imandiar. (2021). *Tokopedia Jadi e-Commerce Favorit Konsumen RI untuk Beli Produk Lokal*. Detikinet. Retrieved 3 October, 2021, from <https://inet.detik.com/cyberlife/d-5768941/tokopedia-jadi-e-commerce-favorit-konsumen-ri-untuk-beli-produk-lokal>
- Yunarko, A. M. (2021). *Transaksi e-commerce Meningkat Hingga Kuartal IV 2020, Tren e-commerce 2021 Diprediksi Tumbuh Positif*. Jet Commerce. Retrieved October 2, 2021, from <https://jetcommerce.co.id/update/transaksi-e-commerce-meningkat-hingga-kuartal-iv-2020-tren-e-commerce-2021-diprediksi-tumbuh-positif/>
- Yunita, D., Nazaruddin, A., & Nailis, W. (2019). Pengaruh Youtube Advertising terhadap Brand Awareness dan Purchase Intention. *JURNAL MANAJEMEN DAN KEWIRAUSAHAAN*, 7(1). <https://doi.org/10.26905/jmdk.v7i1.2538>
- Yuniyanto, H. R., & Sirine, H. (2018). Pengaruh Iklan terhadap Minat Beli Pengguna Youtube dengan Brand Recognition sebagai Variabel Intervening. *Esensi: Jurnal Bisnis Dan Manajemen*, 8(1). <https://doi.org/10.15408/ess.v8i1.5885>
- Zernigah, K. I., & Sohail, K. (2012). CONSUMERS' ATTITUDE TOWARDS VIRAL MARKETING IN PAKISTAN Kiani Irshad ZERNIGAH Kamran SOHAIL. In *Challenges for the Knowledge Society* (Vol. 7, Issue 4).
- Zha, X., Li, J., & Yan, Y. (2015). Advertising value and credibility transfer: attitude towards web advertising and online information acquisition. *Behaviour & Information Technology*, 34(5), 520–532. <https://doi.org/10.1080/0144929X.2014.978380>
- Zhang, H., Zhao, L., & Gupta, S. (2018). The role of online product recommendations on customer decision making and loyalty in social shopping communities. *International Journal of Information Management*, 38(1), 150–166. <https://doi.org/10.1016/j.ijinfomgt.2017.07.006>
- 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>

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Method*.