

DAFTAR PUSTAKA

- Abdillah Wijayanto, & Jogiyanto. (2019). *Konsep dan Aplikasi PLS (Partial Least Square) Untuk Penelitian Empiris*. Fakultas Ekonomi, Universitas Gadjah Mada.
- Aljarah, A., Sawaftah, D., Ibrahim, B., & Lahuerta-Otero, E. (2024). The differential impact of user- and firm-generated content on online brand advocacy: customer engagement and brand familiarity matter. *European Journal of Innovation Management*, 27(4), 1160–1181. <https://doi.org/10.1108/EJIM-05-2022-0259>
- Antika, A., & Maknunah, L. L. (2023). Pengaruh Konten Marketing Terhadap Minat Beli Pengguna Tik Tok Shop. *Jurnal Sadewa: Publikasi Ilmu Pendidikan, Pembelajaran Dan Ilmu Sosial*.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27.
- Bailey, A. A. , B. C. M. and A. A. (2018). Social media use by young Latin American consumers: an exploration. *Journal of Retailing and Consumer Services*, 43, 10–19.
- Bartsch, A. and V. R. (2010). The use of media entertainment and emotional gratification. *Procedia – Social and Behavioral Sciences*, 5, 2247–2255.
- Bazi, S., Filieri, R., & Gorton, M. (2023). Social media content aesthetic quality and customer engagement: the mediating role of entertainment and impacts on brand love and loyalty. *Journal of Business Research*, 160.
- Bhandari, R. (2020). *3 Best Practices for Using Third-Party B2B Buyer Intent Data in ABM*. <https://www.gartner.com/en/digital-markets/insights/3-best-practices-for-using-third-party-b2b-buyer-intent-data-in->
- Bubphapant, J., & Brandão, A. (2024a). Exploring ageing consumers' usage of content marketing, content typology and online brand advocacy. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-10-2023-0283>

- Bubphapant, J., & Brandão, A. (2024b). “Older consumer? Yes! Different motivations, but an effective online brand advocate! A content marketing typology framework.” *Qualitative Market Research*, 27(1), 129–155. <https://doi.org/10.1108/QMR-02-2023-0026>
- Chen, C. and L. Y. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 293–303.
- Chin, W., & Marcoulides, G. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*, 8.
- Darmanah, G. (2019). *METODOLOGI PENELITIAN*. www.hira-tech.com
- databoks. (2024). *Jumlah Pengguna Internet di Indonesia per Januari (2014-2024)*. <https://databoks.katadata.co.id/datapublish/2024/02/27/ada-185-juta-pengguna-internet-di-indonesia-pada-januari-2024>
- Dedeoglu, B. B. (2019). Are information quality and source credibility really important for shared content on social media?: The moderating role of gender. *International Journal of Contemporary Hospitality Management*, 31(1), 513–534. <https://doi.org/10.1108/IJCHM-10-2017-0691>
- Dwi, Y. (2016). MEDIA dan GENDER (Studi Deskriptif Representasi Stereotipe Perempuan dalam Iklan di Televisi Swasta). *PROFETIK: Jurnal Komunikasi*.
- Fahimah, M., & Ningsih, L. A. (2022). Strategi Content Marketing dalam Membangun Customer Engagement. *Benchmark*, 3(1), 43–52. <https://doi.org/10.46821/benchmark.v3i1.283>
- Ghafur, N., & Hendayani, R. (2020). The Effect Of Place Emotion, Perceived Behaviour Control, Subjective Norm, On Behaviour Intention With Mediating Attitude On Consumers Linkaja. *E-Proceeding of Management*, 7(1).
- Ghozali. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021a). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10*. Badan Penerbit Universitas Diponegoro.

- Ghozali, I. (2021b). *Partial Least Squares Konsep, Teknik Dan Aplikasi. Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris. Badan Penerbit Universitas Diponegoro.*
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0.* Badan Penerbit UNDIP.
- ginee. (2021). *Pengguna TikTok Indonesia Gempar, Potensi Cuan Menggelepar!* Ginee.Com. <https://ginee.com/id/insights/pengguna-tiktok/>
- Gligor, D., Bozkurt, S., Welch, E., & Gligor, N. (2022). An exploration of the impact of gender on customer engagement. *Journal of Marketing Communications, 29(4)*, 379–402.
- google play. (2024). *TikTok.* <https://play.google.com/store/apps/details?id=com.ss.android.ugc.trill&hl=id>
- Hafni Sahir, S. (2021). *Metodologi Penelitian.* KBM Indonesia. www.penerbitbukumurah.com
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31(1)*, 2–24.
- Hardisman. (2021). *Analisis Partial Least Square Structural Equation Modelling (PLS-SEM).* Bintang Pustaka Madani.
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: Marketers' perceptions of best practice. *Journal of Research in Interactive Marketing, 8(4)*, 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Hu, M. , Z. M. and L. N. (2016). Understanding participation on video sharing communities: the role of self-construal and community interactivity. *Computers in Human Behavior, 62*, 105–115.
- Human, G., Hirschfelder, B., & Nel, J. (2018). The effect of content marketing on sponsorship favorability. *International Journal of Emerging Markets, 13(5)*, 1233–1250. <https://doi.org/10.1108/IJoEM-06-2017-0215>
- iPrice. (2022). *Somehinc, Some By Mi dan The Ordinary Review Produk Paling Banyak Ditonton Di Tiktok.*
- Järvinen, J., & Taiminen, H. (2016). Harnessing Marketing Automation for B2B Content Marketing. *Industrial Marketing Management, 54*, 164–175.

- Jayasimha, K. R., Chaudhary, H., & Chauhan, A. (2017). Investigating consumer advocacy, community usefulness, and brand avoidance. *Marketing Intelligence and Planning*, 35(4), 488–509. <https://doi.org/10.1108/MIP-09-2016-0175>
- Kalam, A., Goi, C. L., & Tiong, Y. Y. (2024a). The effects of celebrity endorser on consumer advocacy behavior through the customization and entertainment intention – A multivariate analysis. *Young Consumers*. <https://doi.org/10.1108/YC-07-2023-1800>
- Kalam, A., Goi, C. L., & Tiong, Y. Y. (2024b). The effects of celebrity endorser on consumer advocacy behavior through the customization and entertainment intention – A multivariate analysis. *Young Consumers*. <https://doi.org/10.1108/YC-07-2023-1800>
- Keylock, M., & Faulds, M. (2012). From customer loyalty to social advocacy. *Journal of Direct, Data and Digital Marketing Practice*, 14(2), 160–165. <https://doi.org/10.1057/dddmp.2012.37>
- Kim, D. Y., Lehto, X. Y., & Morrison, A. M. (2007). Gender differences in online travel information search: implications for marketing communications on the internet. *Tourism Management*, 28(2), 423–433.
- Lawer, C. and K. S. (2006). Customer advocacy and brand development. *Journal of Product & Brand Management*, 121–129.
- Lee, C. S., & Ma, L. (2012). News sharing in social media: The effect of gratifications and prior experience. *Computers in Human Behavior*, 28(2), 331–339.
- Lim, S., & Kwon, N. (2010). Gender differences in information behavior concerning wikipedia, an unorthodox information source? *Library and Information Science Research*, 32(3), 212–220.
- Lorenzo-Romero, C., Alarcón-Del-amo, M. D. C., & Gómez-Borja, M. Á. (2016). Analyzing the user behavior toward electronic commerce stimuli. *Frontiers in Behavioral Neuroscience*, 10(NOV). <https://doi.org/10.3389/fnbeh.2016.00224>

- Maduku, D. M. M. , R. N. S. P. , L. A. dan M. N. (2023). Assessing customer passion, commitment, and word-of-mouth intentions in digital assistant usage: the moderating role of technology anxiety. *Journal of Retailing and Consumer Services*, 71.
- Mehrabian, Albert, Russell, & James A. (1974). An Approach to Environmental Psychology. *Cambridge, M.I.T. Press*.
- Naqvi, M. H. A. , J. M. , M. Y. J. , N. M. H. , W. J. and W. Y. (2020). The effect of social influence, trust, and entertainment value on social media use: evidence from Pakistan. *Cogent Business & Management*, 7.
- Papyrina, V. (2015). Men and women watching and reading: Gender and information processing opportunity effects in advertising. *Journal of Marketing Communications*, 21, 125–143.
- Pedersen, Sarah, & Caroline Macafee. (2007). Gender Differences in British Blogging. *Journal of Computer-Mediated Communication*.
- Perencanaan, D., & Kalodata, S. (2024). *Ulasan & Perkembangan TikTok Shop Indonesia*. www.kalodata.com
- Prof. Dr. Sugiyono. (2017). *Metode Penelitian Bisnis*. Alfabeta, CV.
- Putri, A., Nasution, A., Amin Dalimunthe, A., & Syafina, L. (2023). *SURPLUS : JURNAL EKONOMI DAN BISNIS Pengaruh Content Marketing Terhadap Customer Advocacy Dengan Variabel Brand Trust Dan Customer Engagement Sebagai Variabel Intervening Pada Aplikasi Tiktok Di Mahasiswa UINSU*. 1(2), 203–221.
- Ragini Bhati and H. Verma. (2017). Advocacy, Customer Advocacy and Marketing Implications. *Journal of Management and Research*.
- Reich, S. (2021). A Systematic Gender Perspective on Entertainment Theory. *The Oxford Handbook of Entertainment Theory*.
- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen* . CV Budi Utama.

- Sanchez-Franco, M.J., R. A. F. V., & Velicia, F. A. M. (2009). The moderating effect of gender on relationship quality and loyalty toward internet service providers. *Information and Management*, 46(3), 196–202.
- Sitinjak, T. (2023). *PENGARUH DIMENSI CONTENT MARKETING MELALUI TIKTOK TERHADAP BRAND IMAGE DISNEY PLUS HOTSTAR DI JAKARTA UTARA*.
- Statista. (2023). *Social media in Indonesia*.
- statista. (2023). *Target audience: TikTok users in Indonesia CONSUMERS & BRANDS Consumer Insights Report overview Consumer Insights Global methodology (1)*.
- Sugiyono. (2017). *Metode Penelitian Bisnis* (Sofia Yustiyani Suryandari, Ed.; 3rd ed.). Alfabeta, CV.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Alfabeta.
- Sun, Y., Lim, K. H., Jiang, C., Peng, J. Z., & Chen, X. (2010). Do males and females think in the same way? An empirical investigation on the gender differences in Web advertising evaluation. *Comput. Hum. Behav*, 26, 1614–1624. <https://doi.org/https://doi.org/10.1016/j.chb.2010.06.009>
- Tan, E. S. (2008). Entertainment is emotion: the functional architecture of the entertainment experience. *Media Psychology*, 11, 28–51.
- Umit Kucuk, S., & Krishnamurthy, S. (2007). An analysis of consumer power on the Internet. *Technovation*, 27(1–2), 47–56. <https://doi.org/10.1016/j.technovation.2006.05.002>
- Vijaya Lakshmi, V., Aparanjini Niharika, D., & Lahari, G. (2017). *Impact of Gender on Consumer Purchasing Behaviour*. 19, 33–36. <https://doi.org/10.9790/487X-1908053336>
- We Are Social. (2024, January). *Media Sosial Paling Banyak Digunakan di Indonesia Awal 2024*. <https://databoks.katadata.co.id/datapublish/2024/03/01/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024>
- Zhang, Y., & Wang, S. (2023). The influence of anthropomorphic appearance of artificial intelligence products on consumer behavior and brand evaluation