

DAFTAR PUSTAKA

- A. D. Irawan, & A. D. Hadisurmarto. (2020). *Pengaruh Aktivitas Social Media*.
- Ahdiat, A. (2024, February). *Jumlah Pengguna TikTok Shop di Indonesia*.
- Anna Lechner. (2020). *Pengaruh Influencer terhadap Brand Trust*.
- Anwar. (2025). Pengaruh Diskon Shopee terhadap Keputusan Pembelian Mahasiswa. *Jurnal Ilmu Ekonomi Dan Manajemen*.
<https://ejournal.kampusakademik.co.id/index.php/jiem/article/view/5005>
- Aprilia, M., Wilandari, A., Kunci, K., Pengalaman, :, Produk, K., & Pembelian, K. (2024). *Pengaruh Brand Experience dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skin Game di Jabodetabek*.
- Ashley, C., & Tuten, T. (2015a). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology and Marketing*, 32(1), 15–27.
<https://doi.org/10.1002/mar.20761>
- Ashley, C., & Tuten, T. (2015b). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*.
- Awaluddin. (2023). *E-Trust and Purchase Decision on TikTok Shop among Generation Z*.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing (7th ed.)*. Pearson Education.
- Chaudhuri, A., & Holbrook, M. B. (2001a). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
- Chaudhuri, A., & Holbrook, M. B. (2001b). The Role of Brand Loyalty / 81 The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. In *Journal of Marketing* (Vol. 65).

- Chen, Y., & Lin, C. (2021). The effect of price discount and product quality on customer trust and loyalty. *International Journal of Consumer Studies*, 45(3), 456–468.
- Dilla, V. R. (2022). *PENGARUH PERCEIVED VALUE DAN PRICE TERHADAP KEPUTUSAN PEMBELIAN RUMAH BERSUBSIDI PADA KONSUMEN PT. RIAU BUMI MELAYU DITINJAU MENURUT EKONOMI SYARIAH*.
- Elhajjar, S., & Itani, O. S. (2025). Examining the impact of social media de-influencing on audiences. *Internet Research*. <https://doi.org/10.1108/INTR-04-2024-0574>
- El-Shihy, U., & Awaad, U. (2025). The impact of brand-generated and user-generated content on brand trust and purchase intention among Generation Z. *Unknown Journal*.
- Estrada, & Zavala. (2025). Influencer marketing in the purchase decision of generation Z. *International Journal of Research*.
- Fadhli Nursal, M., Rianto, M. R., Rohaeni, H., & Saputra, F. (2023). *Pengaruh Electronic Word of Mouth (EWOM) Terhadap Keputusan Pembelian Melalui Minat Beli Pada Jasa Transportasi Online Maxim di Kota Bekasi*. 1(3). <https://doi.org/10.38035/jmpd.v1.i3>
- Fitriningrum, R., & Mulyana. (2025). *Digital Marketing Strategy and Purchase Decisions on TikTok Shop: E-Trust as a Mediator*.
- Francis, T., & Hoefel, F. (2018). *True Gen: Generation Z and its implications for companies*.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair et al. (2010). *Multivariate Data Analysis (7th Edition)*.
- Hansdoko, U. (2025). Strategi digital marketing melalui TikTok dalam membangun brand trust pada Generasi Z. *Unknown Journal*.
- Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: A literature review and conceptual framework on the

- strategic use of social media influencers. *International Journal of Advertising*, 40(3), 327–375.
- Ki, C.-W., Cuevas, L. M., Chong, S., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results. *Journal of Retailing and Consumer Services*, 55.
- Kim, H., Lee, S., & Park, J. (2020). Price fairness and its impact on brand trust in online shopping. *Journal of Business Research*, 117, 433–442.
- Kim, J., & Kim, M. (2021). The impact of influencer credibility on consumer trust and purchase intention. *Journal of Interactive Advertising*, 21(1), 36–49.
- Kotler, & Keller. (2016). *Keputusan Pembelian Konsumen*.
- Kurniaditya. (2024). Pengaruh Diskon Harga terhadap Keputusan Pembelian pada Konsumen Ritel Modern. *Journal of Operations and Supply*.
<https://journal.uinsgd.ac.id/index.php/jops/article/view/32270>
- Lee, J.-H., & Eastin, M. S. (2021). I like what she's #endorsing: The impact of female social media influencers' perceived sincerity, consumer envy, and product type. *Journal of Interactive Advertising*, 21(1), 76–91.
- Menaga A., & S. Vasantha. (2022). *Keterlibatan Media Sosial dalam Konsumsi Rumah Tangga*.
- Mukaromah. (2026). Pengaruh Diskon terhadap Keputusan Pembelian Konsumen di Marketplace. *Indonesian E-Commerce Journal*.
<https://ojs.indopublishing.or.id/index.php/iej/article/view/569>
- Mulya Isfahami, M., Hurriyati, R., Dirgantari, P. D., Pascasarjana, S., & Bisnis, M. (2021). Pengaruh Brand Trust dan Celebrity Endorse terhadap Keputusan Pembelian Konsumen. *Jurnal Bisnis & Kewirausahaan*, 17, 2021.
<http://ojs.pnb.ac.id/index.php/GBK>
- Nazir. (2013). *Metode Penelitian*.
- Neeraj P. et al. (2019). *Studi Tentang Diskon Harga dan Kepercayaan Merek*.
- Novitan, & Nawawi. (2025). *Pengaruh Kepercayaan sebagai Variabel Intervening terhadap Keputusan Pembelian pada Pengguna TikTok Shop*.

- Permana, E. (2025). Analisis Keputusan Pembelian Konsumen saat Live Shopping pada Platform TikTok Produk Fashion. *Jurnal Ekonomi, Akuntansi, Dan Perpajakan*, 2(2), 497–507. <https://doi.org/10.61132/jeap.v2i2.1016>
- Populix. (2022, September). *45% Masyarakat Indonesia Gemar Belanja di TikTok Shop*.
- Prawira Samudra, J., Liang, W., Ladi, S., Gajah Mada, J., Permai, B., & Riau, K. (2021). Pengaruh Endorsement Influencer Instagram Terhadap Keputusan Pembelian pada Generasi Z. In *KOMUNIKOLOGI: Jurnal Pengembangan Ilmu Komunikasi dan Sosial* (Vol. 5, Number 1).
- Priporas et al. (2017). *Generation Z consumers' expectations in smart retailing*.
- Putra. (2024). *The Influence of Trust on Purchase Decisions of Generation Z TikTok Shop Users*.
- Putri, U. (2024). Pengaruh aktivitas media sosial TikTok Shop terhadap kepercayaan pengguna Generasi Z. *Unknown Journal*.
- Rachmawati, Y., Johan, A., & Dzulfikar, I. (2023). *Menganalisis Bagaimana Keputusan Pembelian Konsumen: Peran Dari Promosi Media Sosial, Ulasan Produk, Dan Kepercayaan Merek*.
- Rahman, A., Yusuf, M., & Karim, R. (2023). The role of price promotions on consumer trust and purchase intention in digital platforms. *Electronic Commerce Research*.
- Rahman, S. F., Yasin, A., Renaldi, F., & Pudjiantoro, T. H. (2025). *The Influence of Instagram and TikTok on E-commerce Purchase Decisions: Consumer Behavior Analysis using SEM-PLS*.
- Rahmawaty, & Purnama. (2025). The Effect of Influencer Credibility on Purchase Decisions with Brand Image as Mediation. *Jurnal Ilmu Manajemen*. <https://journal.uny.ac.id/index.php/jim/article/view/86427>
- Rima G. et al. (2019). *Studi Tentang Promosi Harga dan Kepercayaan Merek*.

- Riyanto. (2025). Influencer Credibility and Generation Z Purchase Decisions: A Systematic Literature Review. *PARS: Jurnal Psikologi Dan Riset Sosial*. <https://ejournal.ubharajaya.ac.id/index.php/PARS/article/view/4760>
- Rohmah, U., & Indarwati, U. (2025). Pengaruh user experience dan electronic word of mouth terhadap brand trust pada pengguna TikTok Shop. *Unknown Journal*.
- Samudra. (2021). Pengaruh endorsement influencer terhadap keputusan pembelian Generasi Z. *Jurnal Manajemen Pemasaran*.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*.
- Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being (12th ed.)*. Pearson Education.
- Sucidha. (2024). The Effect of Influencer Marketing on Generation Z Purchase Decisions in Beauty Products. *Productivity Journal*. <https://journal.ppipbr.com/index.php/productivity/article/view/400>
- Sugiyono. (2019). *Metode Penelitian Kualitatif dan Kuantitatif*.
- Tania Nurul Salsabilah, & Tedy Ardiansyah. (2023). *PENGARUH INFLUENCER SERTA MEDIA SOSIAL TIKTOK DAN INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN BAKSO PUTRO SOLO*.
- Tran, T., & Nguyen, M. (2022). The impact of price promotion on perceived value and consumer trust in e-commerce. *Journal of Retailing and Consumer Services*, 68.
- Wei. (2025a). Pengaruh kualitas konten pemasaran TikTok terhadap intensi dan keputusan pembelian Generasi Z. *Jurnal Manajemen Bisnis*.
- Wei, Y. (2025b). The impact of content marketing on consumer purchase intention on TikTok. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-09-2024-1259>
- Wibowo, G. R., & Devilia, S. S. T. M. (2021). *The Effect of Price Discounts on Impulsive Online Purchases by Shopee Application Users*.

Wijaya, C. A., Josman, L. F., & Jati, J. (2025). *PENGARUH PERCEIVED RISK, TRUST, DAN PURCHASE INTENTION TERHADAP KEPUTUSAN PEMBELIAN PENGGUNA SHOPEE (LOMBOK)*.

Yogi Indra Pranata, I., Wahab, Z., Widiyanti, M., Rosa, A., & Manajemen Universitas Sriwijaya Corresponding Author, M. (2022). *PENGARUH PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA E-COMMERCE LAZADA INDONESIA*. www.data.tempo.co,

