

DAFTAR PUSTAKA

- Aaker, D. A. (2009). *Managing brand equity*. simon and schuster.
- Adha, S., Fahlevi, M., Rita, R., Rabiah, A. S., & Parashakti, R. D. (2020). *Pengaruh Sosial Media Influencer Terhadap Pengaruh Minat Kerja Antar Brand*. *Journal of Industrial Engineering & Management Research*, 1(1b), 127-130.
- Adieb, M. (2021, March 29). *Online Marketing vs Offline Marketing: Pahami Letak Perbedaannya di Sini*. Glints Blog. Retrieved October 10, 2022, from <https://glints.com/id/lowongan/online-marketing-vs-offline-marketing/>
- Agustiyanti. (2021, September 18). Bos Tokopedia Ungkap Keuntungan BTS; blackpink jadi brand ambassador. *Katadata.co.id*. Retrieved January 12, 2023, from <https://katadata.co.id/agustiyanti/digital/6145c93973df1/bos-tokopedia-ungkap-keuntungan-bts-blackpink-jadi-brand-ambassador>
- Alfianika, N. (2016). *Buku ajar metode penelitian pengajaran Bahasa Indonesia/ oleh Ninit Alfianika*. Deepublish.
- Amalia, A. C., & Sagita, G. (2019). *Analisa Pengaruh Influencer Social Media Terhadap Keputusan Pembelian Konsumen Generasi Z di Kota Surabaya*. *JURNAL SOSIAL Jurnal Penelitian Ilmu-Ilmu Sosial*, 20(2), 51–59.
- Ananda (2015). *Penelitian bisnis dan manajemen menggunakan partial least squares (PLS) dengan smart PLS 3.0, Modul ajar jurusan manajemen fakultas ekonomi dan bisnis unversitas Brawijaya*
- Azwar, Saifuddin. (1986). *Reliabilitas dan Validitas, Interpretasi dan Komputasi*. Yogyakarta: Liberty.
- Bewicke, H. (2022). Gen Z consumer behavior: What you need to know. *talon.one*. Retrieved October 14, 2022, from <https://www.talon.one/blog/gen-z-consumer-behavior-what-you-need-to-know>

- Datta, H., Ailawadi, K. L., & Van Heerde, H. J. (2017). *How well does consumer-based brand equity align with sales-based brand equity and marketing-mix response?*. *Journal of Marketing*, 81(3), 1-20.
- Chicaiza, O. (2018). [PDF] *Factors Affecting Consumer-Based Brand Equity in a Storytelling Context: A quantitative study demonstrating that traditional marketing needs more narrative* | Semantic Scholar. <https://www.semanticscholar.org/paper/Factors-Affecting-Consumer-Based-Brand-Equity-in-a-Chicaiza-Somp/0502c1a50254d1e83bed6dea7990fb9b5d2643c4>
- Efendi, A., 2021. *Apa Itu Positivisme, Sebuah Teori Sosiologi Auguste Comte*. [online] tirto.id. Available at: <<https://tirto.id/apa-itu-positivisme-sebuah-teori-sosiologi-auguste-comte-giiv>> [Accessed 28 September 2022].
- Febriani, G. A. (2022, October 2). *Cerita Pendiri Brand Lokal Gonegani, Sukses Bisnis Fashion Bermodal Rp 1 Juta*. *Wolipop*. <https://wolipop.detik.com/worklife/d-6323334/cerita-pendiri-brand-lokal-gonegani-sukses-bisnis-fashion-bermodal-rp-1-juta>
- Ferina, N., Sri, G., & Putu, L. (2021). *Does Influencer Marketing Really Improve Sustainable Brand Awareness and Sales?* *Inovbiz: Jurnal Inovasi Bisnis*, 9(1), 167-174.
- Fuji, N. (2020, August 12). *Pengertian Bisnis Menurut Para Ahli, dari Tujuan hingga Jenisnya*. *merdeka.com*. Retrieved October 10, 2022, from <https://www.merdeka.com/jabar/pengertian-bisnis-menurut-para-ahli-dari-tujuan-hingga-jenisnya-kln.html>
- Geladi, P., & Kowalski, B. R. (1986). *Partial least-squares regression: a tutorial*. *Analytica chimica acta*, 185, 1-17.
- Ghozali, Imam. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang : UNDIP.
- Ghozali (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23. Edisi 8*. Semarang: Badan Penerbit Universitas Diponegoro.

- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh influencer marketing sebagai strategi pemasaran digital era moderen (Sebuah studi literatur). *Eksekutif*, 15(1), 133-146.
- Hermawan, I. (2019). *Metodologi Penelitian Pendidikan (Kualitatif, Kuantitatif dan Mixed Method)* - IWAN HERMAWAN, S.Ag.,M.Pd.I - Google Buku. In Hidayatul Quran. Hidayatul Quran.
- Hosmer, D. W., Hosmer, T., Le Cessie, S., & Lemeshow, S. (1997). A comparison of goodness-of-fit tests for the logistic regression model. *Statistics in medicine*, 16(9), 965-980.
- Irwan (2018, January-June). Relevansi Paradigma Positivistik dalam Penelitian Sosiologi Pedesaan. In *Jurnal Ilmu Sosial* (Vol. 17, No. 1, pp. 21-38).
- Kertamukti, R. (2015). *Strategi Dalam Periklanan*. Jakarta: PT. Raka Grafindo Persada
- Lampeitl, A., & Åberg, P. (2017). The Role of Influencers in Generating Customer-Based Brand Equity & Brand-Promoting User-Generated Content.
- Mohd Arof, K. Z., Ismail, S., & Saleh, A. L. (2018). *Contractor's Performance Appraisal System in the Malaysian Construction Industry: Current Practice, Perception and Understanding*. *International Journal of Engineering & Technology*, 7, 46–51.
- Nine, C., & Manon, N. (2022). *Generation Z and brand loyalty: the influence of Gen Z specific expectations on attitudinal and behavioural loyalty* (thesis). Umea University, Umea. Retrieved from <https://www.diva-portal.org/smash/get/diva2:1676306/FULLTEXT01.pdf>.
- Nurhasanah, Subianto, M., & Fitriani, R. (2012). *Perbandingan Metode Partial Least Square (PLS) dengan Regresi Komponen Utama untuk Mengatasi Multikolinearitas*. *Statistika*, 12, 33–42.
- Nurul Laily, I., 2022. *Pengertian Bisnis Beserta Jenis dan Tujuannya*. [online] katadata.co.id. Available at: <https://katadata.co.id/safrezi/berita/620dbfd107784/pengertian-bisnis-beserta-jenis-dan-tujuannya> [Accessed 14 September 2022].

- Pandiangan, K., Masiyono, M., & Dwi Atmogo, Y. (2021). FAKTOR-FAKTOR YANG MEMPENGARUHI BRAND EQUITY: BRAND TRUST, BRAND IMAGE, PERCEIVED QUALITY, & BRAND LOYALTY. *Jurnal Ilmu Manajemen Terapan*, 2(4), 471-484. <https://doi.org/10.31933/jimt.v2i4.459>
- Sholikhah, A. (2016, December). Statistik Deskriptif dalam Penelitian Kualitatif. In *Komunika* (Vol. 10, No. 2).
- Suciningtyas, W. (2012). *Pengaruh Brand Awareness, brand image, dan media communication terhadap keputusan pembelian*. *Management Analysis Journal*, 1(1).
- Sugiyono (2009). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : Alfabeta.
- Sugiyono (2017). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung: Penerbit CV. Alfabeta.
- Sugiyono. 2018. *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Suhandojo, E. (2022). *Analisis Kualitas Produk Perawatan Pribadi Deorex Berdasarkan 8 Dimensi Kualitas* (Doctoral dissertation, Universitas Agung Podomoro).
- Syafnidawaty. 2020. *Apa itu Populasi dan Sampel dalam Penelitian*. [online] raharja.ac.id. Available at: <https://raharja.ac.id/2020/11/04/apa-itu-populasi-dan-sampel-dalam-penelitian/#:~:text=Populasi%20adalah%20keseluruhan%20dari%20subjek,akan%20diteliti%20oleh%20seorang%20peneliti>. [Accessed 28 September 2022].
- Wasil, M. (2018, January). Pengaruh Brand Awareness, Brand Association, dan Perceived Quality. In *Forum Ekonomi* (Vol. 19, No. 2, pp. 137-147).
- Yuvita, H., Wahab, Z., & Sulastri, S. (2019). *Pengaruh Brand Image Dan Sales Promotion Terhadap Keputusan Pembelian Melalui Brand Equity* (Survei Terhadap Nasabah Bank Bni Syariah Di Kota Palembang). *MIX: Jurnal Ilmiah Manajemen*, 9(3), 293235.
- Zhang, Y., Lin, Y., & Goh, K. H. (2018). Impact of online influencer endorsement on product sales: Quantifying value of online influencer.