

DAFTAR PUSTAKA

- Aaker, D. A., & Biel, A. L. (2013). *Brand Equity & Advertising*. Psychology Press. <https://doi.org/10.4324/9781315799537>
- Al-Abed, D., Ahmad, A. M. K., Al-Refai, A., Abuhashesh, M., Abdallah, A., & Sumadi, M. A. (2022). The effect of social media marketing on customer buying intention on the context of entrepre-neurial firms: Moderating role of customer involvement. *International Journal of Data and Network Science*, 6(4), 1593–1608. <https://doi.org/10.5267/j.ijdns.2022.4.018>
- Ali, F., Omar, R., & Amin, M. (2013). An examination of the relationships between physical environment, perceived value, image and behavioural Intentions: A SEM approach towards Malaysian resort hotels. *Journal of Hotel and Tourism Management*, 27, 9–26.
- Ali, I., & Naushad, M. (2023). Examining the influence of social media marketing on purchase intention: The mediating role of brand image. *Innovative Marketing*, 19, 145–157. [https://doi.org/10.21511/im.19\(4\).2023.12](https://doi.org/10.21511/im.19(4).2023.12)
- Almohaimmeed, B. (2019). The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective. *Journal of Business & Retail Management Research*, 13. <https://doi.org/10.24052/JBRMR/V13IS04/ART-13>
- Alwan, M., & Alshurideh, M. T. (2022). The effect of digital marketing on purchase intention: Moderating effect of brand equity. *International Journal of Data and Network Science*, 6(3), 837–848. <https://doi.org/10.5267/j.ijdns.2022.2.012>
- Amy He, Wesley Case, Ellyn Briggs, Mark J. Burns, Jordan Marlatt, & Kevin Tran. (2024). *What to Know About Gen Z's Engagement with Social Media, Entertainment and Technology*.
- Arslan, M., & Zaman, R. (2014a). Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan. *Research on Humanities and Social Sciences*, 4, 98–105.
- Arum Nurhandayani, Rizal Syarief, & Mukhamad Najib. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Jurnal Aplikasi Manajemen*, 17(4), 650–661.
- As'ad, H. A.-R., & Alhadid, A. Y. (2014). The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Review of Integrative Business and Economics Research*, 3(1), 315–345. <https://www.proquest.com/scholarly-journals/impact-social-media-marketing-on-brand-equity/docview/1513215316/se-2?accountid=13771>
- Ashley, C. (2009). Betrayed by the Buzz? Covert Content and Consumer–Brand Relationships. *Journal of Public Policy & Marketing*, 28, 212–220. <https://doi.org/10.1509/jppm.28.2.212>
- Aydin, G., Akdeniz AR, A., Taşkın, Ç., Üniversitesi, B., İibf, B., Bölümü, İ., Myo, B., Programı, S., Üniversitesi, U., İibf, İ., & Bölümü. (2014). THE ROLE OF BRAND TRUST ON PARENTS' PURCHASE INTENTIONS OF BABY-CARE PRODUCTS MARKA GÜVENİNİN

- EBEVEYNLERİN BEBEK BAKIM ÜRÜNLERİ SATIN ALMA NİYETLERİ ÜZERİNDEKİ ROLÜ. *Doğuş Üniversitesi Dergisi*, 15, 165–180. <https://doi.org/10.31671/dogus.2018.84>
- Ballester, E., Munuera-Alemán, J.-L., & Yagüe, M. (2003). Development and validation of a trust scale. *International Journal of Market Research*, 45, 35–56.
- Baluch, A. (2024, February 15). *Social Media Marketing In 2024: The Ultimate Guide*. Forbes.
- Bambang D. Prasetyo, Nufian S. Febriani, Wayan Weda Asmara, Dewi Dian Tamitiadini, Nia Ashton Destrity, Diyah Ayu Amalia Avina, & Azizun Kurnia Ilahi. (2018). *Komunikasi Pemasaran Terpadu: Pendekatan Tradisional Hingga Era Media Baru*. UB Press.
- Basuki, R., Tarigan, Z. J. H., Siagian, H., Limanta, L. S., Setiawan, D., & Mochtar, J. (2022). The effects of perceived ease of use, usefulness, enjoyment and intention to use online platforms on behavioral intention in online movie watching during the pandemic era. *International Journal of Data and Network Science*, 6(1), 253–262. <https://doi.org/10.5267/j.ijdns.2021.9.003>
- Bilgin, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6. <https://doi.org/10.15295/v6i1.229>
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer Behavior*. Dryden Press, Harcourt College Publishers.
- Bozkurt, S., Gligor, D., Ozer, S., Sarp, S., & Srivastava, R. (2023a). The impact of perceived social media interactivity on brand trust. The mediating role of perceived social media agility and the moderating role of brand value. *Journal of Marketing Analytics*. <https://doi.org/10.1057/s41270-023-00268-w>
- Bruce Temkin, Isabelle Zdatny, & Talia Quaadgras. (2024). *The 2023 XM Institute Trust Ratings*.
- Byrne, B. M. (2001). *Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming*. Lawrence Erlbaum Associates.
- Cahyani, P. D., Welsa, H., & Aji, G. K. (2022). THE EFFECT OF SOCIAL MEDIA MARKETING, PERCEIVED QUALITY ON BRAND LOYALTY, WITH BRAND TRUST AS INTERVENING VARIABLES (Study on Tokopedia E-commerce in Yogyakarta). *International Journal of Economics, Business and Accounting Research (IJEBAAR)*, 6(2), 677–686.
- Calefato, F., Lanubile, F., & Novielli, N. (2015). The role of social media in affective trust building in customer–supplier relationships. *Electronic Commerce Research*, 15(4), 453–482. <https://doi.org/10.1007/s10660-015-9194-3>
- Chang, S.-W., & Fan, S.-H. (2017). Cultivating the brand-customer relationship in Facebook fan pages. *International Journal of Retail & Distribution*

- Management*, 45(3), 253–270. <https://doi.org/10.1108/IJRDM-05-2016-0076>
- Chaudhuri, A., & Holbrook, M. (2001). The Chain of Effects From Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65, 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chin, W. (2000). Partial least squares for IS researchers: an overview and presentation of recent advances using the PLS approach. In *Proceedings of the 21st International Conference on Information Systems*.
- Chin, W., & Marcoulides, G. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*, 8.
- Chouffani, R. (2022, October 21). *Why is social media important for e-commerce?* TechTarget. <https://www.techtarget.com/searchcontentmanagement/answer/What-is-the-role-of-social-media-in-e-commerce>
- CHUSNAINI, A., & Rasyid, R. (2022). SOCIAL MEDIA MARKETING: SOCIAL MEDIA CONTENT, BRAND IMAGE, BRAND AWARENESS AND PURCHASE INTENTION. *Accounting and Management Journal*, 6, 46–53. <https://doi.org/10.33086/amj.v6i2.3028>
- Citra, T., & Santoso, S. B. (2016). ANALISIS PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN CETAKAN CONTINUOUS FORM MELALUI KEPERCAYAAN MEREK (Studi pada Percetakan Jadi Jaya Group, Semarang). *JURNAL STUDI MANAJEMEN ORGANISASI*, 13(1), 67. <https://doi.org/10.14710/jsmo.v13i1.13414>
- CNBC Indonesia. (2023, August 10). *Ironis! Warga RI Doyan Beli Baju Tapi Industri Tekstil Mati*. CNBC Indonesia. <https://www.cnbcindonesia.com/research/20230810123226-128-461812/ironis-warga-ri-doyan-beli-baju-tapi-industri-tekstil-mati>
- Dastane, O. (2020a). *Impact of Digital Marketing on Online Purchase Intention: Mediation Effect of Customer Relationship Management*. 10, 142–158. <https://doi.org/10.18488/journal.1006.2020.101.142.158>
- Dastane, O. (2020b). Impact of Digital Marketing on Online Purchase Intention: Mediation Effect of Customer Relationship Management. *Journal of Asian Business Strategy*, 10(1), 142–158. <https://doi.org/10.18488/journal.1006.2020.101.142.158>
- Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories. *European Journal of Marketing*, 38(5/6), 573–592. <https://doi.org/10.1108/03090560410529222>
- Delgado, E., Ocampo, L.M., Robayo, A.D. (2023). Clothing as an Element of Identity and a Trend of Self-completion in Generation Z in Colombia. In: Sabatini, N., Sádaba, T., Tosi, A., Neri, V., Cantoni, L. (eds) *Fashion Communication in the Digital Age. FACTUM 2023*. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-031-38541-4_18

- Dewi, D., Herlina, M., & Boetar, A. (2022). The effect of social media marketing on purchase intention in fashion industry. *International Journal of Data and Network Science*, 6, 355–362. <https://doi.org/10.5267/j.ijdns.2022.1.002>
- Dewi Ratnasari, & Erilia Kesumahati. (n.d.). Factors Influencing Purchase Intention with Brand Awareness as a Mediator on Local Fashion Brand Product. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(2).
- Dharmayana, I. M. A., & Rahanatha, G. B. (2017). Pengaruh Brand Equity, Brand Trust, Brand Preference, dan Kepuasan Konsumen terhadap Niat Membeli Kembali. *E-Jurnal Manajemen Universitas Udayana*, 6(4).
- Dianawanti, V. (2023, February 27). *Retno Marsudi Kenakan Sneakers Lokal Warna-Warni Seharga Rp400ribuan Saat Dinas ke Swiss*. Fimela. <https://www.fimela.com/fashion/read/5218742/retno-marsudi-kenakan-sneakers-lokal-warna-warni-seharga-rp400ribuan-saat-dinas-ke-swiss?page=2>
- DPR RI. (2023, December 7). *Puteri Komarudin Ajak Pelaku UMKM Masuk ke Ekosistem Digital*. DEWAN PERWAKILAN RAKYAT REPUBLIK INDONESIA. <https://www.dpr.go.id/berita/detail/id/47983/t/Puteri%20Komarudin%20Ajak%20Pelaku%20UMKM%20Masuk%20ke%20Ekosistem%20Digital#:~:text=PARLEMENTARIA%2C%20Jakarta%20%2D%20Pemerintah%20mencatat%20jumlah,juta%20UMKM%20bisa%20go%20digital>
- Dwi, E. (2021, April 26). *Tempat Kumpul Wajib Para Kolektor, Ini 5 Event Besar Sneakers Indonesia*. UrbanAsia. <https://www.urbanasia.com/style/tempat-kumpul-wajib-para-kolektor-ini-5-event-besar-sneakers-indonesia-U30708>
- ElAydi, H. O. (2018). The Effect of Social Media Marketing on Brand Awareness through Facebook: An Individual-Based Perspective of Mobile Services Sector in Egypt. *OALib*, 05, 1–5. <https://doi.org/10.4236/oalib.1104977>
- Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), 104–114. <https://doi.org/10.24123/jeb.v3i2.4801>
- Faircloth, J., Capella, L., & Alford, B. (2001). The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*, 9, 61–75. <https://doi.org/10.1080/10696679.2001.11501897>
- Ferrinadewi, Erna. (2008). *Merek dan psikologi konsumen*. Graha Ilmu.
- Foster, B. (2017). Impact of Brand Image on Purchasing Decision on Mineral Water Product “Amidis” (Case Study on Bintang Trading Company). *American Research Journal of Humanities and Social Sciences*, 2(1). <https://doi.org/10.21694/2378-7031.16023>
- G. David Garson. (2016). *Partial Least Squares: Regression & Structural Equation Modeling*. Statistical Associates Publishing.
- Ghozali, I., & Latan, H. (2014). *Partial Least Squares Konsep, Metode dan Aplikasi Menggunakan Program Warppls 4.0*.
- Godey, B., Manthiou, A., Pedersoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands:

- Influence on brand equity and consumer behavior. *Journal of Business Research*, 69. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- 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. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling*.
- Henry. (2023, May 8). *Jokowi Pakai Sepatu Lokal Saat Kunjungan ke Lampung, Sempat Dipakai Waktu Ketemu Elon Musk*. Liputan 6. <https://www.liputan6.com/lifestyle/read/5279369/jokowi-pakai-sepatu-lokal-saat-kunjungan-ke-lampung-sempat-dipakai-waktu-ketemu-elon-musk>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hiar, J., Hult, T., Ringle, C., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications, Inc.
- Hidayah, F. N. (2023, May 28). *Aplikasi Online Shop Jadi Tempat yang di Pilih Masyarakat untuk Berbelanja Fesyen*. Goodstats. <https://data.goodstats.id/statistic/aplikasi-online-shop-jadi-tempat-yang-di-pilih-masyarakat-untuk-berbelanja-fesyen-HlMxr>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27–41. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2015.06.004>
- Ihzaturrahma, N., & Kusumawati, N. (2021). INFLUENCE OF INTEGRATED MARKETING COMMUNICATION TO BRAND AWARENESS AND BRAND IMAGE TOWARD PURCHASE INTENTION OF LOCAL FASHION PRODUCT. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23–41. <https://doi.org/10.35631/IJEMP.415002>
- Indonesia Data. (2023). *Riset Konsumen Sepatu Casual 2023 | Data Story*. <https://indonesiadata.id/riset-konsumen-sepatu-casual-2023/>
- Jaafar, M., Ismail, S., & Rasoolimanesh, S. M. (2015). Perceived social effects of tourism development: A case study of kinabalu national park. *Theoretical and Empirical Researches in Urban Management*, 10, 5–20.
- Jain, D., & Khandelwal, A. (2024). *Contemporary Issues in Marketing and Finance INFLUENCE OF CONSUMER BEHAVIOUR OF GEN-Y AND GEN-Z ON FOOTWEAR PURCHASING DECISIONS*.

- JakPat. (2022). *2022 Indonesia Mobile Entertainment & Social Media Trends – JAKPAT Survey Report 2023*. <https://blog.jakpat.net/2022-indonesia-mobile-entertainment-social-media-trends-jakpat-survey-report-2023/>
- James S. Toding, & Deske W. Mandagi. (2022). DIMENSI BRAND GESTALT SEBAGAI PREDIKTOR KEPUASAN PELANGGAN DAN NIAT MEMBELI ULANG PELANGGAN UMKM. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi*, 9(3), 1167–1185.
- Jolanta TARAPATA. (2024). EVALUATION OF THE COMMUNICATION OF BRAND MARKETING 2 ACTIVITIES ON SOCIAL MEDIA AND ITS RELATIONSHIP 3 TO BRAND TRUST CONSUMERS OF GENERATION Z. *Scientific Papers of Silesian University of Technology Organization and Management Series*, 199, 605–618.
- Joseph F. Hair, Barry J. Babin, William C. Black, & Rolph E. Anderson. (2019). *Multivariate Data Analysis* (8th ed.). Cengage.
- Judith, M. P. (2023, August 5). *Imbas Perang Dagang, AS Relokasi Pabrik Sepatu ke Indonesia*. Kompas. <https://www.kompas.id/baca/ekonomi/2023/08/04/tengah-lesu-industri-alas-kaki-dapat-angin-segar-dari-perang-dagang-china-as>
- Kaplan, A., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53, 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Katadata Insight Center. (2020). *Top 50 Merek Lokal: Survei Konsumen Indonesia di 34 Provinsi*. <https://katadata.co.id/merek-lokal>
- Katadata Insight Center. (2023, February 27). *Top Brand Survey: Sneakers*. Katadata Insight Center.
- Kazmi, A., & Mehmood, Q. S. (2016). The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan. *Management Science Letters*, 6(7), 409–508. <https://doi.org/10.5267/j.msl.2016.5.003>
- Keller. (2008). *Strategic Brand Management: building, measuring, and managing equity* (3rd ed.). Pearson Prentice Hall.
- Kementerian Perdagangan RI. (2023, June 20). *Kemendag pada Pelepasan Ekspor Sepatu Nike ke Uni Eropa*. Kementerian Perdagangan RI. <https://www.kemendag.go.id/berita/foto/kemendag-pada-pelepasan-ekspor-sepatu-nike-ke-uni-eropa>
- Kemp, S. (2023, February 9). *DIGITAL 2023: INDONESIA*. Data Reportal. <https://datareportal.com/reports/digital-2023-indonesia>
- Kevin Lane Keller. (2013). *Strategic Brand Management: Building, Measuring, And Managing Brand Equity* (4th ed.). Pearson.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, E.-J., Kim, S.-H., & Lee, Y.-K. (2019). The effects of brand hearsay on brand trust and brand attitudes. *Journal of Hospitality Marketing &*

- Management*, 28(7), 765–784.
<https://doi.org/10.1080/19368623.2019.1567431>
- Kim, J., & Sheth, S. (2017). *Social media marketing: The effect of information sharing, entertainment, emotional connection and peer pressure on the attitude and purchase intentions*.
- Knowles, J., Ettenson, R., Lynch, P., & Dollens, J. (2020). Growth Opportunities for Brands During the COVID-19 Crisis. *MIT Sloan Management Review*, 61(4), 2–6. <https://www.proquest.com/scholarly-journals/growth-opportunities-brands-during-covid-19/docview/2406643113/se-2?accountid=13771>
- Kotler, P., & Keller, K. (2018). *Manajemen Pemasaran Lane, K. K., & Philip, K. (2018). Edisi 12. Jakarta: Erlangga, 12. (12th ed.). Erlangga.*
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (9th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P. T., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Kustini, N. I. (2011). EXPERIENTIAL MARKETING, EMOTIONAL BRANDING, AND BRAND TRUST AND THEIR EFFECT ON LOYALTY ON HONDA MOTORCYCLE PRODUCT. *Journal of Economics, Business, and Accountancy | Ventura*, 14(1). <https://doi.org/10.14414/jebav.v14i1.12>
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 8(1), 13–18. <https://econjournals.com/index.php/irmm/article/view/5838>
- Laroche, M., Habibi, M. R., & Richard, M.-O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76–82. <https://doi.org/10.1016/j.ijinfomgt.2012.07.003>
- Leon G. Schiffman, & Joseph Wisenblit. (2019). *Consumer Behavior* (Vol. 12). Pearson Education.
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 19. <https://doi.org/10.1016/j.apmr.2015.03.005>
- Limbu, Y. B., Wolf, M., & Lunsford, D. (2012a). Perceived ethics of online retailers and consumer behavioral intentions. *Journal of Research in*

- Interactive Marketing*, 6(2), 133–154.
<https://doi.org/10.1108/17505931211265435>
- Liu, H. (2021). Perceived Value Dimension, Product Involvement and Purchase Intention for Intangible Cultural Heritage Souvenir. *American Journal of Industrial and Business Management*, 11(01), 76–91.
<https://doi.org/10.4236/ajibm.2021.111006>
- Loehlin, J. C. (1998). Latent variable models: An introduction to factor, path, and structural analysis (3rd ed.). Lawrence Erlbaum Associates Publishers.
- Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement. *Online Information Review*, 41(7), 985–1005. <https://doi.org/10.1108/OIR-08-2016-0236>
- Luarn, P., & Lin, H.-H. (2003). A Customer Loyalty Model for E-Service Context. *J. Electron. Commerce Res.*, 4, 156–167.
- Majeed, M., Owusu-Ansah, M., & Ashmond, A.-A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business & Management*, 8(1).
<https://doi.org/10.1080/23311975.2021.1944008>
- Manggalani, U., & Nainggolan, M. J. (2018, August 21). *Dipakai di Berbagai Aktivitas, Sepatu Sandi Uno Jadi Sorotan*. Suara.
- MasterClass. (2021, September 21). *Types of Shoes: 19 Different Types of Footwear*. MasterClass. <https://www.masterclass.com/articles/types-of-shoes>
- McClure, C., & Seock, Y.-K. (2020a). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53, 101975.
<https://doi.org/https://doi.org/10.1016/j.jretconser.2019.101975>
- McKinsey. (2022, October 19). *Social commerce: The future of how consumers interact with brands*. McKinsey & Company.
<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/social-commerce-the-future-of-how-consumers-interact-with-brands>
- McKinsey & Company. (2022, August 17). *What are Industry 4.0, the Fourth Industrial Revolution, and 4IR?* McKinsey & Company.
- Mishra, A., & Satish, S. M. (2016). eWOM: Extant Research Review and Future Research Avenues. *Vikalpa: The Journal for Decision Makers*, 41(3), 222–233. <https://doi.org/10.1177/0256090916650952>
- Monks, Franks, Knoers, & Haditono. (2004). *Psikologi Perkembangan: Pengantar dalam Berbagai Bagiannya*. Gadjah Mada University Press.
- Montano, D., & Kasprzyk, D. (2015). Theory of Reasoned Action, Theory of Planned Behavior, and the Integrated Behavioral Model. In *Health Behavior and Health Education: Theory, Research, and Practice* (Vol. 4, pp. 95–124).
- Morwitz, V., Steckel, J., & Gupta, A. (2006). When Do Purchase Intentions Predict Sales? *International Journal of Forecasting*, 23, 347–364.
<https://doi.org/10.1016/j.ijforecast.2007.05.015>

- Mousavi, S., Roper, S., & Keeling, K. A. (2017). Interpreting Social Identity in Online Brand Communities: Considering Posters and Lurkers. *Psychology & Marketing*, 34(4), 376–393. <https://doi.org/10.1002/mar.20995>
- Nielsen. (2021). *Nielsen 2021 Trust In Advertising Study*. <https://www.nielsen.com/wp-content/uploads/sites/2/2021/11/2021-Nielsen-Trust-In-Advertising-Sell-Sheet.pdf>
- Omeish, F., Alrousan, M., Alghizzawi, M., Aqqad, A., & Daboub, R. al. (2024). Social media marketing elements, purchase intentions, and cultural moderators in fast fashion: Evidence from Jordan, Morocco, and Spain. *International Journal of Data and Network Science*, 8(3), 1613–1624. <https://doi.org/10.5267/j.ijdns.2024.3.005>
- Ong Chuan Huat, D., Md Salleh, S., & Yusoff, R. (2015). Influence of brand experience and brand personality on loyalty dimensions: Evidence from successful Malaysian SME brands. *International Journal of Business and Commerce*, 4, 51–75.
- Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, 142, 100–112. <https://doi.org/10.1016/j.jbusres.2021.12.031>
- Orella, R. M., & Anggraeni, R. (2023). Pengaruh Social media Marketing dan Electronic Word of Mouth Terhadap Purchase Intention. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen (JMPPK)*, 2(3), 794–804.
- PARK, H., & PARK, S. (2019). The Effect of Emotional Image on Customer Attitude. *The Journal of Asian Finance, Economics and Business*, 6, 259–268. <https://doi.org/10.13106/jafeb.2019.vol6.no3.259>
- Pec, T. (2022, September 6). *Why Businesses And Brands Need To Be Taking Advantage Of Social Media*. Forbes. <https://www.forbes.com/sites/forbesagencycouncil/2022/09/06/why-businesses-and-brands-need-to-be-taking-advantage-of-social-media/?sh=68641738216c>
- Pham, P., & Gammoh, B. (2015). Characteristics of social-media marketing strategy and customer-based brand equity outcomes: A conceptual model. *International Journal of Internet Marketing and Advertising*, 9, 321–337. <https://doi.org/10.1504/IJIMA.2015.072885>
- Pramono, R., Sondakh, L. W., Bernarto, I., Juliana, & Purwanto, A. (2021). Determinants of the Small and Medium Enterprises Progress: A Case Study of SME Entrepreneurs in Manado, Indonesia. *Determinants of the Small and Medium Enterprises Progress: A Case Study of SME Entrepreneurs in Manado, Indonesia*, 8(1), 881–889.
- Pramudita, B. (2023, June 23). *Hypefast Beberkan Tren Brand Lokal di Indonesia*. Marketeers. <https://www.marketeers.com/hypefast-beberkan-tren-brand-lokal-di-indonesia/>
- Punyatoya, P. (2018). Effects of cognitive and affective trust on online customer behavior. *Marketing Intelligence & Planning*, 37. <https://doi.org/10.1108/MIP-02-2018-0058>

- Putri Dwi Cahyani, Henny Welsa, & Ganang Kristanto Aji. (2022). THE EFFECT OF SOCIAL MEDIA MARKETING, PERCEIVED QUALITY ON BRAND LOYALTY, WITH BRAND TRUST AS INTERVENING VARIABLES (Study on Tokopedia E-commerce in Yogyakarta). *International Journal of Economics, Business and Accounting Research (IJEBAAR)*, 6(2), 677–686.
- Romadhoni, B., Akhmad, A., Naldah Naldah, & Niluh Putu Evvy Rossanty. (2023). Purchasing Decisions Effect of Social Media Marketing, Electronic Word of Mouth (eWOM), Purchase Intention. *Journal of Accounting and Finance Management*, 4(1), 74–86. <https://doi.org/10.38035/jafm.v4i1.194>
- Ryo Mahesa Orella, & Rila Anggraeni. (2023). Pengaruh Social media Marketing dan Elctronic Word of Mouth Terhadap Purchase Intention. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(3), 794–804.
- Salhab, H., Al-Amarneh, A., Aljabaly, S., Zoubi, M., & Othman, M. (2023). *The impact of social media marketing on purchase intention: The mediating role of brand trust and image*. 7, 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Salinger, B. (2023, November 27). *The Symbolic Meaning of Shoes*. Owlcation. <https://owlcation.com/social-sciences/the-symbolism-of-shoes>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Savitri, C., Ahmad, R., Wibowo, L., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6, 185–192. <https://doi.org/10.5267/j.ijdns.2021.9.009>
- Schlosser, A. E. (2003). Experiencing Products in the Virtual World: The Role of Goal and Imagery in Influencing Attitudes versus Purchase Intentions. *Journal of Consumer Research*, 30(2), 184–198. <https://doi.org/10.1086/376807>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). John Wiley & Sons Ltd.
- Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Seyed Alireza Mosavi, & Maryam Kenarehfard. (2013). THE IMPACT OF VALUE CREATION PRACTICES ON BRAND TRUST AND LOYALTY IN A SAMSUNG GALAXY ONLINE BRAND COMMUNITY IN IRAN. *IJMM Winter*, 8(2), 75–84.
- Simon, F., & Tossan, V. (2018). Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. *Journal of Business Research*, 85, 175–184. <https://doi.org/10.1016/j.jbusres.2017.12.050>

- Solis, B. (2011). Engage! The complete guide for BRANDS and BUSINESSES to build, cultivate, and measure success in the new web. In *International Journal of Advertising*. John Wiley & Sons, Inc. <https://doi.org/10.2501/S0265048710201300>
- Statista. (2022). *Share of consumers who believed that trustworthiness and transparency were the most important traits of a brand worldwide in 2021 and 2022*. <https://www.statista.com/statistics/1332294/trustworthiness-transparency-in-marketing/>
- Statista. (2023). *Number of reviews online shoppers read before making a purchasing decision 2019-2021*. <https://www.statista.com/statistics/1020836/share-of-shoppers-reading-reviews-before-purchase/>
- Suryaputri, R. (2020). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT BELI PRODUK HALAL. *Taraadin : Jurnal Ekonomi Dan Bisnis Islam*, 1, 1. <https://doi.org/10.24853/trd.1.1.1-15>
- Suwarsih, N., Gunawan, T., & Istiharini, I. (2021). Pengaruh Media Sosial Terhadap Citra Merek Dan Niat Beli. *Journal of Economic, Bussines and Accounting (COSTING)*, 4(2), 712–730. <https://doi.org/10.31539/costing.v4i2.2043>
- Takaya, Y., Ishikawa, I., Kobayashi, C., Endo, H., & Ose, T. (2020a). Enhanced Meiyu-Baiu Rainfall in Early Summer 2020: Aftermath of the 2019 Super IOD Event. *Geophysical Research Letters*, 47(22). <https://doi.org/10.1029/2020GL090671>
- Tan, D. (2024, February 28). *Come for the Kicks, Stay for the Entertainment at Sneaker Con 2024*. Popspoken. <https://popspoken.com/culture/2024/02/come-for-the-kicks-stay-for-the-entertainment-at-sneaker-con-2024>
- Tan Pei Kian, Goh Hong Boon, Sany Wee Lian Fong, & Yeow Jian Ai. (2017). Factors That Influence the Consumer Purchase Intention in Social Media Websites. *International Journal of Information Systems and Supply Chain Management*, 6(4), 208–214.
- 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>
- Thota, S. C. (2018). Social Media: A Conceptual Model of the Whys, Whens and Hows of Consumer Usage of Social Media and Implications on Business Strategies. *Academy of Marketing Studies Journal*, 22, 1. <https://api.semanticscholar.org/CorpusID:169989444>
- Todi, M. (2008). *Advertising on Social Networking Websites*.
- Toor, A., Husnain, M., & Hussain, T. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, 10, 167–199.
- Wahyu Ardhia, R., & Mayangsari, L. (2020). A Study of Factors Influencing Indonesian Consumers' Purchase Intention towards Its Local Fashion Brands. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v4i6.6669>

- Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and Consumers' Purchase Intention in a Social Commerce Platform: A Meta-Analytic Approach. *SAGE Open*, 12(2), 1–15. <https://doi.org/10.1177/21582440221091262>
- Wang, X., Liu, C., Mao, W., & Fang, Z. (2015). The open access advantage considering citation, article usage and social media attention. *Scientometrics*, 103(2), 555–564. <https://doi.org/10.1007/s11192-015-1547-0>
- Wang, Y.-H., & Tsai, C.-F. (2014). The Relationship between Brand Image and Purchase Intention: Evidence from Award Winning Mutual Funds . *The International Journal of Business and Finance Research*, 8(2), 27–40.
- Waworuntu, E. C., Mandagi, D. W., & Pangemanan, A. S. (2022a). 'I See It, I Want It, I Buy It': The Role of Social Media Marketing in Shaping Brand Image and Gen Z's Intention to Purchase Local Product. *Society*, 10(2), 351–369. <https://doi.org/10.33019/society.v10i2.463>
- We Are Social. (2024). *DIGITAL 2024: INDONESIA*. <https://wearesocial.com/id/blog/2024/01/digital-2024/>
- Winarno, K., & Indrawati, I. (2022a). IMPACT OF SOCIAL MEDIA MARKETING AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE INTENTION. *Jurnal Aplikasi Manajemen*, 20. <https://doi.org/10.21776/ub.jam.2022.020.03.15>
- Wirayanthi, N., & Santoso, S. (2018). Pengaruh Harga, Citra Merek Dan Kualitas Terhadap Minat Beli Produk Private Label. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 1(2), 87–96. <https://doi.org/10.26533/jmd.v1i2.231>
- Wong, J. (2021, December 3). *The Latest E-Commerce Trend: What You Need To Know About Social Commerce*. Forbes. <https://www.forbes.com/sites/forbescommunicationscouncil/2021/12/03/the-latest-e-commerce-trend-what-you-need-to-know-about-social-commerce/?sh=3c23e15d753b>
- Wong, M. M. T., & Tang, E. P. Y. (2008). Consumers' attitudes towards mobile advertising: The role of permission. *Review of Business Research*, 8(3), 181–187.
- World Footwear. (2023). *The World Footwear 2023 Yearbook*. <https://www.worldfootwear.com/news/the-world-footwear-2023-yearbook/8981.html>
- Wu, S.-I., & Chen, Y.-J. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies*, 6(5). <https://doi.org/10.5539/ijms.v6n5p81>
- Yuliantoro, N., Goeltom, V., Bernarto, I., Pramono, R., Purwanto, A., & Juliana, J. (2019). Repurchase intention and word of mouth factors in the millennial generation against various brands of Boba drinks during the Covid 19 pandemic. *African Journal of Hospitality Tourism and Leisure*, 8, 1–11.
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management*, 03, 58–62. <https://doi.org/10.4236/ojbm.2015.31006>