

DAFTAR PUSTAKA

- Ajzen, I. (1991). "The Theory of Planned Behavior." *Organizational Behavior and Human Decision Processes*, 50(2), pp. 179–211.
- Al-Haddad, S. I.; Ayesh, O.; and Al-Otaibi, L. (2021). "The Impact of Social Media Advertisements on Purchase Intentions: An Empirical Study on Food Industry in Jordan وسائل الاصل الاجاعي في ذالاء". *Jordan Journal of Business Administration*, 17(4), pp. 611–624.
- Alim, M. Y. dan Kusuma, M. (2024). "Pengaruh Pandangan Iklan, Kredibilitas Iklan, Daya Tarik Iklan, dan Kekuatan Iklan Terhadap Niat Beli (Studi Kasus Penggunaan Sepeda Motor Matic Beat di Kota Bengkulu)." *Jurnal Entrepreneur Dan Manajemen Sains*, 5(2), hlm. 703–716.
- Al-Mamun, A.; Naznen, F.; Yang, Q.; Ali, M. H.; and Hashim, N. M. H. N. (2023). "Modelling The Significance of Celebrity Endorsement and Consumer Interest on Attitude, Purchase Intention, and Willingness to Pay a Premium Price for Green Skincare Products." *Heliyon*, 9(6), pp. 1–16.
- Arianto. (2024). "Shopee Marketplace Promotion on TikTok: AIDA Model Study on the Impact of Purchasing Behavior of Young Women in Makassar City, Indonesia." *Studies in Media and Communication*, 12(4), pp. 175–189.
- Badan Pusat Statistik Provinsi DI Yogyakarta. (2024, September 17). *Jumlah Penduduk Miskin Menurut Kabupaten/Kota (Ribuan), 2023-2024*. <http://yogyakarta.bps.go.id/id/statistics-table/2/MTM0IzI=/jumlah-penduduk-miskin-menurut-kabupaten-kota>
- Balaskas, S.; Panagiotarou, A.; and Rigou, M. (2023). Impact of Personality Traits on Small Charitable Donations: The Role of Altruism and Attitude towards an Advertisement." *Societies*, 13(6), 144.
- Dabbous, A. and Barakat, K. A. (2023). "Bridging The Online Offline Gap: Assessing The Impact of Brands' Social Network Content Quality on Brand Awareness and Purchase Intention." *Journal of Retailing and Consumer Services*, 53, 1-9.
- Dogra, P. and Kaushal, A. (2023). "The Impact of Digital Marketing and Promotional Strategies on Attitude and Purchase Intention Towards Financial Products and Service: A Case of Emerging Economy." *Journal of Marketing Communications*, 29(4), pp. 403–430.
- Ekklesia and Kesumahati, E. (2023). "Factors Influencing Purchase Intention of South Korean Cosmetics and Skincare." *Jurnal Administrasi Dan Manajemen*, 13(1), pp. 17–28.
- Faisal, A. and Ekawanto, I. (2021). "The role of Social Media Marketing in increasing Brand Awareness, Brand Image, and Purchase Intention." *Indonesian Management and Accounting Research*, 2(2), pp. 185–208.
- Fennis, B. M. and Stroebe, W. (2010). *The Psychology of Advertising*. New York: Psychology Press.
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. Surabaya: CV. Penerbit Qiara Media.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading: Addison-Wesley.

- Gupta, S.; Paul, J.; Stoner, J. L.; and Aggarwal, A. (2024). "Digital Transformation, Online Advertising, and Consumer Behaviour." *International Journal of Advertising*, 43(8), pp. 1439–1462.
- Hair, J. F.; Hult, G. T. M.; Ringle, C. M.; and Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 2nd ed. Los Angeles: Sage Publication.
- Hair, J. F.; Hult, G. T. M.; Ringle, C. M.; Sarstedt, M.; Danks N. P.; and Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Heidelberg: Springer.
- Haque-Fawzi, M. G.; Iskandar, A. S.; Erlangga, H.; Nuryana; dan Sunarsi, D. (2022). *Strategi Pemasaran: Konsep, Teori, dan Implementasi*. Tangerang Selatan: Pascal Books.
- Harvina, L. G. D.; Ellitan, L.; and 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), hlm. 104–114.
- Hien, N. N. and Nhu, T. N. H. (2022). "The Effect of Digital Marketing Transformation Trends on Consumers' Purchase Intention in B2B Businesses: The Moderating Role of Brand Awareness." *Cogent Business and Management*, 9(1), pp. 1–24.
- Idris, M. (2025, January 9). *Gaji UMR Jogja 2025 Lengkap di 5 Kabupaten Kota*. Kompas.com. money.kompas.com/read/2025/01/19/084240726/gaji-umr-jogja-2025-lengkap-di-5-kabupaten-kota#:~:text=KOMPAS.com%20-%20Gaji%20UMR%20Jogja,persen%20atau%20sebesar%20Rp%20138.100
- Intan, K. (2024, September 11). *5 Menu Warmindo Jogja yang Saya Harap Ada di Warmindo Jakarta*. Mojok.co. mojok.co/terminal/menu-Warmindo-jogja-jauh-lebih-lengkap-daripada-jakarta
- Izzuddin, H. (2024, June 23). *Warmindo Generasi Tertua di Jogja yang 42 Tahun Menolak Jualan Lauk Kayak Warteg, Setia dengan Burjo dan Indomie*. Mojok.co. mojok.co/liputan/kuliner/Warmindo-murni-generasi-tertua-di-jogja/
- Kamp, S. (2025, February 25). *Digital 2025: Indonesia*. <https://datareportal.com/reports/digital-2025-indonesia>
- Kotler, P. and Armstrong, G. (2018). *Principles of Marketing*, 17th ed. Harlow: Pearson Education.
- Kulkarni, M.; Attal, G.; and Vasundekar, V. (2020). "Evaluating Effectiveness of AMFI Campaigns: A Study Based on AIDA Model." In: Iyer, B.; Deshpande, P.; and Sharma, S., Shiurkar, U. "Computing in Engineering and Technology." *Advances in Intelligent Systems and Computing*, 1025, pp. 747-761.
- Kumar, S.; Nair, P.; and Sridharan, A. (2024). "The Rise of New Age Social Media Influencers and Their Impact on The Consumer's Reaction and Purchase intention." *International Journal of Business and Emerging Markets*, 16(1), pp. 89–105.

- K V, S.; KP, N.; and Kamath, G. B. (2021). "Social Media Advertisements and Their Influence on Consumer Purchase Intention." *Cogent Business and Management*, 8(1), pp. 1–18.
- Lee, Y.-I. and Trim, P.R.J. (2022). "Enhancing Marketing Provision through Increased Online Safety That Imbues Consumer Confidence: Coupling AI and ML with the AIDA Model." *Big Data and Cognitive Computing*, 6 (3), pp. 78.
- Muchtar, M.; Hurriyati, R.; Dirgantari, P. D.; dan Sigarlaki, F. F. (2022). "Analisis Digital Advertising terhadap Purchase Intention melalui Brand Awareness sebagai Variabel Intervening." *Jurnal Informatika Ekonomi Bisnis*, 4(4), hlm. 251–256.
- Neumeier, M. (2015). *The Brand Flip: Why Customers Now Run Companies and How to Profit from It*. Berkeley: New Riders.
- Ngo-Thi-Ngoc, H.; Nguyen-Viet, B.; and Hong-Thach, H. (2024). "Purchase Intention for Vegan Cosmetics: Applying an Extended Theory of Planned Behavior Model." *SAGE Open*, 14(1), pp. 1–11.
- Nguyen, H. H.; Nguyen-Viet, B.; Hoang-Nguyen, Y. T.; and Hoang-Le, T. (2022). "Understanding Online Purchase Intention: The Mediating Role of Attitude Towards Advertising." *Cogent Business and Management*, 9(1), pp. 1–23.
- Nguyen, P.; Nguyen, D.; and Vo, T. (2022). "The Impact of Social Media Advertising on Attitude towards Social Media Advertising and Product Purchase Intention." *Asian Journal of Business and Management*, 10(2), pp. 11–16.
- Nguyen, T. T.; Truong, H. T. T.; and Le-Anh, T. (2023). "Online Purchase Intention Under the Integration of Theory of Planned Behavior and Technology Acceptance Model." *SAGE Open*, 13(4), pp. 1–16.
- Oğuz, E. A.; Strle, G.; and Košir, A. (2023). "Multimedia Ad Exposure Scale: Measuring Short-Term Impact of Online Ad Exposure." *Multimedia Tools and Applications*, 82(25), pp. 38421–38445.
- Ohoira, T. (2024, April 4). *Indofood Mudikkan Ribuan Penjual Warmindo Jelang Lebaran*. RRI.co.id. rri.co.id/arus-balik-mudik/622237/indofood-mudikkan-ribuan-penjual-Warmindo-jelang-lebaran
- Panggati, I. E.; Sasmoko, Simatupang, B.; and Abdinagoro, S. B. (2023). "Does Digital Influencer Endorsement Contribute to Building Consumers' Attitude Toward Digital Advertising During COVID-19 Pandemic? Mediating Role of Brand Attitude." *Cogent Business and Management*, 10(2), pp. 1–16.
- Permatasari, L. G. I.; Suprapti, N. W. S.; dan Suparna, G. (2021). "Peran Brand Awareness Memediasi Pengaruh Daya Tarik Iklan Terhadap Niat Beli Mobil Merek Toyota." *Buletin Studi Ekonomi*, 26(1), hlm. 85–100.
- Plötz, S.; Martinez, L. M.; Martinez, L. F.; and Ramos, F. R. (2023). "The Influence of TikTok Videos on German Gen Z Consumers' Attitude and Purchase Intention Towards Sustainable Brands." *Springer Proceedings in Business and Economics*, pp. 270–289.

- Pratama, A. A. N.; Hamidi, M. L.; and Cahyono, E. (2023). "The Effect of Halal Brand Awareness on Purchase Intention in Indonesia: The Mediating Role of Attitude." *Cogent Business and Management*, 10(1), pp. 1–18.
- Purwanto, D. (2024, March 27). *Ribuan Pengusaha Warmindo di Yogyakarta Mudik Bersama Indofood*. RRI.co.id. <https://rri.co.id/yogyakarta/arus-balik-mudik/1419912/ribuan-pengusaha-Warmindo-di-yogyakarta-mudik-bersama-indofood>
- P V, S.; Ahuja, V.; and Abidi, N. (2022). "Measuring Attitude Towards Advertisements: A Comprehensive Model in The New." *International Journal of Health Sciences*, 6(4), pp. 2211–2226.
- Renaldi, P. A. dan Yulianthini, N. N. (2022). "Pengaruh Iklan dan Citra Merek serta Kepercayaan Merek terhadap Minat Beli Produk Kopi Siap Minum Dalam Kemasan Merek Nescafe di Singaraja." *Jurnal Manajemen Perhotelan Dan Pariwisata*, 5(2), hlm. 163–170.
- Riyanto. (2024, March 7). *Benarkah Coffee Shop Jogja Adalah Sumber Ketimpangan Sosial Sekaligus Perusak Anak Muda Desa?*. Mojok.co. mojok.co/terminal/coffee-shop-jogja-merusak-anak-muda-desa/
- Royo-Vela, M. and Black, M. (2020). "Drone Images Versus Terrain Images in Advertisements: Images' Verticality Effects and The Mediating Role of Mental Simulation on Attitude Towards The Advertisement." *Journal of Marketing Communications*, 26(1), pp. 21–39.
- Ruslan, N. R.; Ruzlin, A. N. M.; and Yasin, S. M. (2024). "Validating the Antismoking AIDA Model-Based Questionnaire for Malaysian Population." *Asian Pacific Journal of Cancer Prevention*, 25(5), pp. 1745–1751.
- Safrin; Larisu, Z.; Permadi, D.; dan Muyassarih, I. S. (2024). *Buku Referensi: Manajemen Periklanan di Era Digital*. Medan: PT Media Penerbit Indonesia.
- Sekaran, U. and Bougie, R. 2016. *Research Methods for Business: a Shill Building Approach*, 7th ed. Chichester: John Wiley and Sons, ltd
- Setiari, D. A. S. dan Ekawati, N. W. (2022). "Peran Iklan dan Brand Awareness Terhadap Niat Beli Pengguna Tokopedia Pasca COVID-19." *E-Jurnal Manajemen*, 11(8), hlm. 1550–1569.
- Setyadi, B.; Helmi, S.; and Santoso, A. (2024). "Unraveling The Influence of Product Advertising on Consumer Buying Interest: Exploring Product Knowledge, Product Quality, and Mediation Effects." *Cogent Business and Management*, 11(1), pp. 1–20.
- Shao, J.; Ma, C. and Wang, X. (2024). "The Impact of In-Feed Advertising Design Features on Purchase Intention." *Asia Pacific Journal of Marketing and Logistics*, 37 (2), pp. 460–477.
- Sitorus, S. A. (2024, November 6). *Mengapa Yogyakarta disebut "Kota Pelajar"?* ANTARA. www.antaranews.com/berita/4447741/mengapa-yogyakarta-disebut-kota-pelajar
- Suhendra, I. (2024, July 13). *Warmindo di Jogja Ini Hadir dengan Konsep Tak Biasa*. VIVA News & Insight. www.viva.co.id/gaya-

hidup/kuliner/1732133-Warmindo-di-jogja-ini-hadir-dengan-konsep-tak-biasa

- Wang, J.; Dang, W.; Hui, W.; Muqiang, Z.; and Qi, W. (2021). "Investigating the Effects of Intrinsic Motivation and Emotional Appeals Into the Link Between Organic Appeals Advertisement and Purchase Intention Toward Organic Milk." *Frontiers in Psychology*, 12, pp. 1-11.
- Weber, D. (2016). *Brand Seduction: How Neuroscience Can Help Marketers Build Memorable Brands*. Wayne: The Career Press.
- Wijaya, S. A. and Heruwasto, I. (2024). "Online Purchase Intentions on Instagram Social Media: Mediation of Advertising Attitude, Advertising Clicks, and Product Evaluation." *Journal of Management and Business Review*, 21(2), pp. 148–160.
- Wulandari, K. A. dan Sukaatmadja, I. P. G. (2022). "Peran Brand Awareness Memediasi Pengaruh Iklan dan Celebrity Endorser Terhadap Niat Beli Avoskin di Denpasar." *Buletin Studi Ekonomi*, 27(2), hlm. 168–188.
- Yang, K.; Huang, C.; Yang, C.; and Yang, S. Y. (2017). "Consumer attitudes toward online video advertisement: YouTube as a Platform." *Kybernetes*, 46(5), pp. 840–853.
- Yuda, I. B. R. W. dan Giantari, I. G. A. K. (2023). "Peran Brand Awareness Memediasi Pengaruh Daya Tarik Iklan Terhadap Niat Beli Blibli.com di Kota Denpasar." *E-jurnal Ekonomi dan Bisnis Universitas Udayana*, 12(11), hlm. 2124–2136.