

## DAFTAR PUSTAKA

- Aditiya, C., Ningrum, N. K., & Cahyani, P. D. (2024). The Influence Of Product Quality And Brand Image On Purchase Decision Of Indosat Card Users With Customer Trust As An Intervening Variable (Case Study of Economics Faculty Students University Sarjanawiyata Tamansiswa Yogyakarta). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(2), 1939–1954. <https://doi.org/10.37676/ekombis.v12i2.5196>
- Akbari, R. Z., Wendy, Listiana, E., Hasanudin, & Fauzan, R. (2024). Ilomata International Journal of Management. *Ilomata International Journal of Management*, 5(1), 23–44. <https://doi.org/https://doi.org/10.52728/ijjm.v5i1.983>
- Aluba, L. L., Aluba, S. M. T., Aluba, T., Ligan, M. A., Listahan, J. J. E., Pacana, D. D. E., Sabana, C. L., & Sabuero, J. B. (2025). The Effects of Social Media Marketing on Customer Engagement. *Research Journal in Business and Economics*, 3(3), 240–248. <https://doi.org/10.61424/rjbe.v3.i3.580>
- Aman, Y. Z., Setyawati, D., & Widiawati, D. (2024). The Influence of Social Media Marketing and Brand Image on the Shopee Application on UGREEN Product Purchase Decisions. *Jurnal Multidisiplin Indonesia*, 4(3), 202–211. <https://doi.org/https://doi.org/10.58344/jmi.v4i3.2245>
- Amelia, N. I., Ali, H., Khan, M. A., Sawitri, N. N., & Navanti, D. (2025). Analisis Media Sosial Dan Kualitas Produk Terhadap Keputusan Pembelian Melalui Minat Beli Pada Sepatu Aerostreet. *SINERGI : Jurnal Riset Ilmiah*, 2(3), 1252–1268. <https://doi.org/10.62335/sinergi.v2i3.1006>
- Arango-botero, D., Valencia-arias, A., Bermúdez-hernández, J., & Duque-cano, L. (2021). *Factors that promote social media marketing in retail companies*. 66(1), 1–22. <https://doi.org/https://doi.org/10.22201/fca.24488410e.2021.2475>
- Asvin, I., Rusyanti, R. U., Sari, S. M., Asih, D. W., Safitri, E., & Manajemen, J. (2023). *PENGARUH SOCIAL MEDIA MARKETING TERHADAP*

- KEPUTUSAN PEMBELIAN PRODUK SEPATU PVN PADA APLIKASI TIK TOK*. 1, 60–79. <https://doi.org/https://doi.org/10.32477/semnas.v1i1.633>
- Chaffey, D., & Ellis-Chadwick, F. (2016). Digital Marketing Strategy, Implementation and Practice. In *Digital Marketing Technologies* (6th ed.). Pearson Education Limited.
- Cooper, D. R., & Schindler, P. S. (2014). *Research Methods for Business* (12th ed.). McGraw-Hill/Irwin.
- Ernawati, R., Dwi, A. B., & Argo, J. G. (2021). Analisis Pengaruh Promosi, Harga, dan Citra Merek terhadap Keputusan Pembelian pada Situs E-commerce Zalora di Jakarta. *Business Management Analysis Journal (BMAJ)*, 4(2), 200–218. <https://doi.org/10.24176/bmaj.v4i2.6663>
- Firmansyah, A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish Publisher.  
[https://www.academia.edu/37610166/PERILAKU\\_KONSUMEN\\_PERILAKU\\_KONSUMEN\\_MAKALAH\\_PERILAKU\\_KONSUMEN](https://www.academia.edu/37610166/PERILAKU_KONSUMEN_PERILAKU_KONSUMEN_MAKALAH_PERILAKU_KONSUMEN)
- Firmansyah, A. (2019). Buku Pemasaran Produk dan Merek. In Q. Media (Ed.), *Pemasaran Produk dan Merek (Planning & Strategy)* (1st ed.). CV. Penerbit Qiara Media.
- Glints. (2026). *PT Jaya Sukses International*. <https://glints.com/id/companies/pt-jaya-sukses-international/7ea14748-9d51-4dc2-a760-1b488e86ac98>
- Gunelius, S. (2011). *30-MINUTE SOCIAL MEDIA MARKETING*. Mc Graw Hill.  
<https://share.google/RxJV5M3A0ksCKgXqr>
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Buku Metode Penelitian Kualitatif* (H. Abadi (Ed.); I, Vol. 5, Issue 1). CV Pustaka Ilmu Group Yogyakarta.
- Harminingtyas, R., Susetyarsi, T., & Widowati, M. (2023). PENGARUH BRAND IMAGE, DAYA TARIK IKLAN, DAN CELEBRITY ENDORSER TERHADAP KEPUTUSAN PEMBELIAN MS GLOW DI KOTA SEMARANG. *Jurnal Ilmiah Edudomika*, 07(02), 1–24.  
<https://doi.org/https://doi.org/10.29040/jie.v7i2.10186>
- Hidayatulloh, E. G., & Wulandari, A. (2024). Pengaruh Citra Merek Dan Kualitas

- Produk Terhadap Keputusan Pembelian Dan Dampaknya Pada Kepuasan Pelanggan Sepatu Merek Nike Di Universitas Pelita Bangsa Cikarang. *Management Studies and Entrepreneurship Journal*, 5(2), 7838–7850. <https://doi.org/https://doi.org/10.37385/msej.v5i2.5280>
- Hu, S., & Zhu, Z. (2022). Effects of Social Media Usage on Consumers' Purchase Intention in Social Commerce: A Cross-Cultural Empirical Analysis. *Frontiers in Psychology*, 13, 1–17. <https://doi.org/10.3389/fpsyg.2022.837752>
- Ibrahim, F. N., & Abdurrahman, A. (2025). Pengaruh Promosi dan Brand Image melalui terhadap Keputusan Pembelian Sepatu Olahraga. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 3(2), 65–75. <https://journal.uir.ac.id/selma/article/view/40177>
- Kothari, H., Choudhary, A., Jain, A., Singh, S., Prasad, K. D. V., & Vani, U. K. (2025). Impact of social media advertising on consumer behavior: role of credibility, perceived authenticity, and sustainability. *Frontiers in Communication*, 10, 1–18. <https://doi.org/10.3389/fcomm.2025.1595796>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education, Inc.
- Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2005). *Principles of Marketing* (4th ed.). Pearson Education Limited.
- Kunahyo, B. H., & Khajar, I. (2025). The Effect of Brand Ambassadors and Viral Marketing on Purchasing Decisions with Brand Trust as an Intervening Variable. *Jurnal Riset Bisnis Manajemen*, 22(2), 40–51. <https://doi.org/http://dx.doi.org/10.30659/jrbi.v22i2.45404>
- Kurniawan, K. J., Wahyudi, R., & Hellyani, C. A. (2023). Pengaruh Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian Produk Mixue Di Kota Malang. *Jurnal Riset Manajemen Dan Ekonomi (Jrime)*, 1(3), 231–242. <https://doi.org/10.54066/jrime-itb.v1i3.434>
- Lahus, A. S., Lamatoka, A. F., Meot, H. S., Niha, S. S., & Watu, E. G. C. (2023). Pengaruh Brand Image Dan Social Media Marketing Terhadap Keputusan Pembelian Pada Tiktok Shop. *ORGANIZE Journal of Economics, Management and Finance*, 2(2), 107–118.

<https://doi.org/https://doi.org/10.58355/organize.v2i2.21>

Miqdad, M. C., Mansur, M., & Khalikussabir. (2023). Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Iphone (Studi Kasus Mahasiswa FEB Universitas Islam Malang Angkatan 2019). *Jurnal Ilmiah Riset Manajemen*, 12(02), 2014–2020. <https://jim.unisma.ac.id/index.php/jrm/article/view/22553>

Namiroh, H. A., & Ahmadi, M. A. (2024). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian MS Glow di Solo. *Lokawati : Jurnal Penelitian Manajemen Dan Inovasi Riset*, 3(1), 217–224. <https://doi.org/10.61132/lokawati.v3i1.1487>

Natalia, J. L. F., Andrian, & Sumantyo, F. D. S. (2023). *Peran Citra Merek Kualitas Produk dan Diskon Terhadap Keputusan Pembelian Sepatu PVN Shoes ( Studi Kasus Mahasiswa Universitas Bhayangkara Jakarta Raya )*. 2(9), 2414–2428. <https://doi.org/https://doi.org/10.55681/economina.v2i9.820>

Negara, W. P. K. (2024). Social media marketing and purchase decision: Insights from Indonesian MSMEs. *Journal of Enterprise and Development (JED)*, 6(2), 476–487. <https://doi.org/https://doi.org/10.20414/jed.v6i2.10942>

Noor, R. Z. Z. (2010). *Manajemen pemasaran.pdf*. deepublish.

Nuraini, N., & Sudrajat, A. (2024). Analisis Efektivitas Social Media Marketing Dan Variasi Produk Terhadap Keputusan Pembelian Sepatu Lokal PVN (Studi Kasus Pada Pengguna PVN Di Karawang). *Jurnal Maneksi (Management Ekonomi Dan Akuntansi)*, 13(4), 980–987. <https://doi.org/https://doi.org/10.31959/jm.v13i4.2332>

Patiroi, A. A. A. (2015). PROSPEK PENGEMBANGAN USAHA INDUSTRI SEPATU KULIT DI KOTA PEKANBARU. *Jom FEKON*, 2(2), 1–14. <https://media.neliti.com/media/publications/187212-ID-prospek-pengembangan-usaha-industri-sepa.pdf>

Pertiwi, B. A. S., & Sulistyowati, R. (2021). *PENGARUH STRATEGI GREEN MARKETING DAN SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN KAOS LOKAL KERJODALU*. 9(3), 1376–1383. <https://doi.org/https://doi.org/10.26740/jptn.v9n3.p1376-1382>

- Prajarini, D. (2020). *Media Sosial Periklanan-Instagram*. Deepublish Publisher.
- Puspita, Y. D., & Rahmawan, G. (2021). Pengaruh Harga, Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Produk Garnier. *Jurnal Sinar Manajemen*, 8(2), 98–104. <https://doi.org/https://doi.org/10.56338/jsm.v8i2.1644>
- Putri, E. N., Susanti, R., & Lamidi. (2022). PENGARUH BRAND IMAGE , BRAND TRUST DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA MARKETPLACE SHOPEE. *Jurnal Ekonomi Dan Kewirausahaan*, 22(1), 29–36. <https://doi.org/https://doi.org/10.33061/jeku.v22i1.7589>
- Putri, R. F., Fitriani, E. W., & Sartika, S. H. (2022). ANALISIS STRATEGI PEMASARAN ERIGO STORE BRAND FASHION INDONESIA YANG MENDUNIA. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 2(5), 213–220. <https://doi.org/https://doi.org/10.55047/transekonomika.v2i5.185>
- Safriana, S., & Samatan, N. (2021). PENGARUH MOTIF PENGGUNAAN MEDIA SOSIAL DAN KUALITAS INFORMASI AKUN Instagram @INDOZONE.ID TERHADAP KEPUASAN FOLLOWERS GENERASI Z DALAM MEMPEROLEH INFORMASI. *Jurnal Komunikasi Dan Mwdia*, 2(1), 17–25. <https://doi.org/https://dx.doi.org/10.24167/jkm.v2i1.3601>
- Sanusi, A. (2011). *Metodologi Penelitian Bisnis*. Penerbit Salemba Empat.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). John Wiley Sons Ltd.
- Soedargo, B. P., & Mulya, S. Z. H. (2023). The Influence of Brand Image and Advertising Claims on Purchase Decision. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 469–476. <https://doi.org/https://doi.org/10.37641/jimkes.v11i2.2116>
- Solomon, M. R. (2020). *Cunsumer Behavior Buying, Having, and Being* (13th ed.). Pearson Education, Inc.
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*. Penerbit Alfabeta.
- Suhaimi, Evadiani, Y., & Yudistiro, I. R. (2023). Instagram Sebagai New Media Untuk Membangun Personal Branding. *Journal Media Public Relations*, 3(1),

- 53–63. <https://media.neliti.com/media/publications/569314-instagram-sebagai-new-media-untuk-memban-9e22bf4d.pdf>
- Susanti, D. D., Sudaryanti, D., & Efendi, E. (2022). Pengaruh Influencer Marketing, Content Marketing dan Online Customer Review Terhadap Keputusan Pembelian Produk PVN SHOES (Studi Kasus pada Mahasiswa di Kota Malang). *Elektronik Jurnal Riset Manajemen*, 14(01), 1201–1208. <https://jim.unisma.ac.id/index.php/jrm/article/view/27256/20633>
- Sutrisno, A. P., & Mayangsari, I. D. (2021). PENGARUH PENGGUNAAN MEDIA SOSIAL INSTAGRAM @ HUMASBDG TERHADAP PEMENUHAN KEBUTUHAN INFORMASI FOLLOWERS. *Jurnal Common*, 5(2), 118–133. <https://doi.org/https://doi.org/10.34010/common.v5i2.5143>
- Tokopedia. (2025). 15 Brand Sepatu Lokal Wanita Terbaik: Nyaman & Trendi. [https://www.tokopedia.com/blog/top-brand-sepatu-lokal-wanita-terbaik-fsw/?utm\\_source=google&utm\\_medium=organic#:~:text=1.,ukuran hingga 41%2C Toppers.&text=Cek Sepatu PVN Selengkapnya](https://www.tokopedia.com/blog/top-brand-sepatu-lokal-wanita-terbaik-fsw/?utm_source=google&utm_medium=organic#:~:text=1.,ukuran hingga 41%2C Toppers.&text=Cek Sepatu PVN Selengkapnya) 36
- Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram ( Studi Deskriptif Pada Akun @ Subur \_ Batik ). *Widya Cipta Jurnal Sekretari Dan Manajemen*, 2(2), 271–278. <https://doi.org/https://doi.org/10.31294/widyacipta.v2i2.4387>
- Vandora, V. B., & Sim, E. N. D. R. (2024). PEMANFAATAN MEDIA SOSIAL INSTAGRAM SINTANG INFORMASI SEBAGAI MEDIA PROMOSI ONLINE DI KABUPATEN SINTANG. *Jurnal Universitas Kapuas Sintang*, 22(1), 92–103. <https://jurnal.unka.ac.id/index.php/fisip/article/download/1060/879/4127>
- Wardhana, A. (2024). Brand Image. In M. Pradana (Ed.), *Brand Management in The Digital Era - Edisi Indonesia* (1st ed., pp. 186–199). CV Eureka Media Aksara. <https://doi.org/10.5040/9781501365287.280>
- Welsa, H., Cahyani, P. D., & Alfian, M. (2022). Pengaruh online customer review, social media marketing dan kemudahan terhadap keputusan pembelian secara online melalui marketplace. *Jurnal Manajemen*, 14(2), 416–424.

<https://doi.org/https://doi.org/10.30872/jmmn.v14i2.11038>

*World Footwear Yearbook* 2024. (2024).

<https://www.worldfootwear.com/news/the-world-footwear-yearbook-2024/9952.html>

Yurika, N. M. M., Imbayani, I. G. A., & Prayoga, I. M. S. (2023). PENGARUH CITRA MEREK, PERSEPSI HARGA, DAN SOCIAL MEDIA MARKETNG TERHADAP KEPUTUSAN PEMBELIAN PRODUK MORI MORI. *Jurnal EMAS*, 4(5), 1075–1088.

<https://doi.org/https://doi.org/10.30388/emas.v4i5.6592>

Zulkarnain, M. Q. (2025). The Influence of Digital Marketing and Brand Image on Local Product Purchase Decisions Among Gen Z. *Jurnal Ilmu Manajemen Advantage*, 9(2), 261–273.

<https://doi.org/https://doi.org/10.30741/adv.v9i2.1803>

