

DAFTAR PUSTAKA

- Ainurrafiq, A. H., & Ainurrafik, R. (2024). The Impact of Product Visualization and Emotional Triggers on Impulse Buying: Moderating Role of Previous Experience in E-Commerce Among Generation Z Consumers. *SEIKO: Journal of Management & Business*, 7(2.1), 584-598.
- Anindita, A. K., Najmaei, M., & Fuchs, O. (2025). The Effect of TikTok Live Streaming Shopping on Generation Y and Z Impulse Buying Behaviour: The Example of Indonesia. *Asian Research Journal of Arts & Social Sciences*, 23(7), 149-167.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2025). *Survei penetrasi internet dan perilaku pengguna internet 2025*. <https://survei.apjii.or.id/survei>
- Badan Pusat Statistik Kota Malang. (2024). *Kota Malang dalam angka 2024*. <https://malangkota.bps.go.id>
- Bruns, A. (2016). User-generated content. *The international encyclopedia of communication theory and philosophy*, 10, 9781118766804.
- Charvia, K., & Erdiansyah, R. (2020). Pengaruh electronic word of mouth dan brand experience terhadap brand trust (studi terhadap pengguna ovo di jakarta). *Prologia*, 4(2), 237-244.
- Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of interactive advertising*, 8(2), 16-25.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing A conceptual model and implications. *Journal of Business Research*, 54.
- Fauzan, K., & Nuranasmita, T. (2025). Pengaruh Electronic Word Of Mouth (E-WOM) Terhadap Keputusan Pembelian Pada Pengguna Tiktok Shop Mahasiswi Psikologi Universitas Medan Area. *Jurnal psychomutiara*, 8(1), 37-45.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences/Revue canadienne des sciences de l'administration*, 27(1), 5-23.

- Hayat, M., Hermawan, A., & Nuryadin, A. (2024). Pengaruh Social Media Marketing Dan User Generated Content (UGC) Terhadap Purchase Decision Produk Luxcrime Pada Generasi Z Di Tiktok. Dalam *Journal of Information Systems Management and Digital Business*, 2.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2019). *Multivariate data analysis*.
- Hochreiter, V., Benedetto, C., & Loesch, M. (2022). The stimulus-organism-response (SOR) paradigm as a guiding principle in environmental psychology: comparison of its usage in consumer behavior and organizational culture and leadership theory. In *Global Business Conference 2022 Proceedings*, 42.
- Juliana, D., Susanto, B. F., & Yunita, I. (2025). Pengaruh Teknologi Digital terhadap Perilaku Konsumen di Era Industri 4.0. *Jurnal Mahasiswa Ekonomi Bisnis*, 2(1).
- Kodani, A., & Rochmaniah, A. Evaluating XYZ's Brand Image on TikTok: An Analysis: Analisis Brand Image XYZ melalui Tiktok.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* 17th ed.. Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* 15th ed.. Pearson Education.
- Larasati, D. A., & Siregar, S. (2025). Pengaruh media sosial terhadap keputusan pembelian konsumen: Studi pada Generasi Z. *An Nuqud Journal of Islamic Economics*, 4(1), 112-118.
- Lazuardi, K. Z., & Usman, O. (2024). The Influence of FOMO Marketing and eWOM on Impulsive Buying Behavior of Gen Z through Perceived Value: Insights from TikTok Users in Indonesia. In *International Student Conference on Business, Education, Economics, Accounting, and Management*, 3(1), 2223-2241.
- Nurhabibah, N., & Farid. (2025). *Peralihan Pencarian Informasi ke Media Sosial oleh Generasi Z*.
- Nguyen, T. T. T., & Tong, S. (2022). The impact of user-generated content on intention to select a travel destination. *Journal of Marketing Analytics*, 11.

- Pai, C. S., & Chen, S. L. (2023). Mystery of Big Data: A Study of Consumer Decision-Making Behavior on E-Commerce Websites. *Engineering Proceedings*, 38(1).
- Putri, V. J. (2020). Pengaruh User-Generated Content (UGC) dan kualitas produk terhadap minat beli konsumen Dapur Mbok Sarminah. *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis*, 5(1).
- Putri, F. K., Manalu, S. R., & Gono, J. N. S. (2024). Pola konsumsi informasi melalui media di kalangan generasi Z (Studi terhadap SMAN 4, SMAN 9, SMA Mardisiswa, dan SMA Al-Azhar 14 di Kota Semarang). *Interaksi Online*, 12(4), 279-295.
- Santoso, A., & Sispradana, A. R. (2021). Analysis Toward Purchase Decision Determinant Factors. *Asian Management and Business Review*, 155-164.
- Sari, N. M., Madnasir, & Rosilawati, W. (2025). Pengaruh User Generated Content Terhadap Keputusan Pembelian dengan E-Word of Mouth sebagai Variabel Mediasi dalam Perspektif Bisnis Islam. *Paradoks: Jurnal Ilmu Ekonomi*, 8(2), 955-962.
- Sarusu, A. M., Datau, S., Suherman, J., & Mutakin, A. H. (2024). Analisis Pengaruh Pemasaran Tiktok Terhadap Keputusan Pembelian Produk Abhillmaker. *Digital Transformation Technology (Digitech)*, 4(2), 1096-1101.
- Sharma, P., & Jha, A. (2024). The Relevance of Source Credibility Theory on purchase intention in the field the of Marketing: A Systematic Literature Review. *International Journal for Multidisciplinary Research*, 6(6).
- Sihotang, R. E., & Malau, R. M. U. (2020). Pengelolaan User-generated Content Sebagai Strategi Promosi Dalam Meningkatkan Brand Awareness Pada Akun Instagram@ thehousetourhotel. *eProceedings of Management*, 7(1).
- Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* 13th ed.. Pearson.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D.
- Suryatini, N. W., Juniman, P. T., Riesardhy, A. W., & Irwansyah, I. (2025). User-Generated Content: A Systematic Literature Review (SLR) Research. *Jurnal Komunikasi Indonesia*, 14(1), 1.

- Susanti, A., & Kamila, R. E. (2024). Pengaruh Electronic Word Of Mouth (Ewom) Terhadap Minat Pembelian Produk Implora dengan Kepercayaan sebagai Variabel Moderasi pada Aplikasi Tiktok Shop. *Jurnal Penelitian Bisnis dan Manajemen*, 2(4), 80-92.
- Suwardono, H. (2025). Electronic Word Of Mouth As A Moderating Variable Of The Influence Of User-Generated Content On Purchasing Decisions. *Jurnal Teknologi dan Manajemen Industri Terapan*, 4(1), 125-130.
- Taufik, E. R. (2021). Purchase decision analysis through price and product quality. *International Journal of Social Science*, 1(3), 337-344.
- Wafiyah, F., & Wusko, U. A. (2023). Pengaruh User Generated Content Dan E-Wom Terhadap Purchase Intention Dan Purchase Decision Pada Pembeli Produk Nyrtea Di Instagram. *Jurnal Ekonomi, Bisnis dan Manajemen*. <https://doi.org/10.58192/ebismen.v2i3.1278>
- Wulandari, A., & Mulyanto, H. (2024). Keputusan pembelian konsumen. *Penerbit PT Kimshafi Alung Cipta*.