

## DAFTAR PUSTAKA

- Ajzen, I. (2020). *The theory of planned behavior: Frequently asked questions. Human Behavior and Emerging Technologies*, 2(4), 314–324.  
<https://doi.org/10.1002/hbe2.195>
- Amelia, A. R. (2025). Pengaruh *Event* Tanggal Kembar dan Fomo Terhadap Minat Beli Dengan *Scarcity* Sebagai Variabel Moderasi (Studi Pengguna Shopee Generasi Z di Kota Malang).
- Ardhiansyah, A. N., & Marlina, N. (2021). Pengaruh *social media marketing* dan e-wom terhadap minat beli produk geoffmax. *Akuntabel*, 18(3), 379–391.  
<http://journal.feb.unmul.ac.id/index.php/AKUNTABEL>
- Arisandi, B., Indah, D. R., & Maula, Z. (2023). Pengaruh *Digital Marketing* Dan *Price* Terhadap Minat Beli Pada Shopee Di Kota Langsa. 3(November), 611–617.
- Bläse, R., Filser, M., Kraus, S., Puumalainen, K., & Moog, P. (2024). *Non-sustainable buying behavior: How the fear of missing out drives purchase intentions in the fast fashion industry. Business Strategy and the Environment*, 33(2), 626–641. <https://doi.org/10.1002/bse.3509>
- Boglárka Koller, Attila Marján, P. T. (2024). *Hybrid Warfare Reference Curriculum Volume I Edited by Zoltán Jobbágy-Edina Zsigmond: I.*
- Cut Tamara Falajunah, & Ratih Hendayani. (2024). Pengaruh FOMO (*Fear of*

*Missing out*) By Tiktok *Influencer* terhadap Minat Beli Produk Scarlett. *Economic Reviews Journal*, 3(2), 1096–1110. <https://doi.org/10.56709/mrj.v3i2.340>

Damayanti, A., Putri, A. A., Yusuf, Y., & Muthiarsih, T. (2025). *The Influence of FOMO and Price on Purchasing Decisions for Fashion Products for Cirebon Students. Jurnal Ekonomi Dan Bisnis Digital*, 4(2), 139–150. <https://doi.org/10.55927/ministal.v4i2.14154>

Effendi, T., & Defrizal, D. (2024). Pengaruh Sosial Media *Marketing* Dan E-Wom Terhadap Minat Beli Produk The Originote Di Bandar Lampung. *Journal of Information System, Applied, Management, Accounting and Research*, 8(1), 128. <https://doi.org/10.52362/jisamar.v8i1.1417>

Erika Desi Lestari, C. G. (2023). Pengaruh E-Wom Pada Media Sosial Tiktok Terhadap *Brand Image* Serta Dampaknya Pada Minat Beli. *Jurnal Ekonomi, Manajemen, Bisnis Dan Sosial (Embiss)*, 3(3), 276–286.

Erlanda, E., & Krisnadi, A. R. (2025). Pengaruh Perubahan Preferensi Makanan dan Dampak Tren Kuliner Terhadap Minat Beli Makanan Tradisional Generasi Z di Jakarta. 4(8), 5511–5518.

Fauziah, F., Nurlenawati, N., & Triadinda, D. (2025). Pengaruh *Fear of Missing Out* (Fomo) Terhadap Keputusan Pembelian Produk *Skincare* Dengan Konten Media Sosial Tiktok Sebagai Variabel Moderasi. *Jurnal Lentera Bisnis*, 14(2), 1421–1436. <https://doi.org/10.34127/jrlab.v14i2.1478>

Ghozali, I. (2023). *Partial Least Square Smart PLS 4.0*. In *Bab III Metoda*

*Penelitian*. <http://repository.stei.ac.id/6706/>

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004).

*Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? Journal of Interactive Marketing, 18*(1), 38–52. <https://doi.org/10.1002/dir.10073>

Izza, N., & Darmawan, D. (2025). Pengaruh Harga terhadap Minat Beli Makanan:

*Literature Review (The Effect of Price on Intention to Buy Food: Literature Review). Jurnal Entrepreneur Dan Bisnis (JEBI), 4*(1), 12–23. <https://jurnal.umitra.ac.id/index.php/JEBI>

Jannah, A. M. N., & Sugijanto. (2022). Pengaruh Budaya, Harga dan Kualitas

Produk Terhadap Minat Beli Kuota Internet di Konter Bima Cell Sidoarjo. *Journal of Sustainability Bussiness Research ...*, 3(1), 202–212.

Kotler, P., & Amstrong, G. (2019). *Marketing an Introduction Ninth Edition. In*

*Manajemen Pemasaran* (Vol. 7).

Kotler, P., Keller, K. L., Chernev, A., Sheth, J. N., & G. Shainesh. (2022).

*Marketing Management Indian Case Studies Included (16th Edition).*

Levrini, G. R. D., & Dos Santos, M. J. (2021). *The influence of price on purchase*

*intentions: Comparative study between cognitive, sensory, and neurophysiological experiments. Behavioral Sciences, 11*(2). <https://doi.org/10.3390/bs11020016>

Nazara, I. H., & Yunita, M. (2023). Pengaruh Harga dan Kualitas Produk terhadap

- Minat Beli Konsumen (Studi Kasus *Platform* Tiktok Shop). 2(1), 146–159.
- P Kotler, G Armstrong, S. B. (2021). *Principles of marketing*.
- Pramesti, C. W., & Setyawan, A. A. (2024). Pengaruh Citra Merek, Kualitas Produk dan E-Wom Terhadap Minat Beli Produk Ramah Lingkungan. *Jurnal Bina Bangsa Ekonomika*, 17(1), 714–724.
- Przybylski, A. K., Murayama, K., Dehaan, C. R., & Gladwell, V. (2013). *Motivational, emotional, and behavioral correlates of fear of missing out. Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Resti Prastiwi, F. T., Ratnaningsih, C. S., Windhyastiti, I., & Khouroh, U. (2020). Analisis Pengaruh Tren Budaya, *Brand Ambassador* dan Harga terhadap *Purchase Intention*. *Jurnal Bisnis Dan Manajemen*, 7(1), 55–60. <https://doi.org/10.26905/jbm.v7i1.4222>
- Ristania Febriola, A. (2024). Desain Produk, Harga, dan Gaya hidup Halal Terhadap Keputusan Pembelian pada Pengguna Sepeda Listrik. *AMAL: Jurnal Ekonomi Syariah* (2024) 06(02) 30-45.
- Rogers, E. (1995). *Review Diffusion of Innovations*,. *Stanford University*, (1995), 5. <http://web.stanford.edu/class/symbsys205/Diffusion of Innovations.htm>
- Sioto, S., & Sodik, A. (2015). *Dasar Metodologi Penelitian*.
- Sojali, R., Iffani, R. R., Tulus, L., Noviyanti, D., Ermawanti, A., & Sitepu, R. B. (2021). Pengaruh Trend Hijab Terhadap Minat Beli Kaum Wanita Muslimah.

*Media Mahardhika*, 19(3), 608–617.  
<https://doi.org/10.29062/mahardika.v19i3.285>

Sugiyono. (2019). Metode Penelitian Kuantitatif Kualitatif dan R&D.

Sugiyono, P. D. (2023). Metode Penelitian Kuantitatif Kualitatif dan R&D.

Suryadiningrat, Y., Rahmat, T. Y., & Anandita, R. (2022). Pengaruh Penggunaan Media Sosial dan E-Wom Terhadap Kepercayaan dan Minat Beli Belanja Online. *Jurnal Aplikasi Bisnis Dan Manajemen*, 8(2), 515.  
<https://doi.org/10.17358/jabm.8.2.515>

Tarigan, A., & Gunawan, Y. (2024). Pengaruh *Brand Image* Dan E-Wom Terhadap Minat Beli *Skincare* Somethinc Pada *Shopee*. *Journal of Management: Small and Medium Enterprises (SMEs)*, 17(2), 577–597.  
<https://doi.org/10.35508/jom.v17i2.17244>

Wanda Ana Fadilah, Muhaimin, M., & Intan Puspita Rini. (2025). Pengaruh Nilai Religiusitas, Pengetahuan Produk, Trend Fashion terhadap Minat Beli Fashion Pakaian Syar'i. *MAMEN: Jurnal Manajemen*, 4(3), 537–550.  
<https://doi.org/10.55123/mamen.v4i3.6009>

Wijaya, G. P., & Yulita, H. (2022). Pengaruh Konten *Marketing*, E-WoM, dan Citra Merek di Media Sosial Tiktok terhadap Minat Beli Kosmetik *Mother of Pearl*. *Journal of Business & Applied Management*, 15(2), 133.  
<https://doi.org/10.30813/jbam.v15i2.3772>

Zayyan, S., & Saino. (2021). *The effect of using the tik tok application as a*

*promotional medium and the glow up trend on interest in buying beauty products. Jurnal Manajemen, 13(2), 282–291.*