

DAFTAR PUSTAKA

- Maulana, D., Yuliantina, D., Akseptori, R., & Risdwiyanto, A. (2025). The Effectiveness of Content-Based Marketing Campaigns in Attracting Gen Z Consumers. *Oikonomia : Journal of Management Economics and Accounting*, 2(2), 59–71. <https://doi.org/10.61942/oikonomia.v2i2.302>
- Nardo, L., & Prasetyo, B. (2022). Pengaruh Kualitas Produk Dan Persepsi Harga Terhadap Keputusan Pembelian Sepeda Motor Honda Beat Pada Dealer Cv. Supra Jaya Motor Cianjur. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 2(5), 433–448. <https://doi.org/10.55047/transekonomika.v2i5.234>
- Thompson, A. (2025, February 5). *Digital 2025: The essential guide to the global state of digital - We Are Social Indonesia*. We Are Social Indonesia. <https://wearesocial.com/id/blog/2025/02/digital-2025-the-essential-guide-to-the-global-state-of-digital/>

