

## DAFTAR PUSTAKA

- Kamarullah, M. M., Pane, I. T. N., & Masnita, Y. (2024). Dampak komunikasi social media terhadap brand awareness, brand trust berbasis konsumen dan purchase intention pada Meatshop. *Jurnal Ilmiah Wahana Pendidikan*, 10(13), 554–563. <https://doi.org/10.5281/zenodo.12790084>
- Kirana, A. F., & Hambalah, F. (2025). Implementation of the content marketing process to build customer engagement through Instagram social media at Raja Pisang Keju Arjuna Pusat MSME. *Jurnal Administrasi Bisnis*, 14(1), 79–90. <https://doi.org/10.14710/jab.v14i1.70438>
- Marni, W. S., & Elisandra, Y. (2025). Pengaruh e-WOM, online customer review, e-trust dan gaya hidup terhadap keputusan pembelian pada Keranjang Kuning TikTok Shop. *Journal of Business Economics and Management*, 2(1), 1676–1683.