

DAFTAR PUSTAKA

- Abdelkefi, M. I. (2025). The Determinants of Consumers' Attitude towards Mobile Advertising –A Qualitative Study. *International Journal of Research Publication and Reviews*, 6(1), 2892–2912. <https://doi.org/10.55248/gengpi.6.0125.0503>
- Adisty, N. (2022). *Mengulik Perkembangan Penggunaan Smartphone di Indonesia*. Goodstats.Id.
- Ani, J., Lumanauw, B., & Tampenawas, J. L. A. (2021). Pengaruh Citra Merek, Promosi Dan Kualitas Layanan Terhadap Keputusan Pembelian Konsumen Pada E-Commerce Tokopedia. *663 Jurnal EMBA*, 9(2), 663–674.
- Battista, I. De, Curmi, F., & Konietzny, J. (2025). The value of retargeted advertisements : an empirical study on young people. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2560646>
- Baz, F. Ç., & Keleş, Ş. (2025). Investigation of the Effect of Pop-Up Types Used in Shopping Websites on User Attitudes. *Romaya Journal: Researches on Multidisciplinary Approaches*, 2025(Special Issue 1), 116–125.
- Catherine. (2024). *Perempuan Indonesia Lebih Suka Belanja Online Lewat Shopee*. <https://data.goodstats.id/statistic/perempuan-indonesia-lebih-suka-belanja-online-lewat-shopee-EY8dK?>
- Datanesia, R. (2022). *10 Wilayah E-Commerce Terbesar di Indonesia*. Datanesia. <https://datanesia.id/10-wilayah-e-commerce-terbesar-di-indonesia/>
- Dev. (2025). *Indonesia Online Advertising and Digital Media Market*. KenResearch.Com. <https://www.kenresearch.com/indonesia-online-advertising-and-digital-media-market?>
- Digital 2024 July Global Statshot Report. (2024). *We Are Social*. <https://wearesocial.com/uk/blog/2024/07/digital-2024-july-global-statshot-report/>
- Elsetouhi, A., Ebeid, A. Y., & Tolba, Y. (2025). *The relationship between Glocal advertising value and brand awareness , associations by mediating customer attitude*. 8(9), 342–359. <https://doi.org/10.53894/ijirss.v8i9.10695>
- Febriarni, U. (2024). *Shopee Jadi E-Commerce Andalan Milenial dan Gen Z, Fitur Live Streaming Makin Digemari*. Techverse.Asia. <https://www.techverse.asia/techno/7281/10062024/shopee-jadi-e-commerce-andalan-milenial-dan-gen-z-fitur-live-streaming-makin-digemari?>
- Feng, Z., Mamun, A. Al, Masukujjaman, M., & Yang, Q. (2023). *Modeling the significance of advertising values on online impulse buying behavior*. 1–17. <https://doi.org/10.1057/s41599-023-02231-7>

- Gui, J., Nagappan, M., & Halfond, W. G. J. (2017). *What Aspects of Mobile Ads Do Users Care About? An Empirical Study of Mobile In-app Ad Reviews*. <https://arxiv.org/abs/1702.07681>
- Hadi, N. U., & Aslam, N. (2023). Demographic factors and consumer attitude towards unsolicited mobile-based marketing messages: A factorial design. *Online Journal of Communication and Media Technologies*, 13(1), 1–15. <https://doi.org/10.30935/ojcm/12784>
- Heriyanto, D. (2024). *Indonesia Gen Z Report 2024*.
- Husain, T. K., & Amran, F. D. (2021). *Efektivitas Iklan Produk Chocolicious Melalui Media Sosial Instagram [The Effectiveness of Chocolicious Product Advertising Through Instagram]*. 01(01), 5–12.
- Ilhan, M. (2024). *The effects of reverse items on psychometric properties and respondents ' scale scores according to different item reversal strategies*. 11(1), 20–38.
- Kadibsd. (2023). *Online shopping addicts? A brief of Indonesia's E-commerce Performance*. <https://bsd-kadin.id/2023/05/19/online-shopping-addicts-a-brief-of-indonesias-e-commerce-performance/>
- Kenton, W. (2024). *Mobile Advertising Definition, Types, and Examples*. Investopedia.Com. <https://www.investopedia.com/terms/m/mobile-advertising.asp>
- Lulu', K. N., & Edy, P. S. (2023). STRATEGI KOMUNIKASI PEMASARAN MELALUI ENDORSEMENT FADIL JAIDI TERHADAP MINAT BELI KONSUMEN. *JURNAL ILMU KOMUNIKASI*, 2, 10. <https://doi.org/10.54239/2319-022-001-001>
- Mahatmavidya, P. A., & Yasa, N. N. K. (2020). *Advertising Value of Instagram Stories and the Effect on Millennial'S Attitude*. *Russian Journal of Agricultural and Socio-Economic Sciences*, 3(99), 29–39. <https://doi.org/10.18551/rjoas.2020-03.04>
- Maulida, L., & Pratomo, Y. (2025). *Indonesia Masuk 5 Besar Pengguna Smartphone Terbanyak di Dunia*. Kompas.Com. <https://tekno.kompas.com/read/2025/06/30/18040037/indonesia-masuk-5-besar-pengguna-smartphone-terbanyak-di-dunia#>
- Mo, L., Zhang, X., Lin, Y., Yuan, Z., & Peng, Z. (2023). *Consumers' Attitudes towards Online Advertising: A Model of Personalization, Informativeness, Privacy Concern and Flow Experience*. *Sustainability (Switzerland)*, 15(5). <https://doi.org/10.3390/su15054090>
- R.A Adenia Kumala Adzani, & Premananto, G. C. (2023). *The Influence of Advertising Creativity, Credibility, Lack of Irritation, Informativeness, And Entertainment on Consumer Attitudes Towards Brand on Gojek Advertising*. *Southeast Asian Business Review*, 1(1), 19–32.

<https://doi.org/10.20473/sabr.v1i1.47396>

- Ramadhani, S., Suroso, A. I., & Ratono, J. (2020). *Consumer Attitude, Behavioral Intention, and Watching Behavior of Online Video Advertising on Youtube. Jurnal Aplikasi Manajemen*, 18(3), 493–503. <https://doi.org/10.21776/ub.jam.2020.018.03.09>
- Ranktrackter. (n.d.). *Iklan Interstitial*. Ranktracter.Com. <https://www.ranktracker.com/id/seo/glossary/interstitial-ad/>
- Safina Akmalia, D., & Ridanasti, E. (2024). Factors Of Advertising Value Through Advertising Attitude And Purchase Intention On Tik-Tok Social Media. *Jurnal Penelitian*, 03(04), 2024.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Sutopo (Ed.); Edisi Ke 2).
- Tahat, L., Almasri, N., Tahat, T., Ismail, D., & Al-Ahmad, A. S. (2024). Assessing the influence of mobile direct social media advertising on consumer attitudes: a study of Kuwaiti consumers. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2351107>
- Uma Sekaran, R. B. (2016). Research Methods for Business: A Skill-Building Approach. *Leadership & Organization Development Journal*, 34(7), 700–701. <https://doi.org/10.1108/lodj-06-2013-0079>
- Veronica, A., Ernawati, Rasdiana, Abas, M., Yusriani, Hadawiah, Hidayah, N., Sabtohadhi, J., Marlina, H., Mulyani, W., & Zulkarnaini. (2022). Metodologi Penelitian Kuantitatif. In *Pt. Global Eksekutif Teknologi*.
- Wijaya, S. A., & Heruwasto, I. (2024). Online Purchase Intentions on Instagram Social Media: Mediation of Advertising Attitude, Advertising Clicks, and Product Evaluation. *Journal of Management and Business Review*, 21(2), 148–160.
- Yonatan, A. Z. (2025). Shopee Jadi E-Commerce yang Paling Banyak Diakses di Indonesia 2025. *Blog Artikel*. <https://goodstats.id/article/shopee-jadi-e-commerce-yang-paling-banyak-diakses-di-indonesia-2025-3COz0?>