

DAFTAR PUSTAKA

- Adzimaturrahmah, R., & Wibowo, L. A. (2021). Ekspektasi Pelanggan Media Sosial : *Brand Engagement* dalam Mempertahankan *Customer Loyalty*. 4(2), 18–23.
- Agnihotri, D. ... Singh, N. (2024). *Does Social Presence Drive Customer Brand Engagement and Purchase Intention in the Fashion Retail Metaverse? The Moderating Role of Self-Efficacy*. *Internet Research*. <https://doi.org/doi.org/10.1108/INTR-01-2024-0030>
- Ariyani, D., & Andriani, M. (2024). *The Rise of Digital Influencer on Instagram to Impact the Brand Engagement and Purchase Decision*. 129–140.
- Asrullah. (2024). Pengaruh *Social Influence*, *Service Quality* dan *Brand Image* terhadap Keputusan Pembelian *Iphone* di *Banua Store* Palu. *Jurnal Ekonomi Trend*, 12(01), 1–11.
- Astra, V. (2023). *Customer Brand Engagement* Generasi Milenial pada Produk *Smartphone*. 11(2), 170–181.
- Barry, C. T., & Wong, M. Y. (2020). *Fear of Missing Out (FOMO) : A Generational Phenomenon or an Individual Difference ?* 37(12), 2952–2966. <https://doi.org/10.1177/0265407520945394>
- Borshalina, T. ... Widyatama, U. (2022). *The Influence of Social Media and the Fear of Missing Out on Generation Z*. 23(1), 4059–4070.
- Brailovskaia, J., & Margraf, J. (2024). *Computers in Human Behavior from Fear of Missing Out (FOMO) to Addictive Social Media Use : the Role of Social Media Flow and Mindfulness*. *Computers in Human Behavior*, 150(May 2023), 107984. <https://doi.org/10.1016/j.chb.2023.107984>
- Bright, D. S. ... White, M. A. (2021). *Principles of Management*. Rice University.
- Cahyo, N. T. (2024). Mengapa Sepeda Federal Masih Jadi Incaran Pesepeda. SKOR SPECIAL. https://skor.id/post/mengapa-sepeda-federal-masih-jadi-incaran-pesepeda?utm_source=chatgpt.com
- Daman Sudarman, S. (2024). *Analysis of the Effect of Facilitating Conditions and Electronic Words of Mouth on Airlines Ticket Purchase Decision Through Trust As A*. *Transekonomika: Akuntansi, Bisnis dan Keuangan*, 4(3), 230–240.
- Damayanti, A. ... Muthiarsih, T. (2025). *The Influence of FOMO and Price on Purchasing Decisions for Fashion Products for Cirebon Students*. *Jurnal Ekonomi dan Bisnis Digital (MINISTAL)*, 4(2), 139–150.
- Damayanti, F. A. ... Curatman, A. (2024). *The Role of Customer Brand Engagement in Mediating the Effect of Brand Expressiveness and Brand Community Identification on Brand Loyalty*. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 7(3), 4689–4708.
- Dewi Komala Sari, SE., M. ... Mas Oetarjo, SE., MM, B. (2021). *Buku Ajar Digital*

- Marketing* (M. T. Multazam & M. D. K.W (eds.)). UMSIDA PRESS.
- Dou, F. ... Wang, M. (2023). *Impact of Perceived Social Support on Fear of Missing Out (FOMO): A moderated mediation model*. 63–72.
- Dr. Musnaini, S.E., M. M. ... Dr (C). Irjus Indrawan, S.Pd.I., M. P. I. (2020). *Digital Business*. CV. Pena Persada.
- Dwi Anggita, A. ... Isnaini, R. (2024). Analisis Perilaku Konsumen Mahasiswa Ditinjau dari *Social Influence* dalam Keikutsertaan di Himpunan Pengusaha Muda Indonesia Pt Uin Sunan Ampel Surabaya. *Variable Research Journal*, 01(01), 1.
- Ella Anastasya Sinambela ... Dr. H. Fachrurazi, S. Ag., M. . (2023). *Manajemen Bisnis Digital* (P. T. Cahyono (ed.)). Yayasan Cendikia Mulia Mandiri.
- Fadeh, M. H., & Taghipourian, M. J. (2020). *Brand Engagement on Purchase of Luxury Products*. 5(3), 15–19.
- Gulo, P. D., & Kusmayadi, A. (2025). Pengaruh *Brand Engagement* terhadap *Brand Loyalty* Dimediasi oleh *Brand Trust* dan *Brand Experience*. November.
- Gumparthi, V. P., & Srivastava, M. (2024). *The Social Influences in Consumer-Brand Relationships: The Moderating Roles of Gender and Consumer Age*. *Journal of Promotion Management*, 0(0), 1–44. <https://doi.org/10.1080/10496491.2024.2318659>
- Hair, J. F. ... Ringle, C. M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. December. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F. ... Ringle, C. M. (2021). *Partial Least Squares Structural Equation Modeling (Pls-Sem) Using R*.
- Han, W. (2021). *Purchasing Decision-Making Process of Online Consumers Based on the Five-Stage Model of the Consumer Buying Process*. 586(April 2012), 545–548.
- Hartini, S., & Mardhiyah, D. (2023). *FOMO Related Consumer Behaviour in Marketing Context : A Systematic Literature Review Marketing | Review Article FOMO Related Consumer Behaviour in Marketing Context : A Systematic Literature Review*. *Cogent Business & Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2250033>
- Ika Istikhomah, F. S. M. (2021). *Purchase Decision in View of Brand Image, Product Quality, and Promotion*. *Jurnal Manajemen dan Bisnis*, 5(1), 29–34. <https://doi.org/10.36555/almana.v5i1.1533>
- Indah Putri Malika, N. R., & Rahman, F. (2025). Pengaruh Harga, *Brand Engagement* dan *Brand Love* Terhadap Keputusan Pembelian pada Pengguna *Smartphone Apple* (Studi pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Malang). *E – Jurnal Riset Manajemen*, 14(01), 1990–1997.
- Ismiyakhsnh. (2025). *Gowes FOMO dan Media Sosial: Ketika Ikut Tren Justru*

- Mengantar Hidup Sehat. In *Kompasiana*.
- Jerab, D. (2024). *Digital Business*.
- Kaçırma, G. ... Tayız, V. (2022). *Fear of Missing Out (FOMO): A Current Review*. 14(1), 74–85. <https://doi.org/10.18863/pgy.942431>
- Kaehler, B., & Grundei, J. (2021). *HR Governance A Theoretical Introduction* (Vol. 2019, Issue July 2018). Springer.
- Khuluq, M. B. Al. (2025). Sepeda Kalcer Viral di Lamongan, Harga Frame Federal Ikut Naik. INEWS LAMONGAN. https://lamongan-inews-id.cdn.ampproject.org/v/s/lamongan.inews.id/amp/640065/sepeda-kalcer-viral-di-lamongan-harga-frame-federal-ikut-naik?amp_gsa=1&_js_v=a9&usqp=mq331AQIUAKwASCAAgM%3D#amp_tf=Dari%251%24s&aoh=17664067934995&referrer=https%3A%2F%2Fwww.google.com&share=https%3A%2F%2Flamongan.inews.id%2Fread%2F640065%2Fsepeda-kalcer-viral-di-lamongan-harga-frame-federal-ikut-naik
- Krleva, N. (2021). *Principles of Management As Guidelines For Managers*. 2020, 19–24.
- Kumbara, V. B. (2021). Determinasi Nilai Pelanggan dan Keputusan Pembelian : Analisis Kualitas Produk , Desain Produk. 2(5), 604–630.
- Kumparan.com. (2024). Apakah Sepeda Federal Masih Produksi? Ini Fakta dan Sejarahnya. Kumparan.Com. <https://kumparan.com/seputar-hobi/apakah-sepeda-federal-masih-produksi-ini-fakta-dan-sejarahnya-22tMwalPDB3>
- Kusuma, R. C. S. D. ... Sari, L. F. (2023). Pengantar Manajemen Bisnis (H. F. Ningrum (ed.)). MEDIA SAINS INDONESIA.
- Kusuma, T. M., & Hermawan, D. (2020). Pengaruh Kualitas Pelayanan dan *Social Influence* Terhadap Keputusan Pembelian Menggunakan *Online Food Delivery Service*. 18(2), 176–180.
- Latiep, I. F. ... Furwanti, R. (2025). Pengantar Bisnis Digital.
- Lenni Khotimah Harahap, M. P. (2020). *Analisis SEM (Structural Equation Modelling) dengan SMARTPLS (Partial Least Square)*. 1.
- Lim, W. M., & Lim, W. M. (2022). *Toward a Theory of Social Influence in the New Normal. Activities, Adaptation & Aging*, 46(1), 1–8. <https://doi.org/10.1080/01924788.2022.2031165>
- Lloyd, R., & Aho, W. (2020). *The Four Functions of Management - An essential guide to Management Principles*. <https://doi.org/10.58809/CNFS7851>
- Lynn, T. ... Conway, E. (2022). *Digital Towns Accelerating and Measuring the Digital Transformation of Rural Societies and*.
- Machali, I. (2021). Metode Penelitian Kuantitatif (A. Q. Habib (ed.)).
- Maheshwari, B. (2025). *Benefits and Challenges of Business ' Digital*. 11(9), 890–

- Mandas, A. L., & Silfiyah, K. (2022). *Social Self-Esteem dan Fear of Missing Out Pada Generasi Z Pengguna Media Sosial*. 12(1), 19–27.
- Maulid, F. I. (2024). Sejarah Sepeda Federal, Awal Mula hingga Berhenti Produksi. IDN Times. <https://www.idntimes.com/automotive/motorbike/sejarah-sepeda-federal-00-4v7yj-3pxnp8>
- Milano, F. ... Kelaury, S. A. (2025). Analisis Faktor Sosial dan Budaya Terhadap Keputusan Pembelian *Merchandise K-Pop* oleh Gen Z. 4(2), 12583–12589.
- Minh, L. Q. (2025). *The Effects of Social Media and Fear f Missing Out On University Students ' Online Purchase Decisions While Using TikTok : Evidence from Northern*. 9(11), 1204–1215. <https://doi.org/10.55214/2576-8484.v9i11.11079>
- Nahan, N. ... Kristinae, V. (2026). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan *J & T Express Palangka Raya* Dengan Tingkat Kepercayaan Sebagai Variabel Mediasi. 5(5), 6414–6428.
- Oktavia, D. Y. (2024). *The Effect of Fear of Missing Out (FOMO), Hedonic Shopping , and Online Shopping Anxiety on Purchasing Decisions*. 2022, 1233–1241.
- Osman, I. E. ... Budiono, A. (2020). *Purchase Decision : Was it Affected by Product Innovation ? (Purchases in Sour Sally Gandaria City South Jakarta)*. 4(2), 150–159.
- Perdana, D. D. (2023). *Fenomena Fear of Missing Out (FOMO) Pada Generasi Z Pengguna Media Sosial Instagram*. 54–64.
- Petcharat, T., & Leelasantitham, A. (2021). *A Retentive Consumer Behavior Assessment Model of the Online Purchase Decision-Making Process*. *Heliyon*, 7(November 2020), e08169. <https://doi.org/10.1016/j.heliyon.2021.e08169>
- Pratama, N. D. ... Slamet, A. R. (2025). Pengaruh *Content Marketing, Social Influence, dan Digital Promotion* Terhadap Keputusan Pembelian pada *Tiktok Shop* (Study Kasus Mahasiswa Universitas Islam Malang). *E-JRM : Elektronik Jurnal Riset Manajemen*, 14(01), 2151–2162.
- Primastiwi, E. (2021). Budaya Sepeda: Apakah Kesadaran Lingkungan, Tren atau Adu Gengsi? In *Whiteboard Journal*.
- Puspitasari, C. A. ... Reza, M. (2025). Pengaruh Fenomena *Fear of Missing Out (FOMO)* Terhadap Tingkat Kecemasan dan Kepuasan Hidup Mahasiswa Gen Z di Media Sosial. *Jurnal Intelek Insan Cendikia*, 1298–1310.
- Putri Oktaviani, A., & Denu Poyo, M. (2025). Pengaruh Konten Digital Terhadap Keputusan Pembelian *Skintific* pada Anggota Genbi Provinsi Lampung. *Jurnal Cyber PR*, 5(1), 43.
- Pyrog, O., & Poritska, A. (2020). *The Formation of digital Business Factors*. 7(1).

- Rachmat, Z. ... Kasmita, M. (2023). Strategi Bisnis Digital dan Implementasinya (S. . M. . Diana Purnama Sari (ed.)). GET PRESS INDONESIA.
- Rachmat, Z. ... Zulfikar, M. (2022). Manajemen Pemasaran Perusahaan (M. . Diana Purnama Sari, S.E. (ed.)). PT GLOBAL EKSEKUTIF TEKNOLOG.
- Rafi Athallah Majid, E. S. (2022). Faktor-faktor yang Mempengaruhi Perilaku Konsumen Terhadap Keputusan Pembelian Jasa *Laundry Sepatu Coora Premium Care Grand Galaxy*. *Jurnal Ilmiah Wahana Pendidikan*, 27(2), 58–66.
- Ratuzzahrah, D., & Gabriella, S. (2021). *Determinan Brand Engagement in Self-Concept (BESC): Produk Fast Fashion*. 6.
- Rasmus, W. (2021). *Consumer Brand Engagement Beyond the “ Likes .”* 12(23 September 2021), 1–17. <https://doi.org/10.3389/fpsyg.2021.692000>
- Riandhi, A. N. ... Sondari, M. C. (2025). *AI and Consumer Behavior : Trends , Technologies , and Future Directions From A Scopus-Based Systematic Review*. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2544984>
- Rizal, S. ... Khaliq, A. (2024). Pengantar Manajemen (E. Damayanti (ed.)). WIDINA MEDIA UTAMA.
- Setiadi, R. I. P., & Arafah, W. (2026). *The Influence of Live-Streaming Marketing Types on the Buying Interest of General Z*. 6(1), 19–29.
- Setiawan, I. ... Saidi, A. I. (2022). Motor Retro Style dalam Perspektif Kajian Budaya (Study Kasus Komunitas Motor Retro di Jakarta) *Motor Cycle Style in the Perspective of Cultural Studies (Case Study : Motor Cycle Retro Community in Jakarta)*. 5(1), 133–143.
- Sugiyono, P. D. (2023). Metode Penelitian Kuantitatif, Kualitatif, dan R&D Penerbit (M. Dr. Ir. Sutopo. S.Pd (ed.)). ALFABETA.
- Surjono, W. (2025). *Social Interaction and Purchasing Decisions : a Sociological Approach to Environmental Influence*. 6(April), 221–245.
- Syarifudin, A. (2025). Kisah Larisnya Sepeda Federal di Solo, Penjual Singgung Faktor Customer Ingin Nostalgia Masa Kecil. *Tribunsolo.Com*. <https://solo.tribunnews.com/2025/03/04/kisah-larisnya-sepeda-federal-di-solo-penjual-singgung-faktor-customer-ingin-nostalgia-masa-kecil>
- Syed Sibghatullah Shah, Z. A. (2023). *Dynamics of Social Influence on Consumption Choices: A Social Network Representation*.
- Tubagus Mahendra Kusuma, I. K. P. S. (2025). Pengaruh *Social Commerce* dan *Social Influence* Terhadap Keputusan Pembelian Produk *Scarlett Whitening*. 403–412.
- Utami, N. (2023). Penerapan Manajemen *POAC (Planning , Organizing , Actuating dan Controlling)* Pada Usaha Dawet Semar di Kabupaten Blitar. 2(2), 36–48.

- Uwase, M. (2025). *The Psychology of Consumer Behavior*. *IDOSR JOURNAL OF BANKING, ECONOMICS AND SOCIAL SCIENCES*, 61–67.
- Vahdat, A. ... Hamelin, N. (2020). *Would you Like to Shop Via Mobile App Technology? The Technology Acceptance Model, Social Factors and Purchase Intention*. *Australasian Marketing Journal (AMJ)*, xxxx, 1–10. <https://doi.org/10.1016/j.ausmj.2020.01.002>
- Vincentius, T. ... Purnomo, A. (2025). Pengaruh Fenomena *FOMO* terhadap Munculnya Gaya Hidup Konsumtif pada Masyarakat Indonesia. *Dekonstruksi*, 11(04), 91–95.
- Widiana, M. E. (2020). Buku Ajar Pengantar Manajemen (M. S. Dr. Yudi Sutarso, S.E. (ed.)). CV. Pena Persada Redaksi.
- Widjaya, S. L. ... Juniarto, A. (2024). *The Role of Green Marketing Communication and Social*. *Open Journal Systems*, 18(1978), 2893–2900.
- Wijayanto, H. ... Vidyastari, R. I. (2021). Peningkatan Literasi Digital Pengrajin Reyog Ponorogo. 4, 1446–1450.
- Xi, N., & Hamari, J. (2020). *Does Gamification Affect Brand Engagement and Equity? A Study in Online Brand Communities*. *Journal of Business Research*, 109(January 2019), 449–460. <https://doi.org/10.1016/j.jbusres.2019.11.058>
- Xiaoyan Ma, P. W. (2024). *An in-Depth Analysis and Prediction Study of Consumer Buying Behavior for Digital Marketing*. *Sciend*, 9(1), 1–17.
- Zahro, A. A., & Paramita, V. S. (2025). *The Influence of Social Media Marketing , Brand Engagement , and Product Quality on Purchase Decisions Mediated by Purchase Intention (Case Study of Wardah Lipstick Products in Bandung City)*. 349–358.
- Zahrudy, F. (2026). *Customer Brand Engagement in Digital Environments : A Systematic Review and Synthesis*. 2023.
- Zen, A. ... Dumiyati. (2022). *Teori Dasar Manajemen*.