

DAFTAR PUSTAKA

- Ainjolmies. (2024). *Impulsive Buying Produk Snack Tostos*. [Tweet]. X. <https://x.com/ainjolmies/status/1803239621628928271>
- Alltoohaec. (2023). *Ulasan konsumen mengenai Impulsive Buying Snack Tostos* [Tweet]. X. <https://x.com/alltoohaec/status/1825964076695990466?s=46>
- Alfanur, Farah. (2023). *The effects of gender and age on factors that influence purchase intentions and behaviours of e-commerce consumers in Indonesia*, <https://doi.org/10.34820/FK2/NWK2HV/RQWRNT>, Telkom University Dataverse, V1.
- Alvarez, D. M., & Rubiyanti, R. N. (2021). Pengaruh *Brand Awareness, Perceived Quality, Dan Brand Loyalty* Terhadap Keputusan Pembelian Berulang (studi Di Lakukan Pada Konsumen Produk Eiger Di Kota Bandung). *eProceedings of Management*, 8(3).
- Ameliawati, D. (2023). Ga Habis Pikir! Demi Dapat *Photocard* NCT Dream, *Snack TOS TOS* di Toko Ini Diacak-acak, Netizen: Jahat Banget.. *Kpop Chart*. <https://www.kpopchart.net/k-update/91610489357/ga-habis-pikir-demi-dapat-photocard-nct-dream-snack-tos-tos-di-toko-ini-diacak-acak-netizen-jahat-banget>
- Angin, S. A. P., Birahmani, N. A., & Jannah, N. (2023). Pengaruh Kecepatan Akses Dan *brand ambassador* Terhadap *Impulse Buying* Aplikasi Shopee Pada Mahasiswa UINSU. *Jurnal Ekonomi Manajemen dan Bisnis (JEMB)*, 2(2), 325-334.
- Audila, S. A., & Saraswati, T. G. (2021). Pengaruh Iklan Terhadap *Brand Awareness* Dan Dampaknya Terhadap Keputusan Pembelian Pada Produk Pocari Sweat. *eProceedings of Management*, 8(5).
- Ariyana, D., & Asthiningsih, N. W. W. (2020). Hubungan Pengetahuan dengan Kebiasaan Konsumsi Makanan Cepat Saji (Fast Food) pada Siswa-Siswi Kelas XI di SMA Negeri Samarinda. *Borneo Studies and Research*, 1(3), 1841-1846.
- Ariyanto, A., Bangun, R., Indillah, M. R. M., Trenggana, A. F. M., Sholihah, D. R., Ariyanti, M., Widiati, E., Irawan, P., Ratih, S. D., Ismail, R. S., Putra, D. S., Utama, A. M., Syahputra, S., & Bancin, J. B. B. (2023). *Manajemen Pemasaran* (U. Saripudin (ed.)). CV Widina Media Utama.

- Asih, D. C. S., & Kurniasari, F. (2024). *The Influence Of Rebranding And brand ambassador Nct Dream On Gen Z Purchasing Decisions On Tos Tos Products In Pontianak City. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, 12(3), 2417-2426.
- Azizah, A. C., Welsa, H., & Hutami, L. T. H. (2024). Pengaruh *brand ambassador NCT Dream dan Social Media Marketing* terhadap *Purchase Intention Dengan Brand Awareness* sebagai Variable Intervening : Studi Kasus pada Konsumen Produk Lemonilo di Kota Yogyakarta. *Reslaj: Religion Education Social Laa Roiba Journal*, 6(1), 302–314.
- Azzahra, L. (2023). *Kolaborasi TosTos x NCT Dream*. Kompasiana. <https://www.kompasiana.com/linkaazzahra5532/649d9735e1a1673a8544ab25/kolaborasi-tostosxnctdream>
- Azzuhri, M. R. A., & Suhermin, S. (2024). *The Influence of Shopping Lifestyle and Korean brand ambassadors on Impulsive Buying and Brand Awareness. International Journal of Economics Development Research (IJEDR)*, 5(1), 438-449.
- Cewekaktaeil. (2023). *Ulasan Konsumen Terhadap Brand Awareness*. [Tweet]. X. <https://x.com/cewekaktaeil/status/1825567913564410070?s=46>
- Chan, P. V., Wong, C. H., Moosa, V., & Hossain, S. F. A. (2024). *Linking Brand Awareness, Influencers, and Impulse Buying Via SOR Theory: A Conceptual Paper. In Islamic Finance: New Trends in Law and Regulation* (pp. 283-297). Cham: Springer Nature Switzerland.
- Charviandi, A. (2023). *Manajemen Pemasaran (Perspektif Digital Marketing)*. Jawa Tengah: Eureka Media Aksara.
- Chen, Z., & Zhao, Y. (2023). *The Impact of Advertising Visibility on Consumers' Online Impulse Buying. Journal of Consumer Behavior*, 10(3), 110-111.
- Clarissa, C., & Bernarto, I. (2022). The Influence of Brand Ambassador, Brand Awareness, Brand Image and Prices on Purchase Decisions on Online Marketplace. *Business and Entrepreneurial Review*, 22(2), 273-288.
- Dharmawan, M. R. (2020). *Kecenderungan Impulsive Buying pada Mahasiswa di Kota Bandung (Doctoral dissertation, Universitas Pendidikan Indonesia)*.

- Diah Rani, N. P. K., & Purnami, N. M. (2019). Peran *Shopping Emotion* Dalam Memediasi Pengaruh Atmosfer Ritel Dan Promosi Terhadap *Impulse Buying*. *EJurnal Manajemen Universitas Udayana*, 8(6), 3873.
- Dua Kelinci Official Shop. (2024). Tostos Korean Barbeque. <https://id.shp.ee/BQUbwkC>
- Dyahulx. (2023). *Ulasan Konsumen Terhadap Brand Ambassador*. [Tweet]. X. <https://x.com/dyahulx/status/1826074573294678380?s=46>
- Fadhila, Atim. (2022). Pengaruh Iklan Terhadap Minat Beli Dengan *Celebrity Endorser* Sebagai Variabel Moderator (Studi Kasus Iklan Di Youtube Produk Conditioner Pantene Di Jakarta)
- Faradilla, M. A., & Andarini, S. (2022). Pengaruh *Brand Ambassador* Terhadap Minat Beli Produk Maybelline New York Melalui Sikap pada Iklan Sebagai Variabel Mediasi. *Jurnal Administrasi Bisnis (JAB)*, 12(1), 97-104.
- Fatharani, Aurelia. (2022). Pengaruh Promosi Penjualan dan Iklan Terhadap Minat Beli Kota Bogor.
- Firmansyah, M. A. (2019). Pemasaran Produk dan Merek (*Planning & Strategy*). CV. Penerbit Qiara Media
- Ghadani, A., Muhar, A. M., & Sari, A. I. (2022). Pengaruh *brand ambassador* dan *brand image* terhadap keputusan pembelian di shopee dengan mediasi *Brand Awareness*. *Insight Management Journal*, 2(3), 110-118.
- Gunawan, C., & Susilo, D. (2021). *Impact of Cristiano Ronaldo's Attractiveness as brand ambassador Towards Brand Awareness Shopee*. *Ekspektra: Jurnal Bisnis dan Manajemen*, 5(2).
- Harahap, M. S. (2022). *Pengaruh store atmosphere dan price discount terhadap impulsive buying pada butik Fyllo Closet di Kota Pematangsiantar* (Skripsi, Universitas Medan Area). Repositori Universitas Medan Area.
- Huslaili, M., Isyanto, P., & Sumarni, N. (2023). Pengaruh *brand ambassador* NCT 127 Dan *Brand Image* Terhadap Perilaku *Impulsive Buying* Produk Nature Republic Pada Penggemar NCT 127 Dalam Media Sosial Twitter. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(5), 7807-7817.
- Tostosid. (2024). *Meet and Greet NCT Dream*. <https://www.instagram.com/p/C8ErvaEvnuk>

- Justica, A. (2021). Pengaruh *brand ambassador* NCT 127 terhadap *Brand Image* Produk Nu Green Tea.
- Katadata. (2023). *Survei Chitato Jadi Merek Makanan Ringan Terpopuler di Indonesia*. <https://databoks.katadata.co.id/-/statistik/5f2fdd5bbcb79d8/survei-chitato-jadi-merek-makanan-ringan-terpopuler-di-indonesia>
- Kirana, S., & Madiawati, P. (2023). Peran *social media marketing* dan *marketing mix* berpengaruh terhadap minat beli konsumen produk Corkcicle melalui *brand image*. *Jurnal Ekonomi dan Bisnis Dharma Andalas*, 25(1), 54–63. <https://doi.org/10.47233/jebd.v25i1.720>
- Keller, K. L., & Kotler, P. (2022). *Branding in B2B Firms*. In *Handbook of business-to-business marketing* (pp. 205–224). Edward Elgar Publishing.
- Kurniawati, N. P. A. T., Dewi, A. K. G., & Paramananda, N. *The Influence of Using Idol Kpop brand ambassador, Viral Marketing, and Lifestyle on Impulse Buying in Consumers Shopee Marketplace*.
- Madiawati, P. (2023). *The effects of experiential marketing and store atmosphere on customer loyalty of MSMEs in West Java*. *Binus Business Review*, 14(3), 297–305. <https://doi.org/10.21512/bbr.v14i3.9760>
- Maharani, T. S., & Widodo, A. (2023). *The Impact Of brand ambassador On Investment Interest: The Mediating Effects of Brand Awareness and Brand Trust*. *Proceeding of International Conference on Innovations in Social Sciences Education and Engineering*, 3, 72.
- Mariah, M., & Pertiwi, A. (2022). Analisis Social Media Marketing Dan Brand Awareness Terhadap Impulsive Buying. *Jurnal Lentera Bisnis*, 11(1), 48-60.
- Maroturizky, W. U., Mulyati, A., & Nasution, U. C. M. (2024). Diskon Harga, Keragaman Produk, Iklan Online terhadap Impulsive Buying Produk Jiniso melalui Live Shopee. *Jurnal Dinamika Administrasi Bisnis*, 10(1).
- Maulayanissa, M., Lestari, S., & Oktaviani, N. (2024). Pengaruh *brand ambassador* NCT Dream dan *Brand Awareness* Terhadap Minat Beli Produk *Snack Tostos Tortilla Chips*. *Jurnal Multidisiplin Dehasen (MUDE)*, 3(3), 139–150.
- Naimah, S., Komariah, K., & Saori, S. (2023). Analisis Iklan, Promosi Cashback, Dan Flash Sale Terhadap Online Impulse Buying. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(6), 9671-9681.

- Novelia, N., & Yeodtadi, M. G. (2023). *The Use Of brand ambassador “Treasure” For The Manyo Factory Company’s Brand Awareness. International Journal of Application on Social Science and Humanities, 1(1), 606-612.*
- Nufih Wahda Maulidya, & Hanik Fitriani. (2024). *The Impact of NCT Dreams ad Brand Ambassadors and Brand Image on Consumer Impulsive Buying Behavior: A Case Study of Lemonilo Instant Noodle Consumers. Proceedings of Femfest International Conference on Economics, Management, and Business, 2, 302–317.*
- Nurhalim, A. D. (2020). Pengaruh *Brand Image* Gojek Terhadap Loyalitas Konsumen (Studi Kasus Efek Covid-19 Konsumen Karawaci Tegal Baru Tangerang). *Jurnal Bina Manajemen, 9(1), 17-29.*
- Pamungkas, I. N. A. (2019). *Brand To Brand 2nd Episode*. Penerbit Megatama, Bandung.
- Pieceofning. (2023). *Ulasan Konsumen Mengenai Iklan*. [Tweet]. X. <https://x.com/pieceofning/status/1826070844252238255?s=46>
- Prasetya, A. Y., & Nugroho, R. H. (2024). Pengaruh *Affiliate, Content Marketing* Serta *Brand Awareness* di *Social Commerce* Terhadap *Impulse Buying* Masyarakat Surabaya. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam, 5(5), 3853-3862.*
- Puspasari, D. (2020). Hubungan konsumsi makanan jajanan dengan status gizi pada mahasiswa. *Media Gizi Indonesia, 15(1), 45-51.*
- Putri, L. A. Z., & Hasanah, R. (2023). Pengaruh Iklan *Marketplace* Menggunakan *Brand Ambassador* Terhadap *Brand Awareness* (Studi Pada NCT 127 Sebagai *Brand Ambassador*).
- Putri, Z. A., & Hidayat, A. M. (2024). *The Influence of brand ambassadors on Impulse Buying and Brand Trust As Intervening on Azarine Products Through Shopee E-Commerce. Journal of Management and Economic Studies, 6(1), 89-92.*
- PT Dua Kelinci. (2025). *Sejarah Perusahaan*. Diakses dari <https://duakelinci.com/tentang/dua-kelinci>
- Rachmawati, Y., & Pristiyono, P. (2024). Analisis Motivasi Konsumen dan *Impulsive Buying* dalam Berbelanja Online E-commerce

- Indonesia. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2), 5024-5039.
- Raimond, V. E. (2021). Kemerarikan Iklan OMO! *Healthy Snack* dalam Membangun *Brand Awareness* di Media Sosial. *CARAKA: Indonesia Journal of Communication*, 2(2), 74-88.
- Ramadhanny, A. N. F., (2023). Pengaruh Iklan dan *brand ambassador* NCT 127 Terhadap Minat Beli Konsumen yang Dimediasi oleh *Brand Image* Pasta Gigi Merek Click.
- Rauf, A. (2021). *Digital Marketing: Konsep dan Strategi*. Cirebon: Insania.
- Riyanto, A. D. (2023). Hootsuite (We are Social): Data Digital Indonesia 2024. [andi.link](https://www.hootsuite.com/andilink).
- Salsabila, I. W. S. (2023). Pengaruh Neo Culture Technology (NCT) 127 Sebagai Brand Ambassador dan Kepercayaan Merek Terhadap Keputusan Pembelian Konsumen Pada Situs Belanja Online Blibli (Studi Pada Penggemar NCT 127 di Bandar Lampung).
- Sambara, J., Tawas, H. N., & Samadi, R. L. (2021). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan dan *Store Atmosphere* Terhadap Kepuasan Konsumen Pada 119 Cafe 3.AM Koffie Spot Manado. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(4), 126–135.
- Sari, S., Syamsuddin, S., & Syahrul, S. (2021). Analisis Brand Awareness Dan Pengaruhnya Terhadap Buying Decision Mobil Toyota Calya Di Makassar. *Journal of Business Administration (JBA)*, 1(1), 37-48.
- Sihombing, W., & Panjaitan, T. W. (2022). Analisis Iklan, Promosi Penjualan Dan Kualitas Produk Pada *Impluse Buying* Di Sosial Media Facebook (Studi Kasus Komunitas Discord Alwayseasy). *Journal of Innovation Research and Knowledge*, 2(7), 2743-2750.
- Sholikhah, S. F., & Susilowati, L. (2021). *The Effect of the Ambassador brand and Word Of Mouth on the Honda Varion Brand Awareness at MPM Motor Ngagel*. *Jurnal Ekonomi Balance*, 17(2), 205–213.
- StartFriday. (2024). *Kolaborasi Snack Tos Tos x NCT Dream Bikin Heboh NCTzen Indonesia!*
<https://www.startfriday.asia/ideas/t5y5u0b1wslp0h4t4fb22jeg1m9if8-2023>
- Sudaryono, S. P. (2022). *Komunikasi Bisnis*. Prenada Media.

Sudrajat, E. (2023). *Branding di Era 5.0. Anak Hebat Indonesia.*

Sunandika, T. A., & Widodo, A. (2024). *Effective Marketing Strategy: Analysis of Advertising Appeals and Nct Dream Brand Ambassadors Through Brand Image Mediation on Somethinc Product Purchase Intention.* Sunandika, 10(2).

Tanpli, Y. E. (2020). Pengaruh pada Iklan *Celebrity Endorser* BTS terhadap *Impulsive Buying Behavior* pada Remaja di Kota Padang. *Jurnal Pendidikan Tambusai*, 4(3), 3457-3463.

Thabit, T., & Raewf, M. (2019). *The Evaluation of Marketing Mix Elements: A Case Study.* *International Journal of Social Sciences & Educational Studies*, 100- 109.

Tokopedia. (2023). *Ready Tos-Tos Tortilla Chips x NCT Dream.* <https://www.tokopedia.com/dapur-nyonya-lun/ready-tos-tos-tortilla-chips-x-nct-dream-bundling-pc-nacho-cheese-42f49>

Tostosid. (2024). Meet and Greet NCT Dream. <https://www.instagram.com/p/C8ErvEvnuK>

Wibowo, S., Hidayat, A., & Arwiyah, H. (2017). *Management of Bank Loans for Micro, Small, and Medium-Sized Marketing Perspective and in terms of Legality in its distribution and its Impact on Economic Development and Labor Absorption.* *International Journal of Education*, 5(1), 40-59.

Widodo, A. ., Rubiyanti, N. ., & Madiawati, P. N. . (2024). *Navigating the Digital Revolution in the Food Industry: Consumers' Perceived Environmental Risks and Purchasing Decisions.* *Journal of Ecohumanism*, 3(6), 509–528.

Yung, D., & Sukendro, G. G. (2022). *The Role of brand ambassador on Advertising in Building Brand Awareness (A Case Study of #Selaluadaselalubisa BTS Ads).* *Proceedings of the 3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021)*, 655(Ticash 2021), 1196–1200. <https://doi.org/10.2991/assehr.k.220404.190>