

DAFTAR PUSTAKA

- Aaker, D. (1991). Brand equity. *La Gestione Del Valore Della Marca*, 347–356.
- Akturan, U. (2018). How does greenwashing affect green branding equity and purchase intention? An empirical research. *Marketing Intelligence & Planning*, 36(7), 809–824. <https://doi.org/10.1108/MIP-12-2017-0339>
- Al-Emadi, F. A., & Ben Yahia, I. (2020). Ordinary celebrities related criteria to harvest fame and influence on social media. *Journal of Research in Interactive Marketing*, 14(2), 195–213. <https://doi.org/10.1108/JRIM-02-2018-0031>
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Alfred, O. (2013). Influences of price and quality on consumer purchase of mobile phone in the Kumasi Metropolis in Ghana a comparative study. *European Journal of Business and Management*, 5(1), 179–198.
- Ali, H., & Alquda, O. M. A. (2022). The effects of influencer marketing on overall brand equity through brand awareness and customer brand engagement. *International Journal of Data and Network Science*, 6(3), 651–658. <https://doi.org/10.5267/j.ijdns.2022.4.007>
- Andonova, Y., Miller, E. G., & Diamond, W. D. (2015). *The Relationships among Self-Brand Congruence, Brand Attachment, Customer Engagement, and Brand Loyalty* (pp. 816–816). https://doi.org/10.1007/978-3-319-10951-0_295
- Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index- insights from facebook, Twitter and

- Instagram. *Journal of Retailing and Consumer Services*, 49, 86–101. <https://doi.org/10.1016/j.jretconser.2019.03.012>
- Asur, S., & Huberman, B. A. (2010). Predicting the Future with Social Media. *2010 IEEE/WIC/ACM International Conference on Web Intelligence and Intelligent Agent Technology*, 492–499. <https://doi.org/10.1109/WI-IAT.2010.63>
- Augustine, K. (2019, January 16). *1/5th of American Consumers Have Made a Purchase Based on an Influencer*. <Https://Civicscience.Com/1-5th-Ofamerican- Consumers-Have-Made-a-Purchase-Based-on-an-Influencer/>.
- Bacev-Giles, C., & Haji, R. (2017). Online first impressions: Person perception in social media profiles. *Computers in Human Behavior*, 75, 50–57. <https://doi.org/10.1016/j.chb.2017.04.056>
- Baek, T. H., Kim, J., & Yu, J. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology & Marketing*, 27(7), 662–678. <https://doi.org/10.1002/mar.20350>
- Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, 148, 177–185. <https://doi.org/10.1016/j.sbspro.2014.07.032>
- Belanche, D., Flavián, M., & Ibáñez-Sánchez, S. (2020). Followers' reactions to influencers' Instagram posts. *Spanish Journal of Marketing - ESIC*, 24(1), 37–54. <https://doi.org/10.1108/SJME-11-2019-0100>
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion : an integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.
- Berscheid, E., & Walster, E. (1974). *Physical Attractiveness* (pp. 157–215). [https://doi.org/10.1016/S0065-2601\(08\)60037-4](https://doi.org/10.1016/S0065-2601(08)60037-4)

Bettle, T. (2023). *Value Creation Through Social Media: How Influencer Marketing Can Affect Brand Attitude, Perceived Brand Image, and Overall Brand Equity of Luxury Brands*. The University of North Carolina at Greensboro ProQuest Dissertation & Theses.

Brata, B. H., Husani, S., & Ali, H. (2017). Saudi Journal of Business and Management Studies The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4), 357–374. <https://doi.org/10.21276/sjbms>

Byrne, D. (1961). Interpersonal attraction and attitude similarity. *The Journal of Abnormal and Social Psychology*, 62(3), 713–715. <https://doi.org/10.1037/h0044721>

Chung, S., & Cho, H. (2017). Fostering Parasocial Relationships with Celebrities on Social Media: Implications for Celebrity Endorsement. *Psychology & Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>

Dewi, C. E., Adi, P. H. , & Setyawati, S. M. (2021). Pengaruh Kredibilitas Dan Kualitas Argumen Terhadap Niat Beli Dengan Peran Mediasi Kepercayaan. *Jurnal Ekonomi, Bisnis, Dan Akuntansi*, 23(2), 1–15.

Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2016). Parasocial Interaction and Parasocial Relationship: Conceptual Clarification and a Critical Assessment of Measures. *Human Communication Research*, 42(1), 21–44. <https://doi.org/10.1111/hcre.12063>

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>

- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307. <https://doi.org/10.2307/3172866>
- Dotson, M. J., & Hyatt, E. M. (2000). Religious Symbols as Peripheral Cues in Advertising. *Journal of Business Research*, 48(1), 63–68. [https://doi.org/10.1016/S0148-2963\(98\)00076-9](https://doi.org/10.1016/S0148-2963(98)00076-9)
- Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*, 9(3), 61–75. <https://doi.org/10.1080/10696679.2001.11501897>
- Gama, A. W. S., Rustiarini, N. W., & Anggraini, N. P. N. (2018). Imaging and Purchasing Decision in Traditional Art Market. *International Research Journal of Management, IT & Social Sciences*, 5(2), 175. <https://doi.org/10.21744/irjmis.v5i2.637>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10*. Badan Penerbit Universitas Dipenogoro.
- Ghozali, I., & Latan, H. (2020). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 3.0 Untuk Penelitian Empiris* (Vol. 2).
- Gonzales, M. H., Davis, J. M., Loney, G. L., LuKens, C. K., & Junghans, C. M. (1983). Interactional approach to interpersonal attraction. *Journal of Personality and Social Psychology*, 44(6), 1192–1197. <https://doi.org/10.1037/0022-3514.44.6.1192>
- Gui, R. I. (2015). *The Effect of Brand Awareness, Internet Search Patterns and Product-Line Characteristics on Revenue Premium* (pp. 272–275). https://doi.org/10.1007/978-3-319-10912-1_90
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>

- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Variance*. PT Inkubator Penulis Indonesia.
- Horton, D., & Richard Wohl, R. (1956). Mass Communication and Para-Social Interaction. *Psychiatry*, 19(3), 215–229. <https://doi.org/10.1080/00332747.1956.11023049>
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion*. Yale University Press .
- Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opin*, 15(4), 635–650.
- Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, 155–173. <https://doi.org/10.1016/j.chb.2018.05.029>
- Joseph, W. B. (1982). The Credibility of Physically Attractive Communicators: A Review. *Journal of Advertising*, 11(3), 15–24. <https://doi.org/10.1080/00913367.1982.10672807>
- Kajalo S, & Jyrämä A. (2016). The impact of corporate social responsibility and contributions to local communities on brand identification, corporate reputation, and brand loyalty. *Marketing Challenges in a Turbulent Business Environment*, Eds Groza M., Ragland C, 319–320.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Keller, K. L. (2016). Brand Equity. In *The Palgrave Encyclopedia of Strategic Management* (pp. 1–5). Palgrave Macmillan UK. https://doi.org/10.1057/978-1-349-94848-2_712-1

- Keller, K. L. (2018). Brand Equity. In *The Palgrave Encyclopedia of Strategic Management* (pp. 128–132). Palgrave Macmillan UK.
https://doi.org/10.1057/978-1-137-00772-8_712
- Kelman, H. C. (1958). Compliance, identification, and internalization three processes of attitude change. *Journal of Conflict Resolution*, 2(1), 51–60.
<https://doi.org/10.1177/002200275800200106>
- Ki, C. ‘Chloe,’ & Kim, Y. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers’ desire to mimic. *Psychology & Marketing*, 36(10), 905–922.
<https://doi.org/10.1002/mar.21244>
- Kim, H., Ko, E., & Kim, J. (2015). SNS users’ para-social relationships with celebrities: social media effects on purchase intentions. *Journal of Global Scholars of Marketing Science*, 25(3), 279–294.
<https://doi.org/10.1080/21639159.2015.1043690>
- Knoll, J., & Matthes, J. (2017). The effectiveness of celebrity endorsements: a meta-analysis. *Journal of the Academy of Marketing Science*, 45(1), 55–75.
<https://doi.org/10.1007/s11747-016-0503-8>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). PT. Indeks Kelompok Gramedia.
- Kotler, P., & Keller, K. L. (2015). *Manajemen Pemasaran* (13th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education, Inc.
- Kotler, P., & Keller, K. L. (2020). *Marketing Management* (15th ed.). Pearson Prentice Hall.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson.
- Kurniawan, A. (2014). *Metode Riset untuk Ekonomi & Bisnis*. Alfabeta.

- Ladhari, R., Massa, E., & Skandrani, H. (2020). YouTube vloggers' popularity and influence: The roles of homophily, emotional attachment, and expertise. *Journal of Retailing and Consumer Services*, 54, 102027. <https://doi.org/10.1016/j.jretconser.2019.102027>
- Lampeitl, A., Supervisor, P. Å., Tarnovskaya, V., & Bertilsson, J. (2017). *The Role of Influencers in Generating Customer-Based Brand Equity & Brand-Promoting User-Generated Content A Mixed Method Approach to Measuring Influencer Marketing's Effect on Customer-Based Brand Equity and Customers' Willingness to Post Brand-Promoting Content on Instagram*.
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753–5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Lili, Z., Al Mamun, A., Hayat, N., Salamah, A. A., Yang, Q., & Ali, M. H. (2022). Celebrity Endorsement, Brand Equity, and Green Cosmetics Purchase Intention Among Chinese Youth. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.860177>
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>
- Lomboan, L. K. (2017). Analysis the influence of perceived quality, perceived price and perceived value on consumer purchase intention in traditional fabrics (Case Study Kaeng Manado). *Jurnal Berkala Ilmiah Efisiensi*, 17(01).
- Lou, C., & Kim, H. K. (2019). Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.02567>

- Maheshwari, V., Lodorfos, G., & Jacobsen, S. (2016). *Investigating the Drivers that Determines Brand Loyalty: A Study of the Experience-Commitment-Loyalty Construct* (pp. 731–736). https://doi.org/10.1007/978-3-319-11815-4_221
- Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174. <https://doi.org/10.1016/j.techfore.2021.121246>
- Maulani, B. L., & Suryana, H. P. (2023). *Pengaruh Penggunaan Brand Ambassador dan Brand Image Terhadap Keputusan Pembelian Konsumen Produk Kecantikan Scarlett Whitening (Survey Pada Konsumen Mahasiswa FEB Unpas)*. Universitas Pasundan.
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model of Organizational Trust. *The Academy of Management Review*, 20(3), 709. <https://doi.org/10.2307/258792>
- McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 32, 39–45. <https://doi.org/10.1016/j.jretconser.2016.05.012>
- McCroskey, J. C., & Teven, J. J. (1999). Goodwill: A reexamination of the construct and its measurement. *Communication Monographs*, 66(1), 90–103. <https://doi.org/10.1080/03637759909376464>
- McPherson, M., Smith-Lovin, L., & Cook, J. M. (2001). Birds of a Feather: Homophily in Social Networks. *Annual Review of Sociology*, 27(1), 415–444. <https://doi.org/10.1146/annurev.soc.27.1.415>
- Moslehpoour, M., Ismail, T., Purba, B., & Wong, W.-K. (2021). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities

- on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/10.3390/jtaer17010005>
- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer Behavior: Building Marketing Strategy*. Mc Graw Hill Education.
- Munnucca, J., Maity, D., Reinikainen, H., & Luoma-aho, V. (2019). “Thanks for watching”. The effectiveness of YouTube vlogendorsements. *Computers in Human Behavior*, 93, 226–234. <https://doi.org/10.1016/j.chb.2018.12.014>
- Nagori, A. (2020). Impact of influencer marketing on purchase intention with specific reference to health and beauty products. *International Journal of Creative Research Thoughts*, 8(3), 3157–3170.
- Ozdemir, S., Zhang, S., Gupta, S., & Bebek, G. (2020). The effects of trust and peer influence on corporate brand—Consumer relationships and consumer loyalty. *Journal of Business Research*, 117, 791–805. <https://doi.org/10.1016/j.jbusres.2020.02.027>
- Papasolomou, I., & Vrontis, D. (2006). Building corporate branding through internal marketing: the case of the UK retail bank industry. *Journal of Product & Brand Management*, 15(1), 37–47. <https://doi.org/10.1108/10610420610650864>
- Pappu, R. , & Quester, P. (2015). Brand innovativeness effects on perceived quality, satisfaction, and loyalty. *Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing*, Eds C. Campbell and J.Ma (Berlin: Springer), 763.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284. <https://doi.org/10.1016/j.heliyon.2020.e04284>

- Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. In *Communication and Persuasion* (pp. 1–24). Springer New York. https://doi.org/10.1007/978-1-4612-4964-1_1
- Petty, R. E., Cacioppo, J. T., & Goldman, R. (1981). Personal involvement as a determinant of argument-based persuasion. *Journal of Personality and Social Psychology, 41*(5), 847.
- Pressrelease.id. (2024, January 10). *Compas.co.id Rilis Data E-commerce Sektor FMCG 2023, Nilai Penjualan Capai Rp 57,6 T.* <Https://Pressrelease.Kontan.Co.Id/News/Compasoid-Rilis-Data-e-Commerce-Sektor-Fmcg-2023-Nilai-Penjualan-Capai-Rp-576-t>.
- Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2016). Factors Influencing Purchasing Intention of Smartphone among University Students. *Procedia Economics and Finance, 37*, 245–253. [https://doi.org/10.1016/S2212-5671\(16\)30121-6](https://doi.org/10.1016/S2212-5671(16)30121-6)
- Rahmi, Y., Sekarasihi, L., & Sjabadhyni, B. (2017). The Influence of Beauty Vlog on Perceived Source Credibility and Purchase Intention. *Makara Human Behavior Studies in Asia, 21*(1), 13. <https://doi.org/10.7454/mssh.v21i1.3496>
- Ramadhani, N. L., & Isnawati, S. I. (2022). Efektivitas Influencer dalam Meningkatkan Brand Equity Produk Fashion Hijab di Instagram Butik Jenneira Scarf Semarang. *TEKNOBUGA: Jurnal Teknologi Busana Dan Boga, 10*(2), 159–162.
- Rebelo, M. F. (2017). *How Influencers' Credibility on Instagram is perceived by consumers and its impact on purchase intention (Doctoral dissertation)*.
- Rifon, N. J., Jiang, M., & Kim, S. (2016). Don't Hate me Because I am Beautiful: Identifying the Relative Influence of Celebrity Attractiveness and Character Traits on Credibility. In *Advances in Advertising Research (Vol. VI)* (pp. 125–134). Springer Fachmedien Wiesbaden. https://doi.org/10.1007/978-3-658-10558-7_11

- Rizvi, W. H., Rashid, A. G., & Amir, H. (2018). *Brand Association and Emotional Confidence: Determinants of Brand Loyalty: An Abstract* (pp. 11–11). https://doi.org/10.1007/978-3-319-99181-8_6
- Rogers, E. M., & Bhowmik, D. K. (1970). Homophily-Heterophily: Relational Concepts for Communication Research. *Public Opinion Quarterly*, 34(4), 523. <https://doi.org/10.1086/267838>
- Rogers, E. M., Ratzan, S. C., & Payne, J. G. (2001). Health Literacy: A Nonissue in the 2000 Presidential Election. *American Behavioral Scientist*, 44(12), 2172–2195. <https://doi.org/10.1177/0002764201044012013>
- Rossiter, J. R. (2014). ‘Branding’ explained: Defining and measuring brand awareness and brand attitude. *Journal of Brand Management*, 21(7–8), 533–540. <https://doi.org/10.1057/bm.2014.33>
- Rubin, A. M., & Perse, E. M. (1987). Audience activity and soap opera involvement a uses and effects investigation. 14 (2), 246–268. *Human Communication Research*, 14(2), 246–268.
- Rubin, A. M., & Step, M. M. (2000). Impact of Motivation, Attraction, and Parasocial Interaction on Talk Radio listening. *Journal of Broadcasting & Electronic Media*, 44(4), 635–654. https://doi.org/10.1207/s15506878jobem4404_7
- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., Ahmed, N., & Fayaz Ahmad, S. (2015). Product Perceived Quality and Purchase Intention with Consumer Satisfaction. *Global Journal of Management and Business Research: E Marketing*, 15(1), 21–28.
- Sarkar, S., Sharma, D., & Kalro, A. D. (2015). *The Effect of Naming Strategy and Packaging on Perceived Quality and Purchase Intention of Private Label Brands* (pp. 103–111). https://doi.org/10.1007/978-3-319-20182-5_11
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and

- Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281.
<https://doi.org/10.1080/02650487.2019.1634898>
- Shan, B., Li, C., Zheng, X., & Jin, K. (2019). Network Security Situational Assessment Method Based on Historical Situations. *2019 International Conference on Intelligent Computing, Automation and Systems (ICICAS)*, 590–595. <https://doi.org/10.1109/ICICAS48597.2019.00129>
- Sharma, R. (2017). Building Customer-based Brand Equity of Domestic Brands: Role of Brand Equity Dimensions. *Metamorphosis: A Journal of Management Research*, 16(1), 45–59.
<https://doi.org/10.1177/0972622517702187>
- Shin, D.-H., & Biocca, F. (2017). Explicating user behavior toward multi-screen adoption and diffusion. *Internet Research*, 27(2), 338–361.
<https://doi.org/10.1108/IntR-12-2015-0334>
- Sholihin, M., & Ratmono, D. (2021). *Analisis SEM-PLS dengan WarpPLS 7.0 : untuk hubungan nonlinier dalam penelitian sosial dan bisnis* (C. Mitak, Ed.). Penerbit Andi.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53.
<https://doi.org/10.1016/j.jretconser.2019.01.011>
- Spears, N., & Singh, S. N. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- Statista. (2023, July 19). *Most Preferred Skincare Brands in Indonesia as of April 2023*. <Https://Www.Statista.Com/Statistics/1396807/Indonesia-Skincare-Brand-Preference-by-Origin/>.
- Statista. (2024, March 18). *Revenue of the beauty & personal care market in Indonesia from 2019 to 2028*.

<Https://Www.Statista.Com/Forecasts/1220238/Indonesia-Revenue-Beauty-and-Personal-Care-Market>.

- Sternthal, B., Dholakia, R., & Leavitt, C. (1978). The Persuasive Effect of Source Credibility: Tests of Cognitive Response. *Journal of Consumer Research*, 4(4), 252. <https://doi.org/10.1086/208704>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Alfabeta.
- Sugiyono, P. D. (2019). *Metodologi Penelitian Kuantitatif*. Alfabeta.
- Sujarwени, V. W. (2015). *Metodologi Penelitian Bisnis*. Pustaka Baru.
- Tandayong, F. A., & Palumian, Y. (2022). Peranan Influencer dalam Meningkatkan Parasocial Interaction dan Purchase Intention Produk Kosmetik Lokal Scarlett. *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBis)*, 1(2). <https://doi.org/10.24034/jimbis.v1i2.5375>
- Tansil, M. J., & Tielung, M. V. (2014). The Effect of Perceived Price and Perceived Quality on Purchase Intention at Shmily Cupcakes Store Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(3).
- Tantawi, P., & Sadek, H. (2019). The impact of celebrity endorsement in cause related marketing campaigns on audiences' behavioral intentions: Egypt case. *International Review on Public and Nonprofit Marketing*, 16(2–4), 293–311. <https://doi.org/10.1007/s12208-019-00231-5>
- Till, B. D., Baack, D., & Waterman, B. (2011). Strategic brand association maps: developing brand insight. *Journal of Product & Brand Management*, 20(2), 92–100. <https://doi.org/10.1108/1061042111121080>
- Till, B. D., & Busler, M. (2000). The Match-Up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs. *Journal of Advertising*, 29(3), 1–13. <https://doi.org/10.1080/00913367.2000.10673613>

- Toma, C. (2014). Counting on Friends: Cues to Perceived Trustworthiness in Facebook Profiles. *Proceedings of the International AAAI Conference on Web and Social Media*, 8(1), 495–504. <https://doi.org/10.1609/icwsm.v8i1.14509>
- Trislianto, D. A. (2020). *Metodologi penelitian : panduan lengkap penelitian dengan mudah / penulis*. Andi Publisher.
- Van der Waldt, D., M van Loggerenberg, M., & Wehmeyer, L. (2011). Celebrity endorsements versus created spokespersons in advertising: a survey among students. *South African Journal of Economic and Management Sciences*, 12(1), 100–114. <https://doi.org/10.4102/sajems.v12i1.263>
- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing Brand Credibility Via Celebrity Endorsement. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>
- Widodo, A., & Yusiana, R. (2021). *Metodologi Penelitian: Penentuan Metode dengan Pendekatan Partial Least Square-Structural Equation Model (PLS-SEM)*. PT Refika Aditama.
- Woodroof, P. J., Howie, K. M., Syrdal, H. A., & VanMeter, R. (2020). What's done in the dark will be brought to the light: effects of influencer transparency on product efficacy and purchase intentions. *Journal of Product & Brand Management*, 29(5), 675–688. <https://doi.org/10.1108/JPBM-05-2019-2362>
- Yılmazdoğan, O. C., Doğan, R. Ş., & Altıntaş, E. (2021). The impact of the source credibility of Instagram influencers on travel intention: The mediating role of parasocial interaction. *Journal of Vacation Marketing*, 27(3), 299–313. <https://doi.org/10.1177/1356766721995973>
- Yoo, J., Lee, H., & Jin, Y. (2018). Effects of Celebrity Credibility on Country's Reputation: A Comparison of an Olympic Star and a Political Leader.

Corporate Reputation Review, 21(3), 127–136.
<https://doi.org/10.1057/s41299-018-0048-5>

Yuan, C. L., Kim, J., & Kim, S. J. (2016). Parasocial relationship effects on customer equity in the social media context. *Journal of Business Research*, 69(9), 3795–3803. <https://doi.org/10.1016/j.jbusres.2015.12.071>