

DAFTAR PUSTAKA

- 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>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15032744>
- Belanche, D., Casaló, L. V, Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186–195. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.03.067>
- Belch, G. E., & Belch, M. A. (2023). *Advertising and Promotion: An Integrated Marketing Communications Perspective (13th)* (13th ed.). McGraw-Hill .
- Budiyanto, A., Pamungkas, I. B., & Praditya, A. (2022). Pengaruh Media Sosial Terhadap Minat Beli Dan Keputusan Pembelian Konsumen: Analisis Bibliometrik. *Jurnal Ekonomi Manajemen*, 8(2), 133–142. <http://jurnal.unsil.ac.id/index.php/jem>
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469–479. <https://doi.org/https://doi.org/10.1016/j.bushor.2020.03.003>
- Casaló, L. V, Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/https://doi.org/10.1016/j.jbusres.2018.07.005>
- Chaffey, D., & Chadwick, F. E. (2022). *Digital Marketing* (8th Edition). Pearson.
- Chaffey, D., & Smith, P. (2022). *Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing* (6th ed.). Routledge.
- Chandra, Z. A. P., & Indrawati. (2023). The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables. *Quality - Access to Success*, 24(192), 163–173. <https://doi.org/10.47750/QAS/24.192.19>

- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Dauhan, G. I., & Langi, E. (2024). Social Media Influencer: The Influence of Followers' Purchase Intention through Online Engagement and Attitude. *Binus Business Review*, 15(1), 41–55. <https://doi.org/10.21512/bbr.v15i1.10185>
- De Veirman, M., & Hudders, L. (2020). Disclosing sponsored Instagram posts: the role of material connection with the brand and message-sidedness when disclosing covert advertising. *International Journal of Advertising*, 39(1), 94–130. <https://doi.org/10.1080/02650487.2019.1575108>
- Dewitasari, N. K. A., & Hidayah, R. T. (2024). Influencer Endorsement and Customer Review on Purchase Intention: Role of Trust as Mediator. *Adpebi International Journal of Multidisciplinary Sciences*, 3(1), 1–10. <https://doi.org/10.54099/aijms.v3i1.828>
- Dwivioluta, S., & Zuliarni, S. (2023). Customer Engagement, Customer Equity, and Their Influence on Consumer Repurchase Intention in E-Commerce Mobile Applications. In *Jurnal Dinamika Manajemen* (Vol. 14, Issue 1). <http://jdm.unnes.ac.id>
- Farah Fariza, A. (2023). *The Impact of Influencer Marketing, Online Customer Review, Brand Trust, Product Quality, and Price on Purchase Intention*. www.infobrand.id
- Ghozali, I. (2021). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.2.9* (3rd ed.).
- Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms. *Journal of Mathematics*, 2022. <https://doi.org/10.1155/2022/5327626>
- Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE.
- Harinie, L. T., Triyono, A., Saputri, M. E., Hanafiah, H., Arissaputra, R., Wijaya, N. P. N. P., Suyatno, A., Rahayu, T., Syahputra, Warnadi, Khasanah, J. S. N., Yuswono, I., Sakti, D. P. B., Ilham, B. ulum, & Mansur, D. M. (2023). *Perilaku Konsumen dan Strategi Pemasaran*. CV. Intelektual Manifes Media.
- Hollebeek, L. D., & Belk, R. (2021). Consumers' technology-facilitated brand engagement and wellbeing: Positivist TAM/PERMA- vs. Consumer Culture Theory perspectives. *International Journal of Research in Marketing*, 38(2), 387–401. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2021.03.001>

- Ilieva, G., Yankova, T., Ruseva, M., Dzhabarova, Y., Klisarova-Belcheva, S., & Bratkov, M. (2024). Social Media Influencers: Customer Attitudes and Impact on Purchase Behaviour. *Information*, 15(6). <https://doi.org/10.3390/info15060359>
- Imtiyaz, H., Soni, P., & Yukongdi, V. (2021). Investigating the Role of Psychological, Social, Religious and Ethical Determinants on Consumers' Purchase Intention and Consumption of Convenience Food. *Foods*, 10(2). <https://doi.org/10.3390/foods10020237>
- Juska, J. M. (2021). *Integrated Marketing Communication Advertising and Promotion in a Digital World* (2nd ed.). Routledge.
- Kaur, H., Paruthi, M., Islam, J., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46, 101321. <https://doi.org/https://doi.org/10.1016/j.tele.2019.101321>
- Kemeç, U., & Fulya, H. (2021). *The Relationships among Influencer Credibility, Brand Trust, and Purchase Intention: The Case of Instagram*. <https://orcid.org/0000->
- Kemp, S. (2024, February 21). *DIGITAL 2024: INDONESIA*. Data Reportal. <https://datareportal.com/reports/digital-2024-indonesia>
- Ki, C.-W. (Chloe), Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55, 102133. <https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102133>
- Komdigi. (2024, May 7). *Pertumbuhan Ekonomi Triwulan I 2024 Tumbuhkan Optimisme*. Komdigi.Go.Id. www.komdigi.go.id/berita/pengumuman/detail/pertumbuhan-ekonomi-triwulan-i-2024-tumbuhkan-optimisme
- Kotler, P., Kevin Keller, K., & Chernev, A. (2021). *Marketing Management, Global Edition (16th)* (16th ed.).
- Lubis, R. B. (2023). *Survei Reuters: Tingkat Pendidikan dan Pendapatan Pengguna Twitter Lebih Unggul Dibanding Medsos Lain*. <https://goodstats.id/article/survei-reuters-tingkat-pendidikan-dan-pendapatan-pengguna-twitter-lebih-unggul-dibanding-medsos-lain-OFO9T>
- Martiningsih, D. A., & Setyawan, A. A. (2022). *The Impact of Influencers' Credibility Towards Purchase Intention*. www.sojump.com

- McCracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310–321.
<https://doi.org/10.1086/209217>
- Mewengkang, J. D., & Hidayah, R. T. (2023). Pengaruh Kredibilitas Influencer Terhadap Minat Konsumen Untuk Membeli Produk Somethinc Yang Dimediasi Oleh Keterlibatan Sosial Media Instagram. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)* , 10(2).
<https://doi.org/https://doi.org/10.35794/jmbi.v10i2.49552>
- Nafees, L., Cook, C. M., Nikolov, A. N., & Stoddard, J. E. (2021). Can social media influencer (SMI) power influence consumer brand attitudes? The mediating role of perceived SMI credibility. *Digital Business*, 1(2), 100008.
<https://doi.org/https://doi.org/10.1016/j.digbus.2021.100008>
- Putri, A. F. P., & Rimadiaz, S. (2024). Peran Kredibilitas Influencer Sarah Ayu dan Content Quality Terhadap Online Engagement dan Purchase Intention pada Media Sosial Instagram. *Journal of Accounting, Management, And Islamic Economics*, 2(2).
<https://doi.org/https://doi.org/10.35384/jamie.v2i2.631>
- Riyanto, A. D. (2024). *Hootsuite (We are Social): Data Digital Indonesia 2024*.
<https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>
- Saling, & Zakaria. (2024). Pengaruh Media Sosial Terhadap Minat Beli Konsumen. *PARADOKS Jurnal Ilmu Ekonomi*, 7(1).
- Sari, D., & Harsono, S. (2023). Analysis of the Shopee E-commerce Application Using the Delone and Mclean Models. *International Journal of Economics, Business and Management Research*, 07(01), 96–110. <https://doi.org/10.51505/ijebmr.2023.7109>
- 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>
- 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, 101742.
<https://doi.org/https://doi.org/10.1016/j.jretconser.2019.01.011>
- Solomon, M. R. ., & Russell, C. Antonia. (2024). *Consumer behavior : buying, having, and being*. Pearson.

- Sonar. (2023). *Engagement Rate: Pengertian, Cara Kerja, dan Tujuannya*. Datasex SONar. <https://sonarplatform.com/id/engagement-rate-pengertian-cara-kerja-tujuan/>
- Statista. (2022). *Share of consumers who bought items after seeing them on social media in the last three months in Indonesia as of February 2022*. www.statista.com/statistics/1343108/indonesia-social-media-influence-on-buying-behavior/
- Statista. (2024). *Share of Instagram users in Indonesia as of December 2024, by age group*. <https://www.statista.com/statistics/1078350/share-of-instagram-users-by-age-indonesia/>
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Trianasari, N., Fitriani, N., & Rachmawati, I. (2023). The Influence of Social Media Marketing and Influencer Endorsement Through Brand Image and Trust, and Their Impact on the Purchase Intention of the MS Glow Brand Through the Tiktok Application. *International Journal of Professional Business Review*, 8(10), e03793. <https://doi.org/10.26668/businessreview/2023.v8i10.3793>
- Tutberidze, G., Khoshtaria, T., & Matin, A. (2020). The impact of social media engagement on consumers' trust and purchase intention. *International Journal of Technology Marketing*, 14, 1. <https://doi.org/10.1504/IJTMKT.2020.10033402>
- We Are Social Indonesia. (2024). *Digital 2024 - We Are Social*. <https://wearesocial.com/id/blog/2024/01/digital-2024/>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Wiedmann, K. P., & von Mettenheim, W. (2020). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product and Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Yuan, S., & Lou, C. (2020). How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest. *Journal of Interactive Advertising*, 20(2), 133–147. <https://doi.org/10.1080/15252019.2020.1769514>