

DAFTAR PUSTAKA

- Agam, D. N. L. A. (2017). Followers Ratio on Instagram Affects the Product ' s Brand ISSN 2206-480X Followers Ratio on Instagram Affects the Product ' s Brand Awareness. *Australian Journal of Accounting, Economics and Finance*, 3(2), 85-89.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(April), 65–77.
<https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Albin Sayyid Agnar Caesar Purwanto, T. P. (2019). PENGARUH SOCIAL MEDIA INFLUENCER TERHADAP PURCHASE INTENTION YANG DIMEDIASI OLEH TRUSTWORTHINESS (STUDI PADA AKUN INSTAGRAM @KULINERSBY).pdf. *Pengaruh Social Media Influencer Terhadap Purchase Intention Yang Dimediasi Oleh Trustworthiness (Studi Pada Akun Instagram @Kulinersby)*, 1411, 219–231.
- 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>

Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020).

Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, 53(October 2018), 0–1.
<https://doi.org/10.1016/j.jretconser.2019.01.016>

Anongdeth, A., & Barre, H. I. (2019). Instagram profile's effect on influencer credibility. *International Business School, May*. <https://www.diva-portal.org/smash/record.jsf?pid=diva2:1321148>

Baker, M. J., & Gilbert A. Churchill, J. (1977). The Impact of Physically Attractive Models on Advertising Evaluations. *Journal of Marketing Re*, 14(4), 538–555.

Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research. Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>

Bowden, J. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74.
<https://doi.org/10.2753/MTP1069-6679170105>

Cahill, D. J. (1993). Journal of Product & Brand Management. *Marketing Intelligence & Planning*, 11(6), 20–21.
<https://doi.org/10.1108/EUM00000000001126>

Chopra, A., Avhad, V., & Jaju, and S. (2021). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of

- Millennial. *Business Perspectives and Research*, 9(1), 77–91.
<https://doi.org/10.1177/2278533720923486>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- 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., Dodds, B., & Monroe, B. (1991). Effect of Price, Brand, and Store Information Buyers' Evaluations. *Journal of Marketing Research*, 28(3), 307–319.
- Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst millennials. In *Internet Research* (Vol. 25, Issue 4).
<https://doi.org/10.1108/IntR-01-2014-0020>
- Erdogan, B. Z. (1999). Celebrity Endorsement : A Literature Review Celebrity Endorsement : A Literature Review. *Journal of Marketing Management*, 15:4(772858957), 291–314.
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*, 17(2),

138–149. <https://doi.org/10.1080/15252019.2017.1366885>

Feick, L., & Higie, R. A. (1992). The effects of preference heterogeneity and source characteristics on ad processing and judgements about endorsers. *Journal of Advertising*, 21(2), 9–24. <https://doi.org/10.1080/00913367.1992.10673364>

Gil-saura, I., Rodríguez-orejuela, A., & Pe, N. (2020). *Heliyon Purchase intention and purchase behavior online: A cross-cultural approach*. 6(February). <https://doi.org/10.1016/j.heliyon.2020.e04284>

Gräve, J. F. (2019). What KPIs Are Key? Evaluating Performance Metrics for Social Media Influencers. *Social Media and Society*, 5(3). <https://doi.org/10.1177/2056305119865475>

Gross, J., & von Wangenheim, F. (2022). Influencer Marketing on Instagram: Empirical Research on Social Media Engagement with Sponsored Posts. *Journal of Interactive Advertising*, 22(3), 289–310. <https://doi.org/10.1080/15252019.2022.2123724>

Han, J., & Chen, H. (2021). Millennial social media users' intention to travel: the moderating role of social media influencer following behavior. *International Hospitality Review*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/ihr-11-2020-0069>

Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2018). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88(November), 388–396. <https://doi.org/10.1016/j.jbusres.2017.11.046>

Ho Nguyen, H., Nguyen-Viet, B., Hoang Nguyen, Y. T., & Hoang Le, T. (2022).

Understanding online purchase intention: the mediating role of attitude towards advertising. *Cogent Business and Management*, 9(1).

<https://doi.org/10.1080/23311975.2022.2095950>

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165.

<https://doi.org/10.1016/j.intmar.2013.12.002>

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15(4), 635–650.

<https://doi.org/10.1086/266350>

Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. *Journal of Marketing*, 83(5), 78–96.

<https://doi.org/10.1177/0022242919854374>

Hunter, E. J. (2010). Celebrity entrepreneurship and celebrity endorsement: Similarities, differences and the effect of deeper engagement. *School of Management Queensland University of Technology Submitted*.

<https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>

Jansom, A., & Pongsakornrunsilp, S. (2021). How instagram influencers affect the value perception of thai millennial followers and purchasing intention of luxury fashion for sustainable marketing. *Sustainability (Switzerland)*, 13(15).

<https://doi.org/10.3390/su13158572>

Jin, S. A. A., & Phua, J. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers source credibility perception, buying intention, and social identification with celebrities. *Journal of Advertising*, 43(2), 181–195.

<https://doi.org/10.1080/00913367.2013.827606>

Jin, S. V., & Muqaddam, A. (2019). Product placement 2.0 : “ Do Brands Need Influencers , or Do Influencers Need Brands ?” *Journal of Brand Management*, 0123456789. <https://doi.org/10.1057/s41262-019-00151-z>

Joseph F. Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2013). A Primer on Partial Least Squares Structural Equation Modeling. In *Long Range Planning* (Vol. 46, Issues 1–2). <https://doi.org/10.1016/j.lrp.2013.01.002>

Keller, K. L. (1993). Conceptualizing, measuring, managing. *Journal of Marketing*, 57, 1–22.

Kelman, H. C. (2017). Processes of opinion change. *Attitude Change: The Competing Views*, 49, 205–233. <https://doi.org/10.4324/9781351315364-8>

Kim, J. W., Choi, J., Qualls, W., & Han, K. (2008). It takes a marketplace community to raise brand commitment: The role of online communities. *Journal of Marketing Management*, 24(3–4), 409–431. <https://doi.org/10.1362/026725708X306167>

Kim, S., Han, J., Yoo, S., & Gerla, M. (2017). How are social influencers connected

in instagram? *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 10540 LNCS, 257–264. https://doi.org/10.1007/978-3-319-67256-4_20

Kostygina, G., Tran, H., Binns, S., Szczypka, G., Emery, S., Vallone, D., & Hair, E. (2020). Boosting Health Campaign Reach and Engagement Through Use of Social Media Influencers and Memes. *Social Media and Society*, 6(2). <https://doi.org/10.1177/2056305120912475>

Lee, E. B., Lee, S. G., & Yang, C. G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management and Data Systems*, 117(6), 1011–1036. <https://doi.org/10.1108/IMDS-06-2016-0229>

Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer Marketing Effectiveness. *Journal of Marketing*, May. <https://doi.org/10.1177/00222429221102889>

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>

Liu, C. L. E., Sinkovics, R. R., Pezderka, N., & Haghirian, P. (2012). Determinants of Consumer Perceptions toward Mobile Advertising - A Comparison between Japan and Austria. *Journal of Interactive Marketing*, 26(1), 21–32. <https://doi.org/10.1016/j.intmar.2011.07.002>

- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- MacKenzie, S. B., & Lutz, R. J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53(2), 48. <https://doi.org/10.2307/1251413>
- Maqsood Ahmad Sandhu, Ahm Shamsuzzoha, P. H. (2018). 기사 (Article) 와 안내문 (Information) [. *The Eletronic Library*, 34(1), 1–5.
- Martensen, A., Brockenhuus-Schack, S., & Zahid, A. L. (2018). How citizen influencers persuade their followers. *Journal of Fashion Marketing and Management*, 22(3), 335–353. <https://doi.org/10.1108/JFMM-09-2017-0095>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94(December 2017), 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63(9–10), 919–925. <https://doi.org/10.1016/j.jbusres.2009.05.014>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity

- endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Pentina, I., Guilloux, V., & Micu, A. C. (2018). Exploring Social Media Engagement Behaviors in the Context of Luxury Brands. *Journal of Advertising*, 47(1), 55–69. <https://doi.org/10.1080/00913367.2017.1405756>
- Rebelo, M. (2017). *How influencers' credibility on Instagram is perceived by consumers and its impact on purchase intention, Masters' Thesis*. May, 1–92. [https://repositorio.ucp.pt/bitstream/10400.14/23360/1/TESE_FINAL PDFA.pdf](https://repositorio.ucp.pt/bitstream/10400.14/23360/1/TESE_FINAL%20PDFA.pdf)
- Regan, P. C. (2011). Cinderella revisited: Women's appearance modification as a function of target audience sex and attractiveness. *Social Behavior and Personality*, 39(4), 563–576. <https://doi.org/10.2224/sbp.2011.39.4.563>
- Reichelt, J., Sievert, J., & Jacob, F. (2014). How credibility affects eWOM reading: The influences of expertise, trustworthiness, and similarity on utilitarian and social functions. *Journal of Marketing Communications*, 20(1–2), 65–81. <https://doi.org/10.1080/13527266.2013.797758>
- Sekaran, U., & Bougie, R. (2014). International Standard Classification of Occupations (ISCO). *Encyclopedia of Quality of Life and Well-Being Research*, 3336–3336. https://doi.org/10.1007/978-94-007-0753-5_102084
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46(September), 58–69.

<https://doi.org/10.1016/j.jretconser.2017.11.001>

Shimp, T. A. (2007). *Integrated Communications in Advertising And Promotions*.

Shin, H., & Perdue, R. R. (2022). Customer Nontransactional Value Cocreation in an Online Hotel Brand Community: Driving Motivation, Engagement Behavior, and Value Beneficiary. *Journal of Travel Research*, 61(5), 1088–1104. <https://doi.org/10.1177/00472875211024752>

Shin, H., Perdue, R. R., Evans, N. J., Phua, J., Lim, J., Jun, H., Ohanian, R., Wiedmann, K. P., von Mettenheim, W., Weismueller, J., Harrigan, P., Wang, S., Soutar, G. N., Chopra, A., Avhad, V., Jaju, and S., Jansom, A., Pongsakornrunsilp, S., Gräve, J. F., ... Perdue, R. R. (2021). Customer Nontransactional Value Cocreation in an Online Hotel Brand Community: Driving Motivation, Engagement Behavior, and Value Beneficiary. *Journal of Travel Research*, 9(3), 707–725. <https://doi.org/10.1177/00472875211024752>

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), X–13. <https://doi.org/10.1080/00913367.2000.10673613>

van der Waltd, D. L. R., Loggerenberg, M. Van, & Wehmeyer, L. (2009). Celebrity Endorsements Versus Created Spokespersons in Advertising : *Sajems*, 12(1), 100–114.

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., Hennigs, N., Schmidt, S., & Wuestefeld, T. (2011). Drivers and outcomes of brand heritage: Consumers' perception of heritage brands in the automotive industry. *Journal of Marketing Theory and Practice*, 19(2), 205–220. <https://doi.org/10.2753/MTP1069-6679190206>
- WiedmannWalter, K. P., & Mettenheim, V. (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>
- Wu, P. C. S., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30–39. <https://doi.org/10.1016/j.ausmj.2010.11.001>
- Yang, B., Kim, Y., & Yoo, C. (2013). The integrated mobile advertising model: The effects of technology- and emotion-based evaluations. *Journal of Business Research*, 66(9), 1345–1352. <https://doi.org/10.1016/j.jbusres.2012.02.035>