

DAFTAR PUSTAKA

- AlFarraj, O. et al., 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), pp. 355-374.
- Belanche, D., Casalo, L. V., Flavian, M. & Ibanez-Sanchez, S., 2021. Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, Volume 132, pp. 188-190.
- Compas.co.id, 2021. Top 5 Brand Perawatan Wajah di E-commerce Indonesia dengan Penjualan di atas Rp 10 Miliar. Available at: <https://compas.co.id/article/top-5-brand-perawatan-wajah/> [Accessed 23 September 2022].
- Ericha, D., 2022. Jadi Brand Ambassador Skincare, Syahrini Dituding Malah 'Promosi' Madu Miliknya, Ekspresi Ownernya Jadi Sorotan!. Available at: <https://www.matamata.com/seleb/2022/09/05/093845/jadi-brand-ambassador-skincare-syahrini-dituding-malah-promosi-madu-miliknya-ekspresi-ownernya-jadi-sorotan> [Accessed 25 September 2022].
- Gupta, D. R., Kishor, P. N. & Verma, P. D., 2017. Construction and Validation of a Five-Dimensional Celebrity Endorsement Scale: Introducing The Pater Model. *British Journal of Marketing Studies*, 5(4), pp. 15-35.
- Haasiani, N., 2021. Data Penjualan Kosmetik Wajah: Brand Lokal Kuat Bersaing. Available at: <https://compas.co.id/article/data-penjualan-kosmetik/> [Accessed 23 September 2022].
- Haniy, S. U., 2016. *Isyana Sarasvati tidak pernah belanja online, apa kata Tokopedia?*. Available at: <https://www.rappler.com/world/133605-isyana-sarasvati-tokopedia-belanja-online-blunder/> [Accessed 26 Oktober 2022].
- Hovland, C. I. & Weiss, W., 1951. The Influence of Source Credibility on Communication Effectiveness. *American Association for Public Opinion Research*, 15(4), pp. 635-650.
- Janssen, L., Schouten, A. P. & Croes, E. A. J., 2021. Influencer advertising on Instagram: product-influencer fit and number of followers affect advertising

outcomes and influencer evaluations via credibility and identification. *International Journal of Advertising*, 41(1), pp. 105-118.

JawaPos.com, 2022. Skincare dan Haircare Paling Laris, Industri Kosmetik Naik 20 Persen. Available at: <https://www.jawapos.com/ekonomi/22/08/2022/skincare-dan-haircare-paling-laris-industri-kosmetik-naik-20-persen/> [Accessed 23 September 2022].

Kementerian Perindustrian Republik Indonesia, 2020. Perubahan Gaya Hidup Dorong Industri Kosmetik. Available at: <https://kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik> [Accessed 23 September 2022].

Kompas.com, 2022. Tanggapi Tingginya Minat Akan Skincare, Somethinc Gelar Serum Wonderland di Sarinah. Available at: <https://www.kompas.com/parapuan/read/533464493/tanggapi-tingginya-minat-akan-skincare-somethinc-gelar-serum-wonderland-di-sarinah#:~:text=Menara%20Serum%20Somethinc%20pun%20meraih,Menara%20Serum%20Pertama%20di%20Indonesia%E2%80%9D> [Accessed 24 September 2022].

Lim, X. J., Radzol, A. R. b. M., Cheah, J.-H. & 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), pp. 19-31.

MarkPlus,Inc; ZAP Clinic, 2019. ZAP Beauty Index 2019. Available at: <https://zapclinic.com/zapbeautyindex> [Accessed 19 Mei 2023].

Munnukka, J., Uusitalo, O. & Toivonen, H., 2016. Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), pp. 182-192.

Ohanian, R., 1990. Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), pp. 39-52.

Osei-Frimpong, K., Donkor, G. & Owusu-Frimpong, N., 2019. The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice*, 27(1), p. 105.

Pahlevi, R., 2022. *10 Industri dengan Belanja Iklan Terbesar di Indonesia (Semester I 2022)*. Available at: <https://databoks.katadata.co.id/datapublish/2022/08/28/ini->

industri-dengan-belanja-iklan-terbesar-pada-semester-i-2022 [Accessed 3 Desember 2022].

Pahlevi, R., 2022. *10 Merek Kosmetik Lokal Favorit Masyarakat, 3 Punya Paragon*.

Available at: <https://databoks.katadata.co.id/datapublish/2022/09/03/10-merek-kosmetik-lokal-favorit-masyarakat-3-punya-paragon> [Accessed 9 November 2022].

Pahlevi, R., 2022. Nielsen: Belanja Iklan Tumbuh 7% di Semester I 2022, Iklan TV Mendominasi.

Available at: <https://databoks.katadata.co.id/datapublish/2022/08/12/nielsen-belanja-iklan-tumbuh-7-di-semester-i-2022-iklan-tv-mendominasi> [Accessed 3 Desember 2022].

Salmones, M. d. M. G. d. I., Dominguez, R. & Herrero, A., 2013. Communication using celebrities in the non-profit sector. *International Journal of Advertising*, 32(1), p. 101.

Schouten, A. P., Janssen, L. & Verspaget, M., 2019. Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), p. 263.

Sekaran, U. & Bougie, R., 2010. Research for Business. In: *A Skill Building Approach*. New York: John-Wiley and Sons, p. 277.

Sekaran, U. & Roger, B., 2016. Research Methods for Business. In: *A Skill Building Approach Seventh Edition*. s.l.:Wiley .

Spry, A., Pappu, R. & Cornwell, T. B., 2011. Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), pp. 900-901.

Thomas, T. & Johnson, J., 2017. The Impact of Celebrity Expertise on Advertising Effectiveness: The Mediating Role of Celebrity Brand Fit. *Vision*, 21(4), pp. 267-374.

Williams, K., 2022. *Theory and Examples of Social Influence*. [Online] Available at: <https://study.com/learn/lesson/social-influence-theory-examples.html>