

DAFTAR PUSTAKA

- Aaker, D. A. (1991). Managing Brand Equity: Capitalizing On the Value of a Brand Name. *The Free Press, New York, London, Toronto, Sydney, Singapore. f.*
- Aaker, D. A., & Keller, K. L. (1990). Consumer Evaluations of Brand Extensions. *Journal of Marketing*, 54(1), 27–41.
<https://doi.org/10.1177/002224299005400102>
- Adler, D. (2024). GoDaddy Survey Exposes Generational Trust Gap In Social Media Shopping. *Net Influencer*. https://www.netinfluencer.com/godaddy-survey-generational-trust-gap-online-shopping/?utm_source=chatgpt.com
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Amaral, P., & Torelli, C. (2018). *Salient cultural identities and consumers' valuation of identity congruent brands: Consequences for building and leveraging brand equity*. 5 No.3, 13–30.
<https://doi.org/10.12792/JMTI.5.3.13>
- Amyx, D., Bhuian, S. N., & Shows, G. D. (2016). Customer-salespeople relationship: Influence of salespeople entrepreneurial behaviours. *Marketing Intelligence and Planning*, 34 No. 5, 586–604.
<https://doi.org/10.1108/MIP-09-2015-0170>
- Andersen, K., & Clevenger Jr, T. (1963). A summary of experimental research in ethos. *Speech Monographs*, 30, 59–78.
<https://doi.org/10.1080/03637756309375361>

Apollo Reports. (2024). *Indonesia Non-Alcoholic Beverage Market Report With*

Global Overview. [https://www.apollorr.com/industry-reports/Indonesia-](https://www.apollorr.com/industry-reports/Indonesia-Non-Alcoholic-Beverage-Market-Report-With-Global-Overview?utm_source=chatgpt.com)

[Non-Alcoholic-Beverage-Market-Report-With-Global-](https://www.apollorr.com/industry-reports/Indonesia-Non-Alcoholic-Beverage-Market-Report-With-Global-Overview?utm_source=chatgpt.com)

[Overview?utm_source=chatgpt.com](https://www.apollorr.com/industry-reports/Indonesia-Non-Alcoholic-Beverage-Market-Report-With-Global-Overview?utm_source=chatgpt.com)

Aydin, G., AR, A. A., & Taskin, C. (2014). The Role of Brand Trust on Parents

Purchase Intentions of Baby-Care Products. *Doğuş Üniversitesi Dergisi*,

2(15), 165–180. <https://doi.org/10.31671/%20dogus.2018.84>

Badan Pusat Statistik. (2023). Hasil Sensus Penduduk 2020 (SP2020) – Indonesia.

BPS.

Bagozzi, R. P., & Yi, Y. (1988). *On the evaluation of structural equation models:*

Vol. 16 No. 1. Journal of the Academy of Marketing Science.

Balbanis, G., & Chatzopoulou, E. (2019). Under the influence of a blogger: The

role of information-seeking goals and issue involvement. *Psychology &*

Marketing, 36 No.4, 342–353.

Belch, G. E., & Belch, M. A. (2015). *Advertising and promotion: An integrated*

marketing communications perspective. New York, NY.: McGraw-Hill.

Bhattacharya, R., & Devinney, T. M. (1998). *A Formal Model of Trust Based on*

Outcomes.

Bora Semiz, B., & Paylan, M. ali. (2023). A study on the mediating effect of

brand trust between perceived legitimacy of influencers and attitude

toward brand: Evidence from Turkey. *Asia Pacific Journal of Marketing*

and Logistics, 35(9), 2181–2197. [https://doi.org/10.1108/APJML-08-](https://doi.org/10.1108/APJML-08-2022-0702)

[2022-0702](https://doi.org/10.1108/APJML-08-2022-0702)

- 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/10.1016/j.bushor.2020.03.003>
- Ceyhan, S., Dogan, I. C., Yildiz, M., & Barca, M. (2018). Boundary conditions for the emergence of relational trust among exporters and importers. *Review of International Business and Strategy*, 28(3/4), 358–372. <https://doi.org/10.1108/RIBS-01-2018-0009>
- Chaiken, S. (1979). Communicator physical attractiveness and persuasion. *Journal of Personality and Social Psychology*, 37, 1387–1397. <https://doi.org/10.1037/0022-3514.37.8.1387>
- Chaiken, S. (1980). Heuristic versus systematic information processing and the use of source versus message cues in persuasion. *Journal of Personality and Social Psychology*, 39, 752–766.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Choi, S. M., & Rifon, N. J. (2012). It Is a Match: The Impact of Congruence between Celebrity Image and Consumer Ideal Self on Endorsement Effectiveness. *Psychology & Marketing*, 29(9), 639–650. <https://doi.org/10.1002/mar.20550>
- Clark, J. K., & Evans, A. T. (2014). Source Credibility and Persuasion: The Role of Message Position in Self-Validation. *Personality and Social Psychology Bulletin*, 40(8), 1024–1036. <https://doi.org/10.1177/0146167214534733>

- Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches. *SAGE Publications, Inc.*
- DataReportal. (2025). *Digital 2025: Indonesia*.
<https://datareportal.com/reports/digital-2025-indonesia>
- Dion, K., Berscheid, E., & Walster, E. (1972). What is beautiful is good. *Journal of Personality and Social Psychology*, 24(3), 285–290.
<https://doi.org/10.1037/h0033731>
- Djafarova, E., & Bowes, T. (2021). ‘Instagram made Me buy it’: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59. <https://doi.org/10.1016/j.jretconser.2020.102345>
- 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>
- Djafarova, E., & Trofimenko, O. (2019). ‘Instafamous’ – credibility and self-presentation of micro-celebrities on social media. *Information, Communication & Society*, 22(10), 1432–1446.
<https://doi.org/10.1080/1369118X.2018.1438491>
- 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). <https://doi.org/10.1177/002224379102800305>
- Elena Delgado-Ballester & José Luis Munuera-Alemán. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 1238–1258.
<https://doi.org/10.1108/EUM000000000006475>

- Elena Delgado-Ballester & José Luis Munuera-Alemán. (2005). Does brand trust matter to brand equity? *Journal of Product & Brand Management*, 14 (3), 187–196. <https://doi.org/10.1108/10610420510601058>
- Erdem, T., & Swait, J. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal of Consumer Research*, 31(1), 191–198. <https://doi.org/10.1086/383434>
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15, 291–314.
- Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting Celebrity Endorsers: The Practitioner’s Perspective. *Journal of Advertising Research*, 41(3), 39–48. <https://doi.org/10.2501/jar-41-3-39-48>
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Faculty of Economics and Management, Universiti Putra Malaysia Kuala Lumpur, Malaysia, Lim, X. J., Mohd Radzol, A. R. B., Faculty of Economics and Management, Universiti Putra Malaysia Kuala Lumpur, Malaysia, Cheah, J.-H. (Jacky), Azman Hashim International Business School, Universiti Teknologi Malaysia Kuala Lumpur, Malaysia, Wong, M. W., & Faculty of Health, Arts and Design, Swinburne University of Technology Melbourne, Australia. (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>

- Farris, P. W., Bendle, N. T., Pfeifer, P. E., & Reibstein, D. J. (2010). *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance* (4th Print). Wharton School Publ.
- Filieri, R., & Acikgoz, F. (2022). Influencers' "organic" persuasion through electronic word of mouth: A case of sincerity over brains and beauty. *Psychology & Marketing*, 40(2), 347–364.
<https://doi.org/10.1002/mar.21760>
- Filleri, R., Tsui, B., & McLeay, f. (2017). *Antecedents of Travellers' Satisfaction and Purchase Intention from Social Commerce Websites* (R. Schegg & B. Stangl, Eds.; pp. 517–528). Springer, Cham. https://doi.org/10.1007/978-3-319-51168-9_37
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18 No. 1, 39–50.
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–353. <https://doi.org/10.1086/209515>
- Gefen, D. (2000). E-commerce: The role of familiarity and trust. *Omega*, 28(6), 725–737. [https://doi.org/10.1016/S0305-0483\(00\)00021-9](https://doi.org/10.1016/S0305-0483(00)00021-9)
- Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017). The Future of Retailing. *Journal of Retailing*, 93(1), 1–6.
<https://doi.org/10.1016/j.jretai.2016.12.008>

Guo, Y., Ramal, H. G., Benson, J., Zhu, Y., & Dowling, P. J. (2018).

Interpersonal relations in China: Expatriates' perspective on the development and use of guanxi. *International Business Review*, 27(2).

<https://doi.org/10.1016/j.ibusrev.2017.09.012>

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer Nature. <https://doi.org/10.1007/978-3-030-80519-7>

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2014a). PLS-SEM: indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19 No. 2, 139–152.

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. (2014b). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26 No. 2, 106–121.

Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40 No. 3, 414–433.

Haitao, N. (2022). The Role of Brand Image and Product Quality on Purchase Intention (Study Literature Review). *Dinasti International Journal of Management Science*, 4(1), 166–174.

Henseler, J., Hubona, G., & Ray, P. (2016). Using PLS path modeling in new technology research: Updated guidelines Open Access. *Industrial*

Management & Data Systems, 116(1), 2–20.

<https://doi.org/10.1108/IMDS-09-2015-0382>

Horai, J., Naccari, N., & Fatoullah, E. (1974). The Effects of Expertise and Physical Attractiveness Upon Opinion Agreement and Liking. *Sociometry*, 37(4), 601. <https://doi.org/10.2307/2786431>

Hovland, C. I., Janis, I., & Kelley, H. (1953). *Communication and Persuasion. New Haven, GT: Yale University Press.*

Hovland, C. I., & Weiss, W. (1951). *The Influence of Source Credibility on Communication Effectiveness.*

Huang, Q., Dastane, O., Cham, T. H., & Cheah, J. H. (2024). “Is ‘she’ more impulsive (to pleasure) than ‘him’ during livestream e-commerce shopping? *Journal of Retailing and Consumer Services*, 78. <https://doi.org/10.1016/j.jretconser.2024.103707>

Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: A review of four recent studies. *Strategic Management Journal*, 20 No. 2, 195–204.

İrem Eren Erdoğan & Mesut Çiçek. (2012). The impact of social media marketing on brand loyalty. *Procedia - Social and Behavioral Sciences*, 58, 1353–1360. <https://doi.org/10.1016/j.sbspro.2012.09.1119>

Jean-noel Kapferer. (2012). *The new strategic brand management: Advanced Insights and Strategic Thinking* (5th edition). Kogan Page.

Jin, S.-A. A., & Sung, Y. (2010). The Roles of Spokes-Avatars’ Personalities in Brand Communication in 3D Virtual Environments. *Journal of Brand Management*, 17, 317–327. <https://doi.org/10.1057/bm.2009.18>

- Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4), 396–403. <https://doi.org/10.9734/BJAST/2015/14975>
- Kahle, L., & Homer, P. (1985). Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective. *Journal of Consumer Research*, 11(4), 954–961. <https://doi.org/10.1086/209029>
- Kamins, M. A. (1990). An Investigation into the “Match-up” Hypothesis in Celebrity Advertising: When Beauty May Be Only Skin Deep. *Journal of Advertising*, 19(1), 4–13. <https://doi.org/10.1080/00913367.1990.10673175>
- Keller, K. L. (1993). *Conceptualizing, Measuring, and Managing Customer-Based Brand Equity*.
- Keller, K. L. (2001). Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands. *Marketing Management*, 28, 35–41.
- Kelley, H. H. (1973). The processes of causal attribution. *American Psychologist*, 28 (2), 107–128. <https://doi.org/10.1037/h0034225>
- Ki, C. W. C., & Kim, Y. K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers’ desire to mimic”. *Psychology & Marketing*, 36 No.10, 905–922.
- Kim, S., Ekinci, Y., & Foroughi, B. (2025). Social media influencers and green brand communication: Exploring sustainable consumer behaviour. *Asia Pacific Journal of Marketing and Logistics*.
- Kline, R. B. (2016). *Principles and Practice of Structural Equation Modeling, Methodology in the Social Sciences*. Guilford Press.

- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: the inverse square root and gammaexponential methods. *Information Systems Journal*, 28 No.1, 227–261.
- Kompas. (2025). Olahraga padel hingga golf jadi gaya hidup baru generasi muda. *Kompas.Com*.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing (17th ed.)*. Pearson Education.
- Kotler, P. & Keller, K.L. (2016). *Marketing Management (15th ed.)*. Pearson.
- Kumar, V., & Gupta, S. (2016). Conceptualizing the Evolution and Future of Advertising. *Journal of Advertising*, 45(3), 302–317.
<https://doi.org/10.1080/00913367.2016.1199335>
- Lau, G. T., & Lee, S. H. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, 4, 341–370.
- Lavidge, R. J., & Steiner, G. A. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25(6).
<https://doi.org/10.1177/002224296102500611>
- Lee, J. A., & Eastin, M. S. (2021). Perceived authenticity of social media influencers: Scale development and validation. *Journal of Research in Interactive Marketing*, 15(4), 822–841. <https://doi.org/10.1108/JRIM-12-2020-0253>
- 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>

- Li, X., Ma, S. (David), & Wu, M. (2023). What makes social media branding more effective in shaping pre-visit image: Information quality or source credibility? *Tourism Management Perspectives*, 46.
<https://doi.org/10.1016/j.tmp.2023.101084>
- Limbu, Y. B., Wolf, M., & Lunsford, D. (2012). Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and attitude. *Journal of Research in Interactive Marketing*, 6(2), 133–154.
<https://doi.org/10.1108/17505931211265435>
- Ling, S., Zheng, C., & Cho, D. (2023). How brand knowledge affects purchase intentions in fresh food e-commerce platforms: The serial mediation effect of perceived value and brand trust. *Behavioral Science*, 13 No. 8, 653.
<https://doi.org/10.3390/bs13080653>.
- Lohmöller, J. B. (1989). Latent Variable Path Modeling with Partial Least Squares. *Physica-Verlag HD, Heidelberg*.
- 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>
- Lu, H.-H., & Chen, C.-F. (2023). How do influencers' characteristics affect followers' stickiness and well-being in the social media context? *Journal of Services Marketing*, 37(8), 1046–1058. <https://doi.org/10.1108/JSM-11-2022-0363>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing research: An applied approach. In *Pearson Education* (5th ed.).

- Malshan, R. N. A. D., & Weerasiri, S. (2016). *The impact of celebrity endorsement towards brand image with special reference to men's wear apparel in Sri Lanka*. 47.
- Marcoulides, G. A. (2009). *Modern Methods for Business Research*. Lawrence Erlbaum.
- Marketeers. (2023). Survei Membuktikan 87% Gen Z Membeli karena Rekomendasi Influencer. *Marketeers*.
- Martensen, A., Brockenhuus-Schack, S., & Zahid, A. I. (2018). How citizen influencers persuade their followers. *Journal of Fashion Marketing and Management: An International Journal*, 22 No.3, 335–353.
- 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, 121246. <https://doi.org/10.1016/j.techfore.2021.121246>
- McGuire, W. J. (1985a). Attitudes and attitude change. In G. Lindzey & E. Aronson (Eds.), *Handbook of social psychology* (3rd ed., Vol. 2, pp. 233–346). New York: Random House.
- McGuire, W. J. (1985b). Attitudes and attitude change. In G. Lindzey & A. E. (Eds.), *Handbook of social psychology* (3rd ed., Vol. 2, pp. 233–346). New York: Random House.
- McKinsey & Company. (2021). True Gen: Generation Z and its implications for companies. *McKinsey & Company*.

- Miller, A. G. (1970). Role of physical attractiveness in impression formation. *Psychonomic Science*, 19(4), 241–243.
<https://doi.org/10.3758/BF03328797>
- Mirabi, D. V., Akbariyeh, H., & Tahmasebifard, H. (2015). *A Study of Factors Affecting on Customers Purchase Intention*. 2(1).
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58 (3), 20–38.
<https://doi.org/10.1177/002224299405800302>
- Morwitz, V. (2014). Consumers’ purchase intentions and their behavior. *Foundations and Trends® in Marketing*, 7, 181–230.
<http://dx.doi.org/10.1561/17000000036>
- Mowen, J. C. (1980). On product endorser effectiveness: A balance model approach. *Current Issues and Research in Advertising*, 3 No.1, 41–57.
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182–192. <https://doi.org/10.1108/JCM-11-2014-1221>
- Munuera-Aleman, J. L., Delgado-Ballester, E., & Yague-Guillen, M. J. (2003). Development and Validation of a Brand Trust Scale. *International Journal of Market Research*, 45(1), 1–18.
<https://doi.org/10.1177/147078530304500103>
- Neuman, W. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson, Essex, UK.
- Nirschl, M., & Steinberg, L. (2018). Einstieg in Das Influencer Marketing: Grundlagen, Strategien Und Erfolgsfaktoren, Essentials. *Springer, Berlin*.

- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). New York: McGraw-Hill.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19, 39–52.
<https://doi.org/10.1080/00913367.1990.10673191>
- Peetz, T. B. (2012). *Celebrity Athlete Endorser Effectiveness: Construction and Validation of a Scale* [University of Nevada, Las Vegas].
<https://doi.org/10.34917/4332590>
- Pornpitakpan, C. (2004). The Effect of Celebrity Endorsers' Perceived Credibility on Product Purchase Intention. *Journal of International Consumer Marketing*, 16(2), 55–74. https://doi.org/10.1300/J046v16n02_04
- Purnamabroto, H., Stefanny, T., & Nugraha, Y. (2022). The effect of brand trust on customer loyalty in the Indonesian beverage industry. *International Journal of Business and Society*, 23 (1), 45–60.
- Rahmawaty, P., & Purnama, D. E. (2025). Brand Image Mediates the Relationship between Influencer Credibility and Purchase Decisions among Generation Z. *Jurnal Ilmu Manajemen*, 22.
<https://doi.org/10.21831/jim.v22i1.86427>
- Raven, B. H. (1965). Social influence and power. In I.D. Steiner & M. Fishbein (Eds.), *Current Studies in Social Psychology*. Holt, Rinehart, & Winston.
- Reza Jalilvand, M., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the

automobile industry in Iran. *Marketing Intelligence & Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>

Richard Chinomona. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa Available to Purchase. *African Journal of Economic and Management Studies*, 7(1), 124–139. <https://doi.org/10.1108/AJEMS-03-2013-0031>

Ries, A. & Trout, J. (2001). *Positioning: The Battle for Your Mind*. New York: McGraw-Hill.

Rungruangjit, W. (2022). What drives Taobao live streaming commerce? The role of parasocial relationships, congruence and source credibility in Chinese consumers' purchase intentions. *Heliyon*, 8(6), e09676. <https://doi.org/10.1016/j.heliyon.2022.e09676>

Sakib, M. D. N., Zolfagharian, M., & Yazdanparast, A. (2020). Does parasocial interaction with weight loss vloggers affect compliance? The role of vlogger characteristics, consumer readiness, and health consciousness. *Journal of Retailing and Consumer Services*, 52. <https://doi.org/10.1016/j.jretconser.2019.01.002>

Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>

Schindler, P. S. (2022). *Business research methods* (14th ed.). McGraw-Hill Education.

- Schouten, A. P., Janssen, L., & Verspaget, M. (2020a). 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>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020b). Celebrity vs. Influencer Endorsements in Advertising: The Role of Identification, Credibility, and Product-Endorser Fit. *International Journal of Advertising*, 39, 258–281. <https://doi.org/10.1080/02650487.2019.1634898>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). John Wiley and Sons.
- Shamim, K., Azam, M., & Islam, T. (2024). How do social media influencers induce the urge to buy impulsively? Social commerce context. *Journal of Retailing and Consumer Services*, 77. <https://doi.org/10.1016/j.jretconser.2023.103621>
- Simamora, B. (2001). *Remarketing for Business Recovery*. Jakarta: Gramedia Pustaka Utama.
- 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/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>

- Spence, M. (1973). Job Market Signaling. *Quarterly Journal of Economics*, 87, 355–374. <https://doi.org/10.2307/1882010>
- Stefanny, N., Rahmiati, F., & Roni, M. (2022). The role of brand image and brand trust in mediating the influence of e-WOM on purchase decision (case of video-on-demand Netflix). *IDEAS: Journal of Management and Technology*, 2 No. 1, 12–21.
- SWA. (2025). Mengintip Babak Baru Persaingan di Pasar Minuman Isotonik. *SWA*. <https://swa.co.id/read/455098/mengintip-babak-baru-persaingan-di-pasar-minuman-isotonik>
- Till, B. D. (1998). Using celebrity endorsers effectively: Lessons from associative learning. *Journal of Product & Brand Management*, 7(5), 400–409. <https://doi.org/10.1108/10610429810237718>
- Till, B. D., & Busler, M. (1998). Matching products with endorsers: Attractiveness versus expertise. *Journal of Consumer Marketing*, 15, 576–586.
- 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, 1–13.
- Top Brand Award. (2025). https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=2&id_subkategori=15
- Van Der Waladt, D. L. R., & Wehmeyer, L. (2009). Celebrity endorsements versus created spokespersons in advertising: A survey among students. *In South*

African Journal of Economic and Management Sciences, 12(1).

<https://doi.org/10.4102/sajems.v12i1.263>

Veirman, M. D., 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).
<https://doi.org/10.1080/02650487.2017.1348035>

Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing Brand Credibility Via Celebrity Endorsement: Trustworthiness Trumps Attractiveness and Expertise. *Journal of Advertising Research*, 58(1), 16–32.
<https://doi.org/10.2501/JAR-2017-042>

Wang, X., Yu, C., & Wei, Y. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, 26(4).
<https://doi.org/10.1016/j.intmar.2011.11.004>

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>

Wiedenfels, G. (2009). Trust of Potential Buyers in New Entrepreneurial Ventures: An Analysis of Trust Drivers, the Relevance for Purchase Intentions, and the Moderating Effect of Product or Service Qualities. *Wiesbaden: Gabler Verlag*.

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>

Wiedmann, K.-P., & Von Mettenheim, W. (2020). Attractiveness, trustworthiness
and expertise – social influencers’ winning formula? *Journal of Product &
Brand Management*, 30(5), 707–725. [https://doi.org/10.1108/JPBM-06-
2019-2442](https://doi.org/10.1108/JPBM-06-2019-2442)