

## DAFTAR PUSTAKA

- Abidin, C. (2016). *Visibility Labour: Engaging with Influencers' Fashion brands and #OOTD Advertorial Campaigns on Instagram*. *Media International Australia*, 161 (1), p. 86-100.  
<https://doi.org/10.1177%2F1329878X16665177>
- Alkharabsheh, Omar Hamdan M., Zhen, Bryan H. (2021). *The Impact of Content Marketing, Social Media Marketing and Online Convenience on Consumer Buying Decision Process*. *CoMBInES - Conference on Management, Business, Innovation, Education and Social Science*, Vol. 1, No. 1, p. 1823-1834.  
<https://journal.uib.ac.id/index.php/combinес/article/view/4723>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). *Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision*. *Journal of Public Value and Administration Insights*, Vol. 2, No. 2, p. 5-10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Armstrong, Kotler. (2016). *Marketing An Introduction*, Edisi 13, USA: Perason Education.
- Baron, J. (2019). *The Key To Gen Z Is Video Content*.  
<https://www.forbes.com/sites/jessicabaron/2019/07/03/the-key-to-gen-z-is-video-content/>
- Blanche, D., Cenjor, I. and Pérez-Rueda, A. (2019). *Instagram stories versus Facebook wall: an advertising effectiveness analysis*. *Spanish Journal of Marketing - Esic*, Vol. 23 No. 1, pp. 69-94.
- Bilgin, Y. (2018). *The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty*. *Business & Management Studies: An International Journal*, 6(1), 128–148.  
<https://doi.org/10.15295/v6i1.229>
- Bui, T. Nguyen, N., Nguyen, K., & Tran, T. (2021). *Antecedents affecting purchase intention of green skincare products: A case study in Vietnam*. *Journal of Asian Finance, Economics and Business*, 8(3), 1295-1302.

<https://doi.org/10.13106/jafeb.2021.vol8.no3.1295>

Byrne, E., Kearney, J., MacEvilly, C. (2017). *The Role of Influencer Marketing and Social Influencers in Public Health. Proceedings of the Nutrition Society*. Vol. 76 Issue OCE3: Irish Section Meeting, 21–23.  
<https://doi.org/10.1017/S0029665117001768>

Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2018). *Influencers on Instagram: Antecedents and consequences of opinion leadership*. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.07.005>

Cengiz, Hakan. (2017). *Effect of the need for popularity on purchase decision involvement and impulse-buying behavior concerning fashion clothing*. *Journal of Global Fashion Marketing* 8(2):1-12  
<https://doi.org/10.1080/20932685.2016.1257358>

Daniel, E. S., Crawford Jackson, E. C., & Westerman, D. K. (2018). *The Influence of Social Media Influencers: Understanding Online Vaping Communities and Parasocial Interaction through the Lens of Taylor's Six-Segment Strategy Wheel*. *Journal of Interactive Advertising*, 18(2), 96–109.  
<https://doi.org/10.1080/15252019.2018.1488637>

Dege, F. (2018). *Quick Guide - Influencer Marketing*. Wie Sie durch Multiplikatoren mehr Reichweite und Umsatz erzielen. Brühl: Springer Gabler.

De Veirman, M., Cauberghe, V., Hudders, L. (2017). *Marketing through Instagram Influencers: Impact of Number of Followers and Product Divergence on Brand Attitude*. *International Journal of Advertising*, 36 (5), p. 1-14. <https://doi.org/10.1080/02650487.2017.1348035>

Green, D. (2019). *The most popular social media platform with gen z*.  
<https://www.businessinsider.in/retail/the-most-popular-social-media-platforms-with-gen-z/articleshow/70044989.cms>

Habibah, Ummu dan Sumiati. (2016). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Produk Kosmetik Wardah di Kota Bangkalan Madura: *Jurnal Ekonomi dan Bisnis* Vol. 1 No. 1, p. 31-48.

Haenlein, M., Anadol, E., Farnsworth, T., & Hugo, H. (2020). *Navigating the New*

- Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. California Management Review 63(1):5-25*  
<https://doi.org/10.1177/0008125620958166>
- Hodkinson, P. (2017). *Media, culture and society: an introduction*. London: Sage Publications Ltd.
- Hudson, Matthew. (2020). *What is Social Media?*  
<https://www.thebalancesmb.com/what-is-social-media-2890301>
- Iblasi, W., Bader, D., & ALqurini, S. (2016). *The Impact of Social Media as a Marketing Tools on purchasing decisions. International Journal of Managerial Studies and Research*, 4(1), 14-28.
- Jain, Ayus dkk. (2019). *Impact of Influencers on The Buying Behaviour and Attitude of Individuals. International Journal of Advanced Research (IJAR)*. <http://dx.doi.org/10.21474/IJAR01/9899>
- Karr, D. (2016). *How to Map Your Content to Unpredictable Customer Journeys*. San Francisco: Meltwater.
- Keller, Kotler. (2016). *Marketing Management*, Edisi 15, Global Edition, USA : Pearson Education.
- Kim, D.H., Seely, N.K. and Jung, J.H. (2017). *Do you prefer, Pinterest or Instagram? The role of image-sharing SNSs and self-monitoring in enhancing ad effectiveness. Computers in Human Behavior*, Vol. 70, pp. 535-543.
- Lazarsfeld, P. F., B. Berelson, and H. Gaudet. (1944). *The people's choice: How the voter makes up his mind in a presidential campaign*. New York: Columbia University Press.
- Lin, Rong-Ho dkk. (2019). *Influencer Marketing on Instagram. International Journal of Innovation in Management*, Vol. 7, No. 1, pp. 33-41.
- Made Wahyu Krisna Upadana, & Pramudana, K. A. S. (2020). *Brand Awareness Memediasi Pengaruh Sosial Media Marketing Terhadap Keputusan Pembelian. Manajemen, E-Jurnal*, 9(5), 1921–1941.  
<https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p14>
- Mahendra, Bimo. 2017. Eksistensi Sosial Remaja Dalam Instagram (Sebuah

- Perspektif Komunikasi). Dalam Jurnal Visi Komunikasi Vol. XVI. No.01, p. 151 – 160.
- Martensen, A., Brockenhuis-Schack, S., & Zahid, A. L. (2018). *How citizen influencers persuade their followers. Journal of Fashion Marketing and Management: An International Journal*, 22(3), 335–353.
- Mileva, L., & Fauzi, A. (2018). *The effect of social media marketing on purchasing decisions. Business administration journal*, 58 (1), 190-199
- Morning consult. (2019). *The influencer report: engaging gen z and millenials.*  
<https://morningconsult.com/influencer-report-engaging-gen-z-and-millennials/>
- Mudambi, S. M., & Schuff, D. (2010). *Research note: What makes a helpful online review? A study of customer reviews on Amazon.com. MIS quarterly*, 34(1),185-200
- Nurcahyono, R., & Riyanto, S. (2021). *Analysis of the effectiveness promotion prices (cashback) with promotion prices. Jurnal Ekonomi dan Manajemen*, Vol 18, No 1. <http://dx.doi.org/10.29264/jkin.v18i1.8026>
- (buy1 get1) on consumer buying decisions
- Pemberton, A. (2017). *What Next for Facebook?.*  
[https://www.exchange.cim.co.uk/editorial/what-next-for-facebook/?utm\\_source=Exchangetheme&utm\\_campaign=Exchangeme&utm\\_medium=Email&cldee=bmlzaGFqYXlhc3VyaXlhMjJAZ21haWwuY29t&recipientid=contact-fb505ffae8f4e411](https://www.exchange.cim.co.uk/editorial/what-next-for-facebook/?utm_source=Exchangetheme&utm_campaign=Exchangeme&utm_medium=Email&cldee=bmlzaGFqYXlhc3VyaXlhMjJAZ21haWwuY29t&recipientid=contact-fb505ffae8f4e411)
- Pratminingsih, S. A. (2019). *The influence of electronic word of mouth and brand image on buying decision. Journal of Advanced Research in Dynamical and Control Systems*, 11(3), 995–1002.
- Qazzafi, S. H. E. I. K. H. (2019). *Consumer buying decision process toward products. International Journal of Scientific Research and Engineering Development*, 2 (5), 130-134.
- Radhakrishnan, V., Ugalde, B., & Gutierrez, R. T. (2019). *Impact of Social Media Application in Business Organizations. International Journal of Computer Applications* 178(30):5-10

<https://doi.org/10.5120/ijca20199191268103c4346bad1218-09b961038889>

- Rietveld, R., van Dolen, W., Mazloom, M. and Worring, M. (2020). *What you feel, is what you like influence of message appeals on customer engagement on Instagram*. *Journal of Interactive Marketing*, Vol. 49, pp. 20-53.
- Sekaran, U., Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. 7th Edition, John Wiley & Sons, Haddington.
- Serra-Cantallops, A., Ramon-Cardona, J. and Salvi, F. (2018). *The impact of positive emotional experiences on eWOM generation and loyalty*. *Spanish Journal of Marketing - Esic*, Vol. 22 No. 2, pp. 142-162.
- Sokolova, Karina and Hajar Kevi. (2019). *Instagram and YouTube Bloggers Promote It, Why Should I Buy? How Credibility and Parasocial Interaction Influence Purchase Intentions*. *Journal of Retailing and Consumer Services*.
- Soraya, I. (2017). *Personal Branding Laudya Cynthia Bella Melalui Instagram (Studi Deskriptif Kualitatif Pada Akun Instagram @Bandungmakuta)*. *Jurnal Komunikasi*, 8(2). <https://doi.org/10.31294/JKOM.V8I2.2654>
- Stefan, S. (2019). *Factors affecting purchasing decision and operation of alternative fuel powered heavy duty trucks in German*. *Transportation Research*, 5(4), 87-107. <https://doi.org/10.1016/j.trd.2019.06.003>
- Turcotte, J., York, C., Irving, J., Scholl, R. M., & Pingree, R. J. (2015). *News Recommendations from Social Media Opinion Leaders: Effects on Media Trust and Information Seeking*. *Journal of Computer-Mediated Communication*, 20(5), 520–535.
- Wang, J. (2018). *The Impact of Service Value on Customer Buying Decisions of Product-Service Portfolios*. *International Conference on Service Systems and Service Management, ICSSSM*. <https://doi.org/10.1109/ICSSSM.2018.8465004>
- Widodo, A. (2017). *How E-marketing and trust influence online buying decision: A case study of mataharimall.com in Bandung*. *Pertanika Journal of*

- Social Sciences and Humanities*, 25, 107–114.
- Wielki, Janusz. (2020). *Analysis of the Role of Digital Influencers and Their Impact on the Functioning of the Contemporary On-Line Promotional System and Its Sustainable Development*. MDPI, Basel, Switzerland.
- Woods, S. (2016). *#Sponsored: The Emergence of Influencer Marketing*. Knoxville: University of Tennessee. P. 26.
- ZA, Saida Zainurossalamia dkk. (2021). *Storytelling Marketing, Content Marketing, and Social Media Marketing on the Purchasing Decision*. Budapest International Research and Critics Institute-Journal (BIRCI-Journal).
- Zietek, N. (2016). *Influencer Marketing. The Characteristics and Components of fashion Influencer Marketing*. Sweden: The Swedish School of Textiles (University of Boras). p. 39.
- [http://backend.magelangkota.go.id/assets/upload/15166725670\\_1.doc](http://backend.magelangkota.go.id/assets/upload/15166725670_1.doc)
- <https://datareportal.com/reports/digital-2022-indonesia>