

## DAFTAR PUSTAKA

- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). The Effect of Electronic Word of Mouth Communication on Purchase Intention and Brand Image: An Applicant Smartphone Brands in North Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Amalia, K., & Nurlinda, R. (2022). Pengaruh Influencer Marketing dan Online Customer Review Terhadap Purchase Intention Melalui Perceived Value Produk Serum Somethinc. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(11), 2383–2398. <https://doi.org/10.54443/sibatik.v1i11.353>
- Ardiansyah, M. F., & Aquinia, A. (2022). Pengaruh Celebrity endorsement, Brand Image, dan Electronic Word of Mouth Terhadap Purchase Intention (Studi Pada Konsumen Marketplace Tokopedia). *SEIKO : Journal of Management & Business*, 5(1), 2022–2469. <https://doi.org/10.37531/sejaman.v5i2.2117>
- Argyris, Y. A., Wang, Z., Kim, Y., & Yin, Z. (2020). The Effects of Visual Congruence on Increasing Consumers' Brand Engagement: An Empirical Investigation of Influencer Marketing on Instagram Using Deep-Learning Algorithms for Automatic Image Classification. *Computers in Human Behavior*, 112. <https://doi.org/doi.org/10.1016/j.chb.2020.106443>.
- Armawan, I., Hermawan, A., & Rahayu, W. P. (2022). The Application SOR Theory In Social Media Marketing And Brand Of Purchase Intention In Indonesia: Systematic Literature Review. In *Journal of Positive School Psychology* (Vol. 2022, Issue 10). <http://journalppw.com>
- Bancin, J. B. (2019). *Pengaruh Citra Merek Terhadap Keputusan Pembelian Mobil Nissan Grand Livina Melalui Word of Mouth Sebagai Variabel Intervening di PT Wahana Trans Lestari Medan*. <http://repositori.usu.ac.id/handle/123456789/15158>
- Dean, D., Suhartanto, D., & Pujiarti, F. N. (2022). Millennial behavioural intention in Islamic banks: the role of social media influencers. *Journal of Islamic Marketing*, 13(12), 2798–2814. <https://doi.org/10.1108/JIMA-02-2021-0042>
- Delbaere, M. B. J. P., Michael, B., & Phillips, B. J. (2020). Social media influencers: A route to brand engagement for their followers. *Psychology & Marketing*, 38(1), 101–112.
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Fadila, F. U. N. (2020). *Pengaruh Persepsi Harga dan Kualitas Pelayanan Islami terhadap Minat Beli Produk Punkpink's Secara Online [IAIN KUDUS]*. <http://repository.iainkudus.ac.id/id/eprint/3874>
- Ferdinand, A. D. B. A. (2016). *METODE PENELITIAN MANAJEMEN: Pedoman Penelitian untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. AGFBooks-UndipPress. Badan Penerbit Universitas Diponegoro.

- Ganga, S. D., & Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review*, 45(3). <https://doi.org/10.1016/j.pubrev.2019.03.002>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social Media Marketing Efforts of Luxury Brands: Influence on brand Equity and Consumer Behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Gräve, J. F., & Bartsch, F. (2022). #Instafame: exploring the endorsement effectiveness of influencers compared to celebrities. *International Journal of Advertising*, 41(4), 591–622. <https://doi.org/10.1080/02650487.2021.1987041>
- Halim, C., & Keni, K. (2022). Do Country of Origin, Celebrity Endorsement, and e-WOM Mediated by Brand Image Predict Purchase Intention of Skincare Product? *Business Management Journal*, 18(1), p-ISSN. <https://doi.org/10.30813/bmj>
- Helbert, J. J., & Ariawan, I. G. S. P. (2021). Pengaruh Celebrity Endorsement vs Influencer Endorsement vs Online Customer Review Terhadap Purchase Intention Pada Produk Skincare. *Jurnal Ekonomi Dan Bisnis*, 8(2), 353–370.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hermenda, A., Sumarwan, U., & Tinaprilla, N. (2019). The Effect of Social Media Influencer on Brand Image, Self-Concept, and Purchase Intention. In *Journal of Consumer Sciences E* (Vol. 04, Issue 02).
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Jalilvand, M. R., & 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 and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and Social Media Influencer Marketing. *Marketing Intelligence & Planning*, 37(5), 567–579.
- Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2020). Perceived Social Media Marketing Activities and Consumer-based Brand Equity : Testing a Moderated Mediation Model. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53–72. <https://doi.org/10.1108/APJML-07-2019-0453>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed., Vol. 1). Pearson Education.
- Kuswoyo, C., Lu, C., Abednego, F., Veronica, S., Studi Manajemen, P., Bisnis, F., & Kristen Maranatha Ji Drg Soeria Soemantri, U. (2022). Peran Citra Merek Dalam Memediasi Pengaruh Influencer Instagram Terhadap Niat Beli

- Produk Pakaian Pada Kaum Wanita Generasi Z di Kota Bandung. *Jurnal Penelitian Dan Aplikasi Sistem Dan Teknik Industri (PASTI)*, XVI(1), 75–89.
- Liu, G.-F., Li, L.-L., Xu, H.-M., & Luo, M. (2019). Research on the Influence of Online Video Bullet-screen Advertising Marketing on Consumers' Purchasing Intention. *Proceedings of the 2019 5th International Conference on Social Science and Higher Education (ICSSHE 2019)*, 336.  
<https://doi.org/10.2991/icsshe-19.2019.193>
- More, J. S., & Lingam, C. (2019). A SI model for social media influencer maximization. *Applied Computing and Informatics*, 15(2), 102–108.  
<https://doi.org/10.1016/j.aci.2017.11.001>
- Mulyana, H., Hurriyati, R., Kurniawan, A., & Widjajanta, B. (2022). Pengaruh Celebrity Endorsement Terhadap Purchase Intention Dengan Mediasi Brand Image dan Moderasi Negative Publicity. In *Journal IMAGE* | (Vol. 11, Issue 1).
- Nguyen, N.-T. (2021). The Influence of Celebrity Endorsement on Young Vietnamese Consumers' Purchasing Intention. *Journal of Asian Finance, Economics and Business*, 8(1), 951–960.  
<https://doi.org/10.13106/jafeb.2021.vol8.no1.951>
- Ningrat, A. A. P. N. S., & Yasa, N. N. K. (2019). The Effect of Advertising and Celebrity Endorsement on Purchase Intention with Brand Awareness as Intervening Variable. In *American Journal of Humanities and Social Sciences Research* (Vol. 3, Issue 10). AJHSSR. [www.ajhssr.com](http://www.ajhssr.com)
- Ningsih, E. S. P. (2019). *Pengaruh Rating dan Online Customer Review terhadap Keputusan Pembelian Secara Online pada Marketplace Shopee*. Universitas Muhammadiyah Makassar.
- Novita, W., & Sudaryanto, B. (2022). Analisis Pengaruh Celebrity Endorsement Terhadap Purchase Intention Dengan Brand Image Sebagai Variabel Intervening (Studi Pada Pengguna Lipstik Merek Wardah di Kota Semarang). *DIPONEGORO JOURNAL OF MANAGEMENT*, 11(1).  
<https://ejournal3.undip.ac.id/index.php/djom/index>
- Nurhandayani, A., Syarief, R., & Najib, M. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Universitas Brawijaya Journal of Applied Management (JAM)*, 17(4), 650–661.  
<https://doi.org/10.21776/ub.jam.2019.017.04.09>
- Örs, M., & Alawadhi, R. (2020). Effect of Celebrity Endorsement on Consumers Purchase Intention in the Mediation Effect of Brand Image. *Journal of Business Research - Turk*, 12(1), 454–468.  
<https://doi.org/10.20491/isarder.2020.855>
- Putra, I. D. A., & Putri, C. M. (2022). Pengaruh Brand Ambassador Prilly Latuconsina terhadap Brand Image E-Commerce Shopee: Survei pada Mahasiswa Universitas Banten. *Jurnal Pendidikan Tambusai*, 6(1), 1029–1037.
- Putra, T. R. I., Ridwan, & Calvin, M. (2020). How Electronic Word of Mouth (E-Wom) Affects Purchase Intention with Brand Image As A Mediation Variable: Case of Xiaomi Smartphone in Student. *Journal of Physics:*

- Conference Series*, 1500(1). <https://doi.org/10.1088/1742-6596/1500/1/012094>
- Rahayu, A., Herdiana Utama, D., & Novianty, R. (2021). *The Impact of Online Customer Reviews on Purchase Intention in Online Marketplace*. <https://doi.org/10.2991/aebmr.k.210831.094>
- Saputro, E. P., & Setyaningrum, D. P. (2023). The Impact of Brand on Purchasing Decisions. *International Journal of Management Science and Information Technology (IJMSIT)*, 3(1). <https://doi.org/10.35870/ijmsit.v3i1.879>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior, 20th Edition*. Pearson.
- 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>
- Sekaran, U., & Bougie, R. (2016). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*,. 6(1).
- Shadkam, M., & O'Hara, J. (2013). Journal of Internet Banking and Commerce Social Commerce Dimensions: The Potential Leverage for Marketers. *Journal of Internet Banking and Commerce*, 18(1), 1–14. <http://www.arraydev.com/commerce/jibc/>
- Statista. (2023, May 11). *Countries with the largest TikTok audience as of April 2023*. <https://www.statista.com/statistics/1299807/number-of-monthly-unique-tiktok-users/>
- Vidyanata, D. (2022). Stimulus-Organism-Response (S-O-R) Model Application in Examining the Influence of Social Media Marketing on Purchase Decision in The Healthcare Industry : The Mediating Role of Brand Trust. *Jurnal Aplikasi Manajemen*, 20(3). <https://doi.org/10.21776/ub.jam.2022.020.03.14>
- Wardhana, H. W., Wahab, Z., & Shihab, M. S. (2021). Pengaruh Electronic Word Of Mouth (E-Wom) Dan Celebrity Endorsement Terhadap Minat Beli Konsumen Pada E-Commerce Zalora dengan Brand Image Sebagai Variabel Mediasi. *Coopetition : Jurnal Ilmiah Manajemen*, XII(3), 431–445. <http://u.lipi.go.id/1519008629>
- 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>