

REFERENCES

- 2022 annual results. L'Oréal Finance. (n.d.). <https://www.loreal-finance.com/eng/news-release/2022-annual-results>
- Abraham, J., Floreto, S., Pagkalinawan, M., & JR, A. E. (2022). Consumer perceptions: Do sponsorship disclosure and influencer credibility affect brands in the beauty and cosmetics industry? *International Journal of Multidisciplinary Research and Growth Evaluation*, 589–593. <https://doi.org/10.54660/anfo.2022.3.2.19>
- Ahmed, R. U. (2021). Social Media Marketing, shoppers' store love and Loyalty. *Marketing Intelligence & Planning*, 40(2), 153–168. <https://doi.org/10.1108/mip-05-2021-0164>
- Aji, H. M., Berakon, I., & Husin, M. M. (2020). COVID-19 and e-wallet usage intention: A multigroup analysis between Indonesia and Malaysia. *Cogent Business & Management*, 7(1), 1804181. <https://doi.org/10.1080/23311975.2020.1804181>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- 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>
- Arif, M. E. (2019). THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (EWOM), BRAND IMAGE, AND PRICE ON RE-PURCHASE INTENTION OF AIRLINE CUSTOMERS. *Jurnal Aplikasi Manajemen*, 17(2), 345–356. <https://doi.org/10.21776/ub.jam.2019.017.02.18>

- Arikunto, S. (2010). *Prosedur penelitian : suatu pendekatan praktik / Suharsimi Arikunto*. Rineka Cipta.
- Arnaboldi, M., Lapsley, I., & Steccolini, I. (2015). Performance management in the Public Sector: The Ultimate Challenge. *Financial Accountability & Management*, 31(1), 1–22. <https://doi.org/10.1111/faam.12049>
- Athapaththu, J. C., & Kulathunga, D. (2018). Factors affecting online purchase intention: Effects of Technology and Social Commerce. *International Business Research*, 11(10), 111. <https://doi.org/10.5539/ibr.v11n10p111>
- Audrezet, A., De Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569. <https://doi.org/10.1016/j.jbusres.2018.07.008>
- Bansal, R., Masood, R. Z., & Dadhich, V. (2014). Social Media Marketing-A Tool of Innovative Marketing. *Journal of Organizational Management*, 31(1).
- boyd, danah m., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Brown, Danny, & Fiorella, S. (2013). *Influence marketing: How to create, manage, and measure brand influencers in social media marketing*. Que.
- Brown, Duncan, & Hayes, N. (2008). *Influencer Marketing*. <https://doi.org/10.4324/9780080557700>
- Choi, D., Bang, H., Wojdyski, B. W., Lee, Y. I., & Keib, K. M. (2018). How Brand Disclosure Timing and Brand Prominence Influence Consumer's Intention To Share Branded Entertainment Content. *Journal of Interactive Marketing*, 42, 18-31.
- Chopra, A., Avhad, V., & Jaju, and S. (2020). 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>

- Chrisniyanti, A., & Fah, C. T. (2022). The Impact of Social Media Marketing on Purchase Intention of Skincare Products Among Indonesian Young Adults. *Eurasian Journal of Social Sciences*, 10(2), 68-90.
- Cluley, R., & Green, W. (2019). Social Representations of marketing work: Advertising Workers and Social Media. *European Journal of Marketing*, 53(5), 830–847. <https://doi.org/10.1108/ejm-12-2016-0682>
- 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>
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597–600. <https://doi.org/10.1016/j.chb.2015.03.051>
- DeVellis, R. F. (2017). *Scale development: Theory and applications*. Sage.
- Devi, S., & Mahapatra, S. N. (2022). Social Media influencers: Key to influence consumer's intention to purchase fitness products. *International Journal of Health Sciences*, 3181–3188. <https://doi.org/10.53730/ijhs.v6ns1.5373>
- Ding, Y. (2022). The Impact of Social Media Marketing on Customer Satisfaction at Hermes in China. *BCP Business & Management*, 20. <https://doi.org/https://doi.org/10.54691/bcpbm.v20i.1065>
- Domenico, C. (2009). "emotions that influence purchase decisions and their electronic processing ". *Annales Universitatis Apulensis Series Oeconomica*, 2(11), 996–1008. <https://doi.org/10.29302/oeconomica.2009.11.2.45>
- Ebrahim, R. S. (2019). The role of trust in understanding the impact of social media marketing on Brand Equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- ElAydi, H. O. (2018). The effect of social media marketing on brand awareness through Facebook: An individual-based perspective of mobile services

- sector in Egypt. *OALib*, 05(10), 1–5.
<https://doi.org/10.4236/oalib.1104977>
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291–314.
<https://doi.org/10.1362/026725799784870379>
- Erlangga, H., Sunarsi, D., Pratama, A., Sintesa, N., & Hindarsah, I. (2021). Effect Of Digital Marketing And Social Media On Purchase Intention Of Smes Food Products. In *Turkish Journal of Computer and Mathematics Education (Vol. 12, Issue 3)*.
- Faisal, A., & Ekawanto, I. (2022). The role of social media marketing in increasing brand awareness, Brand Image and purchase intention. *Indonesian Management and Accounting Research*, 20(2), 185–208.
<https://doi.org/10.25105/imar.v20i2.12554>
- G. Dalangin, J. J., Mc Arthur, J. M. B., Salvador, J. B., & Bismonte, A. B. (2021). The impact of Social Media Influencers Purchase Intention in the Philippines. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 5(3), 551–568.
<https://doi.org/10.25139/jsk.v5i3.3708>
- Ghozali, I., & Latan, H. (2015). *Partial Least Square: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Edisi 2*. Semarang: Badan Penerbit Universitas Diponegoro.
- Giffin, K. (1967). The contribution of studies of source credibility to a theory of interpersonal trust in the communication process. *Psychological Bulletin*, 68(2), 104–120. <https://doi.org/10.1037/h0024833>
- Grafström, J., & Aasma, S. (2021). Breaking circular economy barriers. *Journal of Cleaner Production*, 292, 126002.
<https://doi.org/10.1016/j.jclepro.2021.126002>
- Groth, A., Buchauer, R., & Schlögl, S. (2017). Influence of social media engagement on sustainable mobility behaviour in Alpine regions.

- Information and Communication Technologies in Tourism 2018*, 186–199.
https://doi.org/10.1007/978-3-319-72923-7_15
- Hair, J. F. (1995). *Multivariate Data Analysis: With readings*. Prentice Hall.
- Hair, J. F. (1998). *Multivariate Data Analysis*. Prentice-Hall.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long Range Planning*, 46(1–2), 1–12.
<https://doi.org/10.1016/j.lrp.2013.01.001>
- Hair, J. F., Ringle, C. M., Gudergan, S. P., Fischer, A., Nitzl, C., & Menictas, C. (2018). Partial least squares structural equation modeling-based discrete choice modeling: An illustration in modeling retailer choice. *Business Research*, 12(1), 115–142. <https://doi.org/10.1007/s40685-018-0072-4>
- Harrison, P. A., Berry, P. M., Simpson, G., Haslett, J. R., Blicharska, M., Bucur, M., Dunford, R., Egoh, B., Garcia-Llorente, M., Geamănă, N., Geertsema, W., Lommelen, E., Meiresonne, L., & Turkelboom, F. (2014). Linkages between biodiversity attributes and Ecosystem Services: A systematic review. *Ecosystem Services*, 9, 191–203.
<https://doi.org/10.1016/j.ecoser.2014.05.006>
- Harvey, K. (2014). Encyclopedia of Social Media and Politics. *Social Media, Definition and Classes o*. <https://doi.org/10.4135/9781452244723>
- Hayes, A. F. (2022a). *Introduction to mediation, moderation, and conditional process analysis, third edition: A regression-based approach*. Guilford Publications.
- Hayes, A. F. (2022b). *Introduction to mediation, moderation, and conditional process analysis, third edition: A regression-based approach*. Guilford Publications.
- Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (2020). *Digital and social media marketing: A results-driven approach*. Routledge.
- Hermenda, A., Sumarwan, U., & Tinaprilla, D. 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)*.

- Hudders, L., De Jans, S., & De Veirman, M. (2020). The commercialization of Social Media Stars: A Literature Review and conceptual framework on the strategic use of Social Media influencers. *International Journal of Advertising*, 40(3), 327–375. <https://doi.org/10.1080/02650487.2020.1836925>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of mini on facebook. *Journal of Product & Brand Management*, 22(5/6), 342–351. <https://doi.org/10.1108/jpbm-05-2013-0299>
- Höfer, L. (2021). *The Impact of Social Media Marketing on Customers' Purchasing Intention in the Cosmetics Industry*.
- Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). A comparison of social media marketing between B2B, B2C and mixed business models. *Industrial Marketing Management*, 81, 169–179. <https://doi.org/10.1016/j.indmarman.2018.01.001>
- Iblasi, W. N., M.K, Dr. D., Bader, & Al-Qreini, S. A. (2016). The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances). *International Journal of Managerial Studies and Research (IJMSR)*, 4(1), 14–28.
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H., & Awan, F. H. (2022a). Role of social media marketing activities in influencing customer intentions: A perspective of a new emerging era. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H., & Awan, F. H. (2022b). Role of social media marketing activities in influencing customer intentions: A perspective of a new emerging era. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Jayanti, D., Husna, N., & Hidayat, D. N. (2019). The Validity and Reliability Analysis of English National Final Examination for Junior High School.

- Journal Voices of English Language Education Society*, 3(2), 127–135.
<https://doi.org/10.29408/veles.v3i2.1551.g929>
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567–579. <https://doi.org/10.1108/mip-09-2018-0375>
- Junco, R., Heiberger, G., & Loken, E. (2010). The effect of Twitter on college student engagement and grades. *Journal of Computer Assisted Learning*, 27(2), 119–132. <https://doi.org/10.1111/j.1365-2729.2010.00387.x>
- Kaliyadan, F., & Kulkarni, V. (2019). Types of variables, descriptive statistics, and sample size. *Indian Dermatology Online Journal*, 10(1), 82. https://doi.org/10.4103/idoj.idoj_468_18
- Kim, J., & Kim, M. (2022). Rise of social media influencers as a new marketing channel: Focusing on the roles of psychological well-being and perceived social responsibility among consumers. *International Journal of Environmental Research and Public Health*, 19(4), 2362. <https://doi.org/10.3390/ijerph19042362>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing*. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management global edition*. Pearson.
- Kotler, P., & Mindak, W. (1978). Marketing and public relations. *Journal of Marketing*, 42(4), 13–20. <https://doi.org/10.1177/002224297804200402>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management*. Pearson Education Limited.
- LaCaille, L. (2013). Theory of reasoned action. *Encyclopedia of Behavioral Medicine*, 1964–1967. https://doi.org/10.1007/978-1-4419-1005-9_1619
- Latif, W. B., Islam, Md. A., & Noor, I. M. (2014). Building Brand Awareness in the Modern Marketing Environment: A Conceptual Model. *International Journal of Business and Technopreneurship*, 4(1).
- Lee, J. K. (2021). The Effects of Team Identification on Consumer Purchase Intention In Sports Influencer Marketing: The Mediation Effect of Ad Content Value Moderated By Sports Influencer Credibility. *Cogent Business & Management*, 8(1), 1957073.

- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer marketing effectiveness. *Journal of Marketing*, 86(6), 93–115. <https://doi.org/10.1177/00222429221102889>
- Lim, X. J., Mohd Radzol, A. R., 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>
- L'Oréal. (2020, April 1). *L'Oréal group: Our global brands portfolio*. <https://www.loreal.com/en/our-global-brands-portfolio/>
- Moe, W. W. (2003). Buying, searching, or browsing: Differentiating between online shoppers using in-store navigational clickstream. *Journal of Consumer Psychology*, 13(1), 29–39. <https://doi.org/10.1207/153276603768344762>
- Montag, C., Yang, H., & Elhai, J. D. (2021). On the psychology of TikTok use: A first glimpse from empirical findings. *Frontiers in Public Health*, 9. <https://doi.org/10.3389/fpubh.2021.641673>
- Morwitz, V. (2012). Consumers' purchase intentions and their behavior. *Foundations and Trends® in Marketing*, 7(3), 181–230. <https://doi.org/10.1561/17000000036>
- Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do purchase intentions predict sales? *International Journal of Forecasting*, 23(3), 347–364. <https://doi.org/10.1016/j.ijforecast.2007.05.015>
- Moshlehpour, M. (2021). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103.
- Naderer, B. (2021). Effects of disclosing ads on Instagram: the moderating impact of similarity to the influencer. *International Journal of Advertising*, 50(5), 686–707.
- Nafees, L. (2020). The Impact of the Social Media Influencer Power on Consumer Attitudes toward the Brand: The Mediating/Moderating Role of Social

- Media Influencer Source Credibility. *Atlantic Marketing Journal*, 9(1), 1–13.
- 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>
- Olof Lagrosen, S., & Grundén, K. (2014a). Social media marketing in the Wellness Industry. *The TQM Journal*, 26(3), 253–260. <https://doi.org/10.1108/tqm-12-2013-0129>
- Olof Lagrosen, S., & Grundén, K. (2014b). Social media marketing in the Wellness Industry. *The TQM Journal*, 26(3), 253–260. <https://doi.org/10.1108/tqm-12-2013-0129>
- Patmawati, D., & Miswanto, M. (2022). The effect of social media influencers on purchase intention: The Role Brand Awareness as a mediator. *International Journal of Entrepreneurship and Business Management*, 1(2). <https://doi.org/10.54099/ijebm.v1i2.374>
- Published by Statista Research Department, & 3, J. (2023, January 3). *Australia - Consumers Preferred Cosmetics brands 2019*. Statista. <https://www.statista.com/statistics/985795/australia-distribution-consumers-preferred-cosmetics-brands/>
- Punyanunt-Carter, Narissra M., Cruz, J. J. D., & Wrench, J. S. (2018). Analyzing college students' Social Media Communication apprehension. *Cyberpsychology, Behavior, and Social Networking*, 21(8), 511–515. <https://doi.org/10.1089/cyber.2018.0098>
- Punyanunt-Carter, Narissra Maria, Wrench, J., & Garcia, A. (2021). The Journal of Social Media in Society. *Understanding College Students' Perceptions Regarding Mindfulness and Social Media*, 10(2).
- Rahman, Moh. Abd., & Hidayat, A. (2020). Investigating the impact of Brand Awareness, customer satisfaction and trust on revisit intention toward beauty care clinic in Indonesia. *The International Journal of*

- Business & Management*, 8(6).
<https://doi.org/10.24940/theijbm/2020/v8/i6/bm2006-013>
- Roberts, R. R. (2008). *Walk like a giant, sell like a madman*. Wiley.
- ROSARA, N. A., & LUTHFIA, A. (2020). Factors Influencing Consumer's Purchase Intention on Beauty Products in Youtube*. *Journal of Distribution Science*, 18(6), 37–46.
<https://doi.org/10.15722/jds.18.6.202006.37>
- Ruane, L., & Wallace, E. (2013). Generation Y females online: Insights from brand narratives. *Qualitative Market Research: An International Journal*, 16(3), 315–335. <https://doi.org/10.1108/13522751311326125>
- Ruane, L., & Wallace, E. (2015). Brand tribalism and self-expressive brands: Social influences and Brand Outcomes. *Journal of Product & Brand Management*, 24(4), 333–348. <https://doi.org/10.1108/jpbm-07-2014-0656>
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The Role of Social Media Marketing and Brand Image on Smartphone Purchase Intention. *International Journal of Data and Network Science*, 6(1), 185–192. <https://doi.org/10.5267/J.IJDNS.2021.9.009>
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer behavior*. Pearson/Prentice Hall.
- SEKARAN, U. (2019). *Research methods for business a skill building approach, 8th Australia and New Zealand Edition*. JW WILEY.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Shadah, M. (2021). Social media influencers source credibility and product fit impact on customers purchasing intentions, under the moderating effect of gender, Malaysian context. *Archives of Business Research*, 9(8), 108–124.
<https://doi.org/10.14738/abr.98.10645>
- Sianturi, C. M., Pasaribu, V. A., Pasaribu, R. M., & Simanjuntak, J. (2022). The impact of social media marketing on purchase intention. *SULTANIST*:

Jurnal Manajemen Dan Keuangan, 10(1), 60–68.
<https://doi.org/10.37403/sultanist.v10i1.425>

Silva, S. C., Duarte, P. A., & Almeida, S. R. (2020). How companies evaluate the ROI of social media marketing programmes: Insights from B2B and B2C. *Journal of Business & Industrial Marketing*, 35(12), 2097–2110.
<https://doi.org/10.1108/jbim-06-2019-0291>

Singh, R. P., & Banerjee, N. (2018). Exploring the influence of celebrity credibility on brand attitude, advertisement attitude and purchase intention. *Global Business Review*, 19(6), 1622–1639.
<https://doi.org/10.1177/0972150918794974>

Sudaryono. (2016). *Manajemen Pemasaran Teori & Implementasi*.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.
[https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)

Till, B. D., & Busler, M. (1998). Matching products with endorsers: Attractiveness Versus Expertise. *Journal of Consumer Marketing*, 15(6), 576–586. <https://doi.org/10.1108/07363769810241445>

Tuten, T. L. (2008). *Advertising 2.0: Social Media Marketing in a web 2.0 world*. Greenwood Pub. Group.

Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, & Abdul Sami. (2020). Impact of social media marketing on consumer's purchase intentions: The mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>

Van der Walldt, D., M van Loggerenberg, M., & Wehmeyer, L. (2011). Celebrity endorsements versus created spokespersons in advertising: A survey among students. *South African Journal of Economic and Management Sciences*, 12(1), 100–114. <https://doi.org/10.4102/sajems.v12i1.263>

Venkatesh, V., Thong, J., & Xu, X. (2016). Unified theory of acceptance and use of technology: A synthesis and the road ahead. *Journal of the Association*

- for *Information Systems*, 17(5), 328–376.
<https://doi.org/10.17705/1jais.00428>
- Vogels, E. A. (2022, August 10). *Teens, social media and technology 2022*. Pew Research Center: Internet, Science & Tech.
<https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social Media Influencer Marketing: A systematic review, Integrative Framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Wang, F. (2014). Explaining the low utilization of government websites: Using a grounded theory approach. *Government Information Quarterly*, 31(4), 610–621. <https://doi.org/10.1016/j.giq.2014.04.004>
- Wang, S. W., & Scheinbaum, A. C. (2017). Enhancing brand credibility via celebrity endorsement. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/jar-2017-042>
- Wies, S., Bleier, A., & Edeling, A. (2022). Finding goldilocks influencers: How follower count drives social media engagement. *Journal of Marketing*, 87(3), 383–405. <https://doi.org/10.1177/00222429221125131>
- Wu, Y., Nambisan, S., Xiao, J., & Xie, K. (2022). Consumer Resource Integration and Service Innovation in social commerce: The role of social media influencers. *Journal of the Academy of Marketing Science*, 50(3), 429–459. <https://doi.org/10.1007/s11747-022-00837-y>
- Yam, J. H., & Taufik, R. (2021). Hipotesis Penelitian Kuantitatif. *Jurnal Ilmu Administrasi*, 3(2), 1–7.
- Yzer, M. (2012). Reasoned Action Theory: Persuasion as Belief-Based Behavior Change. *The SAGE Handbook of Persuasion: Developments in Theory and Practice*, 120–132. [https://doi.org/https://doi.org/10.4135/9781452218410](https://doi.org/10.4135/9781452218410)
- Zhafira Indiansyah, Sri Wahyuni, Eko Hariyanto, & Nur Isna Inayati. (2022). the Influence of Sales Growth, Profitability, Dividend Policy, and Liquidity

Toward Changes in Profit. *Jurnal Mahasiswa Manajemen dan Akuntansi*, 1(2), 47–58. <https://doi.org/10.30640/jumma45.v1i2.322>

Özkent, Y. (2022). Social media usage to share information in communication journals: An analysis of social media activity and article citations. *PLOS ONE*, 17(2). <https://doi.org/10.1371/journal.pone.026372>