

DAFTAR PUSTAKA

- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior.
- Ajzen, I. (1991). *The theory of planned behavior. Organizational Behavior and Human Decision Processes.*
- Aladwani, A. (2018), “A quality-facilitated socialization model of social commerce decisions”, *International Journal of Information Management*, Vol. 40 No. 3, pp. 1-7.
- 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>
- ALKAN, Z. & ULAŞ, S. (2022). Relationship Between Influencers and Generation Z: Following and Interest Levels in The Pandemic Process. *Global Media Journal TR Edition*, 13(25), pp. 2-25.
- Ao, L., Bansal, R., Pruthi, N. and Khaskheli, M.B. (2023), “Impact of social media influencers on customer engagement and purchase intention: a meta-analysis”, *Sustainability*, Vol. 15 No. 3, p. 2744, doi: 10.3390/su15032744.
- Bebber, S., Milan, G.S., De Toni, D., Eberle, L. and Slongo, L.A. (2017), “Antecedents of purchase intention in the online context”, *Journal of Relationship Marketing*, Vol. 16 No. 1, pp. 82-98.
- Belleau, B. D., Summers, T. A., Xu, Y., & Pinel, R. (2007). Theory of reasoned action: Purchase intention of young consumers. *Clothing and Textiles Research Journal*, 25(3), 244–257. <https://doi.org/10.1177/0887302X07302768>
- Bhattacharya, S., Sharma, R. P., & Gupta, A. (2022). Does e-retailer’s country of origin influence consumer privacy, trust and purchase intention? *Journal of Consumer Marketing*, 2(August 2022), 248–259. <https://doi.org/10.1108/JCM-04-2021-4611>
- Bi, N.C. and Zhang, R. (2023), “I will buy what my ‘friend’ recommends’: the effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions”, *Journal of Research in Interactive Marketing*, Vol. 17 No. 2, pp. 157-175, doi: 10.1108/JRIM-08-2021- 0214.

- Casaló Ariño, Luis & Flavian, Carlos & Ibáñez Sánchez, Sergio. (2018). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*. 117. 10.1016/j.jbusres.2018.07.005.
- Chiang, H.-S. and Hsiao, K.-L. (2015), “YouTube stickiness: the needs, personal, and environmental perspective”, *Internet Research*, Vol. 25 No. 1, pp. 85-106
- Cuong, D. T. (2020). The role of brand trust as a mediator in the relationship between brand satisfaction and purchase intention. *International Journal of Psychosocial Rehabilitation*, 24(06), 14726–14735. <https://doi.org/10.37200/IJPR/V24I6/PR261416>
- Dabbous, A., Aoun Barakat, K., & Merhej Sayegh, M. (2020). Social Commerce Success: Antecedents of Purchase Intention and the Mediating Role of Trust. *Journal of Internet Commerce*, 19(3), 262–297. <https://doi.org/10.1080/15332861.2020.1756190>
- Dadwal, S.S. (2019), *Innovations in Technology and Marketing for the Connected Consumer*, 1st ed., IGI Global, London.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing Through Instagram Influencer: Impact of Number of Followers and Product Divergence on Brand Attitude. *Gent University Academic Bibliography*.
- Delgado-Ballester, E., Luis, J. Â., & Ân, M.-A. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(12), 309–0566. <http://www.emerald-library.com/ft>
- Dholakia, U.M., Bagozzi, R.P. and Pearo, L.K. (2004), “A social influence model of consumer participation in network- and small-group-based virtual communities”, *International Journal of Research in Marketing*, Vol. 21 No. 3, pp. 241-263.
- Dong, L., Hou, J., Huang, L., Liu, Y. and Zhang, J. (2023), “Impacts of normative and hedonic motivations on continuous knowledge contribution in virtual community: the moderating effect of past contribution experience”, *Information Technology and People*, doi: 10.1108/ITP-07- 2022-0529
- Dreu, D., Nijstad, B. and Knippenberg, D.v. (2008), “Motivated information processing in group judgment and decision-making”, *SAGE Journals*, Vol. 12 No. 1, pp. 22-49.
- Ellora, D. (2019, May 16). Mengenal Berbagai Jenis Influencer di Media Sosial. *Journal.sociolla.com*. <https://journal.sociolla.com/lifestyle/mengenalinfluencer-media-sosial>

- Elseidi RI, El-Baz D. Electronic word of mouth effects on consumers' brand attitudes, brand image. *Int Conf Restruct Glob Econ (ROGE), Univ Oxford, UK*. 2016;7(5):268-276.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen. Pedoman Penelitian Untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro.
- Folmer, C. (2016), *Social Motives*, 2nd ed., Sage, Thousand Oaks.
- Friedrich, T., Overhage, S., & Schlauderer, S. (2016). Unveiling the impacts of social commerce features - An integrated research model. *24th European Conference on Information Systems, ECIS 2016, June*.
- GallupPakistan (2019), "Changing consumers and retail behavior in Pakistan- A survey of urban Pakistanis", available at: <https://gallup.com.pk/changing-consumer-and-retails-behavior-in-pakistan-a-study-by-gallup-pakistan/>
- Gentina, E., Tang, T.L.P. and Gu, Q. (2016), "Do parents and peers influence adolescents' monetary intelligence and consumer ethics? French and Chinese Adolescents and behavioral economics", *Journal of Business Ethics*, Vol. 138 No. 1, pp. 1-26.
- Ghannam, M Al-natour, R Alzeidat, Y. (2018). Social media effect on purchase intention: Jordanian airline industry. *Journal of Internet Banking and Commerce*, 23(2), 3–18.
- Ghosh, M., & Islam, A. S. (2023). Homefluencers' endorsement of millennial consumers' purchase intention in new normal. *International Marketing Review*, 40(5), 1188–1212. <https://doi.org/10.1108/IMR-10-2021-0308>
- Ghozali, I. 2011. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang : Badan Penerbit Universitas Diponegoro
- Glucksman, M. (2017), "The rise of social media influencer marketing on lifestyle branding: a case study of lucie fink", *Elon Journal of Undergraduate Research in Communications*, Vol. 8 No. 2, pp. 77-87.
- Gottlieb, B. H., & Bergen, A. E. (2010). Social support concepts and measures. *Journal of psychosomatic research*, 69(5), 511-520.
- Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152– 161. <https://doi.org/10.1016/j.chb.2014.04.016>

- Hajli, N. (2014), "A study of the impact of social media on consumers", *International Journal of Market Research*, Vol. 56 No. 3, pp. 387-404.
- Hashed Ahmed Mabkhot, Shaari, H., & Salleh, S. M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study. *Jurnal Pengurusan*, 50, 71–82.
- Hashim, K.F. and Tan, F.B. (2015), "The mediating role of trust and commitment on members' continuous knowledge sharing intention: a commitment-trust theory perspective", *International Journal of Information Management*, Vol. 35 No. 2, pp. 145-151.
- Hearn, Alison; Schoenhoff, S. (2016). From Celebrity to Influencers. In *A Companion to Celebrity* (pp. 194–212). Wiley.
- Hermenda, A., Sumarwan, U., & Tinaprillia, N. (2019). the Effect of Social Media Influencer on Brand Image, Self-Concept, and Purchase Intention. *Journal of Consumer Sciences*, 4(2), 76–89. <https://doi.org/10.29244/jcs.4.2.76-89>
- Hilverda, F., Kuttschreuter, M. and Giebels, E. (2017), "Social media mediated interaction with peers, experts and anonymous authors: conversation partner and message framing effects on risk perception and sense-making of organic food", *Food Quality and Preference*, Vol. 56 No. 1, pp. 107-118.
- Hu, H., Zhang, D., & Wang, C. (2019). Impact of social media influencers' endorsement on application adoption: A trust transfer perspective. *Social Behavior and Personality*, 47(11). <https://doi.org/10.2224/sbp.8518>
- Huang, Kuang-Yuan & Nambisan, Priya & Uzuner, Ozlem. (2010). Informational Support or Emotional Support: Preliminary Study of an Automated Approach to Analyze Online Support Community Contents.. *ICIS 2010 Proceedings - Thirty First International Conference on Information Systems*. 210.
- Irshad, M., Ahmad, M. S., & Malik, O. F. (2020). Understanding consumers' trust in social media marketing environment. *International Journal of Retail and Distribution Management*, 48(11), 1195–1212. <https://doi.org/10.1108/IJRDM-07-2019-0225>
- Jimenez, N., San-Martin, S., Camarero, C., & San Jose Cabezudo, R. (2019). What kind of video gamer are you? *Journal of Consumer Marketing*, 36(1), 218–227. <https://doi.org/10.1108/JCM-06-2017-2249>
- Juneja, P. (2021), "What is motivation?", available at: https://www.managementstudyguide.com/what_is_motivation.htm (accessed 21 August 2021).

- Karunasingha, A., & Abeysekera, N. (2022). The mediating effect of trust on consumer behavior in social media marketing environments. *South Asian Journal of Marketing*, 3(2), 135–149. <https://doi.org/10.1108/sajm-10-2021-0126>
- Khalid, S., Mohsin, M., Naseem, S., & Iftikhar, S. (2016). Impact of Brand Identification, Purchase Intention and Moderating Effect of Trust. *International Journal of Research in Finance and Marketing (IJRFM)*, 6(12), 1–12.
- Khang, H. and Ki, E.-J. (2012), “Social media research in advertising, communication, marketing, and public relations”, *Journalism and Mass Communication Quarterly*, Vol. 89 No. 2, pp. 279-298.
- Khrouf, L., & Frikha, A. (2021). Websites’ hue-context congruence as a vector of trust and behavioral intentions. *International Journal of Emerging Markets*, 18(7), 1515–1536. <https://doi.org/10.1108/IJOEM-05-2020-0474>
- Kotler, P & Keller, K.L. 2016. *Marketing Management*. New Jersey : Prentice
- Kotler, Philip dan Kevin Lane Keller, 2016. *Marketing Management*. Edisi 15, Global Edition United Kingdom: Pearson Education.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Kumar, S. and Singh, B. (2022), “What drives students to adopt m-learning apps? The role of e-WOM in signalling theory perspective”, *Behaviour and Information Technology*, pp. 1-18.
- Laparojkit, S., & Suttipun, M. (2022). The causal factors influencing repurchase intentions of local tourists in Thailand during COVID-19 crisis. *Journal of Tourism Futures*, 1–16. <https://doi.org/10.1108/JTF-05-2021-0122>
- Li, Y., & Peng, Y. (2021). Influencer marketing: purchase intention and its antecedents. *Marketing Intelligence and Planning*, 39(7), 960–978. <https://doi.org/10.1108/MIP-04-2021-0104>
- Liu, Y., Su, X., Du, X., & Cui, F. (2019). How social support motivates trust and purchase intentions in mobile social commerce. *Revista Brasileira de Gestao de Negocios*, 21(5), 839–860. <https://doi.org/10.7819/rbgn.v21i5.4025>
- 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>

- Macheka, T., Quaye, E. S., & Ligaraba, N. (2023). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*. <https://doi.org/10.1108/YC-05-2023-1749>
- Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A Comparison of the Theory of Planned Behavior and the Theory of Reasoned Action. *Personality and Social Psychology Bulletin*, 18(1), 3–9.
<https://doi.org/10.1177/0146167292181001>
- Martensen, Anne & Brockenhuus-Schack, Sofia & Zahid, Anastasia. (2018). How citizen influencers persuade their followers. *Journal of Fashion Marketing and Management: An International Journal*. 22. 10.1108/JFMM-09-2017-0095.
- McKnight, D.H., Choudhury, V., Kacmar, C. (2015). Developing and validating trust measures for e-commerce: an integrative typology. *Inf. Syst. Res.* 13(3), 334-359.
- Mikalef, P., Giannakos, M.N. and Pappas, I.O. (2017), “Designing social commerce platforms based on consumers’ intentions”, *Behaviour and Information Technology*, Vol. 36 No. 12, pp. 1308-1327.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchases intention (Case study: The agencies of Bono brand tile in Tehran). *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.
- Mishra, A., Maheswarappa, S.S., Maity, M. and Samu, S. (2018), “Adolescent’s eWOM intentions: an investigation into the roles of peers, the Internet and gender”, *Journal of Business Research*, Vol. 86 No. 1, pp. 394-405.
- Mummadli Galandar. (2019). *The Role Of Brand Trust in The Impact Of Social Media Influencers On Purchase Intention Galandar Mammadli 1 Baku, Azerbaijan*.
- Nagtino. (2015). *Buku analisis data variabel mediasi dan moderasi* (p. 334).
- Nik Mud, N. N., Hairani, N., Ibrahim@Zakaria, A. N., Kamaruddin, M., & Hasan, H. (2020). Factors Influencing Young Female Purchase Intention Towards Local Cosmetics Product in Malaysia. *International Journal of Modern Trends in Social Sciences*, 3(11), 01–12. <https://doi.org/10.35631/ijmtss.311001>

- Ryu, S. and Park, J. (2020), "The effects of benefit-driven commitment on usage of social media for shopping and positive word-of-mouth", *Journal of Retailing and Consumer Services*, Vol. 55, 102094.
- Schiffman, Leon, & Kanuk, Leslie Lazar. 2007. *Consumer Behaviour* 7 th.Edition. (Perilaku Konsumen). Jakarta: PT. Indeks
- 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, Uma. 2011. *Research Methods For Business (Metode Penelitian Untuk Bisnis)*. Jakarta: Salemba Empat
- Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, and Sherazi. 2012. The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, Vol. 4 (2), 105-110.
- Sheikh, Z., Yezheng, L., Islam, T., Hameed, Z., & Khan, I. U. (2019). Impact of social commerce constructs and social support on social commerce intentions. *Information Technology and People*, 32(1), 68–93. <https://doi.org/10.1108/ITP-04-2018-0195>
- Verma, V., Sharma, D. and Sheth, J. (2016), "Does relationship marketing matter in online retailing? A meta-analytic approach", *Journal of the Academy of Marketing Science*, Vol. 44 No. 2, pp. 206-217.
- Vohra, A. and Bhardwaj, N. (2019), "From active participation to engagement in online communities: analysing the mediating role of trust and commitment", *Journal of Marketing Communications*, Vol. 25 No. 1, pp. 89-114.
- Wang, L., Law, R., Guillet, B.D., Hung, K. and Fong, D.K.C. (2015), "Impact of hotel website quality on online booking intentions: E-trust as a mediator", *International Journal of Hospitality Management*, Vol. 47 No. 1, pp. 108-115.
- Wang, X., Yu, C. and Wei, Y. (2012), "Social media peer communication and impacts on purchase intentions: a consumer socialization framework", *Journal of Interactive Marketing*, Vol. 26 No. 4, pp. 198-208.
- Wang, Y., Min, Q. and Han, S. (2016), "Understanding the effects of trust and risk on individual behavior toward social media platforms: a meta-analysis of the empirical evidence", *Computers in Human Behavior*, Vol. 56 No. 1, pp. 34-44.