

DAFTAR PUSTAKA

- Assael, H. (1987). *Consumer Behavior and Marketing Action* (3rd ed.). Kent Pub. Co., Boston, Mass.
- Bozkurt, S., Gligor, D. M., & Babin, B. J. (2021). The role of perceived firm social media interactivity in facilitating customer engagement behaviors. *European Journal of Marketing*, 55(4), 995–1022. <https://doi.org/10.1108/EJM-07-2019-0613>
- Chaudhuri, A., & Holbrook, M. B. (2001). The Role of Brand Loyalty / 81 The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. In *Journal of Marketing* (Vol. 65).
- Crnjak-Karanović, B., Kursan Milaković, I., & Elez, J. (2023). Which decision-making stages matter more? Influencer's perceived credibility, sponsorship and moderating role of trust. *Young Consumers*, 24(6), 649–668. <https://doi.org/10.1108/YC-08-2022-1590>
- De Vries, E. L. E., & Fennis, B. M. (2020). Go local or go global: how local brands promote buying impulsivity. *International Marketing Review*, 37(1), 1–28. <https://doi.org/10.1108/IMR-10-2018-0292>
- Donovan, R. J., Rossiter, J. R., Marcoolyn, G., & Nesdale, A. (2033). Australian Graduate School of Management. In *Psychology Depar&mt. Unwiversity of Western Australia* (Vol. 70, Issue 3).
- Ebrahim, R. S. (2020). 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>
- Fazli-Salehi, R., Jahangard, M., Torres, I. M., Madadi, R., & Zúñiga, M. Á. (2022). Social media reviewing channels: the role of channel interactivity and vloggers' self-disclosure in consumers' parasocial interaction. *Journal of Consumer Marketing*, 39(2), 242–253. <https://doi.org/10.1108/JCM-06-2020-3866>
- Ferdinand, A. (2014). *Metode penelitian Manajemen*.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan 123 Program AMOS 24* (7th ed.).
- Ghozali, I. (2020). *25 Grand Theory Teori Besar Ilmu Manajemen, Akuntansi dan Bisnis*. Yoga Pratama.

- Gligor, D., & Bozkurt, S. (2022). The impact of perceived brand interactivity on customer purchases. The mediating role of perceived brand fairness and the moderating role of brand involvement. *Journal of Product and Brand Management*, 31(1), 96–109. <https://doi.org/10.1108/JPBM-12-2019-2692>
- Hamid, R. S., Ukkas, I., Goso, G., Abror, A., Anwar, S. M., & Munir, A. R. (2023). The role of social media in building trust, self-perceived creativity and satisfaction for millennial entrepreneurs. *Journal of Small Business and Enterprise Development*. <https://doi.org/10.1108/JSBED-11-2022-0482>
- Han, C. M., Nam, H., & Swanepoel, D. (2023). Perceived brand localness of foreign brands and its impacts on brand trust and purchase intentions in developing countries in Asia: a social identity theory perspective. *International Marketing Review*, 40(6), 1297–1324. <https://doi.org/10.1108/IMR-05-2022-0130>
- Hanaysha, J. R. (2018a). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hanaysha, J. R. (2018b). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2). <https://doi.org/10.1016/j.jjimei.2022.100102>
- Hussain, S., Li, Y., & Li, W. (2021). Influence of Platform Characteristics on Purchase Intention in Social Commerce: Mechanism of Psychological Contracts. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(1), 1–17. <https://doi.org/10.4067/S0718-18762021000100102>
- Jakic, A., Wagner, M. O., & Meyer, A. (2017). The impact of language style accommodation during social media interactions on brand trust. *Journal of Service Management*, 28(3), 418–441. <https://doi.org/10.1108/JOSM-12-2016-0325>
- Jalilvand, M. R., Nasrolahi Vosta, L., Kazemi Mahyari, H., & Khazaei Pool, J. (2017). Social responsibility influence on customer trust in hotels: mediating effects of reputation and word-of-mouth. *Tourism Review*, 72(1), 1–14. <https://doi.org/10.1108/TR-09-2016-0037>
- Jesumani, V., Du, H., Aslam, M., Pei, P., & Huang, N. (2019). Potential use of seaweed bioactive compounds in skincare—a review. In *Marine Drugs* (Vol. 17, Issue 12). MDPI AG. <https://doi.org/10.3390/md17120688>

- Khong, K. W., Onyemeh, N. C., & Chong, A. Y. L. (2013). BSEM estimation of network effect and customer orientation empowerment on trust insocial media and network environment. *Expert Systems with Applications*, 40(12), 4858–4870. <https://doi.org/10.1016/j.eswa.2013.02.020>
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*, 33(2), 318–332. <https://doi.org/10.1016/j.ijinfomgt.2012.11.006>
- Kotler, P. , & A. G. (2008). *Prinsip-prinsip pemasaran*. Erlangga.
- Kotler, P. , & A. G. (2016a). *Manajemen Pemasaran (12th ed.)*.
- Kotler, P. , & A. G. (2016b). *Principles of Marketing*. Pearson Education Limited
- Kumar, N., Nawaz, Z., & Samerguy, P. (2023). The power of social media fitness influencers on supplements: how they affect buyer's purchase decision? *International Journal of Pharmaceutical and Healthcare Marketing*. <https://doi.org/10.1108/IJPHM-04-2022-0037>
- Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2020). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product and Brand Management*, 30(7), 990–1015. <https://doi.org/10.1108/JPBM-02-2020-2763>
- Li, C. Y. (2019). How social commerce constructs influence customers' social shopping intention? An empirical study of a social commerce website. *Technological Forecasting and Social Change*, 144, 282–294. <https://doi.org/10.1016/j.techfore.2017.11.026>
- Liao, S. H., & Hsu, S. Y. (2020). Big data analytics for investigating Taiwan Line sticker social media marketing. *Asia Pacific Journal of Marketing and Logistics*, 32(2), 589–606. <https://doi.org/10.1108/APJML-03-2019-0211>
- Lin, S. W., & Lo, L. Y. S. (2016). Evoking online consumer impulse buying through virtual layout schemes. *Behaviour and Information Technology*, 35(1), 38–56. <https://doi.org/10.1080/0144929X.2015.1056546>
- Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product and Brand Management*, 29(6), 783–801. <https://doi.org/10.1108/JPBM-11-2018-2106>

- Lorenzo-Romero, C., Alarcón-Del-amo, M. D. C., & Gómez-Borja, M. Á. (2016). Analyzing the user behavior toward electronic commerce stimuli. *Frontiers in Behavioral Neuroscience*, 10(NOV). <https://doi.org/10.3389/fnbeh.2016.00224>
- Mohd Thas Thaker, H., Khaliq, A., Ah Mand, A., Iqbal Hussain, H., Mohd Thas Thaker, M. A. Bin, & Allah Pitchay, A. Bin. (2021). Exploring the drivers of social media marketing in Malaysian Islamic banks: An analysis via smart PLS approach. *Journal of Islamic Marketing*, 12(1), 145–165. <https://doi.org/10.1108/JIMA-05-2019-0095>
- Moslehpoour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2021). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561–583. <https://doi.org/10.1108/APJML-07-2019-0442>
- Nofrizal, Juju, U., Sucherly, N, A., Waldelmi, I., & Aznuriyandi. (2023). Changes and determinants of consumer shopping behavior in E-commerce and social media product Muslimah. *Journal of Retailing and Consumer Services*, 70. <https://doi.org/10.1016/j.jretconser.2022.103146>
- Palalic, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S., & Dana, L. (2020). Social media and consumer buying behavior decision: what entrepreneurs should know? *Management Decision*, 59(6), 1249–1270. <https://doi.org/10.1108/MD-10-2019-1461>
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017a). Social media usage, electronic word of mouth and Purchase-decision involvement. *Asia-Pacific Journal of Business Administration*, 9(2), 134–145. <https://doi.org/10.1108/APJBA-06-2016-0063>
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017b). Social media usage, electronic word of mouth and purchase-decision involvement. *Asia-Pacific Journal of Business Administration*, 9(2), 134–145. <https://doi.org/10.1108/APJBA-06-2016-0063>
- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748–1768. <https://doi.org/10.1108/MD-04-2017-0363>
- Sherman, E., Mathur, A., & Smith, R. B. (1997). Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions. In *Psychology & Marketing* (Vol. 14, Issue 4). John Wiley & Sons, Inc.
- Sohaib, M., & Han, H. (2023). Building value co-creation with social media marketing, brand trust, and brand loyalty. *Journal of Retailing and Consumer Services*, 74. <https://doi.org/10.1016/j.jretconser.2023.103442>

- Sugiyono. (2019). *Statistika Untuk Penelitian*.
- Suleman, D., Suyoto, Y. T., Sjarief, R., Sabil, S., Marwansyah, S., Adawia, P. R., & Puspasari, A. (2023). The effects of brand ambassador and trust on purchase decisions through social media. *International Journal of Data and Network Science*, 7(1), 433–438. <https://doi.org/10.5267/j.ijdns.2022.9.003>
- Wang, S. J., Hsu, C. P., Huang, H. C., & Chen, C. L. (2015). How readers' perceived self-congruity and functional congruity affect bloggers' informational influence: Perceived interactivity as a moderator. *Online Information Review*, 39(4), 537–555. <https://doi.org/10.1108/OIR-02-2015-0063>
- Wu, W., Wang, S., Ding, G., & Mo, J. (2023). Elucidating trust-building sources in social shopping: A consumer cognitive and emotional trust perspective. *Journal of Retailing and Consumer Services*, 71. <https://doi.org/10.1016/j.jretconser.2022.103217>
- Zafar, A. U., Shen, J., Ashfaq, M., & Shahzad, M. (2021). Social media and sustainable purchasing attitude: Role of trust in social media and environmental effectiveness. *Journal of Retailing and Consumer Services*, 63, 102751. <https://doi.org/10.1016/j.jretconser.2021.102751>
- Zhou, T. (2019). Understanding user social commerce usage intention: A stimulus-organism-response perspective. *Information Resources Management Journal*, 32(4), 56–71. <https://doi.org/10.4018/IRMJ.2019100104>