

DAFTAR PUSTAKA

- Ajzen, I. (2005). *Attidue, Persnoality, And Behavior* (Second Edition). Open University Press.
- Alika, F., Listiana, E., Afifah, N., Mayasari, E., Jl Profesor Dokter H Hadari Nawawi, J. H., Laut, B., Pontianak Tenggara, K., Pontianak, K., & Barat, K. (2024). TikTok social media marketing and beauty influencers' impact on skintific purchase decisions through brand awareness. *Journal of Management Science (JMAS)*, 7(1), 165–174. www.exsys.iocspublisher.org/index.php/JMAS
- Ankeer, D. A. (2011). Strategic Market Management. *Ansoff HI New York*.
- Arief, M., Mustikowati, R. I., & Chrismardani, Y. (2023). Why customers buy an online product? The effects of advertising attractiveness, influencer marketing and online customer reviews. *LBS Journal of Management & Research*, 21(1), 81–99. <https://doi.org/10.1108/lbsjmr-09-2022-0052>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen* (Edisi 5). Badan Penerbit Universitas Diponegoro.
- Fishbein, M., & Ajzen, I. (1975). Belief, Attiude, Intention, And Behavior: An Introduction to Theory and Research (Addison Wesley, Reading, Mass). *Journal of Marketing*.
- Fondevila-Gascón, J. F., Polo-López, M., Rom-Rodríguez, J., & Mir-Bernal, P. (2020). Social media influence on consumer behavior: The case of mobile telephony manufacturers. *Sustainability (Switzerland)*, 12(4). <https://doi.org/10.3390/su12041506>
- Geng, R., Chen, X., & Wang, S. (2023). Wear in or wear out: how consumers respond to repetitive influencer marketing. *Internet Research*. <https://doi.org/10.1108/INTR-01-2022-0075>
- Ghozali, I. (2014). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 22 Update Bayesian SEM*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2016). *Desain Penelitian Kuantitatif dan Kualitatif*. Yoga Pratama.

- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi Program AMOS 24*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (Edisi 9). Badan Penerbit Universitas Diponegoro.
- Gunelius, Susan. (2011). *30-minute social media marketing : step-by-step techniques to spread the word about your business fast and free*. McGraw-Hill.
- Guptaa, M. (2021). *Impact of Influencer Marketing on Consumer Purchase Behavior during the Pandemic*. www.ijirmps.org
- Hamdan, O., Zhen, B. H., Alkharabsheh, M., & Ho Zhen, B. (2021). *The Impact of Content Marketing, Social Media Marketing and Online Convenience on Consumer Buying Decision Process* (Vol. 1, Issue 1). <https://journal.uib.ac.id/index.php/combines>
- Han, W., Ozdemir, O., & Agarwal, S. (2023). Linking social media marketing to restaurant performance – the moderating role of advertising expenditure. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-03-2023-0217>
- Hariyanti, N. T., & Wirapraja, A. (2018). *PENGARUH INFLUENCER MARKETING SEBAGAI STRATEGI PEMASARAN DIGITAL ERA MODEREN (SEBUAH STUDI LITERATUR)* (Vol. 15, Issue 1).
- Jain, A., Shah, H., Tiwari, I., & Modi, N. (2019). IMPACT OF INFLUENCERS ON THE BUYING BEHAVIOUR AND ATTITUDE OF INDIVIDUALS. *International Journal of Advanced Research*, 7(10), 836–851. <https://doi.org/10.21474/IJAR01/9899>
- Jami Pour, M., & Karimi, Z. (2023). An integrated framework of digital content marketing implementation: an exploration of antecedents, processes, and consequences. *Kybernetes*. <https://doi.org/10.1108/K-02-2023-0178>
- Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, 54, 164–175. <https://doi.org/10.1016/j.indmarman.2015.07.002>
- Junejo, I. (2020). Website content and consumer buying behavior: The mediating role of electronic word-of-mouth. *Indian Journal of Science and Technology*, 13(11). <https://doi.org/10.17485/IJST/v13i11.46>
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (Edisi 13 Jilid 2). Salempa Empat.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). Pearson Education.
- Kotler, P., & Keller, K. L. (2020). Marketing Management (15th ed). Pearson Prentice Hall.
- Kumar, N., Nawaz, Z., & Samerguy, P. (2024). The power of social media fitness influencers on supplements: how they affect buyer's purchase decision? *International Journal of Pharmaceutical and Healthcare Marketing*, 18(1), 27–46. <https://doi.org/10.1108/IJPHM-04-2022-0037>
- 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>
- Mahri, A. J. W., Juliana, J., Monoarfa, H., Rohepi, A. P., & Karim, R. (2024). Integrating country of origin, brand image and halal product knowledge: the case of the South Korean skincare in Indonesia. *Journal of Islamic Marketing*, 15(1), 244–259. <https://doi.org/10.1108/JIMA-12-2021-0390>
- Marsha, E., Dwi, D. M. Y., & Agustini, H. (2019). Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House. In *JMBE Journal Of Management and Business Environment* (Vol. 1, Issue 1).
- Milhinhos, P. (2015). *THE IMPACT OF CONTENT MARKETING ON ATTITUDES AND PURCHASE INTENSIONS OF ONLINE SHOPPERS: THE CASE VIDEO AND TUTORIALS AND USER-GENERATED CONTENT.*
- Muljono R.K. (2018). *Digital Marketing Concept*. Kompas Gramedia.
- Mutiara Dini, A., & Abdurrahman, A. (2023). The Influence Of Social Media Marketing On Purchasing Decisions Is Influenced By Brand Awareness In Avoskin Beauty Products. In *International Journal of Science*. <http://ijstm.inarah.co.id>
- Pratama, Y. H., Widayastuti, S., & Noor, L. S. (2020). *THE EFFECTS OF CONTENT AND INFLUENCER MARKETING ON PURCHASING DECISIONS OF FASHION ERIGO COMPANY.* 1(2). <https://doi.org/10.38035/DIJEFA>
- Qazzafi. (2019). CONSUMER BUYING DECISION PROCESS TOWARD PRODUCTS. *International Journal of Scientific Research and Engineering Development*, 2. www.ijsred.com

- Rahayu, S. (2022). The Effect Of Brand Image And Promotion On The Purchase Decision Of Tony Jack Jeans Product At DNA Store South Of Tangerang. In *International Journal Of Science*. <http://ijstm.inarah.co.id>
- Saldanha Barreto, J., Komang, L., Dewi, C., & Ximenes, ; Lucio. (2022). *Comparative Study of Post-Marriage Nationality Of Women in Legal Systems of Different Countries International Journal of Multicultural and Multireligious Understanding The Influence of Brand Image and Product Quality on Purchase Decisions of Packaged Drinking Water in Liquiça District, DILi-Timor Leste*. <https://doi.org/10.18415/ijmmu.v10i1.4399>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif dan R&D*. Alfabeta.
- Wielki, J. (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. *Sustainability (Switzerland)*, 12(17). <https://doi.org/10.3390/su12177138>
- Yang, Q., Qin, L., Chen, Z., Ji, S., Zhang, K., & Ma, X. (2019). *Empirical Study on the Impact of Short Video Content Marketing on Consumer's Purchasing Intention based on the Integrated Model of TRA and ELM*.