

DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77.
- Aldoreno, R., & Chairy, C. (2021). The impact of discount frame and type of product on purchase intention. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 5(10).
- Ali, I., & Naushad, M. (2023). Examining the influence of social media marketing on purchase intention: The mediating role of brand image. *Innovative Marketing*, 19(4), 145.
- Arikunto, S. (2013). *Prosedur Penelitian Suatu Pendekatan Praktis*. Rineka Cipta.
- Barry, T. E., & Howard, D. J. (1990). A review and critique of the hierarchy of effects in advertising. *International Journal of Advertising*, 9(2), 121–135.
- Bentler, P. M. (1995). *EQS structural equations program manual (Vol. 6)*. Multivariate software.
- Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P. (2017). “This post is sponsored” effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook. *Journal of Interactive Marketing*, 38(1), 82–92.
- Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *Journal of Retailing and Consumer Services*, 66, 102904.
- Büyükdağ, N., Soysal, A. N., & Kitapci, O. (2020). The effect of specific discount pattern in terms of price promotions on perceived price attractiveness and purchase intention: An experimental research. *Journal of Retailing and Consumer Services*, 55, 102–112.
- Byrne, B. M., & Van de Vijver, F. J. (2010). Testing for measurement and structural equivalence in large-scale cross-cultural studies: Addressing the issue of nonequivalence. *International Journal of Testing*, 10(2), 107–132.
- Chang, Y. W., Hsu, P. Y., Chen, J., Shiau, W. L., & Xu, N. (2023). Utilitarian and/or hedonic shopping—consumer motivation to purchase in smart stores. *Industrial Management & Data Systems*, 123(3), 821–842.
- Cheah, C. W., Koay, K. Y., & Lim, W. M. (2024). Social media influencer over-endorsement: Implications from a moderated-mediation analysis. *Journal of Retailing and Consumer Services*, 79, 103831.
- Chen, Y. F., Chen, C. H., & Lai, J. S. (2022). Influence of Promotional Formats on Online Consumer Purchase Intention. *International Journal of Innovation in the Digital Economy (IJIDE)*, 13(1), 1–21.
- Chen, Y. M., Hsu, T. H., & Lu, Y. J. (2018). Impact of flow on mobile shopping intention. *Journal of Retailing and Consumer Services*, 41, 281–287.

- Chen, Y., Qin, Z., Yan, Y., & Huang, Y. (2024). The power of influencers: how does influencer marketing shape consumers' purchase intentions? *Sustainability*, *16*(13), 54–71.
- Darke, P. R., & Freedman, J. L. (1993). Deciding whether to seek a bargain: Effects of both amount and percentage off. *Journal of Applied Psychology*, *78*(6), 960.
- 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.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, *37*(1), 90–92.
- Ghozali, I. (2015). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2017). *Model persamaan struktural konsep dan aplikasi dengan program AMOS 24 update Bayesian SEM. Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS, 24*.
- Gupta, S., & Cooper, L. G. (1992). The discounting of discounts and promotion thresholds. *Journal of Consumer Research*, *19*(3), 401–411.
- Hair, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis*. Pearson Education International.
- Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management*, *35*(2), 183–191.
- Jin, S. V., & Ryu, E. (2020). "I'll buy what she's wearing": The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, *55*, 102121.
- Jöreskog, K. G., & Sörbom, D. (1993). Structural equation modeling with the SIMPLIS command language. *Scientific Software International*.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, *53*(1), 59–68.
- Kerlinger, F. N., & Lee, H. B. (2000). *Foundations of Behavioral Research* (4 edition). Wadsworth, Thomson Learning.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, *65*(10), 1480–1486.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management 3rd edn PDF eBook* (Pearson Higher Ed).
- Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2020). The roles of social media in tourists' choices of travel components. *Tourist Studies*, *20*(1), 27–48.
- 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.

- Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, *142*, 100–112.
- Park, S., Hahn, S., Lee, T., & Jun, M. (2018). Two factor model of consumer satisfaction: International tourism research. *Tourism Management*, *67*, 82–88.
- Prasetyo, E. B. (2019). *Pengaruh discount price terhadap minat beli melalui consumer's perceived risk pada program flash sale di Shopee*. Universitas Negeri Malang.
- Putri, F. E. V. S., & Tiarawati, M. (2021). The effect of social media influencer and brand image on online purchase intention during the Covid-19 pandemic. *Ilomata International Journal of Management*, *2*(3), 163–171.
- Riduwan. (2010). *Skala Pengukuran Variabel-Variabel Penelitian*. Alfabeta.
- Safitri, D. I. (2023). *ANALISIS PENGARUH PROMOSI PENJUALAN, CITRA MEREK, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK EMINA KOSMETIK DI TOKO KOSMETIK KOTA SEMARANG*. STIE Bank BPD Jateng.
- Santoso, S. (2012). *Aplikasi SPSS pada statistik multivariat* (Vol. 219). Elex Media Komputindo.
- Sarwono, S. (2000). *Psikologi Remaja*. Grafindo Persada.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behaviour* (9th edition). Prentice-Hall Inc.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Service*, *53*, 101742.
- Sovey, S., Osman, K., & Mohd-Matcore, M. E. E. (2022). Exploratory and Confirmatory Factor Analysis for Disposition Levels of Computational Thinking Instrument Among Secondary School Students. *European Journal of Educational Research*, *volume-11-2022*(volume-11-issue-2-april-2022), 639–652. <https://doi.org/10.12973/eu-jer.11.2.639>
- Strong, E. K. (1925). *The psychology of selling and advertising*. McGraw-Hill book Company, Incorporated.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sukmadinata, N. S. (2012). *Metode Penelitian Pendidikan*. Remaja Rosdakarya.
- Vidyanata, D. (2022). Understanding the effect of social media marketing on purchase intention: A value-based adoption model. *JDM (Jurnal Dinamika Manajemen)*, *13*(2), 305–321.
- Vieira, V., Santini, F. O., & Araujo, C. F. (2018). A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing*, *35*(4), 426–437.
- Wong, S. L., Hsu, C. C., & Chen, H. S. (2018). To buy or not to buy? Consumer attitudes and purchase intentions for suboptimal food. *International Journal of Environmental Research and Public Health*, *15*(7), 1431.

Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, *10*, 27–36.