

## DAFTAR PUSTAKA

- Abduh, M. H., Kustiawan, U., & Amalia, L. (2023). *Pengaruh Informasi Dan Kepercayaan Yang Dirasakan Konsumen Terhadap Keputusan Pembelian Ponsel Pada Generasi Milenial Ditoko Online* (Vol. 2, Issue 4). <http://jurnal.anfa.co.id/index.php/mufakat>
- Achmat, Z. (2010). *Theory of planned behavior, masihkah relevan.*
- Adrianto, R., & Kurnia. (2021). Kredibilitas Influencer dalam Membentuk Kepercayaan Konsumen terhadap Brand. *Jurnal Riset Manajemen Komunikasi*, 1(1), 54–60. <https://doi.org/10.29313/jrmk.v1i1.117>
- Agustin, D., & Anas, A. Y. M. (2024). *Pengaruh Media Sosial Dan Dukungan Selebriti terhadap Keputusan Pembelian yang Dimediasi Variabel Kepercayaan pada E-Commerce Shopee (Studi pada Konsumen Shopee di Kabupaten Malang)*. <https://doi.org/10.33379/jibe.v3i2.4674>
- Ahdiat, A. (2024). *Kerugian Pizza Hut Indonesia Membengkak Januari-September 2024.*
- Ajzen, I. (2005). *Attitudes, Personality, and Behavior* (2nd ed.).
- Aleksandar, G., Milovanov, O., & Grubor, A. (2016). *Content Marketing: Creating, Maintaining And Enhancing Brand Equity.* <https://www.researchgate.net/publication/315860079>
- Amarullah, D. (2021). How trust and perceived risk create consumer purchase intention in the context of e-commerce: Moderation role of eWOM. *International Journal of Electronic Marketing and Retailing.*
- Andreani, F., Gunawan, L., & Haryono, S. (2021). Social Media Influencer, Brand Awareness, And Purchase Decision Among Generation Z In Surabaya. *Jurnal Manajemen Dan Kewirausahaan*, 23(1), 18–26. <https://doi.org/10.9744/jmk.23.1.18-26>
- Aprillio, R. G., & Widodo, A. (2020). The Effect Of Viral Marketing On Purchase Decision With Customer Trust As Intervening Variable. *Jurnal Manajemen Dan Bisnis*, 4(2).
- Artino, A., Zakiah, R., & Tampubolon, E. G. (2024). *Pengaruh Harga Waralaba Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Waralaba Kharisma Bahari.*
- Asna. (2010). *Analisis Perilaku Konsumen Dalam Keputusan Pembelian Sepeda Motor Pada Mahasiswa Se-Malang Raya.* <http://ejournal.ukanjuruhan.ac.id>
- Babin, B. J., Hair, J. F., & Boles, J. S. (2008). Publishing research in marketing journals using structural equation modeling. *Journal of marketing theory and practice. Journal of Marketing Theory and Practice.*
- Cahya, P. P. A., & Suyono. (2023). Pengaruh Konten Marketing dan Diskon Terhadap Keputusan Pembelian Melalui Kepercayaan Konsumen. *Jurnal Kajian Ilmu Manajemen*, 3(4), 629–636. <https://journal.trunojoyo.ac.id/jkim>
- Cooley, D., & Parks-Yancy, R. (2019). The Effect of Social Media on Perceived Information Credibility and Decision Making. *Journal of Internet Commerce*, 18(3), 249–269. <https://doi.org/10.1080/15332861.2019.1595362>

- Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2020). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. *Journal of Enterprise Information Management*, 34(3), 838–859. <https://doi.org/10.1108/JEIM-04-2019-0118>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). *Marketing Through Instagram Influencers: Impact Of Number Of Followers And Product Divergence On Brand Attitude*.
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632. <https://doi.org/10.1080/13527266.2016.1184706>
- Firdausi, F. F. (2024). *Pengaruh Content Marketing Dan Influencer Marketing Terhadap Keputusan Pembelian Produk Skintific Dengan Content Creation Sebagai Variabel Intervening (Studi Kasus Pada Pengikut Cut Rizki)* (Vol. 23, Issue 1).
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*.
- Fitriana, F. D., & Achmad, N. (2024). *Pengaruh Influencer Dan Kualitas Produk Terhadap Minat Beli Pada Live Streaming Tiktok Dengan Kepercayaan Konsumen Sebagai Variabel Mediasi (Studi Kasus Pada Konsumen Locana Label)*.
- 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. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Ghozali, I. (2017). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit UNDIP.
- Hamdi, A., & Bahruddin, A. (2014). *Metode Penelitian: Pengantar Untuk Peneliti Pemula*.
- Hidayat, A., Wijaya, T., Ishak, A., & Endi Catyanadika, P. (2021). Consumer trust as the antecedent of online consumer purchase decision. *Information (Switzerland)*, 12(4). <https://doi.org/10.3390/info12040145>
- Hikmat, A. (2011). *Metode Penelitian Kuantitatif*.
- Hong, I. B., & Cho, H. (2011). The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs. seller trust. *International Journal of Information Management*, 31(5), 469–479. <https://doi.org/10.1016/j.ijinfomgt.2011.02.001>
- Huang, J. H., & Chen, Y. F. (2006). Herding in online product choice. *Psychology and Marketing*, 23(5), 413–428. <https://doi.org/10.1002/mar.20119>

- Idris, M. (2024). *Nasib Pizza Hut Indonesia: Terus Merugi dan Tutup Puluhan Gerai*. <https://money.kompas.com/read/2024/11/21/091024526/nasib-pizza-hut-indonesia-terus-merugi-dan-tutup-puluhan-gerai>
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*.
- Iskandar, A. (2013). *Statistik Untuk Penelitian*.
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Ismayana, S., & Hayati, N. (2018). *Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Lipstik Pixy (Studi Pada Konsumen Produk Lipstik Pixy Toserba Borma Cipadung)*.
- 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>
- Jucks, R., & Thon, F. M. (2017). Better to have many opinions than one from an expert? Social validation by one trustworthy source versus the masses in online health forums. *Computers in Human Behavior*, 70, 375–381. <https://doi.org/10.1016/j.chb.2017.01.019>
- Jurnaiti, Lubis, R. A., & Hafasnudin. (2017). *Pengaruh Consumer Involvement, Kredibilitas Sumber Informasi Dan Kepuasan Konsumen Terhadap Keputusan Pembelian Ulang (Studi Pada Konsumen Obat Pada Apotek Di Kota Banda Aceh)*.
- Kang, M. (2010). *Measuring social media credibility: A study on a Measure of Blog Credibility*.
- Khan, A. M., Soroya, S. H., & Mahmood, K. (2024). Impact of information credibility on social media information adoption behavior: a systematic literature review. *Library Hi Tech*, 42(1), 261–283. <https://doi.org/10.1108/LHT-03-2022-0165>
- Kotler, & Armstrong. (2016). *Prinsip-Prinsip Pemasaran*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. (15th ed.).
- 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>
- Leong, C. M., Loi, A. M. W., & Woon, S. (2022). *The Influence of Social Media Ewom Information on Purchase Intention*.
- Li, R., & Suh, A. (2015). Factors Influencing Information credibility on Social Media Platforms: Evidence from Facebook Pages. *Procedia Computer Science*, 72, 314–328. <https://doi.org/10.1016/j.procs.2015.12.146>
- Lou, C., & Yuan, S. (2019a). *Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media*. 58–73.
- Lou, C., & Yuan, S. (2019b). *Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media*.

- Macheka, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*, 25(4), 462–482. <https://doi.org/10.1108/YC-05-2023-1749>
- Malik, A. Z., Thapa, S., & Paswan, A. K. (2023). Social media influencer (SMI) as a human brand – a need fulfillment perspective. *Journal of Product and Brand Management*, 32(2), 173–190. <https://doi.org/10.1108/JPBM-07-2021-3546>
- Rohandi, A., & Fariska, P. (2025). Purchase Decisions In Ecommerce: Impact From Influencer And Content Marketing. *Journal of Management and Business (PERFORMA) Nationally Accredited*. <https://doi.org/10.29313/performa>
- Mandiri, L. N. P., Jamhari, J., & Darwanto, D. H. (2022). Influencer Marketing Affect Consumer Purchase Decisions On Cimory Product. *Agro Ekonomi*, 33(2), 80. <https://doi.org/10.22146/ae.73195>
- Maulana, F., Juharsah, Yusuf, & Hartini. (2025). *Dampak Content Marketing dan Brand Image Terhadap Keputusan Pembelian*. 17(1), 63–74.
- Milhinhos, V. R. P. (2015). *The Impact Of Content Marketing On Attitudes And Purchase Intentions Of Online Shoppers: The Case Of Videos & Tutorials And User-Generated Content*.
- Mohammad, M. V. (2020). Consumer Trust Towards Content Marketing of Food & Beverage Businesses on Instagram: Empirical Analysis of Taiwanese and Singaporean Consumers. *International Journal of Business*, 6(2), 73–85. <https://doi.org/10.20469/IJBAS.6.10002-2>
- Nisak, C. (2016). *Pengaruh Harga, Keragaman Model Produk, Kualitas Informasi Dan Kepercayaan Terhadap Keputusan Pembelian Online Pada Toko Tas Online Sabilla Store*.
- Nopita, D., Rodhiyah Mardhiyyah, Echa Yulia Checar, & Dwi Indah Lestari. (2024). Pengaruh Endorsement Influencer Dalam Membentuk Kepercayaan Konsumen Terhadap Brand Yu Marni. *Jurnal Bisnis Terapan*, 8(1), 82–89. <https://doi.org/10.24123/jbt.v8i1.6002>
- Nurhandayani, A., Syarief, R., Syarief, R., & Najib, M. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Universitas Brawijaya Journal of Applied Management (JAM)*, 17(4), 650–661. <https://doi.org/10.21776/ub.jam.2019.017.04.09>
- Pramudita, A. I., Widiharih, T., Santoso, R., Statistika, D., Sains, F., & Matematika, D. (2020). Penerapan Structural Equation Modelling (Sem) Untuk Menganalisis Faktor-Faktor Yang Mempengaruhi Kinerja Bisnis (Studi Kasus Kafe Di Kecamatan Tembalang Dan Kecamatan Banyumanik Pada Januari 2019). *JURNAL GAUSSIAN*, 9(2), 122–134. <https://ejournal3.undip.ac.id/index.php/gaussian/>
- Prasetya, M., & Susilo, D. (2022). *The effect of content marketing on purchase intention through customer engagement as variable mediation*. <http://ejournal.unitomo.ac.id/index.php/jkp>

- Prendergast, G., Ko, D., & Yuen, S. Y. V. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, 29(5), 687–708. <https://doi.org/10.2501/s0265048710201427>
- Puro, P. (2013). *Content marketing and the significance of corporate branding*.
- Radita, F., & Latifah, N. (2025). *Influencer Marketing and Consumer Trust: Building Relationships in the Digital Age*.
- Reichelt, J., Sievert, J., & Jacob, F. (2014). How credibility affects eWOM reading: The influences of expertise, trustworthiness, and similarity on utilitarian and social functions. *Journal of Marketing Communications*, 20(1–2), 65–81. <https://doi.org/10.1080/13527266.2013.797758>
- Rossiter, J. R., Bergkvist, L., & Percy, L. (2018). *Marketing Communications : Objectives, Strategy, Tactics*.
- Rusti, D. A., Masnita, Y., & Kurniawati. (2024). Tinjauan Theory of Planned Behavior dalam Mempengaruhi Purchase Intention dan Purchase Behavior melalui Social Media. *Jurnal Ekonomi Efektif*, 7(1). <https://doi.org/10.32493/JEE.v7i1.42567>
- Saima, & Khan, M. A. (2020). Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility. *Journal of Promotion Management*, 27(4), 503–523. <https://doi.org/10.1080/10496491.2020.1851847>
- Santoso, S. (2011). *Structural Equation Modeling: Teori dan aplikasi*.
- Schiffman, & Kanuk. (2010). *Consumer Behaviour (10th ed)*.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach (7th ed.)*.
- Shadrina, R. N., & Sulistyanto, Y. (2022). Analisis Pengaruh Content Marketing, Influencer, Dan Media Sosial Terhadap Keputusan Pembelian Konsumen (Studi Pada Pengguna Instagram Dan Tiktok Di Kota Magelang). *DIPONEGORO JOURNAL OF MANAGEMENT*, 11(1). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Sugiyono, P. (2010). *Metode Penelitian. Kuantitatif, Kualitatif, Dan R&D. .*
- Sugiyono, P. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Sukawati. (2018). *Pengaruh Kepercayaan, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Melalui Internet Di Kota Makassar*.
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>
- Top Brand. (2024). *Top Brand Awards*.
- Verma, D., Prakash Dewani, P., Behl, A., Pereira, V., Dwivedi, Y., & Del Giudice, M. (2023). A meta-analysis of antecedents and consequences of eWOM credibility: Investigation of moderating role of culture and platform type. *Journal of Business Research*, 154. <https://doi.org/10.1016/j.jbusres.2022.08.056>
- Wijoseno, J., & Ariyanti, M. (2015). Perceived Factors Influencing Consumer Trust and Its Impact on Online Purchase Intention in Indonesia. *International Journal of Science and Research*, 6, 2319–7064. <https://doi.org/10.21275/8081706>

- Yamin, M. (2009). *Structural Equation Modeling: Konsep dan Aplikasi*. Salemba Empat.
- Yazgan Pektas, S., & Hassan, A. (2020). The Effect of Digital Content Marketing on Tourists' Purchase Intention. *Journal of Tourismology*, 79–88. <https://doi.org/10.26650/jot.2020.6.1.0011>
- Yusuf, A. (2014). *Statistik Deskriptif dan Inferensial*.
- Za, S. Z., Robiansyah, R., Darma, D. C., Tricahyadinata, I., & Achmad, G. N. (2021). Storytelling Marketing, Content Marketing, and Social Media Marketing on the Purchasing Decision. *Article in Budapest International Research and Critics Institute (BIRCI-Journal) Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v4i3.2150>
- Zhao, K., Stylianou, A. C., & Zheng, Y. (2018). Sources and impacts of social influence from online anonymous user reviews. *Information and Management*, 55(1), 16–30. <https://doi.org/10.1016/j.im.2017.03.006>

