

DAFTAR PUSTAKA

- Ahmadi, A., Taghipour, A., Fetscherin, M., & Ieamsom, S. (2023). Analyzing the influence of celebrities' emotional and rational brand posts. *Spanish Journal of marketing-ESIC*, 27(1), 117-136.
- Atf, Z., Lewis, P. R., & Lloyd, N. (2024). Evaluating the trustworthiness of user-generated content on social media. In *Proceedings of the International Symposium on Technology and Society*.
- Ballester, E., Ruiz, C., Rubio, N., & Veloutsou, C. (2025). We match! Building online *brand engagement* behaviours through emotional and rational processes. *Journal of Retailing and Consumer Services*.
- Bazi, S., Filieri, R., & Gorton, M. (2020). Customers' motivation to engage with luxury brands on social media. *Journal of Business Research*, 112, 223–235.
- Becerra, E. P., & Badrinarayanan, V. (2013). The influence of *brand trust* and *brand identification* on *brand evangelism*. *Journal of Product & Brand Management*, 22(5/6), 371–383.
- Beyaz, R., & Güngör, A. Y. (2021). The *branding* process: Mediator roles of *brand satisfaction* and *brand loyalty*. *Kafkas Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 12(23), 322-346.
- Bhandari, M. P., Bhattarai, C., & Mulholland, G. (2024). Online *brand community engagement* and *brand evangelism*: the role of age, gender and membership number. *Journal of Product & Brand Management*, 33(3), 301-313.
- Cavadas, R. J. O. M. D. S., & Moreira, A. C. (2025). Brand evangelism: A review and research agenda. *International Journal of Consumer Studies*, 49(3), e70064.
- Chen, P. (2024). Celebrities, social media *influencers* and reference groups. In *Digital Transformation for Fashion and Luxury Brands: Theory and Practice*.
- Chen, X., & Lee, T. J. (2022). Potential effects of green *brand legitimacy* and the biospheric value of eco-friendly behavior on online food delivery: A mediation approach. *International Journal of Contemporary Hospitality Management*, 34(4), 1357–1375.
- Chen, Y.-F., & Law, R. (2016). A review of research on electronic word-of-mouth in hospitality and tourism management. *International Journal of Hospitality and Tourism Administration*, 17(4), 347–372.
- Cheung, M. L., Leung, W. K. S., Yang, M. X., & Chang, M. K. (2022). Exploring the nexus of social media *influencers* and consumer *brand engagement*. *Asia Pacific Journal of Marketing and Logistics*.
- Cheung, M. L., Leung, W. K. S., Yang, R., & Chang, M. K. (2022). Understanding consumer engagement with social media influencers. *Journal of Business Research*, 139, 148–162.

- Cheung, M. L., Pires, G. D., & Rosenberger, P. J. (2022). The influence of perceived social media marketing elements on consumer–brand engagement. *Journal of Business Research*, *139*, 148–162. <https://doi.org/10.1016/j.jbusres.2021.09.060>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*.
- Chunyan, Z., & Cheng, P. (2024). Examining influence of electronic words of mouth and social media marketing on customer satisfaction and purchase intention: Moderating impact of effectiveness of information and communication technologies. *Profesional de la Información*, *33*(1), e330105.
- Clara, C. (2023). *celebrity* endorsements and its *brand* love on purchase intention at E-marketplace. *Jurnal Manajemen*, *27*(1), 41-61.
- Copeland, L., Lyu, J., & Han, J. (2023). Does familiarity matter? Examining model familiarity in Instagram advertisements. *Journal of Internet Commerce*.
- Deng, Q., Hine, M. J., Ji, S., & Wang, Y. (2021). Understanding consumer engagement with brand posts on social media: The effects of post linguistic styles. *Electronic Commerce Research and Applications*.
- DolphinRadar. (2025). *Influencer Analytics: Tasya Farasya*. <https://www.dolphinradar.com>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., et al. (2021). Setting the future of digital and social media marketing research. *International Journal of Information Management*, *59*.
- Embia, G., Ramasamy, A., Ray, M., & Biswal, D. K. (2024). An examination of the impact of green marketing strategies on consumer attitudes towards environmental sustainability. In *Digital Technology Enabled Circular Economy: Models for Environmental and Resource Sustainability*.
- Farhat, K., Mohd Mokhtar, S. S., & Md. Salleh, S. B. (2020). Linking brand engagement to customer-based brand equity and role of brand experience, brand personality, and brand affect: A case of automobile market of Pakistan. *Management Science Letters*.
- Febrian, A., & Fadly, M. (2021). brand trust as celebrity endorser marketing moderator's role. *Jurnal Aplikasi Manajemen*, *19*(1), 207-216.
- Ferreira, A. G., Crespo, C. F., & Mendes, C. (2022). Effects of athletic performance and marketable lifestyle on consumers' engagement with sport celebrity's social media and their endorsements. *International Journal of Sports Marketing and Sponsorship*, *23*(2), 259-277.
- France, C., Merrilees, B., & Miller, D. (2016). An integrated model of customer–brand engagement: Drivers and consequences. *Journal of Brand Management*.

- Franzak, F., Makarem, S. C., & Jae, H. (2016). A conceptual model of design benefits and *brand engagement*: The mediating role of emotions. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*.
- 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.
- Gautam, D., & Pokhrel, L. (2023). Green *brand* positioning and *attitude* towards green *brands*: Mediating role of green *brand* knowledge among green consumers in the Kathmandu Valley. *Quest Journal of Management and Social Sciences*, 5(1), 35-44.
- Gefen, D. (2000). E-commerce: The role of familiarity and *trust*. *Omega*, 28(6), 725–737.
- Goldsmith, R. E. (2011). *brand engagement* and *brand loyalty*. In *branding and sustainable competitive advantage: Building virtual presence*.
- Gopakumar, S., & Dananjayan, M. P. (2024). It must be excellent if an Instagram star endorses it, right? Inquiring about the parasocial interactions and online purchase intention. *Business Perspectives and Research*.
- Graffigna, G., & Gambetti, R. C. (2016). *Consumer-brand engagement*: Toward a comprehensive theoretical framework. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*.
- Greve, G., Schlüschen, A., & Altobelli, C. F. (2022). *brand celebrities*: Analysis of *celebrity sponsorship posts* on Facebook. *International Journal of Internet Marketing and Advertising*.
- Gupta, S., Mahajan, R., & Dash, S. B. (2023). The impact of *influencer-sourced brand* endorsement on online consumer *brand engagement*. *Journal of Strategic Marketing*.
- Hamouda, M., & Aissaoui, A. (2024). Rooting for the green: Consumers and *brand love*. *Journal of Business Strategy*.
- Hanaysha, J. R. (2021). Impact of price promotion, corporate social responsibility, and social media marketing on *word of mouth*. *Business Perspectives and Research*, 9(1), 41–55.
- Harrigan, P., Daly, T. M., Coussement, K., Lee, J. A., Soutar, G. N., & Evers, U. (2021). Identifying influencers on social media. *Journal of Business Research*, 132, 40–51.
- Herjanto, H., Adiwijaya, M., Wijaya, E., & Semuel, H. (2020). The effect of *celebrity* endorsement on Instagram fashion purchase intention: The evidence from Indonesia. *Organizations and Markets in Emerging Economies*, 11(1), 86–104.
- Hess, A., Dodds, R., & Rahman, M. (2022). The development of reputational capital – How social media *influencers* differ from traditional celebrities. *Journal of Strategic Marketing*.

- Horton, D., & Wohl, R. R. (1956). Mass communication and parasocial interaction: Observations on intimacy at a distance. *Psychiatry*, 19(3), 215–229.
- Huang, C., Zhuang, S., Li, Z., & Gao, J. (2022). Creating a sincere sustainable brand: The application of Aristotle's rhetorical theory to green brand storytelling. *Frontiers in Psychology*, 13, 1019787.
- Ibrahim, M., & Aljarah, A. (2023). The role of social media marketing activities in driving self-brand connection and user engagement behavior on Instagram: A moderation-mediation approach. *International Journal of Consumer Studies*.
- Ibrahimli, N., & Aghazadeh Tabrizi, H. (2024). The Role of Emotional Content on Consumer engagement: Evaluating the role of emotional content on consumer engagement.
- Jami Pour, M., Rafiei, K., Khani, M., & Sabrirazm, A. (2021). Gamification and customer experience: The mediating role of brand engagement in online grocery retailing. *Nankai Business Review International*.
- Jiménez Sánchez, Á., de Frutos-Torres, B., & Margalina, V.-M. (2023). The limited effects of green marketing on attitudes towards trademarks. *Revista Latina de Comunicación Social*.
- Khan, M. F., Amin, F., Jan, A., & Hakak, I. A. (2024). Social media marketing activities in the Indian airlines: brand equity and electronic word of mouth. *Tourism and Hospitality Research*, 24(1), 52–68.
- Kim, H. (2022). Keeping up with influencers: Exploring the impact of social presence and parasocial interactions on Instagram. *International Journal of Advertising*.
- Kline, R. B. (2016). *Principles and practice of structural equation modeling* (4th ed.). The Guilford Press.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Krishna, R. M., & Pinakapani, P. (2024). Current trends in cyberspace technology: Exploring the influence of celebrity and influencer personal branding on social media and its effect on cultivating brand loyalty. *Nanotechnology Perceptions*.
- Kudeshia, C., & Mittal, A. (2016). The effect of eWOM on brand attitude and purchase intention of consumers: A cross-sectional study on consumer electronics. *International Journal of Internet Marketing and Advertising*, 10(1), 1–16.
- Kumar, P., Polonsky, M., Dwivedi, Y., & Kar, A. (2021). Green information quality and green brand attitude. *Journal of Business Research*, 122, 1–11.
- Kumar, V. (2020). Building customer-brand relationships through customer brand engagement. *Journal of Promotion Management*.
- Kumar, V., Rajan, B., Gupta, S., & Pozza, I. D. (2019). Customer engagement in service. *Journal of Marketing*, 83(1), 294–311.

- Lakchan, L., & Samaraweera, A. (2023). The impact of *brand* positioning and *brand* knowledge on impulsive purchasing intention with mediating role of *green brand attitude*. *Asia Pacific Journal of Marketing*.
- Lestari, D., & Syah, Y. (2022). Antecedents of customer *brand engagement* affecting customer satisfaction, *trust*, and commitments in forming loyalty and *word of mouth* in Indonesia. *Jurnal Riset Manajemen dan Bisnis*.
- Liao, S. H., Wu, C. C., & Chih, W. H. (2020). Defending *brands* and creating opposition: The dynamics of *brand* loyalty and *evangelism*. *Journal of Retailing and Consumer Services*, 55, 102113.
- Liu, F., & Wang, R. (2025). Fostering parasocial relationships with virtual *influencers* in the uncanny valley: Anthropomorphism, autonomy, and a multigroup comparison. *Journal of Business Research*.
- Liu, S., Aw, E. C.-X., Tan, G. W.-H., & Ooi, K.-B. (2023). Virtual *influencers* as the next generation of *influencer* marketing: Identifying antecedents and consequences. *Studies in Computational Intelligence*.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust. *Journal of Interactive Advertising*, 19(1), 58–73.
- Maghraoui, R., & Khrouf, H. (2024). Instagram live-streamings: How does *influencer*–follower congruence affect Gen Z *trust*, *attitudes* and intentions? *Journal of Retail and Consumer Behavior*.
- Malewar, S., Koner, S., & Gupta, T. (2024). *Go green: A success mantra towards exploring consumer behaviour*. In *Integrating Agriculture, Green Marketing Strategies, and Artificial Intelligence*.
- Marklen, D. R., Tan, P. L., & Hassim, N. (2025). Instagram *influencers*' source credibility on gadget product purchase intention among Indonesian Generation Z: The mediating role of parasocial interaction. *Jurnal Komunikasi: Malaysian Journal of Communication*.
- Marques, I.-R., Casais, B., & Camilleri, M. A. (2021). The effect of macrocelebrity and microinfluencer endorsements on consumer-brand engagement in Instagram. In *Strategic Corporate Communication in the Digital Age*.
- Meiliana, & Erdiansyah, E. (2020). Understanding *positive* word-of-mouth in social media: Content characteristics and emotional influences. *International Journal of Business and Society*, 21(2), 823–836.
- Mena, J. A., Hult, G. T. M., & Ferrell, O. C. (2020). *trustworthy* endorsements: Navigating the boundaries of influence and authenticity. *Journal of Business Ethics*, 167(4), 713–727.
- Meng, B., Zhang, J., & Choi, K. (2024). The formation of parasocial relationships in tourism social media: A rational and emotional *trust*-building process. *International Journal of Tourism Research*.
- Mujica-Luna, A., Villanueva, E., & Lodeiros-Zubiria, M. L. (2021). Micro-learning platforms *brand* awareness using social media marketing and

- customer *brand engagement*. *International Journal of Emerging Technologies in Learning*.
- Nagar, K. (2015). Modeling the effects of green advertising on *brand image*: Investigating the moderating effects of product involvement using structural equation. *Journal of Global Marketing*, 28(3), 152–171.
- Ningtyas, A. D., & Hidayat, A. M. (2024). Implications of social media *influencer* Tasya Farasya and electronic *word of mouth* for purchase decision of Somethinc and Skintific. *International Research Journal of Economics and Management Studies*, 3(2).
- Ooi, S. K., Yeap, J. A. L., & Low, Z. (2022). Loyalty towards telco service providers: The fundamental role of consumer *brand engagement*. *European Business Review*.
- Ottman, J. A. (2011). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Berrett-Koehler Publishers.
- Panda, A., Mishra, R., & Kumar, A. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green *brand loyalty* and *evangelism*. *Journal of Cleaner Production*.
- Pane, A., Fernando, Y., Ikhsan, R. B., & Prabowo, H. (2024). The influence of *brand trust* on customer purchase behavior: Mediating digital interactions on Instagram. In *Proceedings of the 2024 IEEE International Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation (IATMSI 2024)*.
- Pei, A., Zhao, K., & Malhotra, P. (2025). The impact of minority *influencers*: Exploring consumer reactions to social media content. *Proceedings of the Annual Hawaii International Conference on System Sciences*.
- Phan, T. H., Nguyen, N. D., Ha, H. G., & Doan, H. A. (2024). Youths' word-of-mouth in a developing country: Roles of green promotion and green *brand loyalty*. *Business, Management and Economics Engineering*, 22(1), 115–132.
- Pintea, F. R. (2012). "Word-of-mouth" and its impact on business activities. *Quality - Access to Success*, 13(129), 123–126.
- Pozharliev, R., Rossi, D., & De Angelis, M. (2022). Consumers' self-reported and brain responses to advertising *posts* on Instagram: The effect of number of followers and argument quality. *European Journal of Marketing*, 56(13), 49–70.
- Rajendiran, A., & Dorai, S. (2020). Friendship to kinship: Evaluating the role of consumer *brand engagement* to promote *brand evangelism*. In *Handbook of Research on the Impact of Fandom in Society and Consumerism* (pp. 171–192). IGI Global.
- Rather, R. A., & Amin, F. (2024). Impact of social media interaction on customer's *brand engagement*, emotions, *word of mouth*, and *brand relationship quality* in luxury hotel *brands*. *Tourism, Hospitality and Event Management*.
- Rather, R. A., & Amin, S. (2024). The role of social media interactions in shaping *brand engagement*. *Journal of Retailing and Consumer Services*, 76.

- Rossanty, Y., Rini, E. S., Sembiring, B. K. F., & Silalahi, A. S. (2024). Social media marketing and consumer *brand engagement*: Elevating luxury perfume *brand equity*. *International Review of Management and Marketing*.
- Rutter, R. N., Barnes, S. J., Roper, S., & Lettice, F. (2021). Social media *influencers*, product placement and network *engagement*: Using AI image analysis to empirically test relationships. *Industrial Management and Data Systems*.
- Sharma, P., & Khandeparkar, K. (2025). Understanding *brand evangelism* – A systematic review of the literature and future research avenues. *Journal of Strategic Marketing*.
- Shin, D. H., Song, H., & Biswas, A. (2019). Electronic word-of-mouth and trust. *Telematics and Informatics*, 38, 1–12.
- Shouman, L. (2020). The use of *celebrity endorsement* in social media advertising and its impact on online consumers' behavior: The Lebanese scenario. *ACM International Conference Proceeding Series*.
- Situmorang, T. P., Indriani, F., Simatupang, R. A., & Soesanto, H. (2021). *brand positioning* and repurchase intention: The effect of *attitude toward green brand*. *Journal of Asian Finance, Economics and Business*, 8(2), 543–552.
- Sokolova, K., & Kefi, H. (2019). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 50, 306–313.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote brands. *Journal of Retailing and Consumer Services*, 53.
- Srisuk, K., Phoosuwan, N., & Inthachot, M. (2023). Emotional *engagement* in social media marketing: A multi-group analysis. *Asia Pacific Journal of Marketing and Logistics*, 35(1), 79–100.
- Sudha, M., & Sheena, K. (2017). Impact of *influencers* in consumer decision making: The fashion industry. *SCMS Journal of Indian Management*, 14(3), 14–30.
- Tan, Z., Sadiq, B., Bashir, T., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of *brand image* and *brand trust*. *Sustainability (Switzerland)*, 14(18), 11522.
- Tarina, M., Faaroek, S. A., & Muharul, R. (2023). Pengaruh personal *branding* Tasya di Instagram terhadap keputusan pembelian produk Mother of Pearl. *Global Komunika: Jurnal Ilmu Sosial dan Ilmu Politik*, 6(1).
- Tempo.co. (2021). *Tasya Farasya rilis brand kecantikan Mother of Pearl, ini 3 produk pertamanya*. <https://www.tempo.co/gaya-hidup/tasya-farasya-rilis-brand-kecantikan-mother-of-pearl-ini-3-produk-pertamanya-476920>
- Tengku Mohd Azzman Shariffadeen, T. S. A., & Manaf, A. M. A. (2020). Malaysian female users' purchase intentions of *celebrity-endorsed products*

- on Instagram: A parasocial interaction perspective. *SEARCH Journal of Media and Communication Research*.
- Uludag, O., Andrić, B., & Omoruyi, D. (2024). The role of green consumer *brand engagement* in shaping *brand loyalty* through digital marketing in the hotel industry. *Sustainability (Switzerland)*.
- Ulusoy, E., & Barretta, P. G. (2016). How green are you, really? Consumers' skepticism toward *brands* with green claims. *Journal of Global Responsibility*, 7(3), 329–342.
- Um, N. (2022). Impact of parasocial interaction, perceived ad message authenticity, and match-up between *brand* and *celebrity* in evaluation of Instagram *celebrity*-based *brand* endorsement. *Sustainability (Switzerland)*.
- Van Hove, G., & Lievens, F. (2009). Tapping the grapevine: A closer look at word-of-mouth as a recruitment source. *Journal of Applied Psychology*, 94(2), 341–352.
- Vo, T.-H., Wei-Han Tan, G., Pham, N. T., & Ooi, K.-B. (2025). Promoting customer *engagement* and *brand loyalty* on social media: The role of virtual *influencers*. *International Journal of Consumer Studies*.
- Wadhwa, R., Rabby, F., & Bansal, R. (2024). Role of factors fueling *brand evangelism* through *influencer* marketing. In *Data Analytics and Influencer Marketing for Cultivating Brand Evangelism and Affinity*.
- Wang, E. S.-T., & Weng, Y.-J. (2024). Influence of social media *influencer* authenticity on their followers' perceptions of credibility and their *positive* word-of-mouth. *Asia Pacific Journal of Marketing and Logistics*.
- Wang, X., Wong, I. A., & Alagas, E. N. (2022). Antecedents of green brand attitudes. *Journal of Business Research*, 144, 128–139.
- Wang, Y. M., Zaman, H. M. F., & Alvi, A. K. (2022). Linkage of green *brand* positioning and green customer value with green purchase intention: The mediating and moderating role of *attitude toward green brand* and green *trust*. *SAGE Open*.
- Wang, Z., Zaman, S., & Alvi, A. (2022). Green brand attitude and purchase intention. *Sustainability*, 14(3).
- Wood, J. A. (2021). Incorporating negative and *positive word of mouth* (WOM) in compartment-based epidemiology models in a not-for-profit marketing context. *Journal of Marketing Analytics*, 9, 141–152.
- Xu, X. (2023). *influencer* marketing with social platforms: Increasing *brand* awareness and user *engagement*. *Journal of Education Humanities and Social Sciences*, 19, 228–234.
- Yang, Y. C., & Zhao, X. (2019). Exploring the relationship of green packaging design with consumers' green *trust*, and green *brand* attachment. *Social Behavior and Personality: an international journal*, 47(8), 1-10.
- Zeqiri, J., Koku, P. S., Dobre, C., & Pientko, T. (2024). The impact of social media marketing on *brand* awareness, *brand engagement* and purchase intention in emerging economies. *Marketing Intelligence and Planning*.

- Zhang, Q., Wang, P., & Zhao, J. L. (2020). "This *post* is sponsored": How does sponsorship disclosure affect consumer *engagement* with social media influencers? In *Proceedings of the International Conference on Information Systems (ICIS)*.
- Zhang, Y., Gaggiano, J. D., Yongsatianchot, N., Suhaimi, N. M., Kim, M., Sun, Y., Griffin, J., & Parker, A. G. (2023). What do we mean when we talk about trust in social media? A systematic review. *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems*.

