

DAFTAR PUSTAKA

- Albutra, A. R., Porne, N. C., & Almagro, R. E. (2024). Influence of Social Media Marketing Efforts Towards Brand Perception of Customers. *Journal of Sustainable Tourism and Entrepreneurship*, 4(3), 205–222. <https://doi.org/10.35912/joste.v4i3.2099>
- Alcántara-Pilar, J. M., Rodríguez-López, M. E., Kalinić, Z., & Liébana-Cabanillas, F. (2024). From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok. *Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2024.103709>
- Armstrong, G. S. A., Denize, S., Volkov, M., & Kotler, P. (2018). *Principles of Marketing*. Pearson Australia.
- Balaban, D. C., Szambolics, J., & Chirică, M. (2022). Parasocial relations and social media influencers' persuasive power. Exploring the moderating role of product involvement. *Acta Psychologica*, 230(April). <https://doi.org/10.1016/j.actpsy.2022.103731>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102585>
- Bhat, A. A., Rashid, S., & A. Khan, M. (2023). The role of social media influencer attributes in driving brand awareness and consumer perceptions. *International Journal of Research Publication and Reviews*, 4(1).
- Brunet, J. F. C., Laporte, S., Legoux, R., & Lussier, B. (2018). *Marketing Management*. Chenelière Education.
- Combe, C. (2006). *Introduction to E-business: Management and Strategy*. Butterworth-Heinemann (Elsevier).
- Ghosh, P. (2021). *Principles and Practices of Management*. University Science Press.
- Ghozali, I., & Latan, H. (2020). *Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan SmartPLS 3.0* (Edisi 2). Badan Penerbit Universitas Diponegoro.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>

- 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), 100102. <https://doi.org/10.1016/j.jjime.2022.100102>
- Harman Malau. (2017). *Manajemen Pemasaran*. Alfabeta.
- Howard, M., Vidgen, R., & Powell, P. (2006). Automotive e-hubs: Exploring motivations and barriers to collaboration and interaction. *The Journal of Strategic Information Systems*, 15(1), 51–75. <https://doi.org/10.1016/j.jsis.2005.12.004>
- Ismail, A., Ismail, F. L. M. @, & Lee, U. H. M. S. (2024). Investigating the Factors Affecting Muslim Women Towards Purchase Intention of Halal Cosmetics Products: A Systematic Literature Review. *Sains Insani*, 9(1), 114–120. <https://doi.org/10.33102/sainsinsani.vol9no1.611>
- Jones, P., Wynn, M., Hillier, D., & Comfort, D. (2017). The sustainable development goals and information and communication technologies. *Sustainability Accounting and Management*. <https://doi.org/10.28992/ijssam.v1i1.22>
- Kalakota, R., & Whinston, A. B. (1997). *Electronic Commerce: A Manager's Guide* (2nd ed.). Addison-Wesley.
- Kim, H., & Park, M. (2023). Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the product–endorser fit with the brand. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2023.107703>
- Kim, J., & Yum, K. (2024). Enhancing Continuous Usage Intention in E-Commerce Marketplace Platforms: The Effects of Service Quality, Customer Satisfaction, and Trust. *Applied Sciences*, Vol. 14, A. <https://doi.org/https://doi.org/10.3390/app14177617>
- Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi Dan Organisasi*, 28(1). <https://doi.org/10.20476/jbb.v28i1.1290>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing (15th Edition)*. Pearson Prentice Hall.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons, Inc.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Editi)*. Pearson Education Limited.

- Kotler, P., & Keller, K. L. (2019). *Marketing Management* (15th Editi). Pearson Education Limited.
- Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174(January 2024), 0–31. <https://doi.org/10.1016/j.techfore.2021.121246>
- Mohamed, N. N., Gadiman, N. S., & Jaafar, N. (2025). The Influence of Social Media Influencer Attributes on Information Credibility and Purchase Intention. *International Journal of Social Science Research*, 13(1), 148. <https://doi.org/10.5296/ijssr.v13i1.22262>
- Nasrullah, R. (2017). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosis Rekayasa Media.
- Noraini, S., Agnes Kanyan, & Mohamad Fitri Nazrin. (2018). The Effect of E-WOM on Customer Purchase Intention. *International Academic Research Journal of Social Science*, Vol. 2(1), pp. 73-80. *International Academic Research Journal of Social Science*, 2(1), 73–80.
- Purboyo, P., Hastutik, S., Kusuma, G. P. E., Sudirman, A., & Wardhana, A. (2021). *Perilaku Konsumen (Tinjauan Konseptual dan Praktis)*. Media Sains Indonesia.
- Richard L. Daft. (2021). *Management (14th Edition)*. Cengage Learning.
- Ricky W. Griffin. (2021). *Fundamentals of Management (10th Edition)*. Cengage Learning.
- Riyanto, H., & Hermawan, B. (2020). *Metode Riset Penelitian Kesehatan dan Sains*. Deepublish.
- Robbins, S. P., & Coulter, M. (2021). *Management (15th Edition)*. Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill-Building Approach* (8th Editio). John Wiley & Sons Ltd.
- Selly. (2021). Faktor Faktor Yang Mempengaruhi Purchase Intention Pada Brand Man Man Tang Di Batam. *SCIENTIA JOURNAL: Jurnal Ilmiah Mahasiswa*. http://ejournal.upbatam.ac.id/index.php/scientia_journal/article/view/2980
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Supomo, R., & Nurhayati, E. (2018). *Manajemen Sumber Daya Manusia*. Yrama Widya.

- Tresyanto, C. A. T. W. S. P. (2017). *Pemasaran Jasa*. Jakad Media Publishing.
- Watson, R. T., Berthon, P., Pitt, L. F., & Zinkhan, G. M. (2008). *Electronic Commerce: The Strategic Perspective* (2nd Editio). John Wiley & Sons.
- Winarno, & Indrawati. (2022). The Effect of Social Media Marketing on Purchase Intention with Brand Awareness as an Intervening Variable. *Jurnal Manajemen Dan Pemasaran*, 15(2), 1–12.
- Xia, L., Xu, Y., Zhang, Y., Jiang, H., & Cui, B. (2024). Impact of airline social media marketing on purchase intention:Evidence from China using PLS-SEM. *Transport Economics and Management*, 2(March), 249–262. <https://doi.org/10.1016/j.team.2024.09.003>
- Ying, L. J., Te Chuan, L., Rashid, U. K., & Abu Seman, N. A. (2025). Social Media Marketing in Industry 4.0: The Role of TikTok in Shaping Generation Z's Purchase Intentions. *Procedia Computer Science*, 253, 2176–2185. <https://doi.org/10.1016/j.procs.2025.01.278>
- Zhao, X., Xu, Z., Ding, F., & Li, Z. (2024). The Influencers' Attributes and Customer Purchase Intention: The Mediating Role of Customer Attitude Toward Brand. *SAGE Open*, 14(2), 1–13. <https://doi.org/10.1177/21582440241250122>