

DAFTAR PUSTAKA

- A. Hearn and S. Schoenhoff. (2015). From celebrity to influencer: Tracing the diffusion of celebrity value across the data stream In: P.D. Marshall and S. Redmond (editors). *A companion to celebrity*. Malden, Mass.: Wiley Blackwel, 194-212.
- A.Y. Sembada and K.Y. Koay. (2021). How perceived behavioral control affects trust to purchase in social media stores. *Journal of Business Research*, volume 130, 574–582.
- Afandi, Samudra, J. P., Sherley, Veren, & Liang, W. (2021). Pengaruh Endorsement Influencer Instagram Terhadap Keputusan Pembelian pada Generasi Z. *Jurnal Pengembangan Ilmu Komunikasi dan Sosial Vol.5 No.1*, 26.
- Agustina, D., Najib, M., & Suharjo, B. (2016). PENGARUH PERSONALISASI IKLAN ONLINE TERHADAP SIKAP DAN MINAT BELI KONSUMEN. *Jurnal Ilmiah Manajemen, Volume VI, No. 3, Okt 2016*.
- Ahyuni, N. (2014). *UJI VALIDITAS DAN RELIABILITAS*. Retrieved from Binus University: Quality Management Center: <https://qmc.binus.ac.id/2014/11/01/u-j-i-v-a-l-i-d-i-t-a-s-d-a-n-u-j-i-r-e-l-i-a-b-i-l-i-t-a-s/>.
- Amir, S. (2017). Fenomena selebgram, saat "Endorsement" Jadi Bisnis Raksasa Menggiurkan. <https://megapolitan.kompas.com/read/2017/01/17/09042701/fenomena.selebgram.saat.endorsement.jadi.bisnis.raksasa.menggiurkan>.
- Ananda, A.F, & Wandebori, H. (2016). THE IMPACT OF DRUGSTORE MAKEUP PRODUCT REVIEWS BY BEAUTY VLOGGER ON YOUTUBE TOWARDS PURCHASE. 264-273.
- Andriany, D. (2019). "Pengaruh Media Sosial Terhadap Impulse Buying Pada Generasi Millenial". (FEB Universitas Muhammadiyah Sumatera Utara, 2019).
- Argyriou, E.; Christodoulides, G. & Michaelidou, N. (2012). Cross-national differences in e-WOM influence. *European Journal of Marketing*. 46(11), 1689-1707.
- Babin, B., & Zikmund, W. (2016). *Exploring marketing research/Barry J. Babin, William G. Zikmund*.
- Brattell LK, Carr BN. (2001). Cyberspace advertising vs. other media: consumer vs. mature students attitudes. *J. Advertising Res.* 41(5): 23-32.

- Bruno, G., Aikaterini, M., Daniele, P., Joonas, R., Gaetano, A., Raffaele, D. (2016). Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior. *J. Bus. Res.* 69 (12), 5833–5841.
- C. Abidin. (2016). Aren't these just young, rich women doing vain things online? *Influencer selfies as subversive frivolitySocial Media + Society*, 11 April.
- C. Lou and S. Yuan. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising, volume 19, number 1*, 58–73.
- C. Mowen, John dan Michael Minor. (2002). *Perilaku Konsumen*. Jakarta: Erlangga.
- Creusen, M. E. H., & Schoormans, J. P. L. (2005). The different roles of product appearance in consumer choice. *Journal of Product Innovation Management*, 22(1), 63-81.
- Cristina Widya Utami. (2006). *Manajemen Ritel (Strategi dan Implementasi Ritel Modern)*. Jakarta: Salemba Empat.
- E. Djafarova., & O. Trofimenko. (2019). Instafamous' — Credibility and self-presentation of micro-celebrities on social media," Information, Communication & Society, volume 22, number 10, pp. 1,432–1,446.
- Erdogan, B.Z. (1999). Celebrity Endorsement : A Literature Review Celebrity Endorsement : A Literature Review. 37-41.
- Erkan, I. (2015). Electronic Word of Mouth on Instagram: Customers' Engagements with Brands in Different Sectors. *International Journal of Management Accounting & Economics*, 2(12),, 1435-1444.
- Fan, Haiyan and Poole, Marshall Scott. (2006). What is Personalization? Perspective on the Deisgn and Implementation of Personalization in Information Systems. *Journal of Organizational Computing and Electronic Commerce*.16(3), 179-202.
- Fan, Y., Miao, Y. (2012). Effect Of Electronic Word-Of-Mouth On Consumer Purchase Intention: The Perspective Of Gender Differences. *International Journal of Electronic Business Management*.
- Ferdinand, Augusty. (2014). *Metode Penelitian ManajemenEdisi 5*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fun, S., & Yi, F. (2019). What makes followers loyal? The role of influencer interactivity in building influencer brand equity. *Journal of Product & Brand Management*.
- Gangadharbatla, H., & Daugherty, T. (2013). Advertising Versus Product Placements: How Consumers Assess the Value of Each. *Jorunal of Current Issues & Research in Advertising* 34(1), 21-38.

- Gao, Y., & Koufaris, M. (2006). Perceptual Antecedents of Users' Attitude in Electronic Commerce. *The DATABASE for Advances in Information System*, 37 (273), 42-50.
- Ghozali, & Latan. (2015). Partial Least Squares Jonsep, Teknik dan Aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris.
- Godey, B., Manthiou, A., Pederzoli, D., JoonasRokka, Aiello, G., Donvito, R. and 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.
- 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*.
- Hair, J. F., Ringle, C. M., Sarstedt. (2011). M. PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/mtp1069-6679190202>.
- Hair, J.F.Jr., Hult, G.T.M., Ringle, C., Sarstedt, M. (2016). A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM). Thousand Oaks, CA : Sage Publications.
- Hair, J.F.Jr., Hult, G.T.M., Ringle, C., Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*. Lost Angeles, London, New Delhi, Singapore, Washington DC, Melbourne: SAGE.
- Hardani, H. A., Ustiawaty, J., Istiqomah, R. R., Fardani, R. A., Sykmana, D. J., & Auliya, N.H. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. Yogyakarta: CV. Pustaka Ilmu Group.
- Hovland, C., Janis, I., & Kelley, H. (1953). *Communication and persuasion*. New .
- Hsu, M.-H., Chuang, L.-W., & Hsu, C.-S. (2013). Undersstanding online shopping intention : the roles of four types of trust and their antecedents.
- InfluencerMarketingHub. (2021). 100 Influencer Marketing Statistics For 2021. <https://influencermarketinghub.com/influencer-marketing-statistics/>, accessed 29 September 2021.
- Ishani, F. (2019). Instagram Influencer's Sponsored Posts : Measuring Users' Attitude Towards Sponsored Posts And Purchase Intentions In The United States.
- J. Jacoby. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modelling (consumer) behavior. *Journal of Consumer Psychology*, volume 12, number 1, 51–57.

- J. Munukka, O. Uusitalo, and H. Toivonen. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing, volume 33, number 3*, 182-192.
- J. Weismueller, P. Harrigan, S. Wang, and G.N. Soutar. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media . *Australasian Marketing Journal, volume 28*, 160-170.
- Jimmy, H., Miao, C, Kuo, P., & Lee B. (2011). International Jounnal of Hospitality Management Consumers responses to ambivalent online hotel reviews : The role of perceived source credibllity and decisional disposition. *International Management Journal 30(1)*. 178-183.
- Julian Ayeh, N. A. (2013). Do We Believe in TripAdvisor? Examining Credibility Perceptions and Online Travelers Attitude toward Using User-Generated Content. *Journal of Travel Research 2013 52*: 437.
- K.Y. Koay, D.L.T. Ong, K.L. Khoo, and H.J. Yeoh. (2021). Perceived social media marketing activities and consumer based brand equity: Testing a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics, volume 33*, 53–72.
- Koay, K., Teoh, C., & Soh, P. (2021). Instagram influencer marketing: Perceived social media marketing activities. *First Monday. doi :10.5210/fm.v26i9.11598*, 1-18.
- Liu, Y., & Shrum, L. (2002). What is Interactivity and is it Always Such a Good Thing? Implication of Definition, Person, and Situation for the Influence of Interactivity on Advertising Effectiveness. *Journal of Advertising 31:4*, 53-64.
- M. De Veirman, V. Cauberghe, and L. Hudders. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising, volume 36, number 5*, 798–828.
- M. Sarstedt, J.F., Cheah, J.H., Becker, J. M., & Ringle, C.M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. *Australian Marketing Journal (AMJ)*, 197-211.
- M. Yadav and Z. Rahman. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: : Scale development & validation. *Telematics and Informatics, volume 34, number 7, pp. 1,294–1,307.*
- M.S. Yadav, K. de Valck, T. Hennig-Thurau, D.L. Hoffman, and M. Spann. (2013). Social commerce: A contingency framework for assessing marketing potential. *Journal of Interactive Marketing, volume 27, number 4*, 311–323.

- McKinsey. (2010). A new way to measure word-of-mouth marketing. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-new-way-to-measure-word-of-mouth-marketing>, Diakses pada 07 Oktober 2021.
- Mediakix. (2018). Influencer marketing survey results : 2019 industry benchmarks. dari <https://mediakix.com/influencer-marketing-resources/influencer-marketing-industry-statistics-survey-benchmarks/>, diakses 30 September 2021.
- Muhammad Furqan Alfindra, Martunis Yahya. (2017). "Motivasi Mahasiswa Bergabung Dalam Media Sosial Instagram". Jurnal Ilmiah Mahasiswa FISIP Unsyiah, Vol. 2 No. 3 (Agustus 2017).
- Pavlou, Paul A; dan David W. Stewart. (2000). Measuring the Effects and Effectiveness of Interactive Advertising: A Research Agenda. *Journal of Interactive Advertising* 1(1), 62-78.
- Peng, C., dan Kim, Y.G. (2014). Application of the Stimuli-Organism-Response (S-O-R) Framework to Online Shopping Behavior, *Journal of Internet Commerce*, 13:3-4, 159-.
- Pornpitakpan, C. (2003). Validation of the Celebrity Endorsers 'Credibility Scale : Evidence From Asians. *Journal of Marketing Management*, 19:1-2, 179-195, 37-41.
- R. Filieri, F. McLeay, B. Tsui, and Z. Lin. (2018). Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews of services. *Information & Management*, volume 55, number 8, 956-970.
- R. Ohanian. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, volume 19, number 3, pp. 39–52.
- Ramadhan, A., Naswandi, C. N., & Herman, C. M. (2020). FENOMENA ENDORSEMENT DI INSTAGRAM STORY PADA KALANGAN SELEBGRAM. *Kareba: Jurnal Ilmu Komunikasi*, Vol. 9 No. 2 Juli - Desember 2020, 316-329.
- Rameez, S., & Ahned, R. (2014). Influence of Celebrity Endersement on Consumer Purchase Intention for Existing Products : A Comparative Study, 4(1), 1-23.
- Reichelt, Jonas ; Sievert, Jens ; Jacob, Frank. (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.
- Rizwan Khalid, Tehreem Yasmeen. (2019). Celebrity Physical Attractiveness Effect on Consumer Buying Behavior. *JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen*, Vol. 16 No. 2.

- S. Kapitan and D.H. Silvera. (2016). From digital media influencers to celebrity endorsers: Attributions drive endorser effectiveness. *Marketing Letters*, volume 27, number 3, 553–567.
- S.-A.A. Jin and J. Phua. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities. *Journal of Advertising*, volum 43, number 2, 181-195.
- S.V. Jin, A. Muqaddam, and E. Ryu. (2019). Instafamous and social media influencer marketing. *Marketing*, 567–579.
- Santosa, Richard. (2017). Analisis pengaruh celebrity endorser dan typical-person endorser terhadap pembelian impulsif di online shop My Rubylicious.
- Sarstedt, M., Hair, J. F., Cheah, J.-H., Becker, J.-M., & Ringle, C. M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. . *Australasian Marketing Journal (AMJ)*. doi:10.1016/j.ausmj.2019.05.003 .
- Sekaran, U., & Bougie, R. (2016). *Reserach Methods for Bussiness A Skill-bulding Approach*. 1-447.
- Seo, E.-J. and Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.
- Severin, Warner dan James Tankard. (2007). *Teori Komunikasi, Sejarah, Metode dan Terpaan di Dalam Media Massa*. Jakarta: Prenada Media Group.
- Sevgin A. Eroglua, Karen A. Machleitb, Lenita M. Davis. (2001). Atmospheric qualities of online retailingA conceptual model and implications. *Journal of Business Research* 54 (2001) 177 – 184.
- Shimp, Terence. (2007). *Periklanan Promosi (Aspek Tambahan Komunikasi Pemasaran Terpadu)*. Jakarta: PT. Penerbit Erlangga.
- Shmueli, G., Sarstedt, M., Hair, J.F., Cheah, J-H, Ting, H., Vaithilingham, S, Ringle, C.M. (2019). Predictive model assessment in PLS-SEM : Guidelines for using PLSpredict. *Eur.J.Mark. in press*.
- Silvera, D.H, & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements, 38 (11). 1509-1526.
- Siregar, S. (2015). *Statistika Terapan Untuk Perguruan Tinggi*. Jakarta: Prenadamedia Group.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.CV.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.CV.

- Sugiyono. (2014). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Sullivan, G. M., & Artino, A. R. (2013). Analyzing and Interpreting Data From Likert-Type Scales. *Journal of Graduate Medical Education*. 5(4), 541–542.
- T.K.H. Chan, C.M.K. Cheung, and Z.W.Y. Lee. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, volume 54, number 2, 204-217.
- Terence A. Shimp, J. Craig Andrews. (2013). Integrated marketing edisi 9. Library of Congress Control Number: 2012945620. ISBN-13: 978-1-111-58021-6 ISBN-10: 1-111-58021-9.
- Tsitsi, et. al.,. (2013). The Adoption of Social Media Marketing in South African Banks. *European Business Review*, Vol. 25:4, 366.
- Varadarajan , P. R., & Yadav , M. (2002). Marketing Strategy and the Internet: An Organizing Framework. *Journal of the Academy of Marketing Science*. Volume 30, No. 4.
- Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying : A model and empirical application. *Information & Management*, 48(8), 320–327.
- W. Applebaum. (1951). Studying customer behavior in retail stores. *Journal of Marketing*, volume 16, number 2, 172–178.
- Wahyuni, D. F., & Rachmawati, I. (2018). Hedonic Shopping Motivation Terhadap Impulse Buying Pada Konsumen Tokopedia. *Jurnal Riset Bisnis Dan Manajemen*, 11(2), 9.
- Walter J. Carl. (2008). The role of disclosure in organized word-of-mouth marketing programs. *Journal of Marketing Communications*, 14:3, 225-241.
- Wang, G., and Gao, W. (2020). How Influencers Marketing Motivates Consumers' Buying Behaviour. (Master's Thesis). Jonkoping Univeristy.
- White, T. B., Zahay, D. L., Thorbjørnsen, H., & Shavitt, S. (2007). Getting too personal: Reactance to highly personalized email solicitations. *Marketing Letters*, 19(1), 39-50.

- Wibisono, Y. (2007). Membedah Konsep & Aplikasi CSR. . *ASHKAF Media Grafika, Surabaya*.
- Wulandari, S. A. (2017). *Pengaruh Penggunaan Endorsement terhadap Omzet*. Palangkaraya: Institut Agama Islam Negeri Palangkaraya Fakultas Ekonomi dan Bisnis Islam.
- X. Hu, X. Chen, and R.M. Davidson. (2019). Social support, source credibility, social influence, and impulsive purchase behavior in social commerce. *International Journal of Electronic Commerce, volume 23, number 3*, 297–327.
- X. Zheng, J. Men, F. Yang, and X. Gong. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management, volume 48*, 151–160.
- Y. Chen, Y. Lu, B. Wang, and Z. Pan. (2018). How do product recommendations affect impulse buying? An empirical study on WeChat social commerce. *Information & Management, volume 56, number 2*, pp. 236–248.
- Y. Lee, J. Koo. (2015). Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility. *Journal of Sport Management, volume 29, number 5*, 523–538.
- Y.-M. Li, Y.-L. Lee, and N.-J. Lien. (2012). Online social advertising via influential endorsers. *International Journal f Electronic Commerce, volume 16, number 3*, 119–154.
- Yanthi, D., & Japarianto, E. (2014). Analisis Pengaruh Hedonic Shopping Tendency Dan Visual Merchandising Terhadap Impulse Buying Dengan Positive Emotion Sebagai Variabel Intervaning Pada Area Ladies Matahari Department Store Tunjungan Plaza Surabaya. *Journal Manajemen Pemasaran Petra, 2(2)*, 1–9.
- Zafar, A. U., Qiu, J., Li, Y., Wang, J., and Shahzad, M. (2019). The impact of social media celebrities' posts and contextual interactions on impulse buying in social commerce. *Computers in Human Behavior*.
- Zia, M., Zahra, M. F., & Hayat, D. (2021). Instagram Beauty Influencers and Purchase Decisions: Exploring The Mediating Role of Source Credibility. *VFAST Transactions on Education and Social Sciences Volume 9, Number 3, July-September, 2021*.
- Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2010). *Bussiness Research Methods (eighth edition)*. South Western, USA: Cengage Learning.