

- Abdullah, T. S. N. S. D. Z. S. A. A. N. F. S. S. A. N. I. M. A. S. R. M. wan zulkifli, wan farha N. H. N. A. A. A. A.-R. A. L. M. R. H. H. (2020). Impact of Social Media Influencer on Instagram User Purchase Intention towards the Fashion Products: The Perspectives of UMK Pengkalan Chepa Campus Students. *European Journal of Molecular & Clinical Medicine* , 7–9.
- Abiodun, A. (n.d.). *Estimation of regression coefficient in the presence of multicollinearity Analysing Time to event using Cox Model View project*. www.nigerianeconomy.com
- Abiodun-Oyebanji, O. J. (2017). Research variables: types, uses and definition of terms. . *Research In Education*.
- 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>
- Algharabat, R. S. and R. N. P. (n.d.). “Social commerce in emerging markets and its impact on online community engagement.” *Information Systems Frontiers*.
- Amos, C. , H. G. , & S. D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. . *International Journal of Advertising*, 27(2), 209–234.
- Anna Schorn, F. V. and W. W. (2022). Promoting sustainability on Instagram: How sponsorship disclosures and benefit appeals affect the credibility of influencers. *YOUNG CONSUMERS* , 23(3), 345–361.
- Araujo, T. , N. P. and V. R. (2017). “Getting the word out on Twitter: the role of influentials, information brokers and strong ties in building word-of-mouth for brands.” *International Journal of Advertising*, 36(3), 496–513.
- Argyris, Y. A. , M. A. , & M. S. (2021). The effects of the visual presentation of an Influencer’s Extroversion on perceived credibility and purchase intentions—moderated by personality matching with the audience. *Journal of Retailing and Consumer Services*, 59.
- Asha, K. M. (2013). A study on the impact of marketing strategies in the gold ornament market of Kerala. *Kerala, India: M G University*.

- Astuti, B. , & P. A. P. (2018). Analysis on the effect of Instagram use on consumer purchase intensity. *Review of Integrative Business and Economics Research*, 7, 24–38.
- Belanche, D. , C. L. V. , F. M. , & I.-S. S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 186–195.
- Bisnis, H. I., & Multimedia, D. (2022). Marketing Strategy Through Celebrity Endorsements and Influencer Marketing. *Jurnal Multidisiplin Madani (MUDIMA)*, 2(2), 865–876. <https://journal.y3a.org/index.php/mudima/index>
- Boerman, S. , W. L. and V. D. A. E. (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*, 82–92.
- Burgess, E. (2016, February). *11 essential stats for influencer marketing in 2016*. Ion. <http://www.ion.co/11-essential-stats-for-influencer-marketing-in-2016>
- Ceyhan, S. , D. I. C. , Y. M. and B. M. (2018). Boundary conditions for the emergence of relational trust among exporters and importers”, . *Review of International Business and Strategy*, 28(3–4), 358-372.
- Chaovalit, P., Lou, C. , & Y. S., Wei, K. K. , & W. Y. L., Weismueller, J. , H. P. , W. S. , & S. G. N., & Widyanto, H. A. , & A. C. R. (2014). Factors influencing cosmetics minat membeli in Thailand: a study on the relationship of credibility and reputation with the persuasive capabilities of beauty bloggers. *AU-GSB e-Journal*.
- Cheung, C. M. , L. M. K. , & R. N. (2008). He impact of electronic word-of- mouth: The adoption of online opinions in online customer communities. *Internet Research*.
- Chin W, M. G. (1998). The Partial Least Squares Approach to Structural Formula Modeling. *Advances in Hospitality and Leisure*, 8(2).
- Christea, K., & Chairun Nisa, P. (2022). Pengaruh Advertising Disclosure Language terhadap Minat Beli Produk Beauty and Fashion di Instagram dengan Source Credibility sebagai Variabel Intervening The Influence of Advertising Disclosure Language in Buying Intention of Beauty and Fashion

- Products on Instagram with Source Credibility as Intervening Variable. *Jurnal Manajemen Dan Organisasi (JMO)*, 13(1), 12–22.
- Clarke, T. B. , M. J. , & A. J. (2016). Celebrity chef adoption and implementation of social media, particularly pinterest: A diffusion of innovations approach. *International Journal of Hospitality Management*, 57, 84–92.
- Commission, F. T. (2017). The FTC’s endorsement guides: what people are asking. *Federal Trade Commission*.
- Cooper, D. R. , & S. P. S. (2014). Business Research Methods 12th Edition. In Business Research Methods (TWELFTH). *McGraw-Hill/Irwin*.
- Datareportal. (2022, February 15). *DIGITAL 2022: INDONESIA*. Dateportal. <https://datareportal.com/reports/digital-2022-indonesia>
- de Veirman, M. , H. L. . (2017). Marketing through instagram influencer: the impact of number of followers and product divergence on brand attitude. *Internasional J.Advert*, 36(5), 798–828.
- Deepublish. (2022). Teknik Pengambilan Sampel: Pengertian, Tujuan, dan Macamnya. *Sampoerna University*.
- Dhanorkar, S. (2016). Transparency, disclosure key to trustworthiness: Sanjay Sachdev, 92 Financial Planning Standards Board [Personal Finance News]. *He Economic Times*. <https://www.proquest.com/newspapers/transparency-disclosure-key-trustworthiness/docview/1783988072/se-2?accountid=62100>
- Dwivedi, A. , N. T. and M. F. (2018). “Brand experience and consumers’ willingness-to-pay (WTP) a price premium: mediating role of brand credibility and perceived uniqueness". *Journal of Retailing and Consumer Services*, 25(4), 100–107.
- Edutech. (2020). Jenis-Jenis Paradigma dalam Penelitian Sosial. *Kelas Pintar*.
- eMarketer. (2018). Influencer Marketing 2018: Why Disclosure is a Must—and How Branded Content Tools Fit. *EMarketer*.
- Evan, J. N. (2017). Disclosing instagram influencer advertising. *Interact Advert*, 138–149.

- Federal Trade Commission. (2015). FTC Issues Enforcement Policy Statement Addressing “Native” Advertising and Deceptively Formatted Advertisements. *FTC*.
- FullScreen Insights and Shareable. (2018). *Influence by numbers*. Influence by Numbers. Influence by numbers
- Ghozali. (2018). *Metodologi Penelitian*. 34–46.
- Ghozali, I. (2017). Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24. . *Badan Penerbit Universitas Diponegoro*.
- Ghozali, I. (2018). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 26. *Semarang: Badan Penerbit Universitas Diponegoro*.
- Ghozali, I. , & L. H. (2015). Konsep, Teknik Dan Aplikasi Menggunakan Program Smart PLS 3.0. *In Universitas Diponegoro. Semarang*.
- Hair, J. F. , H. C. L. , R. A. B. , and C. A. Y. L. (2017). An Updated and Expanded Assesment of PLS-SEM in Information System Research. *Industrial Management & Data Systems*, 117(3), 442–458.
- Hair, J. F. , H. G. T. M. , R. C. M. , S. M. , D. N. P. , & R. S. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *Thousand Oaks*.
- Hair, J. F. , R. C. M. , & S. M. (2011). PLS-SEM: indeed a silver bullet. . *Journal of Marketing Theory and Practice*, 19(2), 139–151.
- Hair Jr, J. F. H. , B. W. C. , B. B. J. , A. R. E. , B. W. C. , & A. R. E. (2018). *Multivariate Data Analysis. Wiley Series in Probability and Statistics*.
- Harrigan, P. , S. G. , C. M. M. , & L. M. (2015). Modelling CRM in a social media age. *Australasian Marketing Journal* , 23(1), 27–37.
- Hasna Latifatunnisa. (2022). Perbedaan Data Kualitatif dan Kuantitatif: Pilih Mana? *RevoUpedia*.
- Henseler, J. , R. C. M. , & S. M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115–135.
<https://doi.org/https://doi.org/https://doi.org/10.1007/s11747-014-0403-8>

- Hopf. (2004). Ethics in Qualitative Research. *Research Ethics and Qualitative Research*.
- Hosein, N. Z. (2013). Measuring the purchase intention of visitors to the auto show. *Journal of Management & Marketing Research. Journal of Management & Marketing Research*, 9(1), 1–17.
- IAB. (2018). *INSIDE INFLUENCE... Why publishers are increasingly turning to influencer marketing and what that means for marketers inside influence: Influencer marketing for publishers guid*. New York. https://www.iab.com/wp-content/uploads/2018/01/IAB_Influencer_Marketing_for_Publishers_2018-01-25.pdf.
- Instagram. (2017). *Why transparency matters: enhancing creator and business partnerships*.
- Janadari, N. & R. S. S. (2018). Evaluation of Measurement and Structural Model of the Reflective Model Construct in PLS-SEM. *ResearchGate*.
- Jin, S. , P. J. . (2014). “Following celebrities” tweets about brands : the impact of twitter-based electronic word-of-mouth on consumers source credibility perception, buying intention & social identification with celebrities . *J.Advert*, 43(2), 181–195.
- Jin, S. V. , M. (2019). marketing intelligence and planning. *Instafamous and Socialo Media Influencer Marketing*, 567–579.
- Joan. (2021). Social Media Advertising, Salah Satu Strategi Efektif Dalam Bisnis. *ToffeeDev*.
- Joan, V. (2022). Produk Kecantikan tembus transaksi 210 miliar brand lokal terfavorit. *Compas*.
- Khamis, S. , A. L. and W. R. (2016). Self-branding, ‘micro-celebrity’ and the rise of social media influencers”,. *Celebrity Studies*, 8(2), 191–208.
- KJA VED. (2020). POPULASI, SAMPLE & UNIT ANALISIS PENELITIAN. *Kjaved*.
- Koay, K. Y. , C. M. L. , S. P. C. H. , & T. C. W. (2021). Social media influencer marketing: the moderating role of materialism. *European Business Review*.

- Lou, C. and Y. 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.
- Lou, Y. (2019). How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*.
- Malhotra, N. K. , & D. S. (2017). Marketing Research: An Applied Orientation. . *Pearson India Education Services*.
- Marijke De Veirman, Veroline Cauberghe, & Liselot Hudders. (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.
- Marwick, A. E. (2013). celebrity, publicity, and branding in the social media age. *Yale University Press*.
- Muhammad Irfan Al-Amin. (2022). Paradigma Adalah Cara Dasar dalam Berpikir. *Katadata.Co.Id* .
<https://katadata.co.id/safrezi/berita/61efc372dcc4c/paradigma-adalah-cara-dasar-dalam-berpikir-ini-penjelarasannya>
- Munnukka, J. , U. O. , & T. H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*.
- Myrepublic. (2022). Tau Gak Sih? Ini Dia 10 Negara Pengguna Internet Terbesar Di Dunia. *Myrepublic*.
- Nguyen, C., Nguyen, T., & Luu, V. (2022). RELATIONSHIP BETWEEN INFLUENCER MARKETING AND PURCHASE INTENTION: FOCUSING ON VIETNAMESE GEN Z CONSUMERS. *Independent Journal of Management & Production*, 13(2), 810–828.
<https://doi.org/10.14807/ijmp.v13i2.1603>
- Nguyen, K. T. , & H. H. T. (2018). The relationships among self-congruity, celebrity endorser's credibility and purchase intention in e-commerce industry. *International Journal of Information, Business and Management*, 10(4), 138–150.

- Omayma AlFarraj. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *International Business and Strategy*, 31(3), 355–374.
- Paquette, H. (2013). *Social media as a marketing tool: a literature review*.
- Pramesti Kusumoningratri. (2021). PENGARUH ADVERTISING DISCLOSURE DAN SUMBER KREDIBILITAS INFLUENCER TASYA FARASYA DI INSTAGRAM TERHADAP NIAT BELI KONSUMEN. *UII*, 87–88.
- Prasetio, A. N. indriani, F. (2022). *ANALISIS PENGARUH KREDIBILITAS INFLUENCER DAN DISCLOSURE OF SPONSORSHIP TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN MELALUI BRAND ATTITUDE SEBAGAI VARIABEL INTERVENING (Studi Pada Konsumen Generasi Z di Instagram)*.
- Rahmi, Y. , S. L. , & S. B. (2017). The Influence of Beauty Vlog on Perceived Source Credibility and Purchase Intention. *Makara Human Behavior Studies in Asia*, 21(1), 13–23.
- Ratri, dian. (2022). Influencer Marketing. *Mekari Qontak*. <https://qontak.com/blog/influencer-marketing/>
- Raykov, T. , & M. G. A. (2006). A First Course in Structural Equation Modeling. In *Patologicheskaya Fiziologiya i Eksperimentalnaya Terapiya* (2nd ed). *Lawrence Erlbaum Associates.*, 12(5).
- Rebelo, M. F. (2017). “How influencers' credibility on Instagram is perceived by consumers and its impact on purchase intention”. *Doctoral Dissertation*.
- Reichelt, J. , S. J. , & J. 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.
- Rex, M. (1997). Source expertise and attractiveness of celebrity endorsers: a literature review. . *Cyber Journal of Sport Advertising*.
- S. S. Stevens. (1946). On the Theory of Scales of Measurement. *American Association for the Advancement of Science*.

https://psychology.okstate.edu/faculty/jgrice/psyc3214/Stevens_FourScales_1946.pdf

- Sander, T. , & T. P. L. (2014). SmartPLS for the human resources field to evaluate a model. *New Challenges of Economic and Business Development*.
- Saptutyningsih, E. S. E. (2019). *Penelitian Kuantitatif: Metode dan Alat Analisis*.
- Sarah Peterson. (n.d.). *CUSTOMER PURCHASE INTENTION: DEFINITION, WHY (+ HOW) TO MEASURE & CONVER*. Namagoo.
- Schouten, A. P. , J. L. and V. M. (2019). “Celebrity vs influencer endorsements in advertising: the role of identification, credibility, and product-endorser fit.” *International Journal of Advertising*, 1–24.
- Scott, D. M. (2015). The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly. *John Wiley & Sons*.
- Sekaran and Bougie. (2016). Etika Pengumpulan Data. *Angewandte Chemie International Edition*, 6(11), 951–952.
- Sekaran, U. dan B. Roger. (2016). Research Methods for Business : A Skill Building Approach. *Chichester : John Wiley & Sons*.
- Sertoglu, A. E. , C. O. , & K. S. (2014). Examining the effect of endorser credibility on the consumers’ buying intentions: an empirical study in Turkey. *International Review of Management and Marketing*, 4(1), 66.
- Shareef, M. A. , M. B. , D. Y. K. , R. N. P. , U. R. ., (2019). Social media marketing : comparative effect of advertisement sources. *Retail. Consum. Serv*, 46(1), 58–69.
- Sokolova, K. , & K. H. (2020). nstagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53.
- Stewart, R. (2017). UK ad Regulator Singles out Instagram for Failing to La- bel Paid- for Content. *The Drum*.
- Sugiyono. (2015). Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D. In Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D. *Alfabeta*.

- Sugiyono. (2016). Metode Penelitian dan Pengembangan Pendekatan Kualitatif, Kuantitatif, dan R&D. *Alfabeta*.
- Sugiyono. (2017). Metode penelitian kualitatif dan R&D. *Alfabeta*.
- Till, B. D. , and m. B. (2000). “The Match-Up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs. *Journal of Advertising* , 29(3), 1–13.
- Tran, G. A. and S. D. (2014). “Has reality television come of age as a promotional platform? Modeling the endorsement effectiveness of celeb reality and reality stars.” *Psychology & Marketing*, 31(4), 294–305.
- Tri Rachmadi, S. kom. (2020). *The Power of Digital Marketing*.
- Van Reijmersdal, E. A. , L. N. , R. E. , & B. M. (n.d.). Disclosing the persuasive nature of advergames: Moderation effects of mood on brand responses via persuasion knowledge. *International Journal of Advertising*, 34(1), 70–84.
- Vesna Sesar. (2022). Relationship between Advertising Disclosure, Influencer Credibility and Purchase Intention. *J. Risk Financial Management*, 15(7), 276.
- Wang, S. W. , & S. A. C. (2017). Enhancing Brand Credibility via Celebrity Endorsement Trustworthiness Trumps. *Journal of Advertising Research*, 58(1), 16–32.
- Wang, S. W. , & S. A. C. (2018). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32.
- Weismueller, J. ; H. P. S. G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 160–170.
- Widyanto, H. A. , & A. C. R. (2020). Beauty influencer in the digital age: How does it influence minat membeli of generation Z? *Jurnal Manajemen Dan Pemasaran Jasa*, 13(1), 1–16.
- Wojdyski, B. W. , & E. N. J. (2016). Going native: Effects of disclosure position and language on the recognition and evaluation of online native advertising. *Journal of Advertising*, 45(2), 157-168.

- Xin Jean Lim. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2), 19–36.
- Yamin S. (2021). SMARTPLS 3, AMOS & STATA: OLAH DATA STATISTIK (MUDAH & PRAKTIS). *Dewangga Energi Internasional Publishing*.

