

REFERENCES

- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, *161*, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Ali, A. A., Abbass, A., & Farid, N. (2020). Factors influencing customers' purchase intention in Social Commerce. *International Review of Management and Marketing*, *10*(5), 63–73. <https://doi.org/10.32479/irmm.10097>
- Armstrong, G., Adam, S., Denize, S. M., & Kotler, P. (2012). *Principles of Marketing*. Pearson Australia.
- Athapaththu, J. C., & Kulathunga, D. (2018). Factors affecting online purchase intention: Effects of Technology and Social Commerce. *International Business Research*, *11*(10), 111. <https://doi.org/10.5539/ibr.v11n10p111>
- Bagozzi, R. P. (1975). Marketing as exchange. *Journal of Marketing*, *39*(4), 32. <https://doi.org/10.2307/1250593>
- Bagozzi, Richard P., and Robert E. Burnkrant. "Attitude organization and the attitude-behavior relationship." *Journal of personality and social psychology* 37.6 (1979): 913.
- Brown, D. (2016). *Influencer Marketing: Who really influences your customers?* Routledge, Taylor & Francis Group.
- Budiman, A., Chhor, H., & Razdan, R. (2013, April 1). *Understanding the diversity of Indonesia's consumers*. McKinsey & Company. Retrieved April 26, 2023, from <https://www.mckinsey.com/featured-insights/asia-pacific/understanding-the-diversity-of-indonesias-consumers#/>
- Ceci, L. (n.d.). *Topic: TikTok*. Statista. Retrieved December 9, 2022, from <https://www.statista.com/topics/6077/tiktok/#dossierKeyfigures>
- Chen, K., & Deng, T. (2016). Research on the Green purchase intentions from the perspective of product knowledge. *Sustainability*, *8*(9), 943. <https://doi.org/10.3390/su8090943>
- Cohen, L., Manion, L., & Morrison, K. (2018). *Research methods in education*. Routledge.
- Cucu, E. (2023, March 14). *Ryanair's marketing strategy analysis: Socialinsider*. Socialinsider Blog: Social media marketing insights and industry tips. Retrieved April 24, 2023, from <https://www.socialinsider.io/blog/ryanair-social-media-strategy/>
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand Awareness, Brand Image and purchase intention in the Millennial

- Generation. *Cogent Business & Management*, 7(1), 1787733. <https://doi.org/10.1080/23311975.2020.1787733>
- Fishbein, M. & Ajzen, Icek. (1975). Belief, attitude, intention and behaviour: An introduction to theory and research.
- Gesmundo, M. A., Jordan, M. D., Meridor, W. H., Muyot, D. V., Castano, M. C., & Bandojo, A. J. (2022). TikTok as a platform for marketing campaigns: The Effect of Brand Awareness and brand recall on the purchase intentions of millennials. *Journal of Business and Management Studies*, 4(2), 343–361. <https://doi.org/10.32996/jbms.2022.4.2.27>
- Ghozali, Imam. 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang
- Grome, J. (2022, October 12). *Council post: The way of tiktok marketing and why it works so well*. Forbes. Retrieved April 24, 2023, from <https://www.forbes.com/sites/forbesbusinesscouncil/2022/04/13/the-way-of-tiktok-marketing-and-why-it-works-so-well/?sh=20ba32cb498e>
- Group, A. M. (2021, September 29). *Rise of social media influencer marketing in Indonesia*. AnyMind Group. Retrieved April 26, 2023, from <https://anymindgroup.com/news/blog/5915/>
- Hariyanti, N. T., & Wirapraja, A. (2018, June 1). *Pengaruh Influencer Marketing Sebagai Strategi pemasaran digital era moderen (sebuah studi literatur)*. IKADO Repository. Retrieved December 9, 2022, from <http://repository.ikado.ac.id/61/>
- Hasena, C., & Sakapurnama, E. (2021). Leveraging electronic word of mouth on TikTok: Somethinc Skin Care Product Innovation to increase consumer purchase intention. *Hasanuddin Economics and Business Review*, 5(1), 19. <https://doi.org/10.26487/hebr.v5i1.2746>
- Imansyah, R. (2018). Impact of internet penetration for the economic growth of Indonesia. *Evergreen*, 5(2), 36–43. <https://doi.org/10.5109/1936215>
- Jayachandran, S., Hewett, K., & Kaufman, P. (2004). Customer response capability in a sense-and-respond era: The role of Customer Knowledge process. *Journal of the Academy of Marketing Science*, 32(3), 219–233. <https://doi.org/10.1177/0092070304263334>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based Brand Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Kemp, S. (2021, February 4). *Digital 2020: Indonesia - DataReportal – global digital insights*. DataReportal. Retrieved April 26, 2023, from <https://datareportal.com/reports/digital-2020-indonesia>
- Kemp, S. (2023, February 19). *The latest Tiktok Statistics: Everything you need to know - datareportal – global digital insights*. DataReportal. Retrieved April 24, 2023, from <https://datareportal.com/essential-tiktok->

stats?utm_source=DataReportal&utm_medium=Country_Article_Hyperlink&utm_campaign=Digital_2022&utm_term=Indonesia&utm_content=Facebook_Stats_Link

- Klostermann, J., Plumeyer, A., Böger, D., & Decker, R. (2018). Extracting brand information from social networks: Integrating image, text, and social tagging data. *International Journal of Research in Marketing*, 35(4), 538–556. <https://doi.org/10.1016/j.ijresmar.2018.08.002>
- Kotler, P. (1988). *Marketing management: Analysis, planning, implementation, and control: Glen riecken test item file*. Prentice-Hall.
- Kotler, P. (2000). *Introducción Al Marketing*. Prentice Hall.
- Lee, J. K., & Lee, W.-N. (2009). Country-of-origin effects on consumer product evaluation and purchase intention: The role of objective versus subjective knowledge. *Journal of International Consumer Marketing*, 21(2), 137–151. <https://doi.org/10.1080/08961530802153722>
- Lim, X. J., Mohd Radzol, A. R., Cheah, J.-H. (J.), & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>
- Lin, L. Y., & Chen, C. S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265. <https://doi.org/10.1108/07363760610681655>
- LISICHKOVA, N. A. D. E. Z. H. D. A., & OTHMAN, Z. E. I. N. A. (2017). THE IMPACT OF INFLUENCERS ON ONLINE PURCHASE INTENT.
- Lou, C., & Yuan, 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. <https://doi.org/10.1080/15252019.2018.1533501>
- Morrison, D. G. (1979). Purchase intentions and purchase behavior. *Journal of Marketing*, 43(2), 65–74. <https://doi.org/10.1177/002224297904300207>
- Nandan, S. An exploration of the brand identity–brand image linkage: A communications perspective. *J Brand Manag* 12, 264–278 (2005). <https://doi.org/10.1057/palgrave.bm.2540222>
- Nisrina, R. M., & Pembimbing I, D. H. J. (1970, January 1). *Pengaruh beauty vlogger SEBAGAI influencer marketing Dan Citra Merek Terhadap Keputusan Pembelian Kosmetik L'OREAL di counter matahari departement store Bandung Indah Plaza (survey Pada pengunjung L'OREAL di counter matahari departement store Bandung Indah Plaza)*. repo unpas. Retrieved December 9, 2022, from <http://repository.unpas.ac.id/40683/>

- Nopriyanto Hady Suhandha and Dwinanda Ardhi Swasono, Suhandha, N. H., Swasono, D. A., Suhandha, N. H., Yosari, G., Negara, S. D., Anas, T., Liu, M., Hill, H., Xu, N., Wen, J., Davaakhuu, O., Purdey, J., Jiang, Y., Agojo, K., Baradel, M., Arao, D. A., & *, N. (2023, March 17). *A strong middle class is the backbone of Indonesia's economy*. East Asia Forum. Retrieved April 23, 2023, from <https://www.eastasiaforum.org/2023/03/17/a-strong-middle-class-is-the-backbone-of-indonesias-economy/>
- Nurhandayani, A., R. Syarief, and M. Najib. 2019. The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Jurnal Aplikasi Manajemen*, Volume 17, Number 4, Pages 650–661. Malang: Universitas Brawijaya. <http://dx.doi.org/10.21776/ub.jam.2019.017.04.09>
- Nurhayati-Wolff, H. (2023, January 25). *Indonesia: Reactions to influencer marketing content 2022*. Statista. Retrieved April 24, 2023, from <https://www.statista.com/statistics/1361476/indonesia-reactions-to-influencer-marketing-content/>
- Nurhayati-Wolff, H. (2023, March 15). *Topic: Influencer marketing in Indonesia*. Statista. Retrieved April 24, 2023, from <https://www.statista.com/topics/7090/influencer-marketing-in-indonesia/#topicOverview>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Oxford Business Group. (2022, November 15). Retrieved April 24, 2023, from <https://oxfordbusinessgroup.com/reports/indonesia/2019-report/economy/loosening-the-belt-a-growing-middle-class-boosts-consumer-spending>
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135–145. <https://doi.org/10.1177/002224298605000401>
- Rao, A. R., & Monroe, K. B. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26(3), 351. <https://doi.org/10.2307/3172907>
- Rita. (2018, April 2). *Consumer product knowledge*. Global Business Marketing. Retrieved December 9, 2022, from <https://bbs.binus.ac.id/gbm/2018/04/02/consumer-product-knowledge/>
- Saxena, A., & Khanna, U. (2013). Advertising on social network sites: A structural equation modelling approach. *Vision: The Journal of Business Perspective*, 17(1), 17–25. <https://doi.org/10.1177/0972262912469560>
- Scanlon, K. (2023, March 3). *Prioritizing TikTok, agencies move away from creating content for Instagram, YouTube*. Digiday. Retrieved April 24,

- 2023, from <https://digiday.com/marketing/agencies-move-away-from-creating-content-for-instagram-youtube-to-prioritize-tiktok/>
- Schiffman, Leon. & Kanuk, Leslie. 2015. *Consumer Behaviour Eighth Edition: International Edition*. New Jersey: Pearson Prentice Hall.
- Tariq, Muhammad Irfan et al. "Customer Perceptions about Branding and Purchase Intention: A Study of FMCG in an Emerging Market." (2013).
- TikTok Business Center. (n.d.). Retrieved December 9, 2022, from <https://business.tiktok.com/>
- Wang, Y., & Hazen, B. T. (2016). Consumer product knowledge and intention to purchase remanufactured products. *International Journal of Production Economics*, 181, 460–469. <https://doi.org/10.1016/j.ijpe.2015.08.031>
- Wang, Ya-Hui and Tsai, Cing-Fen, The Relationship between Brand Image and Purchase Intention: Evidence from Award Winning Mutual Funds (2014). *The International Journal of Business and Finance Research*, Vol. 8 (2) pp. 27-40, 2014, Available at SSRN: <https://ssrn.com/abstract=2322833>
- Wijaya, B. S. (2013). *Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication*. Retrieved December 8, 2022, from https://www.researchgate.net/publication/258695231_Dimensions_of_Brand_Image_A_Conceptual_Review_from_the_Perspective_of_Brand_Communication
- World Bank Group. (2020, January 30). *Aspiring Indonesia: Expanding the middle class*. World Bank. Retrieved April 24, 2023, from <https://www.worldbank.org/en/country/indonesia/publication/aspiring-indonesia-expanding-the-middle-class>
- Yang, Y., & Ha, L. (2021). Why people use TikTok (Douyin) and how their purchase intentions are affected by social media influencers in China: A uses and gratifications and Parasocial Relationship Perspective. *Journal of Interactive Advertising*, 21(3), 297–305. <https://doi.org/10.1080/15252019.2021.1995544>