

DAFTAR PUSTAKA

- Abuljadail, M. H., Yun, G. W., & Badghish, S. A. (2019). Do Similar Brands 'Like' Each Other? An Investigation of Homophily Among Brands' Social Networks on Facebook. *International Journal of Marketing Studies*, 11(3), 63. <https://doi.org/10.5539/ijms.v11n3p63>
- Agnihotri, D., Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2023). Investigating the impact of authenticity of social media influencers on followers' purchase behavior: mediating analysis of parasocial interaction on Instagram. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-07-2022-0598>
- Anjani, S., & Irwansyah, I. (2020). PERANAN INFLUENCER DALAM MENGGOMUNIKASIKAN PESAN DI MEDIA SOSIAL INSTAGRAM [THE ROLE OF SOCIAL MEDIA INFLUENCERS IN COMMUNICATING MESSAGES USING INSTAGRAM]. *Polyglot: Jurnal Ilmiah*, 16(2), 203. <https://doi.org/10.19166/pji.v16i2.1929>
- Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), 40–47. <https://doi.org/10.12816/0040336>
- Aryani, Y. (2020). The Effect of Brand Image, Product Quality, and Price on Purchase Intention. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3642536>
- Astuti, P. D., Hadiwinarto, & Sholihah, A. (2018). STUDI DESKRIPTIF INTERAKSI SOSIAL MAHASISWA S1 JURUSAN ILMU PENDIDIKAN BERDASARKAN KETERLIBATAN ORGANISASI KEMAHASISWAAN DI FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN UNIVERSITAS BENGKULU. *Jurnal Ilmiah Bimbingan Dan Konseling*, 1.
- Au, A. (2023). A Theoretical Examination of Homophily Beyond Focus Theory: Causes, Consequences, and New Directions. *SAGE Open*, 13(2), 215824402311739. <https://doi.org/10.1177/21582440231173915>
- Baig, F., Ullah, S., Tutor, S., & Aagerup, U. (2022). *IMPACT OF SOCIAL MEDIA INFLUENCER'S CREDIBILITY DIMENSIONS ON CONSUMER BEHAVIOR*.
- Barreda, A. A., Nusair, K., Wang, Y., Okumus, F., & Bilgihan, A. (2020). The impact of social media activities on brand image and emotional attachment. *Journal of Hospitality and Tourism Technology*, 11(1), 109–135. <https://doi.org/10.1108/JHTT-02-2018-0016>
- Bartosik, B., Wojcik, G. M., Brzezicka, A., & Kawiak, A. (2021). Are You Able to Trust Me? Analysis of the Relationships Between Personality Traits and the

- Assessment of Attractiveness and Trust. *Frontiers in Human Neuroscience*, 15. <https://doi.org/10.3389/fnhum.2021.685530>
- Bevilacqua, R., Freitas, V., & de Paula, V. (2020). Innovation and Brands: The Managers' Perspective in a Multiple Case Study in a Brazilian Region. *Brazilian Business Review*, 17(6), 686–705. <https://doi.org/10.15728/bbr.2020.17.6.5>
- Borgstede, M., & Scholz, M. (2021). Quantitative and Qualitative Approaches to Generalization and Replication—A Representationalist View. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.605191>
- Bozkurt, S., Gligor, D. M., & Babin, B. J. (2021). The role of perceived firm social media interactivity in facilitating customer engagement behaviors. *European Journal of Marketing*, 55(4), 995–1022. <https://doi.org/10.1108/EJM-07-2019-0613>
- Büyükdag, N. (2021). The effect of brand awareness, brand image, satisfaction, brand loyalty and WOM on purchase intention: An empirical research on social media. *Business & Management Studies: An International Journal*, 9(4), 1380–1398. <https://doi.org/10.15295/bmij.v9i4.1902>
- Cabeza-Ramírez, L. J., Sánchez-Cañizares, S. M., Santos-Roldán, L. M., & Fuentes-García, F. J. (2022). Impact of the perceived risk in influencers' product recommendations on their followers' purchase attitudes and intention. *Technological Forecasting and Social Change*, 184, 121997. <https://doi.org/10.1016/J.TECHFORE.2022.121997>
- Caniago, A. (2020). Analysis of product innovation and brand image on company performance. *International Journal of Business Innovation and Research*, 21(3), 409. <https://doi.org/10.1504/IJBIR.2020.105927>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/J.JBUSRES.2018.07.005>
- ÇELİK, Z. (2022). THE MODERATING ROLE OF INFLUENCER ATTRACTIVENESS IN THE EFFECT OF BRAND LOVE, BRAND TRUST, BRAND AWARENESS AND BRAND IMAGE ON BRAND LOYALTY. *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, 21(43), 148–167. <https://doi.org/10.46928/iticusbe.1050122>
- Charlize Diehl. (2023). *The Impact of Micro Influencer Marketing on Brand Image*.
- Chekima, B., Chekima, F. Z., & Adis, A.-A. A. (2020). Social Media Influencer in Advertising: The Role of Attractiveness, Expertise and Trustworthiness.

Journal of Economics and Business, 3(4).
<https://doi.org/10.31014/aior.1992.03.04.298>

- Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., & Memon, H. (2021). Relationship Analysis among Apparel Brand Image, Self-Congruity, and Consumers' Purchase Intention. *Sustainability*, 13(22), 12770. <https://doi.org/10.3390/su132212770>
- Conde, R., & Casais, B. (2023). Micro, macro and mega-influencers on instagram: The power of persuasion via the parasocial relationship. *Journal of Business Research*, 158, 113708. <https://doi.org/10.1016/J.JBUSRES.2023.113708>
- da Silva, D. J. C., Stertz, E. da S., Portella, A. G., Gomes, C. F. S., Moreira, M. Â. L., & Santos, M. dos. (2023). Social Media Platform for Digital Marketing: An Analysis Using CRITIC-GRA-3N Method. *Procedia Computer Science*, 221, 169–176. <https://doi.org/10.1016/J.PROCS.2023.07.024>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/J.IJINFOMGT.2020.102168>
- Faruk, M., Rahman, M., & Hasan, S. (2021). How digital marketing evolved over time: A bibliometric analysis on scopus database. *Heliyon*, 7(12), e08603. <https://doi.org/10.1016/J.HELIYON.2021.E08603>
- Fitri, G., Kusumawati, N., & Aprilianty, F. (2021). *The Impact of Micro-Influencer on Brand Image and Purchase Intention in Local Culinary Products on Instagram*.
- Frongillo, E. A., Baranowski, T., Subar, A. F., Tooze, J. A., & Kirkpatrick, S. I. (2019). Establishing Validity and Cross-Context Equivalence of Measures and Indicators. *Journal of the Academy of Nutrition and Dietetics*, 119(11), 1817–1830. <https://doi.org/10.1016/j.jand.2018.09.005>
- Gaustad, T., Samuelsen, B. M., Warlop, L., & Fitzsimons, G. J. (2019). Too much of a good thing? Consumer response to strategic changes in brand image. *International Journal of Research in Marketing*, 36(2), 264–280. <https://doi.org/10.1016/j.ijresmar.2019.01.001>

- Gómez, M., Lopez, C., & Molina, A. (2019). An integrated model of social media brand engagement. *Computers in Human Behavior*, *96*, 196–206. <https://doi.org/10.1016/j.chb.2019.01.026>
- Gutiérrez-García, A., Beltrán, D., & Calvo, M. G. (2019). Facial attractiveness impressions precede trustworthiness inferences: lower detection thresholds and faster decision latencies. *Cognition and Emotion*, *33*(2), 378–385. <https://doi.org/10.1080/02699931.2018.1444583>
- Hahn, I., Scherer, F., Basso, K., & Santos, M. (2016). Consumer Trust in and Emotional Response to Advertisements on Social Media and their Influence on Brand Evaluation. *Brazilian Business Review*, *13*(4), 49–71. <https://doi.org/10.15728/bbr.2016.13.4.3>
- Haitao, N. (2022). The Role of Brand Image and Product Quality on Purchase Intention (Study Literature Review). *Dinasti International Journal of Management Science*, *4*(1), 166–174. <https://doi.org/10.31933/dijms.v4i1.1466>
- Handayani, H. (2023). Implementasi Sosial Media Influencer terhadap Minat Beli Konsumen: Pendekatan Digital Marketing. *Jesya*, *6*(1), 918–930. <https://doi.org/10.36778/jesya.v6i1.1023>
- Hariyanti, N. T., & Wirapraja, A. (2018). *PENGARUH INFLUENCER MARKETING SEBAGAI STRATEGI PEMASARAN DIGITAL ERA MODEREN (SEBUAH STUDI LITERATUR)*. <https://www.researchgate.net/publication/339787291>
- Helme-Guizon, A., & Magnoni, F. (2019). Consumer brand engagement and its social side on brand-hosted social media: how do they contribute to brand loyalty? *Journal of Marketing Management*, *35*(7–8), 716–741. <https://doi.org/10.1080/0267257X.2019.1599990>
- Hetet, B., Ackermann, C.-L., & Mathieu, J.-P. (2019). The role of brand innovativeness on attitudes towards new products marketed by the brand. *Journal of Product & Brand Management*, *29*(5), 569–581. <https://doi.org/10.1108/JPBM-02-2019-2243>
- Hussain, S., Melewar, T. C., Priporas, C.-V., Foroudi, P., & Dennis, C. (2020). Examining the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility. *Journal of Business Research*, *109*, 472–488. <https://doi.org/10.1016/j.jbusres.2019.11.079>
- Ibrahim, B., & 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. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-08-2022-0452>

- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking Social Media Marketing Activities to Revisit Intention through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages: Exploring Sequential Mediation Mechanism. *Sustainability*, 13(4), 2277. <https://doi.org/10.3390/su13042277>
- Jun, S., & Yi, J. (2020). What makes followers loyal? The role of influencer interactivity in building influencer brand equity. *Journal of Product and Brand Management*, 29(6), 803–814. <https://doi.org/10.1108/JPBM-02-2019-2280>
- Kaufman, J. C., Beghetto, R. A., & Baer, J. (2016). *Creativity in the classroom: Principles for fostering creativity with children*. Routledge.
- Kaya Ismail. (2023, June 21). *Types of Social Media Influencers: Mega, Macro, Micro or Nano*. <https://www.cmswire.com/digital-marketing/social-media-influencers-mega-macro-micro-or-nano/>
- Kemp, S. (2023, February 9). *DIGITAL 2023: INDONESIA*. DataReportal.
- Khanam, K. Z., Srivastava, G., & Mago, V. (2020). *The Homophily Principle in Social Network Analysis*. <http://arxiv.org/abs/2008.10383>
- Khomro, W., Candra, S., & Penulis, N. (2023). *The Effect of Social Media Influencer Characteristics on Purchase Intention on Beauty Products in Indonesia* (Vol. 19, Issue 2). <http://ejournal.uin-malang.ac.id/index.php/ekonomi>
- Kim, D. Y., & Kim, H.-Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>
- Kim, E.-H., Yoo, D., & Doh, S.-J. (2021). Self-construal on brand fan pages: the mediating effect of para-social interaction and consumer engagement on brand loyalty. *Journal of Brand Management*, 28(3), 254–271. <https://doi.org/10.1057/s41262-020-00211-9>
- Kırcova, İ., Yilmaz, H., & Enginkaya, E. (2015). *Influence of consumers' self-brand connections on purchase intentions*. <https://www.researchgate.net/publication/304149497>
- Koay, K. Y., Cheung, M. L., Soh, P. C. H., & Teoh, C. W. (2022). Social media influencer marketing: the moderating role of materialism. *European Business Review*, 34(2), 224–243. <https://doi.org/10.1108/EBR-02-2021-0032>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Global Edition* (17th ed.). Pearson Education.
- Kunkel, T., Biscaia, R., Arai, A., & Agyemang, K. (2020). The Role of Self-Brand Connection on the Relationship Between Athlete Brand Image and Fan

- Outcomes. *Journal of Sport Management*, 34(3), 201–216. <https://doi.org/10.1123/jsm.2019-0222>
- Kusumawati, N., Aprilianty, F., Fitri, G., & Zaharani, R. (2021). *The Impact of Micro-Influencer on Brand Image and Purchase Intention in Local Culinary Products on Instagram* (Vol. 2021). <https://www.researchgate.net/publication/358090167>
- Ladhari, R., Massa, E., & Skandrani, H. (2020). YouTube vloggers' popularity and influence: The roles of homophily, emotional attachment, and expertise. *Journal of Retailing and Consumer Services*, 54, 102027. <https://doi.org/10.1016/j.jretconser.2019.102027>
- Le, L. H., & Hancer, M. (2021). Using social learning theory in examining YouTube viewers' desire to imitate travel vloggers. *Journal of Hospitality and Tourism Technology*, 12(3), 512–532. <https://doi.org/10.1108/JHTT-08-2020-0200>
- Lee, J. E., & Watkins, B. (2015). EXAMINING THE INFLUENCE OF THE YOUTUBE CELEBRITY ON LUXURY BRAND MANAGEMENT: A PARASOCIAL INTERACTION APPROACH. *Global Fashion Management Conference*, 4(4), 514–515. <https://doi.org/10.15444/GFMC2015.04.04.01>
- Lee, J.-S., Chang, H., & Zhang, L. (2022). An integrated model of congruence and credibility in celebrity endorsement. *International Journal of Advertising*, 41(7), 1358–1381. <https://doi.org/10.1080/02650487.2021.2020563>
- Lee, S. Y., Yoo, C. Y., Kim, D. H., & Sung, Y. H. (2021). Distance matters: the effects of self-brand connections and construal levels on ad responses. *International Journal of Advertising*, 40(3), 403–430. <https://doi.org/10.1080/02650487.2020.1783153>
- Li, N., & Liu, N. (2021). The Nonlinear and Gender-Related Relationships of Face Attractiveness and Typicality With Perceived Trustworthiness. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.656084>
- Li, Y., Chen, Z., Liu, X., & Qi, Y. (2022). Perceiving the facial trustworthiness: Facial age, emotional expression, and attractiveness. *Quarterly Journal of Experimental Psychology*, 75(5), 818–829. <https://doi.org/10.1177/17470218211047176>
- Li, Y., & Peng, Y. (2021). Influencer marketing: purchase intention and its antecedents. *Marketing Intelligence and Planning*, 39(7), 960–978. <https://doi.org/10.1108/MIP-04-2021-0104>
- Li, Y., Zhang, C., Shelby, L., & Huan, T.-C. (2022). Customers' self-image congruity and brand preference: a moderated mediation model of self-brand

- connection and self-motivation. *Journal of Product & Brand Management*, 31(5), 798–807. <https://doi.org/10.1108/JPBM-07-2020-2998>
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397. <https://doi.org/10.1108/APJML-05-2018-0170>
- Lucie, C., Štěpán, M., & Michal, Š. (2022). Homophily in Voting Behavior: Evidence from Preferential Voting. *MUNI ECON Working Papers*, 4. https://doi.org/10.5817/WP_MUNI_ECON_2022-04
- Mainolfi, G., & Vergura, D. T. (2022). The influence of fashion blogger credibility, engagement and homophily on intentions to buy and e-WOM. Results of a binational study. *Journal of Fashion Marketing and Management*, 26(3), 473–494. <https://doi.org/10.1108/JFMM-03-2020-0050>
- Manran, L. (2019). *HOW INFLUENCERS AFFECT PURCHASE INTENTIONS TOWARDS ENDORSED PRODUCTS: THE ROLE OF INFLUENCERS' MATCH-UP WITH THE BRAND, PAYMENT AND CREDIBILITY.*
- Mello, J., Garcia-Marques, T., Briñol, P., Cancela, A., & Petty, R. E. (2020). The influence of physical attractiveness on attitude confidence and resistance to change. *Journal of Experimental Social Psychology*, 90, 104018. <https://doi.org/10.1016/j.jesp.2020.104018>
- Mosa, R. A. (2021). The Impact of Advertising Credibility on Purchase Intentions: An Empirical Study among Iraqi Facebook Users. *European Journal of Business and Management Research*, 6(5), 228–234. <https://doi.org/10.24018/ejbmr.2021.6.5.1123>
- Nanda Adelia Permadani. (2022). *ANALISIS PENGARUH DAYA TARIK, KEAHLIAN, INTERAKSI, KEPUASAN CITRA, DAN KEPERCAYAAN PERIKLANAN TERHADAP NIAT PEMBELIAN DALAM PEMASARAN INFLUENCER MEDIA SOSIAL PADA KONSUMEN ERIGO DI INDONESIA.*
- Nyadzayo, M. W., Johnson, L. W., & Rossi, M. (2020). Drivers and outcomes of brand engagement in self-concept for luxury fashion brands. *Journal of Fashion Marketing and Management: An International Journal*, 24(4), 589–609. <https://doi.org/10.1108/JFMM-05-2018-0070>
- Oh, H., Prado, P. H. M., Korelo, J. C., & Frizzo, F. (2019). The effect of brand authenticity on consumer–brand relationships. *Journal of Product & Brand Management*, 28(2), 231–241. <https://doi.org/10.1108/JPBM-09-2017-1567>
- Palazon, M., Delgado-Ballester, E., & Sicilia, M. (2019). Fostering brand love in Facebook brand pages. *Online Information Review*, 43(5), 710–727. <https://doi.org/10.1108/OIR-05-2017-0175>

- Panigyrakis, G., Panopoulos, A., & Koronaki, E. (2020). All we have is words: applying rhetoric to examine how social media marketing activities strengthen the connection between the brand and the self. *International Journal of Advertising*, 39(5), 699–718. <https://doi.org/10.1080/02650487.2019.1663029>
- Park, Y. S., Konge, L., & Artino, A. R. (2020). The Positivism Paradigm of Research. *Academic Medicine*, 95(5), 690–694. <https://doi.org/10.1097/ACM.0000000000003093>
- Permadani, N. A. (2022). *ANALISIS PENGARUH DAYA TARIK, KEAHLIAN, INTERAKSI, KEPUASAN CITRA, DAN KEPERCAYAAN PERIKLANAN TERHADAP NIAT PEMBELIAN DALAM PEMASARAN INFLUENCER MEDIA SOSIAL PADA KONSUMEN ERIGO DI INDONESIA.*
- Qin, Y. S. (2020). Fostering brand–consumer interactions in social media: the role of social media uses and gratifications. *Journal of Research in Interactive Marketing*, 14(3), 337–354. <https://doi.org/10.1108/JRIM-08-2019-0138>
- Rahma, G. A., Nasution, S. A., Rosyidani, N. M., Putri, M., & Ervynasari, A. (2023a). *ANALISIS PENGARUH DAYA TARIK FISIK INFLUENCER PADA KEPERCAYAAN MASYARAKAT TERHADAP MINAT PEMBELIAN SUATU PRODUK.* <https://ebfelepma.ums.ac.id/2023>
- Rahma, G. A., Nasution, S. A., Rosyidani, N. M., Putri, M., & Ervynasari, A. (2023b). *ANALISIS PENGARUH DAYA TARIK FISIK INFLUENCER PADA KEPERCAYAAN MASYARAKAT TERHADAP MINAT PEMBELIAN SUATU PRODUK.* <https://ebfelepma.ums.ac.id/2023>
- Research Methods For Business.* (n.d.).
- Sabatini, F., & Sarracino, F. (2019). Online Social Networks and Trust. *Social Indicators Research*, 142(1), 229–260. <https://doi.org/10.1007/s11205-018-1887-2>
- Saktiani, G. A. (2015). PENGARUH KUALITAS LAYANAN DAN CITRA PERUSAHAAN TERHADAP KEPUASAN PELANGGAN DAN WORD OF MOUTH. *Jurnal Ilmu Sosial Dan Ilmu Politik*, 4(2).
- Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2022). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*, 16(4), 648–664. <https://doi.org/10.1108/JRIM-03-2021-0072>
- Saunders, M., Lewis, P., Thornhill, A., & Bristow, A. (2019). *Research Methods for Business Students* (Pearson, Ed.; 8th ed.).

- Sawitri, D., Muis, M., Hsu, W.-L., Ken, Y., Li, C.-H., Wang, H.-B., Wu, Y.-F., Wu, C.-S., Lee, C.-J., Tsai, L.-F., Huang, C.-C., Yen, S.-W., & Liu, C.-Y. (2014). Human Resource Management: A Strategic Theoretical Perspective Exploring The Relations Between Service Quality And Consumer Behaviors-A Case Study Of 85°C Bakery Café From Taiwan The Relationship Between Package Redesign And Purchase Intention. In *The International Journal of Organizational Innovation* (Vol. 6). <http://www.iaoiusa.org>
- Schoonenboom, J., & Johnson, R. B. (2017). How to Construct a Mixed Methods Research Design. *KZfSS Kölner Zeitschrift Für Soziologie Und Sozialpsychologie*, *69*(S2), 107–131. <https://doi.org/10.1007/s11577-017-0454-1>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). John Wiley & Sons.
- Setiani, F. T., Mahfud, T., Asma, D., Winoto, B., Latynina, H. S., Chasanah, U., Imtihana, H., Fitriyani, L., Amaliyah, R. N., Amin, C., Masithoh, R. A., Mubarok, A. Z., Khasbiya, M., & Fitriyah, N. (2023). Nuansa Pentingnya Penggunaan Digital Marketing Sebagai Strategi Pemasaran UMKM di Era 4.0. *NUansa : Jurnal Penelitian, Pengabdian Dan Kajian Keislaman.*, *1*(2), 45–51. <https://doi.org/10.32699>
- Shareef, M. A., Dwivedi, Y. K., Kumar, V., Davies, G., Rana, N., & Baabdullah, A. (2019). Purchase intention in an electronic commerce environment. *Information Technology & People*, *32*(6), 1345–1375. <https://doi.org/10.1108/ITP-05-2018-0241>
- Shopee. (2023, February 15). *Evaluasi Konversi dan Tingkat Balik Modal (ROI) Kampanye Shopee*. <https://seller.shopee.co.id/edu/article/17716>
- Simms, L. J., Zelazny, K., Williams, T. F., & Bernstein, L. (2019). Does the number of response options matter? Psychometric perspectives using personality questionnaire data. *Psychological Assessment*, *31*(4), 557–566. <https://doi.org/10.1037/pas0000648>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, *53*, 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- South, L., Saffo, D., Vitek, O., Dunne, C., & Borkin, M. A. (2022). Effective Use of Likert Scales in Visualization Evaluations: A Systematic Review. *Computer Graphics Forum*, *41*(3), 43–55. <https://doi.org/10.1111/cgf.14521>
- Spieth, P., Roeth, T., & Meissner, S. (2019). Reinventing a business model in industrial networks: Implications for customers' brand perceptions. *Industrial*

- Sweeney, J., Soutar, G., & Mazzarol, T. (2014). Factors enhancing word-of-mouth influence: positive and negative service-related messages. *European Journal of Marketing*, 48(1/2), 336–359. <https://doi.org/10.1108/EJM-06-2012-0336>
- Thanh, N. N. D., Thanh, N. D., Thuy, L. T. T., Thuy, D. M., Thao, N. T. T., & Thanh, T. N. P. (2020). The mediating role of self-brand connection and brand identity in the relationship between brand credibility and brand loyalty. *HCMCOUJS - ECONOMICS AND BUSINESS ADMINISTRATION*, 10(2). <https://doi.org/10.46223/HCMCOUJS.econ.en.10.2.562.2020>
- Tiwari, A., Kumar, A., Kant, R., & Jaiswal, D. (2023). Impact of fashion influencers on consumers' purchase intentions: theory of planned behaviour and mediation of attitude. *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/JFMM-11-2022-0253>
- Tran, L.-A. P., & Chang, T.-Y. (2023). Can Brand Innovativeness Serve as a Signal to Enhance Brand Trust of Mobile Bookers? Exploring the Influence of Mobile Brand Experience. *International Journal of Hospitality & Tourism Administration*, 24(5), 818–844. <https://doi.org/10.1080/15256480.2022.2055695>
- Tran Xuan, Q., Truong, H. T. H., & Vo Quang, T. (2023). Omnichannel retailing with brand engagement, trust and loyalty in banking: the moderating role of personal innovativeness. *International Journal of Bank Marketing*, 41(3), 663–694. <https://doi.org/10.1108/IJBM-07-2022-0292>
- UTARI, D. D. (2016). *PENGARUH BRAND IMAGE DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN INDIHOME PADA PT.TELKOM LANGSA*.
- Wang, E. S. T., & Weng, Y. J. (2023). 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*. <https://doi.org/10.1108/APJML-02-2023-0115>
- Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and Consumers' Purchase Intention in a Social Commerce Platform: A Meta-Analytic Approach. *SAGE Open*, 12(2), 215824402210912. <https://doi.org/10.1177/21582440221091262>
- Watie, E. D. S. (2016). *Komunikasi dan Media Sosial (Communications and Social Media): Vol. III (Issue 1)*.

- Wei, K., Li, Y., Zha, Y., & Ma, J. (2019). Trust, risk and transaction intention in consumer-to-consumer e-marketplaces. *Industrial Management & Data Systems*, 119(2), 331–350. <https://doi.org/10.1108/IMDS-10-2017-0489>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Wicaksono, A. I., & Ishak, A. (2022). Promoting online purchase intention through website quality, EWOM, receiver perspective, consumer satisfaction and brand image. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(1), 12–23. <https://doi.org/10.20525/ijrbs.v11i1.1554>
- Wiedmann, K.-P., & von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise – social influencers’ winning formula? *Journal of Product & Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Winter, F., & Kataria, M. (2020). You are who your friends are? *Rationality and Society*, 32(2), 223–251. <https://doi.org/10.1177/1043463120919380>
- Wiyadi, W., & Ayuningtyas, N. A. (2019). PRODUCT ASPECTS OF MARKETING EFFORT AND PURCHASE INTENTION. *Humanities & Social Sciences Reviews*, 7(3), 541–547. <https://doi.org/10.18510/hssr.2019.7380>
- Yang, S. J., Han, J. H., & Kim, and J. Il. (2021). When Do You Trust Your Doctor More? A Comparison between Korea to Germany. *Journal of Service Management Research*, 5(2), 130–142. <https://doi.org/10.15358/2511-8676-2021-2-130>
- Zikri, A., & Harahap, M. I. (2022). *Analisis Kualitas Pelayanan Pengiriman Barang terhadap Kepuasan Konsumen pada PT Pos Indonesia (Persero) Regional I Sumatera.*