

DAFTAR PUSTAKA

- Adila, T. M., Bintang, W. S., Ikhsan, R. B., & Fahlevi, M. (2020). Instagram as information in developing purchase intentions: The role of social E-wom and brand attitude. *Proceedings of 2020 International Conference on Information Management and Technology, ICIMTech 2020.*
<https://doi.org/10.1109/ICIMTech50083.2020.9211151>
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157.
<https://doi.org/10.1177/2278682119850275>
- Andi Supangat. (2007). *Statistika Dalam Kajian Deskriptif, Inferensial, dan Nonparametik* (Vol. 1). Kencana.
- Annur C. (2022). *Raffi-Nagita hingga Syahrini, Inilah Artis Indonesia dengan Tarif Endorse Termahal*. Databoks.
<https://databoks.katadata.co.id/datapublish/2022/01/24/raffi-nagita-hingga-syahrini-inilah-artis-indonesia-dengan-tarif-endorse-termahal>
- Annur, C. M. (2021). IndiHome Mendominasi Pasar Internet Fixed Broadband di Indonesia. *Databoks*.
<https://databoks.katadata.co.id/datapublish/2021/07/30/indihome-mendominasi-pasar-internet-fixed-broadband-di-indonesia>
- Aren, S., Güzel, M., Kabadayı, E., & Alpkın, L. (2013). Factors affecting repurchase intention to shop at the same website. *Procedia-Social and Behavioral Sciences*, 99, 536–544.
- Arlanda, R., & Suroso, A. (2018). The influence of food and beverage quality, service quality, place, and perceived price to customer satisfaction and repurchase intention. *Journal of Research in Management*, 1(1), 28–37.

- Aydin, G. (2016). Attitudes towards digital advertisements: Testing differences between social media ads and mobile ads. *International Journal of Research*, 1.
- Baek, E., Choo, H. J., & Lee, S. H. M. (2018). Using warmth as the visual design of a store: Intimacy, relational needs, and approach intentions. *Journal of Business Research*, 88, 91–101.
- Baek, T. H., Kim, J., & Yu, J. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology and Marketing*, 27(7), 662–678. <https://doi.org/10.1002/mar.20350>
- Bekk, M., & Spörrle, M. (2010). The influence of perceived personality characteristics on positive attitude towards and suitability of a celebrity as a marketing campaign endorser. *The Open Psychology Journal*, 3(1).
- Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: a literature review and research agenda. *International Journal of Advertising*, 35(4), 642–663.
- Boisvert, J., & Khan, M. S. (2020). The impact of integrated multi-unit service touchpoints on word-of-mouth recommendations, product satisfaction, and repurchase intentions. *Journal of Strategic Marketing*, 1–21.
- Bougie, R. & Sekaran, U. (2020). *Research methods for business: A skill building approach* (8th Ed.). John Wiley & Sons.
- Chan, K., Ng, Y. L., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers: Insight and Ideas for Responsible Marketers*, 14(2), 167–179.
- Chiu, C., Chang, C., Cheng, H., & Fang, Y. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761–784. <https://doi.org/10.1108/14684520910985710>
- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology & Marketing*, 34(4), 481–495.
- Cohen, J. (1988). Set Correlation and Contingency Tables. *Applied Psychological Measurement*, 12(4), 425–434. <https://doi.org/10.1177/014662168801200410>

- Cotte, J., Coulter, R. A., & Moore, M. (2005). Enhancing or disrupting guilt: the role of ad credibility and perceived manipulative intent. *Journal of Business Research*, 58(3), 361–368. [https://doi.org/10.1016/S0148-2963\(03\)00102-4](https://doi.org/10.1016/S0148-2963(03)00102-4)
- Dadzie, K. Q., Dadzie, C. A., & Williams, A. J. (2018). Trust and duration of buyer-seller relationship in emerging markets. *Journal of Business & Industrial Marketing*.
- Datta Gupta, N., Etcoff, N. L., & Jaeger, M. M. (2016). Beauty in Mind: The Effects of Physical Attractiveness on Psychological Well-Being and Distress. *Journal of Happiness Studies*, 17(3), 1313–1325. <https://doi.org/10.1007/s10902-015-9644-6>
- Delafrooz, N., & Zanjankhah, Z. S. (2015). Investigation of psychological factors affecting consumers' intention of accepting mobile advertising. *QScience Connect*, 2015(1), 6.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7.
<https://doi.org/10.1016/j.chb.2016.11.009>
- Dwivedi, A., & Johnson, L. W. (2013). Trust-commitment as a mediator of the celebrity endorser-brand equity relationship in a service context. *Australasian Marketing Journal (AMJ)*, 21(1), 36–42.
- Erdem, T., & Swait, J. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal of Consumer Research*, 31(1), 191–198. <https://doi.org/10.1086/383434>
- Erdem, T., Swait, J., & Louviere, J. (2002). The impact of brand credibility on consumer price sensitivity. *International Journal of Research in Marketing*, 19(1), 1–19. [https://doi.org/10.1016/S0167-8116\(01\)00048-9](https://doi.org/10.1016/S0167-8116(01)00048-9)
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291–314.

- Erz, A., & Heeris Christensen, A.-B. (2018). Transforming Consumers Into Brands: Tracing Transformation Processes of the Practice of Blogging. *Journal of Interactive Marketing*, 43, 69–82. <https://doi.org/10.1016/j.intmar.2017.12.002>
- Fahlevi, M., & Alharbi, N. S. (2021). The Used of Technology to Improve Health Social Security Agency Services in Indonesia. *3rd International Conference on Cybernetics and Intelligent Systems, ICORIS 2021*. <https://doi.org/10.1109/ICORIS52787.2021.9649649>
- Febrian, A., & Fadly, M. (2021). *BRAND TRUST AS CELEBRITY ENDORSER MARKETING MODERATOR'S ROLE*.
- Franklin, D., & Marshall, R. (2019). Adding co-creation as an antecedent condition leading to trust in business-to-business relationships. *Industrial Marketing Management*, 77(September 2018), 170–181. <https://doi.org/10.1016/j.indmarman.2018.10.002>
- Ghorban, Z. S., & Tahernejad, H. (2012). A study on effect of brand credibility on word of mouth: With reference to internet service providers in Malaysia. *International Journal of Marketing Studies*, 4(1), 26.
- Ghozali, I. (2011). Structural Equation Modeling Metode Alternatif Dengan Partial Least Square (PLS). *Badan Penerbit Universitas Diponegoro. Semarang*.
- Ghozali, I., & Hengky Latan. (2015). Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. *Badan Penerbit Universitas Diponegoro. Semarang*.
- Greer, J. D. (2003). Evaluating the Credibility of Online Information: A Test of Source and Advertising Influence. *Mass Communication and Society*, 6(1), 11–28. https://doi.org/10.1207/S15327825MCS0601_3
- Haghrian, P., Madlberger, M., & Tanuskova, A. (2005). Increasing advertising value of mobile marketing-an empirical study of antecedents. *Proceedings of the 38th Annual Hawaii International Conference on System Sciences*, 32c–32c.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). Multivariate Data Analysis: A Global Perspective. In *Multivariate Data Analysis: A Global Perspective*.

- Hair, Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*.
- Hakimi, B. Y., Abedniya, A., & Zaeim, M. N. (2011). Investigate the impact of celebrity endorsement on-brand images. *European Journal of Scientific Research*, 58(1), 116–132.
- Hani, S., Marwan, A., & Andre, A. (2018). The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry. *Arab Economic and Business Journal*, 13(2), 190–196. <https://doi.org/10.1016/j.aebj.2018.11.002>
- Hasanah, R., & Wahid, N. A. (2019). The Mediating Role of Consumer's Attitude toward Advertising on the Relationship between Advertisement Content Credibility and Attitude toward Brand: The Case of Beauty Soap in Indonesia. *International Journal of Multicultural and Multireligious Understanding*, 6, 12–21.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Herbig, P., & Milewicz, J. (1993). The relationship of reputation and credibility to brand success. *Journal of Consumer Marketing*, 10(3), 18–24. <https://doi.org/10.1108/EUM0000000002601>
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion*.
- 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(November 2019), 472–488. <https://doi.org/10.1016/j.jbusres.2019.11.079>

- Jamil, R. A., & Hassan, S. R. ul. (2014). Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study. *Journal of Management Info*, 1(4), 1–8. <https://doi.org/10.31580/jmi.v4i1.18>
- Jeng, S.-P. (2016). The influences of airline brand credibility on consumer purchase intentions. *Journal of Air Transport Management*, 55, 1–8.
- Karanges, E., Johnston, K. A., Lings, I., & Beatson, A. T. (2018). Brand signalling: An antecedent of employee brand understanding. *Journal of Brand Management*, 25(3), 235–249.
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- Kia, F. T. (2016). Brand Credibility and Brand Prestige on Influencing Purchase a Mobile Brand. *The Social Sciences*, 11(9), 2200–2205.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.
- Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management*, 37, 131–145.
- Klingner, J. K., & Boardman, A. G. (2011). Addressing the “research gap” in special education through mixed methods. *Learning Disability Quarterly*, 34(3), 208–218.
https://www.jstor.org/stable/pdf/23053308.pdf?casa_token=CVzccUHYbFoAAAAA:gOEtURBNjJtSQpWndjqfRELuQMqThzKnNTcX2q-Kdk4j9UqiPNvd6EO264OWdW2IiDE595QqG1_FBw6dlfR0GWXeENwludeFQZMNjH0zwqFTm7QAaIc
- Kok Wei, K., & Li, W. Y. (2013). Measuring the impact of celebrity endorsement on consumer behavioural intentions: a study of Malaysian consumers. *International*

- Journal of Sports Marketing and Sponsorship*, 14(3), 2–22.
<https://doi.org/10.1108/IJSMS-14-03-2013-B002>
- Kotler, P., & Keller, K. L. (2016). MarkKotler, P., & Keller, K. L. (2016). Marketing Management. Global Edition (Vol. 15E). In *Global Edition*.
- Lafferty, B. A., Goldsmith, R. E., & Newell, S. J. (2002). The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice*, 10(3), 1–11.
- Lee, S., Scott, D., & Kim, H. (2008). Celebrity fan involvement and destination perceptions. *Annals of Tourism Research*, 35(3), 809–832.
<https://doi.org/10.1016/j.annals.2008.06.003>
- Lim, X. J., Radzol, A. R. M., Cheah, J., & Wong, M. W. (2017). *The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude*.
- Lin, C., & Lekhawipat, W. (2014). Factors affecting online repurchase intention. *Industrial Management & Data Systems*, 114(4), 597–611.
- Lord, K. R., & Putrevu, S. (2009). Informational and Transformational Responses to Celebrity Endorsements. *Journal of Current Issues & Research in Advertising*, 31(1), 1–13. <https://doi.org/10.1080/10641734.2009.10505253>
- 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>
- Loureiro, S. M. C., & Sarmento, E. M. (2019). Exploring the Determinants of Instagram as a Social Network for Online Consumer-Brand Relationship. *Journal of Promotion Management*, 25(3), 354–366.
<https://doi.org/10.1080/10496491.2019.1557814>
- Maathuis, O., Rodenburg, J., & Sikkel, D. (2004). Credibility, Emotion or Reason? *Corporate Reputation Review*, 6(4), 333–345.
<https://doi.org/10.1057/palgrave.crr.1540003>

- MacKenzie, S. B., & Lutz, R. J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53(2), 48. <https://doi.org/10.2307/1251413>
- Maddock, S., & Hill, B. (2016). “Bagels and doughnuts … round food for every mood” food advertising discourses. *British Food Journal*, 118(2), 327–342. <https://doi.org/10.1108/BFJ-04-2015-0136>
- Magnini, V. P., Garcia, C., & Honeycutt, E. D. (2010). Identifying the Attributes of an Effective Restaurant Chain Endorser. *Cornell Hospitality Quarterly*, 51(2), 238–250. <https://doi.org/10.1177/1938965510363669>
- Maharani, C., Yuliati, L. N., & Afendi, F. M. (2021). THE EFFECT OF CELEBRITY ENDORSER ON REPURCHASE INTENTION OF COSMETIC PRODUCTS. *Russian Journal of Agricultural and Socio-Economic Sciences*, 112(4), 65–71. <https://doi.org/10.18551/rjoas.2021-04.08>
- Maharani, N., Helmi, A., Mulyana, A., & Hasan, M. (2020). Factors Influencing Purchase Intention on Private Label Products. *The Journal of Asian Finance, Economics and Business*, 7(11), 939–945. <https://doi.org/10.13106/jafeb.2020.vol7.no11.939>
- Mansour, I. H. F., & Diab, D. A. (2016). The relationship between celebrities’ credibility & advertising effectiveness: the mediation role of religiosity. *Journal of Islamic Marketing*, 7(2), 148-166.
- Maskuroh, N., Fahlevi, M., Irma, D., Rita, R., & Rabiah, A. (2022). Social media as a bridge to e-commerce adoption in Indonesia: A research framework for repurchase intention. *International Journal of Data and Network Science*, 6(1), 107–114. <https://doi.org/10.5267/j.ijdns.2021.9.017>
- Masna, A. (2016). Facebook and Instagram Rule Indonesia Social Media but 75% Use Path Daily. *Addiction*.
- McAllister, D. J. (1995). Affect-and cognition-based trust as foundations for interpersonal cooperation in organizations. *Academy of Management Journal*, 38(1), 24–59.

- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310–321.
- Mustinda, L. (2016). 81 Persen Makanan dan Minuman yang di Endorse Selebriti Bukan Makanan Sehat. *Detik.Com*.
- 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.
- Park, C., & Kim, Y. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail & Distribution Management*, 31(1), 16–29.
<https://doi.org/10.1108/09590550310457818>
- Pecot, F., Merchant, A., Valette-Florence, P., & de Barnier, V. (2018). Cognitive outcomes of brand heritage: A signaling perspective. *Journal of Business Research*, 85, 304–316.
- Pickett, A. C., & Brison, N. T. (2019). Lose like a man: body image and celebrity endorsement effects of weight loss product purchase intentions. *International Journal of Advertising*, 38(8), 1098–1115.
<https://doi.org/10.1080/02650487.2019.1586208>
- Prahiawan, W., Fahlevi, M., Juliana, J., Purba, J., & Tarigan, S. (2021). The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop. *International Journal of Data and Network Science*, 5(4), 593–600.
- Prendergast, G., Liu, P., & Poon, D. T. Y. (2009). A Hong Kong study of advertising credibility. *Journal of Consumer Marketing*.
- Qiu, L., Chen, X., & Lee, T. J. (2021). How Can the Celebrity Endorsement Effect Help Consumer Engagement? A Case of Promoting Tourism Products through Live Streaming. *Sustainability*, 13(15), 8655.
<https://doi.org/10.3390/su13158655>
- Rifon, N. J., Jiang, M., & Kim, S. (2016). Don't hate me because I am beautiful: Identifying the relative influence of celebrity attractiveness and character traits

- on credibility. In *Advances in Advertising Research (Vol. VI)* (pp. 125–134). Springer.
- Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results. *Industrial Management & Data Systems*, 116(9), 1865–1886.
<https://doi.org/10.1108/IMDS-10-2015-0449>
- Roy, S. (2018). Meaning transfer in celebrity endorsements: an explanation using metaphors. *Journal of Marketing Communications*, 24(8), 843–862.
<https://doi.org/10.1080/13527266.2016.1197294>
- Roy, S., Jain, V., & Rana, P. (2013). The moderating role of consumer personality and source credibility in celebrity endorsements. *Asia-Pacific Journal of Business Administration*, 5(1), 72–88.
<https://doi.org/10.1108/17574321311304549>
- Sahir, S. H., Suginam, S., & Fahlevi, M. (2021). Online Travel Agency Marketing Strategy: Implications For Consumer Repurchase Decision. *EKUITAS (Jurnal Ekonomi Dan Keuangan)*, 5(2).
- Saldanha, N., Mulye, R., & Rahman, K. (2018). Who is the attached endorser? An examination of the attachment-endorsement spectrum. *Journal of Retailing and Consumer Services*, 43, 242–250.
<https://doi.org/10.1016/j.jretconser.2018.04.004>
- Sampurno, N. V., Ciakrawinata, C. P., & Jokom, R. (2019). PENGARUH KARAKTERISTIK SELEBRITI ENDORSER TERHADAP MINAT BELI MELALUI KESADARAN MEREK HOTEL DI INSTAGRAM. *Jurnal Manajemen Perhotelan*, 5(1), 36–44. <https://doi.org/10.9744/jmp.5.1.36-44>
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement. *Jurnal Manajemen Dan Kewirausahaan*, 9(2), 163–172.
<https://doi.org/10.26905/jmdk.v9i2.6217>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial least squares structural equation modeling. *Handbook of Market Research*, 26(1), 1–40.

- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281.
<https://doi.org/10.1080/02650487.2019.1634898>
- Seno, D., & Lukas, B. A. (2007). The equity effect of product endorsement by celebrities: A conceptual framework from a co-branding perspective. *European Journal of Marketing*, 41(1–2), 121–134.
- Shimp, T. A., & Andrews, J. C. (2013). Advertising, Promotion, and other aspects of Integrated Marketing Communications. *Integrated Marketing Communications*.
<https://doi.org/10.1300/J057v01n01>
- Silvera, D. H., & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of Marketing*, 38(11/12), 1509–1526. <https://doi.org/10.1108/03090560410560218>
- Singh, R. P., & Banerjee, N. (2018). Exploring the Influence of Celebrity Credibility on Brand Attitude, Advertisement Attitude and Purchase Intention. *Global Business Review*, 19(6), 1622–1639. <https://doi.org/10.1177/0972150918794974>
- Soh, H., Reid, L. N., & King, K. W. (2009). Measuring trust in advertising. *Journal of Advertising*, 38(2), 83–104.
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*.
- Statista Research Department. (2022). *Number of internet users in Indonesia 2023*. Statista. <https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/>
- Sternthal, B., & Craig, C. S. (1982). *Consumer Behavior: An Information Processing Perspective*.
- Suhaimi, N. (2020). Shifting businesses from offline to online. *Emirresearch*.
<https://www.emirresearch.com/shifting-businesses-from-offline-to-online/>

- Terres, da S., Santos, M. dos, Pizzutti, C., Basso, & Kenny. (2015). Antecedents of the client's trust in low-versus high-consequence decisions. *Journal of Services Marketing*.
- Thusyanthy, V. (2018). Celebrity Endorsement and Brand Credibility in the Carbonated Soft Drink Industry in Sri Lanka. *International Journal of Business and Management*, 13(7), 93. <https://doi.org/10.5539/ijbm.v13n7p93>
- Till, B. D., & Busler, M. (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, 1–13.
- Tsai, H.-T., & Huang, H.-C. (2007). Determinants of e-repurchase intentions: An integrative model of quadruple retention drivers. *Information & Management*, 44(3), 231–239. <https://doi.org/10.1016/j.im.2006.11.006>
- Wang, S. W., Kao, G. H.-Y., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, 60, 10–17. <https://doi.org/https://doi.org/10.1016/j.jairtraman.2016.12.007>
- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32.
- Wang, X., & Yang, Z. (2010a). The effect of brand credibility on consumers' brand purchase intention in emerging economies: The moderating role of brand awareness and brand image. *Journal of Global Marketing*, 23(3), 177–188.
- Wang, X., & Yang, Z. (2010b). The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. *Journal of Global Marketing*, 23(3), 177–188. <https://doi.org/10.1080/08911762.2010.487419>
- We Are Social. (2021). *Jumlah Pengguna Media Sosial di Dunia Capai 4,2 Miliar*. Databoks. <https://databoks.katadata.co.id/datapublish/2021/02/18/jumlah-pengguna-media-sosial-di-dunia-capai-42-miliar>

- Yaakop, A., Anuar, M. M., & Omar, K. (2013). Like it or not: Issue of credibility in Facebook advertising. *Asian Social Science*, 9(3), 154.
- Yoo, J., Lee, H., & Jin, Y. (2018). Effects of Celebrity Credibility on Country's Reputation: A Comparison of an Olympic Star and a Political Leader. *Corporate Reputation Review*, 21(3), 127–136. <https://doi.org/10.1057/s41299-018-0048-5>
- Zhang, Y., Fang, Y., Wei, K.-K., Ramsey, E., McCole, P., & Chen, H. (2011). Repurchase intention in B2C e-commerce—A relationship quality perspective. *Information & Management*, 48(6), 192–200.
<https://doi.org/10.1016/j.im.2011.05.003>
- Zhu, Y.-Q., Amelina, D., & Yen, D. C. (2020). Celebrity Endorsement and Impulsive Buying Intentions in Social Commerce - The Case of Instagram in Indonesia. *Journal of Electronic Commerce in Organizations*, 18(1), 1–17.
<https://doi.org/10.4018/JECO.2020010101>