

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Manajemen Equitas Merek; Memanfaatkan nilai dari suatu merek*. Mitra Utama.
- Aulia, R., & Taufik, R. R. (2022). Upaya Digital Influencer Dalam Promosi Produk Melalui Media Sosial Instagram (Studi Kasus Kegiatan Endorsement Oleh Selebgram Dalam Akun @Lindaoktaviani_). *Jurnal Digital Media & Relationship*, 4(2), 46–49.
- Batkoska, L., & Koseska, E. (2012). The Impact of Cognitive Learning on Consumer Behaviour. *Procedia - Social and Behavioral Sciences*, 44, 70–77. <https://doi.org/10.1016/j.sbspro.2012.05.006>
- Bruns, I. (2018). *Perceived Authenticity' and 'Trust' in Social Media driven Influencer Marketing and their influence on intentions-to-buy of 18-24-year-olds in Ireland* [Dublin Business School]. <https://esource.dbs.ie/server/api/core/bitstreams/bcd1bd12-12bc-466e-9a68-690265044e6f/content>
- Chi, H., Ren Yeh, H., Ching Tsai, Y., & Student, G. (2011). *The Influences of Perceived Value on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser*.
- Edy, Chrisanto, I., & RIyanto. (2020). Recurse Model: Cognitive Learning on Online Purchase Decisions. *Advances in Social Science, Education and Humanities Research*, 417.
- Farid Jayendar, N., Nur, J., & Gono, S. (2023). Pengaruh Terpaan Iklan Dan Video Unboxing Youtuber Terhadap Minat Beli Konsumen Pada Produk Pokemon Tcg Indonesia Seri Koleksi Vmax Berkilau (Studi Pada Pokemon Tcg Semarang). *Interaksi Online* , 11(1). <http://www.fisip.undip.ac.id>
- Ferdinand, A. (2002). *Pengembangan Minat Beli Merek Ekstensi*. Badan Penerbit Universitas Diponegoro.
- Ginanjjar, R., & Suwitho. (2020). The Influence Of Brand Image, Brand Awareness, Perceived Quality On School Shoes Purchase Intention. *Proceeding 1st International Conference on Business & Social Sciences (ICOBUSS)*, 514–523.
- Gusti, I., Febriati, A. U., Nyoman, N., & Respati, R. (2020). The Effect of

- Celebrity Endorser Credibility and Product Quality Mediated by Brand Image on Purchase Intention. *American Journal of Humanities and Social Sciences Research*, 4(3), 464–470. www.ajhssr.com
- Hariyanti, N. T., & Wirapraja, A. (2018). *Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur)*. <https://www.researchgate.net/publication/339787291>
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran Edisi 12*. Erlangga.
- Ligariaty, Y., & Irwansyah, D. (2021). *Narasi Persuasi Social Media Influencer Dalam Membangun Konsep Kecantikan Dan Kepercayaan Diri*. 4(2), 173–186.
- Mahanani, P. A. M. (2008). *Media Sosial dan Gaya Komunikasi*.
- Maulana, H. G. (2013). *Psikologis Komunikasi dan Persuasi*. Akademia Permata.
- Noviyanti, S., & Vania, A. (2023). *Peran Price Perception, Influencer, Dan Product Attribute Terhadap Keputusan Pembelian Produk Mlm Tiens Syariah (Studi Pada Konsumen PT Singa Langit Jaya Di Kota Malang)*.
- Permenkes. (2010). *Izin Produksi Kosmetika*. <https://peraturan.bpk.go.id/Details/129878/permenkes-no-1175menkesperviii2010-tahun-2010>
- Putri, A. S., Pamungkas, I. N. A., & Pramesthi, J. A. (2024). Pengaruh Komunikasi Persuasif Influencer Fadil Jaidi terhadap Minat Beli Produk Scarlett Whitening. *Jurnal Pustaka Komunikasi*, 7(2), 280–292. <https://doi.org/10.32509/pustakom.v7i2.3689>
- Rakhmat, Jalaluddin., & Surjaman, Tjun. (2007). *Psikologi komunikasi*. Penerbit PT Remaja Rosdakarya. [https://repository.bbg.ac.id/bitstream/1789/1/Jalaluddin_Rahmat_-_Psikologi_Komunikasi_\(belum_lengkap\).pdf](https://repository.bbg.ac.id/bitstream/1789/1/Jalaluddin_Rahmat_-_Psikologi_Komunikasi_(belum_lengkap).pdf)
- Ramadanty, S., Muqarrabin, A. M., Nita, W. A., & Syafganti, I. (2020). Examining the Effect of Persuasive Message of Beauty Vloggers on Information Acceptance of eWOM and Purchase Intention: The Study of Consumers of Beauty Products in Jabodetabek, Indonesia. *Pertanika J. Soc. Sci. & Hum*, 28(2), 763–775.
- Regiansa, A., Abdul, D., & Mubarok, A. (2020). Pengaruh Kelompok Acuan

- Terhadap Minat Beli Konsumen (Studi pada Konsumen Yamaha NMAX di Kota Bandung). In *Jurnal Ilmu Sosial* (Vol. 1, Issue 1). <https://www.aisi.or.id/statistic>
- Sari, O. H. (2021). Theory of Planned Behaviour in Marketing: Cognitive Consideration on Purchase Decision. *Golden Ratio of Mapping Idea and Literature Format*, 2(1), 01–07. <https://doi.org/10.52970/grmilf.v2i1.90>
- Sheng, X., Zeng, Z., Zhang, W., & Hu, Y. (2022). Vlogger's persuasive strategy and consumers' purchase intention: The dual mediating role of para-social interactions and perceived value. *Frontiers in Psychology*, 1–14. [10.3389/fpsyg.2022.1080507](https://doi.org/10.3389/fpsyg.2022.1080507)
- Sivaram, M., Munawar, N. A., & Ali, H. (2019). Determination Of Purchase Intention Through Brand Awareness And Perceived Quality (Case Study: For consumers PT. Sentosa Santosa Finance Tangerang area). *Dinasti International Journal of Management Science*, 1(2). <https://doi.org/10.31933/DIJMS>
- Soemirat, S., & Suryana, A. (2017). *Komunikasi Persuasif*. Universitas Terbuka.
- Sutisna, F. (2023). Dampak Green Marketing Tools Terhadap Pembelian Produk The Body Shop. *Jurnal Bima Manajemen*, 12(1), 430–444.
- Talitha, W. (2020). Pengaruh Strategi Marketing Communication Terhadap Brand Image Pt Tokopedia. *Jurnal Translitera*, 9(2), 24–34.