

DAFTAR PUSTAKA

- Aaker, D.A., & Biel, A.L. (2013). *Brand Equity and Advertising: Advertising's Role Building Strong Brands*. Michigan: Psychology Press.
- Almana, A. M., & Mirza, A. A. (2013). The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions. *International Journal of Computer Applications*, 82(9). Retrieved from <https://www.ijcaonline.org/archives/volume82/number9/14145-2286>
- Anselmsson, J., & Johansson, U. (2007). Corporate Social Responsibility and the positioning of Grocery Brands. *International Journal of Retail and Distribution Management*, 35(10), 835–856. Retrieved from <https://lup.lub.lu.se/search/publication/0ef0ab82-758e-4170-8eab-ee70e74e1c4e>
- Assael, H. (1992). *Consumer Behavior and Marketing Action*. New York: PWS-KENT Publishing Company.
- Bailey, A. A. (2007). Public information and consumer skepticism effects on celebrity endorsements: studies among young consumers. *Journal of Marketing Communications*, 13(2), 85–107. <https://doi.org/https://doi.org/10.1080/13527260601058248>
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1).
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. Retrieved from <https://doi.org/10.1037/0022-3514.51.6.1173>
- Barreda, A.A., Bilgihan, A., Nusair, K., & Okumus, F. (2016). Online branding: development of hotel branding through interactivity theory. *Tourism Management*, 57, 180–192.

- Retrieved from <https://ideas.repec.org/a/eee/touman/v57y2016icp180-192.html>
- BPS. (n.d.). Perusahaan Industri Pengolahan. Retrieved May 5, 2022, from <https://www.bps.go.id/subject/9/industri-besar-dan-sedang.html>
- Brown, D., & Hayes, N. 2008. (2008). *Influencer Marketing: Who Really Influences Your Customers?* Oxford: Elsevier.
- Chakraborty, U., & Bhat, S. (2018). Credibility of online reviews and its impact on brand image. *Management Research Review*, 41(1), 148–164. <https://doi.org/https://doi.org/10.1108/MRR-06-2017-0173>
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/https://doi.org/10.1108/JRIM-06-2018-0080>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion *influencers* contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, 24(3), 361-380. Retrieved from <https://www.proquest.com/docview/2435538976>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2016). Marketing through Instagram *influencers*: impact of number of followers and product divergence on brand attitude. *15th International Conference on Research in Advertising*. Retrieved from <https://core.ac.uk/download/pdf/55691871.pdf>
- Devita, E.M., & Agustini, M. Y. D. H. (2019). Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House. *Journal of Management and Business Environment*, 1(1). Retrieved from <http://journal.unika.ac.id/index.php/JMBE/article/view/2115>
- Engel, J. F. (1995). *Perilaku Konsumen*. Alih Bahasa Budijanto (6th ed.). Jakarta: Binarupa Aksara.

Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6).

Retrieved from <https://doi.org/10.1080/13527266.2016.1184706>

Fenomena Sepatu Compass: Mengapa Banyak Dicari Anak Muda? (2021). Retrieved February 15, 2022, from side.id

Ferdinand, A. (2006). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.

Filieri, R. (2014). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270.

<https://doi.org/https://doi.org/10.1016/j.jbusres.2014.11.006>

Forbes : *Influencers Are The New Brands*. (2016). Retrieved April 23, 2021, from www.forbes.com

Garson. (2016). *Partial Least Squares: Regression & Structural Equation Models*. New York: Statistical Publishing Associates.

Hawkins, D. (1998). *Consumer Behavior: Building Marketing Strategy* (7th ed.). New York: McGraw-Hill.

Hayes, R.A., & Carr, C. T. (2015). Does being social matter? Effects of enabled commenting on credibility and brand attitude in social media. *Journal of Promotion Management*, 21(3). <https://doi.org/https://doi.org/10.1080/10496491.2015.1039178>

Henning-Thurau, T., Gwinner, K.P., Walsh, G., & Gremler, D. D. (2004). Electronic Word of Mouth Via Consumer Opinion Platforms: What motivates customers to articulate themselves on the Internet. *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/https://doi.org/10.1002/dir.10073>

Hsu, C.L., Lin, J.C.C., & Chiang, H. S. (2013). The effect of blogger recommendations on

- costumer's online shopping intentions. *Internet Research*, 23(1), 69–88.
<https://doi.org/https://doi.org/10.1108/10662241311295782>
- Huang, J., Guo, Y., Wang, C., & Yan, L. (2019). You touched it and I'm relieved! The effect of online review's tactile cues on consumer's purchase intention. *Journal of Contemporary Marketing Science*, 1, 133–151.
- Indratama, A. B., & Artanti, Y. (2014). Pengaruh Citra Merek dan Promosi Penjualan Terhadap Keputusan Nasabah Memilih Tabungan Bank Syariah Mandiri. *Jurnal Ilmu Manajemen*, 2(4), 1261–1272.
- Jailivand, M.R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligent & Planning*, 30(4), 460–476. Retrieved from https://www.researchgate.net/publication/235297089_The_effect_of_electronic_word_of_mouth_on_brand_image_and_purchase_intention_An_empirical_study_in_the_automobile_industry_in_Iran
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media *influencer* marketing. *Marketing Intelligence & Planning*, 37(5), 567–579.
<https://doi.org/https://doi.org/10.1108/MIP-09-2018-0375>
- Jun, S., & Yi, J. (2020). What makes followers loyal? The role of *influencer* interactivity in building *influencer* brand equity. *Journal of Product & Brand Management*, 29(6), 803–814. Retrieved from <https://www.proquest.com/docview/2439786740>
- Kadekova, Z., & Holiencinova, M. (2018). *Influencer* marketing as a modern phenomenon creating a new frontier of virtual opportunities. *Communication Today*, 9(2). Retrieved from <https://www.communicationtoday.sk/download/22018/06.-KADEKOVA-HOLIENCINOVA-%25E2%2580%2593-CT-2-2018.pdf>
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and

- purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143–157. Retrieved from <https://ideas.repec.org/a/ids/injsem/v9y2018i2p143-157.html>
- Kaplan, D. (2001). Structural equation modeling. In N. J. Smelser & P. B. Baltes (Eds.). *International Encyclopedia of the Social & Behavioral Sciences*, 11, 15215–15222.
- Keban, J. S. B. (2020). *Pengaruh Ekuitas Merek, Inovasi, dan Strategi Positioning terhadap Keputusan Pembelian*. Yogyakarta: Universitas Sanata Dharma.
- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/https://doi.org/10.1177/002224299305700101>
- Keller, K.L., & Kotler. P. (2012). *Manajemen Pemasaran* (14th ed.). Jakarta: Erlangga.
- KEMENPERIN. (2019). Kemenperin: Produksi Industri Alas Kaki RI Pijak Posisi 4 Dunia. Retrieved May 10, 2021, from www.kemenperin.go.id
- Kertajaya, H. (2006). *Marketing Klasik Indonesia*. Bandung: Mizan.
- Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: an application of online social network framework. *Computers in Human Behavior*, 243–254. <https://doi.org/243-254>
- Kinnear, T.C., & Taylor, J. R. (1995). *Marketing Research: an Applied Approach*. New York: McGraw-Hill.
- Kotler, P., & Keller, K.L. (2009). *Manajemen Pemasaran. Terjemahan Bob Sabran*. Jakarta: Erlangga.
- Kotler, Philip. (2001). *A Framework for Marketing Management*. New Jersey: Prentice-Hall, Upper Saddle River.
- Kotler, Philip. (2002). *Manajemen Pemasaran*. Ter. Benjamin, Molan. Klaten: PT. Intan Sejati.

- Kotler, Philip. (2005). *Manajemen Pemasaran*. Jakarta: PT. Indeks Kelompok Gramedia.
- Kulmala, M., Mesiranta, N., & Tuominen, P. (2012). Organic and amplified eWom in consumer fashion blogs. *Journal of Marketing and Management: An International Journal*, 17(1), 20–37. <https://doi.org/https://doi.org/10.1108/13612021311305119>
- Kurnia, T., & WIjaksana, T. I. (2020). Pengaruh Viral Marketing dan Kualitas Produk terhadap Keputusan Pembelian Sepatu Compass melalui Media Sosial Instagram. *EProceedings of Management*, 7(3). Retrieved from <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/14141>
- Lackermair, G., Kailer, D., & Kanmaz, K. (2013). Importance of Online Product Reviews from a Consumer ' s Perspective. *Advances in Economics and Business*, 1(1), 1–5.
- Laksana, F. (2008). *Manajemen Pemasaran*. Yogyakarta: Graha Ilmu.
- Ledbetter, E. (2017). The change in *influencer* marketing from PR strategy to media strategy. Retrieved February 25, 2022, from <https://carusele.com/author/erin-ledbetter/page/2/>
- Lin, C.A.,& Xu, X. (2017). Effectiveness of online consumer reviews: The influence of valence, reviewer ethnicity, social distance and source trustworthiness. *Internet Research*, 27(2), 362–380.
- Linqia. (2018). *The State of Influencer Marketing*. New York: Linqia.
- Liu, M.T., Wong, I.A., Tseng, T.H., Chang, A.W.Y., & Phau, I. (2017). Applying consumerbased Brand equity in luxury hotel branding. *Journal of Business Research*, 81, 192–202.
- Liu, X., Hu, J., & Xu, B. (2017). Does eWOM matter to brand extension? *Journal of Research in Interactive Marketing*, 11(3), 232–245.
- Luca, M. (2016). Reviews, Reputation, and Revenue: The Case of Yelp.Com. *Harvard Business School NOM Unit Working Paper*, 12(16). Retrieved from

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1928601

Marieke. (2011). *No TitleConsumer Behavior and Culture* (2nd ed.). California: Sage Publications Inc.

Mavrck. (2016). What is a micro *influencer*? Retrieved February 5, 2022, from <https://www.mavrck.co/what-is-a-micro-influencer/>

Men, L.R., & Tsai, W. H. S. (2015). Infusing social media with humanity: corporate character, public engagement, and relational outcomes. *Public Relations Review*, 41(3), 395–403.

<https://doi.org/https://www.sciencedirect.com/science/article/abs/pii/S0363811115000259>

Mo, Z., Li, Y., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*, 8, 419–424.

Pamela, D. A. (2020). Berkolaborasi dengan FR2, Sepatu Compass Ajak Industri F&B Ikut Meramaikan. Retrieved January 14, 2022, from <https://lifestyle.sindonews.com/read/249636/186/berkolaborasi-dengan-fr2-sepatu-compass-ajak-industri-fb-ikut-meramaikan-1606612288>

Park, D.H., Lee, J., & Han, I. (2007). The Effect of On-line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, 11(4). <https://doi.org/https://doi.org/10.2753/JEC1086-4415110405>

Pedroni, M. (2016). Meso-celebrities, fashion and the media: How digital *influencers* struggle for visibility. *Film, Fashion & Consumption*, 5(1), 103–121. https://doi.org/https://doi.org/10.1386ffc.5.1.103_1

Penjelasan Lengkap Tentang Perilaku Konsumen. (n.d.). Retrieved May 20, 2022, from <http://ciputrauceo.net/blog/2015/6/11/perilaku-konsumen>

- Pradhana, D., Duraipandiana, I., & Sethi, D. (2016). Celebrity endorsement: how celebrity–brand–user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communications*, 22(5).
- <https://doi.org/https://doi.org/10.1080/13527266.2014.914561>
- Saleem, A., & Ellahi, A. (2017). Influence of electronic word of mouth on purchase intention of fashion products on social networking websites. *Pakistan Journal of Commerce and Social Sciences*, 11(2), 597–622. Retrieved from https://www.researchgate.net/publication/319236209_Influence_of_Electronic_Word_of_Mouth_on_Purchase_Intention_of_Fashion_Products_on_Social_Networking_Website
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business: A Skill-Building Approach* (6th ed.). New York: Wiley.
- Sepatu Compass Cerita Langka dan Istimewa. (2021). Retrieved February 15, 2022, from kompasiana.com
- Simamora, B. (2008). *Panduan Riset Perilaku Konsumen*. Jakarta: PT Gramedia Pustaka Utama.
- Simamora, B. (2011). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. Jakarta: PT. Gramedia Pustaka Utama.
- Soderlund, M., & Ohman, N. (2003). Behavioral Intention in Satisfaction Research. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16(2), 169–185.
- Spire Insight: Industri Sepatu Indonesia Potensi Besar Produk Dalam Negeri. (2020). Retrieved May 10, 2021, from www.technobusiness.id
- Strategi Branding Sang Sepatu Ghaib Compass. (2019). Retrieved February 15, 2022, from inforakyat.com
- Sudha, M., & Sheena, K. (2017). Impact of *Influencers* in Consumer Decision Process: The

Fashion Industry. *SCMS Journal of Indian Management*. Retrieved from https://www.scms.edu.in/uploads/journal/articles/article_12.pdf

Sugi. (2018). Perilaku Konsumen. Retrieved May 22, 2022, from <https://cpssoft.com/blog/manajemen/penjelasan-lengkap-perilaku-konsumen/>

Sugiyono. (2004). *Metode Penelitian*. Bandung: Alfabeta.

Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. (2013). *Metode Penelitian Kuantitatif dan R&D*. Bandung: Alfabeta.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.

Supomo, B., & Indriantoro, N. (2002). *Metodologi Penelitian Bisnis, Cetakan* (2nd ed.). Yogyakarta: Penerbit BFEE UGM.

Supranto, M. A. (2011). *Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikkan Pangsa Pasar* (4th ed.). Jakarta: Rineka Cipta.

Tjiptono, F. (2015). *Brand Management & Strategy*. Yogyakarta: Andi.

Trust barometer special report: brands and social media. (2018). Retrieved March 1, 2022, from <https://www.edelman.com/research/trust-barometer-brands-social-media>

Valant, J. (2015). Online consumer reviews: The case of misleading or fake reviews. *European Parliamentary Research Service*. Retrieved from [https://www.europarl.europa.eu/thinktank/en/document/EPRS_BRI\(2015\)571301](https://www.europarl.europa.eu/thinktank/en/document/EPRS_BRI(2015)571301)

Ventela dan Tantangan Popularitas Sepatu Lokal di Indonesia. (2020). Retrieved May 10, 2021, from www.kompas.id

Wang, F., & Hariandja, S. (2016). The Influence of Brand Ambassador on Brand Image and Consumer Purchase Decision: A Case of Tous Les Jours in Indonesia. *International Conference Od Enterpreneurship*. Retrieved from <https://www.researchgate.net/profile/Evo-Hariandja->

2/publication/298787134_THE_INFLUENCE_OF_BRAND_AMBASSADOR_ON_BR
AND_IMAGE_AND_CONSUMER_PURCHASING_DECISION_A_CASE_OF_TOU
S_LES_JOURS_IN_INDONESIA/links/56eb391c08aec6b50016a1b7/THE-
INFLUENCE-OF-BRAND-AMBASSADOR-ON-BRAND-IMAGE-AND-
CONSUMER-PURCHASING-DECISION-A-CASE-OF-TOUS-LES-JOURS-IN-
INDONESIA.pdf

- Widarjono, A. (2015). *Statistika Terapan* (1st ed.). Yogyakarta: UPP. STIM YKPN.
- Wiklund, J., & Shepherd, D. (2005). Entrepreneurial orientation and small business performance: a configurational approach. *Journal of Business Venturing*, 20(1), 71–91.
Retrieved from
https://econpapers.repec.org/article/eeejbvent/v_3a20_3ay_3a2005_3ai_3a1_3ap_3a71-91.htm
- Woodroof, P.J., Howie, K.M., Syrdal, H.A., & VanMeter, R. (2020). What's done in the dark will be brought to the light: effects of *influencer* transparency on product efficacy and purchase intentions. *Journal of Product & Brand Management*, 29(5), 675–688.
Retrieved from <https://www.proquest.com/docview/2499028351>
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *International Journal of Management Science and Business Administration*, 1(5), 69–80. Retrieved from
<https://ideas.repec.org/a/mgs/ijmsba/v1y2015i5p69-80.html>