

## DAFTAR PUSTAKA

- Abdul, N., Amirah, N., Marwin, S., & Abdul, B. (2023). *Social Sciences & Humanities Open The effects of social support and social media influencers ' credibility on emotional brand attachment : The mediating roles of trust in multichannel*. 8(September), 1–9.
- 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>
- Ahmed, S., Ashrafi, D. M., Paraman, P., Dhar, B. K., & Annamalah, S. (2023). Behavioural intention of consumers to use app-based shopping on green tech products in an emerging economy. *International Journal of Quality and Reliability Management*. <https://doi.org/10.1108/IJQRM-05-2023-0164>
- Al-Emadi, F. A., & Ben Yahia, I. (2020). Ordinary celebrities related criteria to harvest fame and influence on social media. *Journal of Research in Interactive Marketing*, 14(2), 195–213. <https://doi.org/10.1108/JRIM-02-2018-0031>
- Alsmadi, D., Halawani, M., Prybutok, V., & Al-Smadi, R. (2022). Intention, trust and risks as core determinants of cloud computing usage behavior. *Journal of Systems and Information Technology*, 24(3), 178–201. <https://doi.org/10.1108/JSIT-09-2020-0180>
- Baird, C. H., & Parasnis, G. (2011). From social media to social customer

relationship management. *Strategy and Leadership*, 39(5), 30–37.  
<https://doi.org/10.1108/10878571111161507>

Barreda, A. A. (2020). *The impact of social media activities on brand image and emotional attachment A case in the travel context*. 11(1), 109–135.  
<https://doi.org/10.1108/JHTT-02-2018-0016>

Barta, S., Belanche, D., Fern, A., & Flavi, M. (2023). *Journal of Retailing and Consumer Services Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience*. n. 70(March 2022).  
<https://doi.org/10.1016/j.jretconser.2022.103149>

Bilal, M. (2018). *Impact of smartphone brand experience on brand equity With mediation effect of hedonic emotions* ., 2013. <https://doi.org/10.1108/JIMA-04-2017-0045>

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/10.1108/MRR-06-2017-0173>

Ciputra, W., & Prasetya, W. (2020). Analisis Pengaruh E-Service Quality, Perceived Value Terhadap Customer Satisfaction, Trust, dan Customer Behavioral Intention. *COMMENTATE: Journal of Communication Management*, 1(2), 109. <https://doi.org/10.37535/103001220201>

Dean, D. (2021). *Millennial behavioural intention in Islamic banks : the role of social media in fl uencers*. <https://doi.org/10.1108/JIMA-02-2021-0042>

- Ding, C. G., & Tseng, T. H. (2015). *On the relationships among brand experience , hedonic emotions , and brand equity*. <https://doi.org/10.1108/EJM-04-2013-0200>
- Fahmi, M., Arif, M., Farisi, S., & Purnama, N. I. (2020). *Peran Brand Image dalam Memediasi Pengaruh Social Media Marketing terhadap Repeat Purchase pada Fast-Food Restaurant di Kota Medan* *The Role of Brand Image in Mediating the Effects of Social Media Marketing toward Repeat Purchase at Fast-Food Restaurant* in. 11(28), 53–68. <https://doi.org/10.33059/jseb.v11i1.1722>
- Gökerik, M., Gürbüz, A., & Mogaji, E. (2018). *Surprise me with your ads ! The impacts of guerrilla marketing in social media on brand image*. 2010. <https://doi.org/10.1108/APJML-10-2017-0257>
- Hamid, S., Azhar, M., & Sujood. (2023). Behavioral intention to order food and beverage items using e-commerce during COVID-19: an integration of theory of planned behavior (TPB) with trust. *British Food Journal*, 125(1), 112–131. <https://doi.org/10.1108/BFJ-03-2021-0338>
- Hasanah, N., Putra, S. S., & Digidowiseiso, K. (2023). *Pengaruh Service Quality , Trust dan Customer Satisfaction Terhadap Behavioural Intention Nasabah Tabungan BTN Batara pada Bank BTN KC Depok*. 4(6), 8927–8934.
- Hugh, D. C., Dolan, R., Harrigan, P., & Gray, H. (2022). Influencer marketing effectiveness: the mechanisms that matter. *European Journal of Marketing*, 56(12), 3485–3515. <https://doi.org/10.1108/EJM-09-2020-0703>

- Jalil, F., Yang, J., Al-Okaily, M., & Rehman, S. U. (2024). E-commerce for a sustainable future: integrating trust, green supply chain management and online shopping satisfaction. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-12-2023-1188>
- Johnson, N., Turnbull, B., & Reisslein, M. (2022). Technology in Society Social media influence , trust , and conflict : An interview based study of leadership perceptions ☆. *Technology in Society*, 68(December 2021), 101836. <https://doi.org/10.1016/j.techsoc.2021.101836>
- 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(May), 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>
- Kunja, S. R., Kumar, A., & Rao, B. (2022). Mediating role of hedonic and utilitarian brand attitude between eWOM and purchase intentions: a context of brand fan pages in Facebook. *Young Consumers*, 23(1), 1–15. <https://doi.org/10.1108/YC-11-2020-1261>
- Lee, S., Chua, B. L., Kim, H. C., & Han, H. (2017). Shaping and enhancing airport lounge experiences: The application of brand personality and image congruity theories. *International Journal of Contemporary Hospitality Management*, 29(11), 2901–2920. <https://doi.org/10.1108/IJCHM-12-2015-0672>
- Lestari, F. A., & Hayadi, I. (2024). *Hedonic behavior in Shopee live shopping : social media marketing , celebrity endorser , and e-WOM on impulse buying*. 23(1), 120–136.

- Lin, H. C., Bruning, P. F., & Swarna, H. (2018). Using online opinion leaders to promote the hedonic and utilitarian value of products and services. *Business Horizons*, *61*(3), 431–442. <https://doi.org/10.1016/j.bushor.2018.01.010>
- Lu, C., Li, H., & Xu, T. (2020). Do profitability and authenticity co-exist? A model of sales promotion stereotype content and its perception differences among groups. *Journal of Contemporary Marketing Science*, *3*(3), 333–363. <https://doi.org/10.1108/jcmars-08-2020-0033>
- Mansouri, H., & Boroujerdi, S. S. (2022). *The influence of sellers' ethical behaviour on customer's loyalty, satisfaction and trust*. <https://doi.org/10.1108/SJME-09-2021-0176>
- Marcelina, F., & Ruslim, T. S. (2023). Peran Functional Brand Image Sebagai Mediasi Terhadap Behavioural Intention Konsumen Mobil Mitsubishi Di Jakarta. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, *10*(2), 977–991. <https://doi.org/10.35794/jmbi.v10i2.45022>
- Martín-Consuegra, D., Díaz, E., Gómez, M., & Molina, A. (2019). Examining consumer luxury brand-related behavior intentions in a social media context: The moderating role of hedonic and utilitarian motivations. *Physiology and Behavior*, *200*(January 2018), 104–110. <https://doi.org/10.1016/j.physbeh.2018.03.028>
- Meida, L., & Trifiyanto, K. (2022). Pengaruh Perceived Trust dan Perceived Risk Terhadap Behavioral Intention dengan Perceived Ease of Use sebagai Variabel

- Intervening. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 4(2), 217–232. <https://doi.org/10.32639/jimmba.v4i2.92>
- Miraza, Z., Setiamy, A. A., & Syahputra, T. A. (2022). Customer Value dan Technology Acceptance sebagai Faktor Penentu Behavior Intention Melalui Trust dan Customer Value Pengguna Aplikasi Gerak Virtual Race. *Jurnal Administrasi Bisnis*, 11(1), 65–74. <https://doi.org/10.14710/jab.v11i1.41975>
- Muhammad, S. S., Dey, B. L., Syed Alwi, S. F., Kamal, M. M., & Asaad, Y. (2023). Consumers' willingness to share digital footprints on social media: the role of affective trust. *Information Technology and People*, 36(2), 595–625. <https://doi.org/10.1108/ITP-10-2020-0694>
- Pal, D., Roy, P., Arpnikanondt, C., & Thapliyal, H. (2022). The effect of trust and its antecedents towards determining users' behavioral intention with voice-based consumer electronic devices. *Heliyon*, 8(4), e09271. <https://doi.org/10.1016/j.heliyon.2022.e09271>
- Pittman, M., & Abell, A. (2021). ScienceDirect More Trust in Fewer Followers : Diverging Effects of Popularity Metrics and Green Orientation Social Media Influencers. *Journal of Interactive Marketing*, 56, 70–82. <https://doi.org/10.1016/j.intmar.2021.05.002>
- Puspasari, D., & Hadithya, R. (2023). Pemanfaatan Sosial Media Marketing Melalui Konten pada Instragram dalam Upaya Meningkatkan Brand Image Sebuah Produk. 4(2), 239–252. <https://doi.org/10.51805/jmbk.v4i2.122>
- Raji, R. A. (2019). *The mediating effect of brand image on the relationships*

*between social media advertising content , sales promotion content and behaviuoral intention. 2018, 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>*

Reta Tata Pratiwi, Purwanto SK, & Nina Nurhasanah. (2023). Impact of Perceived Usefulness, Perceived Ease of Use and Consumer Trust on Behavioral Intention. *PENANOMICS: International Journal of Economics*, 2(3), 1–10. <https://doi.org/10.56107/penanomics.v2i3.152>

Roberts-Lombard, M., & Petzer, D. J. (2021). Relationship marketing: an S–O–R perspective emphasising the importance of trust in retail banking. *International Journal of Bank Marketing*, 39(5), 725–750. <https://doi.org/10.1108/IJBM-08-2020-0417>

Salsabiila, N. M. (2022). Pengaruh social media advertising content dan sales promotion content terhadap behavioural intention melalui hedonic dan functional brand image. *Skripsi-2022*, 2017, 10–20. [http://repository.trisakti.ac.id/usaktiana/index.php/home/detail/detail\\_koleksi/2/SKR/subyek/00000000000000109475/](http://repository.trisakti.ac.id/usaktiana/index.php/home/detail/detail_koleksi/2/SKR/subyek/00000000000000109475/)

Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male’s skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>

Shimp, A. T., & Andrews, Craig, J. (2013). Advertising, Promotion and Other aspects of Integrated Marketing Communications. *Cengage Learning*, 9, 614.

- Siddique, S., & Rajput, A. (2022). Self-expressiveness and hedonic brand affect brand love through brand jealousy. *Future Business Journal*, 8(1), 1–13. <https://doi.org/10.1186/s43093-022-00136-6>
- Suhartanto, D. (2019). Predicting behavioural intention toward Islamic bank: a multi-group analysis approach. *Journal of Islamic Marketing*, 10(4), 1091–1103. <https://doi.org/10.1108/JIMA-02-2018-0041>
- Sun, Y., Wang, R., Cao, D., & Lee, R. (2022). Who are social media influencers for luxury fashion consumption of the Chinese Gen Z? Categorisation and empirical examination. *Journal of Fashion Marketing and Management*, 26(4), 603–621. <https://doi.org/10.1108/JFMM-07-2020-0132>
- Suseno, N. S., Ingawan, D. C., & Rosmayati, I. (2021). Identifikasi Behavioral Intention dengan Pendekatan Technology Acceptance Model. *Jurnal Algoritma*, 18(1), 292–301. <https://doi.org/10.33364/algoritma/v.18-1.931>
- Taan, H., Radji, D. L., Rasjid, H., & Indriyani. (2021). Social Media Marketing Untuk Meningkatkan Brand Image. *Journal of Management & Business*, 4(1), 315–330. <https://doi.org/10.37531/sejaman.v4i1.1268>
- Tanaka, V. (2022). Pengaruh Brand Authenticity terhadap Behavioral Intentions dengan Brand Trust sebagai Variabel Intervening pada Sepatu Vans. *Jurnal Strategi Pemasaran*, 9(2), 1–9.
- Trihutama, R. P. (2020). Pengaruh Perceived Ease of Use , Perceived Usefulness , dan Trust Terhadap Behavioral Intention to USE (Studi Pada Pengguna Go-Pay Layanan Go-Jek). *Jurnal Kajian Manajemen Dan Wirausaha*, 2(2), 1–15.

- Tulipa, D., Sulisty, A. P., & Mellifan, T. (2023). Social Media Content And Hedonic Brand Image In Eco-Friendly Fashion Start-Up. *Jurnal Manajemen*, 27(2), 342–361. <https://doi.org/10.24912/jm.v27i2.1286>
- Vijaranakorn, K., & Shannon, R. (2017). The influence of country image on luxury value perception and purchase intention. *Journal of Asia Business Studies*, 11(1), 88–110. <https://doi.org/10.1108/JABS-08-2015-0142>
- Wei, L. H., Huat, O. C., & Thurasamy, R. (2023). The impact of social media communication on consumer-based brand equity and purchasing intent in a pandemic. *International Marketing Review*. <https://doi.org/10.1108/IMR-12-2021-0353>
- Wu, W., Huang, Y., & Qian, L. (2024). Social trust and algorithmic equity: The societal perspectives of users' intention to interact with algorithm recommendation systems. *Decision Support Systems*, 178(October 2023), 114115. <https://doi.org/10.1016/j.dss.2023.114115>
- Yu, X. (2019). *How consumers' brand experience in social media can improve brand perception and customer equity*. 31(5), 1233–1251. <https://doi.org/10.1108/APJML-01-2018-0034>
- Zeng, P. F., Wang, R., Li, A. P. S. Y., & Qu, A. P. Z. (2022). Social Media Advertising through Private Messages and Public Feeds: A Congruency Effect between Communication Channels and Advertising Appeals. *Information and Management*, 59(4), 103646. <https://doi.org/10.1016/j.im.2022.103646>
- Zhang, J., Luximon, Y., & Li, Q. (2022). Seeking medical advice in mobile

applications: How social cue design and privacy concerns influence trust and behavioral intention in impersonal patient–physician interactions. *Computers in Human Behavior*, 130(December 2021), 107178. <https://doi.org/10.1016/j.chb.2021.107178>

Zhu, X., Teng, L., Foti, L., & Yuan, Y. (2019). Using self-congruence theory to explain the interaction effects of brand type and celebrity type on consumer attitude formation. *Journal of Business Research*, 103(March), 301–309. <https://doi.org/10.1016/j.jbusres.2019.01.055>

