

## DAFTAR PUSTAKA

- Abidin, C. (2016). *Visibility labour: Engaging with Influencers' fashion brands and #OOTD advertorial campaigns on Instagram*. *Media International Australia*, 161(1), 86–100. <https://doi.org/10.1177/1329878X16665177>
- Aggarwal, P., & McGill, A. L. (2012). *When brands seem human, do humans act like brands? Automatic behavioral priming effects of brand anthropomorphism*. *Journal of Consumer Research*, 39(2), 307–323. <https://doi.org/10.1086/662614>
- Alcántara-Pilar, J. M., Rodríguez-López, M. E., Kalinić, Z., & Liébana-Cabanillas, F. (2024). *From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok*. *Journal of Retailing and Consumer Services*, 78. <https://doi.org/10.1016/j.jretconser.2024.103709>
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). *Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry*. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). *Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis*. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15032744>
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. <https://inet.detik.com/cyberlife/d-7169749/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Aubrey Gesmundo, M. G., Dave Jordan, M. S., Hansei Meridor, W. D., Vien Muyot, D. C., Caroline Castano, M. N., & Jocelyn Bandojo, A. P. (2022). *Journal of Business and Management Studies TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials*. <https://doi.org/10.32996/jbms>
- Becker, J. (2021). *SpringerBriefs in Information Systems Series Editor*. <http://www.springer.com/series/10189>
- Bergkvist, L., & Zhou, K. Q. (2016). *Celebrity endorsements: A literature review and research agenda*. *International Journal of Advertising*, 35(4), 642–663. <https://doi.org/10.1080/02650487.2015.1137537>
- Biaudet, S. (2017). *Influencer Marketing as a Marketing Tool : The process of creating an Influencer Marketing Campaign on Instagram*. THESEUS.
- BPS. (2023). *Statistik Indonesia 2023*.
- Carr, C. T., & Hayes, R. A. (2015). *Social Media: Defining, Developing, and Divining*. *Atlantic Journal of Communication*, 23(1), 46–65. <https://doi.org/10.1080/15456870.2015.972282>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2017). *Antecedents of consumer intention to follow and recommend an Instagram account*. *Online Information Review*, 41(7), 1046–1063. <https://doi.org/10.1108/OIR-09-2016-0253>
- 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>

- Cheung, C. M. K., & Thadani, D. R. (2012). *The impact of electronic word-of-mouth communication: A literature analysis and integrative model*. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019). #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues and Research in Advertising*, 40(3), 258–274. <https://doi.org/10.1080/10641734.2018.1521113>
- Coray. (2023). *Marketing to Generation Z*. Di akses tanggal 23 Agustus 2024 dari <https://www.sheerid.com/business/blog/marketing-to-generation-z/>
- Cownie, F., & Chapple, C. (n.d.). *Title: An investigation into viewers' trust in and response towards disclosed paid-for endorsements by YouTube lifestyle Vloggers. An investigation into viewers' trust in and response towards disclosed paid-for endorsements by YouTube lifestyle Vloggers*.
- Dimock, M. (2019). *Defining generations: where millennials end and generation Z begins*. Pew Research Center. <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Dion, K., Berscheid, E., & Walster, E. (1972). WHAT IS BEAUTIFUL IS GOOD. In *Journal of Personality and Social Psychology* (Vol. 2, Issue 3).
- 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>
- Doyle, B. (2022). *The Comprehensive Guide to TikTok SEO (2023)*. <https://wallaroomedia.com/blog/socialmedia/tiktokstatistics/>
- Epley, N., Waytz, A., & Cacioppo, J. T. (2007). *On Seeing Human: A Three-Factor Theory of Anthropomorphism*. *Psychological Review*, 114(4), 864–886. <https://doi.org/10.1037/0033-295X.114.4.864>
- Erdogan, B. Z. (1999). *Celebrity Endorsement: A Literature Review*. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>
- Filieri, R., Acikgoz, F., Li, C., & Alguezaui, S. (2023). *Influencers' "organic" persuasion through electronic word of mouth: A case of sincerity over brains and beauty*. *Psychology & Marketing*, 40(2), 347–364. <https://doi.org/10.1002/mar.21760>
- Folse, J. A. G., Burton, S., & Netemeyer, R. G. (2013). *Defending brands: Effects of alignment of spokescharacter personality traits and corporate transgressions on brand trust and attitudes*. *Journal of Advertising*, 42(4), 331–342. <https://doi.org/10.1080/00913367.2013.795124>
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). *Who are the social media influencers? A study of public perceptions of personality*. *Public Relations Review*, 37(1), 90–92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). *The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands*. *Journal of Advertising*, 29(3), 43–54. <https://doi.org/10.1080/00913367.2000.10673616>

- Golossenko, A., Pillai, K. G., & Aroean, L. (2020). *Seeing brands as humans: Development and validation of a brand anthropomorphism scale. International Journal of Research in Marketing*, 37(4), 737–755. <https://doi.org/10.1016/j.ijresmar.2020.02.007>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. [www.cengage.com/highered](http://www.cengage.com/highered)
- Hamidi, M., Adrianto, F., Nanda, N., Putra, E. D., & Jamal, A. A. A. (2024). *INTRADAY RETURN OF WINNERS VS LOSERS: INDONESIAN CAPITAL MARKET EVIDENCE. International Journal of Business and Society*, 25(2), 773–788. <https://doi.org/10.33736/ijbs.7630.2024>
- Hovland, C. I., & Weiss, W. (1951). *The Influence of Source Credibility on Communication Effectiveness. In Source* (Vol. 15, Issue 4). Winter.
- IDXChannel. (2023). *Pasar kosmetik di RI terus tumbuh, Wamenperin ungkap potensinya ke depan*. <https://www.idxchannel.com/economics/pasar-kosmetik-di-ri-terus-tumbuh-wamenperin-ungkap-potensinya-ke-depan>
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). *Advances in Social Media Research: Past, Present and Future. Information Systems Frontiers*, 20(3), 531–558. <https://doi.org/10.1007/s10796-017-9810-y>
- Kementerian Perindustrian Republik Indonesia. (2023). *Statistik Industri Kosmetik di Indonesia 2023*. Di akses 24 Agustus 2024 dari <https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung-penguatan-blue-economy>
- Kemp, S. (2024). *Digital 2024 : Global overview report*.
- Khan, M. A., Alhathal, F., Alam, S., & Minhaj, S. M. (2023). *Importance of Social Networking Sites and Determining Its Impact on Brand Image and Online Shopping: An Empirical Study. Sustainability (Switzerland)*, 15(6). <https://doi.org/10.3390/su15065129>
- 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. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, H., & Park, M. (2023). *Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the Product–Endorser fit with the brand. Computers in Human Behavior*, 143. <https://doi.org/10.1016/j.chb.2023.107703>
- Kumar, A., & Pandey, M. (2016). Indian consumers' beliefs, attitudes and behavioural responses towards advertising on social networking sites. *Media Watch*, 7(2), 244–255. <https://doi.org/10.15655/mw/2016/v7i2/98729>
- Li, Z., & Yin, Y. (2018). *Attractiveness, expertise and closeness: The effect of source credibility of the first lady as political endorser on social media in China. Global Media and China*, 3(4), 297–315. <https://doi.org/10.1177/2059436418819228>
- Liew, T. W., & Tan, S.-M. (2021). Social cues and implications for designing expert and competent artificial agents: A systematic review. *Telematics and Informatics*, 65, 101721. <https://doi.org/10.1016/j.tele.2021.101721>

- Liu, S., Jiang, C., Lin, Z., Ding, Y., Duan, R., & Xu, Z. (2015). *Identifying effective influencers based on trust for electronic word-of-mouth marketing: A domain-aware approach*. *Information Sciences*, 306, 34–52. <https://doi.org/10.1016/j.ins.2015.01.034>
- 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>
- Morwitz, V. (2014). *Consumers' purchase intentions and their behavior*. *Foundations and Trends in Marketing*, 7(3), 181–230. <https://doi.org/10.1561/17000000036>
- Morwitz, V. G., & Schmittlein, D. (1992). *Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which "Intenders" Actually Buy?* *Journal of Marketing Research*, 29(4), 391–405. <https://doi.org/10.1177/002224379202900401>
- Murwaningtyas, F. S. D., Irianto, H., & Rahayu, E. S. (2023). *The Factors of Influencer Endorsement Affecting Green Cosmetics' Purchase Intention at Social Media*. *Tuijin Jishu/Journal of Propulsion Technology*, 44(6).
- Ngangom, M. (2020). *How TikTok Has Impacted Generation Z's Buying Behaviour and Their Relationship With Brands?*
- Nielsen. (2022). *80% of Social Media Users in Asia Who Follow Influencers Are Likely to Purchase Products Recommended by the Influencers*.
- Ohanian. (1991). *THE IMPACT OF CELEBRITY SPOKESPERSONS PERCEIVED IMAGE ON CONSUMERS INTENTION TO PURCHASE*. [https://www.scribd.com/embeds/758318027/content?start\\_page=1&view\\_mode=scroll&access\\_key=key-ffExxf7r1bzEfWu3HKwf](https://www.scribd.com/embeds/758318027/content?start_page=1&view_mode=scroll&access_key=key-ffExxf7r1bzEfWu3HKwf)
- 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. <https://doi.org/10.1080/00913367.1990.10673191>
- Phau, I., & Lau, K. C. (2001). *Brand personality and consumer self-expression: Single or dual carriageway?* *Journal of Brand Management*, 8(6), 428–444. <https://doi.org/10.1057/palgrave.bm.2540042>
- Pinto, E. M., & Santos, J. F. (2022). *MASTER'S DISSERTATION SHORT VIDEO MARKETING: A GOOD STRATEGY FOR SMALL BUSINESSES ON TIKTOK?*
- Pratama, A. Y., & Murwanti, S. (2023). *Pengaruh Digital Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Mahasiswa Universitas Muhammadiyah Surakarta Yang Membeli Produk Perawatan Skintific)*. *Skripsi Thesis, Universitas Muhammadiyah Surakarta*.
- Putrevu, S., & Lord, K. I. (1994). *Comparative and noncomparative advertising: Attitudinal effects under cognitive and affective involvement conditions*. *Journal of Advertising*, 23(2), 77–91. <https://doi.org/10.1080/00913367.1994.10673443>
- Puzakova, M., Kwak, H., & Rocereto, J. F. (2013). *When Humanizing Brands Goes Wrong: The Detrimental Effect of Brand Anthropomorphization Amid Product Wrongdoings*. *Journal of Marketing*, 77, 81–100. [www.marketingpower.com/jm\\_webappendix](http://www.marketingpower.com/jm_webappendix)
- Rizomyliotis, I., Lin, C. L., Konstantoulaki, K., & Phan, T. (2024). *TikTok short video marketing and Gen Z's purchase intention: evidence from the cosmetics industry*

- in Singapore. *Journal of Asia Business Studies*, 18(4), 930–945. <https://doi.org/10.1108/JABS-04-2023-0138>
- Saima, & Khan, M. A. (2020). *Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility*. *Journal of Promotion Management*, 27(4), 503–523. <https://doi.org/10.1080/10496491.2020.1851847>
- Saxena, A., Chaturvedi, K. R., Rakesh, S., & Khanna, U. (2018). *Impact of Online Video Advertisements on Purchase Behavior of Delhi-NCR Youth*. *Review of Professional Management- A Journal of New Delhi Institute of Management*, 16(1), 30. <https://doi.org/10.20968/rpm/2018/v16/i1/129251>
- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). *Evaluating the Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness-of-Fit Measures*. *University of Koblenz-Landau*.
- Schivinski, B., & Dabrowski, D. (2016). *The effect of social media communication on consumer perceptions of brands*. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- See-To, E. W. K., & Ho, K. K. W. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust - A theoretical analysis. *Computers in Human Behavior*, 31(1), 182–189. <https://doi.org/10.1016/j.chb.2013.10.013>
- Sekaran dan Bougie. (2016). *An easy way to help students learn, collaborate, and grow*. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)
- Shao, X., Jeong, E. H., Jang, S. C. (Shawn), & Xu, Y. (2020). *Mr. Potato Head fights food waste: The effect of anthropomorphism in promoting ugly food*. *International Journal of Hospitality Management*, 89. <https://doi.org/10.1016/j.ijhm.2020.102521>
- Sharma, A., Fadahunsi, A., Abbas, H., & Pathak, V. K. (2022). *A multi-analytic approach to predict social media marketing influence on consumer purchase intention*. *Journal of Indian Business Research*, 14(2), 125–149. <https://doi.org/10.1108/JIBR-08-2021-0313>
- Shasa Zhanha. (2024). *TikTok*. Di akses tanggal 20 Agustus 2024 dari <https://vt.tiktok.com/ZS6QFXTwu/>
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102276>
- Statista. (2021). *U.S. Gen Z Instagram Snapchat TikTok usage 2021*. Di akses tanggal 23 Agustus 2024 dari <https://www.statista.com/statistics/1278136/instagram-snapchat-tiktok-weekly-usage/>
- Sumanti, S. T., AlFikri, M., Saragih, M. Y., Lubis, W. A., & Sintia, D. I. (2022). *The Influence of Influencers TikTok on Online Shopping Interests in Communication Studies Students*. *Proceedings Of International Conference On Communication Science*, 2(1), 234–242. <https://doi.org/10.29303/iccsproceeding.v2i1.109>
- Sutanto, M. A., & Aprianingsih, A. (2016). *HE EFFECT OF ONLINE CONSUMER REVIEW TOWARD PURCHASE INTENTION: A STUDY IN PREMIUM*

- COSMETIC IN INDONESIA. International Conference on Ethics of Business, Economics, and Social Science*, 218–230.
- Tabassum, S., Khwaja, M. G., & Zaman, U. (2020). *Can narrative advertisement and eWOM influence generation z purchase intentions? Information (Switzerland)*, 11(12), 1–16. <https://doi.org/10.3390/info11120545>
- Tang, T., Tang, J., Hong, J., Yu, L., Ren, P., & Wu, Y. (2020). *Design guidelines for augmenting short-form videos using animated data visualizations. Journal of Visualization*, 23(4), 707–720. <https://doi.org/10.1007/s12650-020-00644-z>
- Taslaud, G. (2024). *Influencer Marketing in Indonesia in 2024*. Di akses tanggal 23 Agustus 2024 dari <https://www.insg.co/en/influencer-marketing-indonesia/>
- Taylor, S. A., & Baker, T. L. (1994). *An Assessment of the Relationship Between Service Quality and Customer Satisfaction in the Formation of Consumers' Purchase Intentions*.
- 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(3), X–13. <https://doi.org/10.1080/00913367.2000.10673613>
- Ullman, J. B. (2006). *Structural Equation Modeling: Reviewing the Basics and Moving Forward. Journal of Personality Assessment*, 87(1), 35–50. [https://doi.org/10.1207/s15327752jpa8701\\_03](https://doi.org/10.1207/s15327752jpa8701_03)
- Wahid, R., Karjaluo, H., Taiminen, K., & Asiati, D. I. (2023). *Becoming TikTok Famous: Strategies for Global Brands to Engage Consumers in an Emerging Market. Journal of International Marketing*, 31(1), 106–123. <https://doi.org/10.1177/1069031X221129554>
- Walsh, S. (2022). *"The top 10 social media sites & platforms 2022."*. Search Engine Journal. <https://www.searchenginejournal.com/social-media/biggest-socialmedia-sites/#close>
- We Are Social. (2024). *Digital 2024: 5 billion social media users*. Di akses tanggal 21 Agustus 2024 dari <https://wearesocial.com/uk/blog/2024/01/digital-2024-5-billion-social-media-users/>
- 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>
- Wirapraja, A., Hariyanti, N. T., & Aribowo, H. (2023). *Kajian Literatur Pengaruh Digital Influencer Marketing terhadap Perkembangan Strategi Bisnis* (Vol. 3, Issue 1). [www.influencermarketinghub.com](http://www.influencermarketinghub.com)
- Xiao, Y., Wang, L., & Wang, P. (2019). *Research on the Influence of Content Features of Short Video Marketing on Consumer purchase intentions*.
- Zhang, V. (2022). *What is TikTok and how did it become so successful? 2022*. <https://www.meltwater.com/en/blog/the-rise-of-tiktok-a-guide-for-marketers>