

DAFTAR PUSTAKA

- Agustini, P. S., & Malini, I. G. A. (2023). Membangun brand fashion di era digital: studi kasus: ogti fashion. *Jurnal Fashionista*, 1(2), 30-40.
- Al-Darraji, Z., Al Mansour, Z., & Rezai, S. (2020). Similarity, familiarity, and credibility in influencers and their impact on purchasing intention.
- 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.
- Angelina, A., Cham, B., & Tjokrosaputro, M. (2024). Local fashion purchase intention: the role of attractiveness, trustworthiness and expertise of influencers. *International Journal of Application on Economics and Business (IJAEB)*, 2(3), 2987-1972.
- Barker, S. (2017) Using micro-influencer to successfully promote your brand. Forbes. Retrieved from: <https://www.forbes.com/sites/forbescoachescouncil/2017/09/29/using-micro-influencer-to-successfully-promote-your-brand/#2444eb8b1763>
- Barnes, L. (2013). Fashion marketing. *Textile progress*, 45(2-3), 182-207.
- Bawack, R. E., Wamba, S. F., & Carillo, K. D. A. (2021). Exploring the role of personality, trust, and privacy in customer experience performance during voice shopping: Evidence from SEM and fuzzy set qualitative comparative analysis. *International Journal of Information Management*, 58, 102309.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill-building approach* (8th ed.). Wiley.
- Cham, A. A. B., & Tjokrosaputro, M. (2024). Local fashion purchase intention: The role of attractiveness, trustworthiness, and expertise of influencers. *International Journal of Application on Economics and Business (IJAEB)*, 2(3), 50-62.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2), 81-93.
- 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).
- 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.
- Copeland, L., Lyu, J., & Han, J. (2023). Does familiarity matter? Examining model familiarity in Instagram advertisements. *Journal of Internet Commerce*, 22(1), 97-121.
- Daneshvary, R., & Schwer, R. K. (2000). The association endorsement and consumers' intention to purchase. *Journal of consumer marketing*, 17(3), 203-213.

- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International journal of advertising*, 36(5), 798-828.
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of interactive advertising*, 17(2), 138-149.
- Fishbein, M. (1975). In M. Fishbein, & I. Ajzen. *Belief, attitude, intention and behavior: An introduction to theory and research*.
- 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.
- Furtana, T. E., & Ögüt, N. (2024). Comparison of the Effects of Mega and Micro-Influencers on Consumer Purchasing Behaviour. *Bilgi Ekonomisi ve Yönetimi Dergisi*, 19(1), 21-40.
- Garuda Website. (2024). *Data pengguna TikTok di Indonesia 2024*.
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gunawan, N. P., & Iskandar, I. B. P. (2020). Analyzing the impact of fashion influencer on online impulsive buying behavior. *KnE Social Sciences*, 350-363.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning. ISBN: 978-1-4737-5654-0.
- Hovland, C.I.; Janis, I.L.; Kelley, H.H. (1953). *Communication and Persuasion*; Yale University Press: New Haven, CT, USA, 1953.
- Hovland, C.I.; Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opin. Q.* 1951, 15, 635-650.
- Howard, J.A.; Sheth, J.N. (1969) A theory of buyer behavior. In *Marketing: Critical Perspectives on Business and Management*
- Immanuel, D. M., & HS, A. B. (2021). The impact of using influencer on consumer purchase intention with attitude towards influencer and brand attitude as mediator. *Jurnal aplikasi manajemen*, 19(4), 766-781.
- Iqbal, A., Aleem, U., Quratulain, S., & Sufyan, M. (2023). Investigating the Influence of Trust, Attractiveness, Perceived Expertise, and Perceived Credibility on Attitude Toward the Influencer: The Mediating Role of Attitude Toward the Influencer and Moderating Role and Perceived Risks. *KASBIT Business Journal*, 16(3), 41-60.
- Janssen, L., Schouten, A. P., & Croes, E. A. (2022). Influencer advertising on Instagram: product-influencer fit and number of followers affect advertising outcomes and influencer evaluations via credibility and identification. *International journal of advertising*, 41(1), 101-127.
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing intelligence & planning*, 37(5), 567-579.
- Juliantari, L. M. P., Yasa, P. N. S., & Indiani, N. L. P. (2019). The Effect of Green Marketing and Consumers's Attitudes on Brand Image and

- Consumersâ€™ Purchase Intention of Green Products in Denpasar. *Jurnal Ekonomi Dan Bisnis Jagaditha*, 6(1), 8-14.
- Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of social media influencers. *Celebrity studies*, 8(2), 191-208.
- Ki, C. W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of retailing and consumer services*, 55, 102133.
- Koay, K. Y., Cheung, M. L., Soh, P. C. H., & Teoh, C. W. (2022). Social media influencer marketing: the moderating role of materialism. *European Business Review*, 34(2), 224-243.
- Lee, M., & Youn, S. (2009). Electronic word of mouth (eWOM) How eWOM platforms influence consumer product judgement. *International journal of advertising*, 28(3), 473-499.
- Li, P., & Sun, Y. (2024). Impact of internet celebrities' short videos on audiences' visit intentions: Is beauty power?. *Humanities and Social Sciences Communications*, 11(1), 1-11.
- Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian journal of business research*, 7(2), 19-36.
- Lumbantoruan, A., & Marwansyah, M. (2023). Pengaruh Kredibilitas Influencer Terhadap Minat Beli Konsumen Pada Produk Makanan. *Jurnal Riset Bisnis dan Investasi*, 9(3), 143-152.
- Magano, J., Au-Yong-Oliveira, M., Walter, C. E., & Leite, Â. (2022). Attitudes toward fashion influencers as a mediator of purchase intention. *Information*, 13(6), 297.
- Martensen, A., Brockenhuus-Schack, S., & Zahid, A. L. (2018). How citizen influencers persuade their followers. *Journal of Fashion Marketing and Management: An International Journal*, 22(3), 335-353.
- Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal of Marketing Management*, 36(7-8), 579-607.
- Murray, D. C. (2015). Notes to self: the visual culture of selfies in the age of social media. *Consumption Markets & Culture*, 18(6), 490-516.
- Myers, S. (2021). Instagram source effects: The impact of familiarity and likeability on influencer outcomes. *Journal of marketing development and competitiveness*, 15(3), 50-55.
- Ningrat, S., & Yasa, N. K. (2019). The effect of advertising and celebrity endorsement on purchase intention with brand awareness as intervening variable. *American Journal of Humanities and Social Sciences Research*, 3(10), 221-231.
- 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.

- Permana, R. M. T., Rohandi, M. M. A., & Nugraha, Y. D. (2021). New business model for creative agency through influencer marketing. *Jurnal Manajemen Dan Bisnis Performa*, 18(3), 11-19.
- Preacher, K.J., & Hayes, A.F. (2004). SPSS and SAS Procedures for Estimating Indirect Effects in Simple Mediation Models, *Behavior Research Methods, Instruments, and Computers*, 36 (4): 717-731. Psychonomic Society, Inc.
- Rachmy, F. S. (2018). Pengaruh Social Media Influencer terhadap Purchase Intention pada merek kosmetik Wardah dengan Brand Image sebagai Variabel Medias (Doctoral dissertation, Universitas Brawijaya).
- Rahayu, S., & Afrilliana, N. (2021). Buku Ajar Perilaku Konsumen. *Perilaku Konsumen*.
- Republika.co.id. (2024, 30 Desember). *Riset: TikTok jadi platform media sosial paling populer 2024*. Republika.co.id.
- Schouten, A. P., Janssen, L., & Verspaget, M. (2021). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. In *Leveraged marketing communications* (pp. 208-231). Routledge.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Shimp, T. A., & Andrews, J. C. (2013). Advertising, promotion, and other aspects of integrated marketing communications (9th ed.). South-Western, Cengage Learning. ISBN-13: 978-1-111-58021-6.
- Suhadarliyah, S., Hartati, S., Zaenurrosyid, A., Amelia, D., Budiarto, B. W., Boari, Y., Simanullang, S., & Dahliana, A. B. (2023). *Metodologi Penelitian*. Yayasan Penerbit Muhammad Zaini. ISBN: 978-623-8582-03-7.
- Sundar, S. S. (2008). *The MAIN model: A heuristic approach to understanding technology effects on credibility* (pp. 73-100). Cambridge, MA: MacArthur Foundation Digital Media and Learning Initiative.
- Supriyanto, A., Jayanti, T., Hikmawan, M. A., Zulfa, F. N., Fanzelina, A. S., & Agama, I. (2023). The influence of perceived credibility, trustworthiness, perceived expertise, likeability, similarity, familiarity, and attractiveness on purchase intention: A study on halal bakery products in Kudus regency. *NIZAM: International Journal of Islamic Studies*, 1(1), 29-45.
- Susilowati, H., Ady, P. P. B., & Widyaningsih, D. (2024). Influencer marketing di Instagram: Apakah influencer type, brand familiarity dan sponsorship disclosure mempengaruhi purchase intention. *Journal of Management and Digital Business*, 4(2), 276-287.
- Sutejo, B. S. (2006). Internet marketing: konsep dan persoalan baru dunia pemasaran. *Jurnal Manajemen Maranatha*, 6(1), 41-56.
- 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), 1-13.
- Tsarashafa, T. A., & Qastharin, A. R. (2021). How fashion influencer contributes to consumers' purchase intention of university student. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(9), 209-227.

- 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.
- 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.
- Wiedmann, K. P., & von Mettenheim, W. (2020). An adaptation of the source credibility model on social influencers: An abstract. In *Enlightened Marketing in Challenging Times: Proceedings of the 2019 AMS World Marketing Congress (WMC) 22* (pp. 241-242). Springer International Publishing.
- Wiedmann, K. P., & Von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise—social influencers’ winning formula?. *Journal of Product & Brand Management*, 30(5), 707-725.
- Yuan, S., & Lou, C. (2020). How social media influencers foster relationships with followers: The roles of source credibility and fairness in parasocial relationship and product interest. *Journal of Interactive Advertising*, 20(2), 133-147.

