

DAFTAR PUSTAKA

- A, A., & Ali, A. (2021). The Role of Country of Origin, Perceived Value, Trust, and Influencer Marketing in Determining Purchase Intention in Social Commerce. *BAU Journal - Society, Culture and Human Behavior*, 2(2). <https://doi.org/10.54729/2789-8296.1051>
- Aguspriyani, Y., Polindi, M., Diesy Fitriani, P., Taufik Darmansyah, T., & Mehta Setiadi, R. (2023). Pengaruh Strategi Digital Marketing Terhadap Keputusan Pembelian. *Jurnal Ekonomi Islam*, VIII(I), 35–48.
- Ajijah, N., Harini, D., & Riono, S. B. (2023). Pengaruh Brand Image, Harga, dan Kualitas Produk terhadap Keputusan Pembelian (Studi Kasus Pelanggan pada Toko Roti Gembong Gedhe). *Management and Entrepreneurship Research*, 1(2), 43–60.
- Aldilla, A., & Mumin, A. T. (2024). PENGARUH DIGITAL MARKETING DAN ENDORSER NON-CELEBRITY TERHADAP MINAT BELI MELALUI BRAND IMAGE SEBAGAI VARIABLE INTERVENING (STUDI KASUS DI GRANDKEMANG JAKARTA). *SOSIOLOGI: Jurnal Ilmiah Kajian Ilmu Sosial Dan Budaya*, 26(2), 133–150.
- 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>
- Alfrina, R., & Nawangsari, L. C. (2023). Preceived Quality Terhadap Niat Pembelian Sepeda Canyon. *Journal Of Social Science Research*, 3(3), 5290–5300.
- Almohaimmed, B. M. A. (2019). The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective. *Journal of Business & Retail Management Research*, 13(04). <https://doi.org/10.24052/jbrmr/v13is04/art-13>
- Amalia, K., & Nurlinda, R. (2022). Pengaruh Influencer Marketing Dan Online Customer Review Terhadap Purchase Intention Melalui Perceived Value Produk Serum Somethinc. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(11), 2383–2398. <https://doi.org/10.54443/sibatik.v1i11.353>
- Anas, A. M., Abdou, A. H., Hassan, T. H., Alrefae, W. M. M., Daradkeh, F. M., El-Amin, M. A.-M. M., Kegour, A. B. A., & Alboray, H. M. M. (2023).

- Satisfaction on the Driving Seat: Exploring the Influence of Social Media Marketing Activities on Followers' Purchase Intention in the Restaurant Industry Context. *Sustainability*, 15(9), 7207. <https://doi.org/10.3390/su15097207>
- Athaya, F. H., & Irwansyah, I. (2021). Memahami Influencer Marketing: Kajian Literatur Dalam Variabel Penting Bagi Influencer. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(2), 334–349. <https://doi.org/10.47233/jteksis.v3i2.254>
- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- BPS. (2024). *Indeks Pembangunan Teknologi Informasi dan Komunikasi 2023*.
- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM? *Sustainability*, 15(6), 5331. <https://doi.org/10.3390/su15065331>
- Cantika, J. (2023). Pengaruh Celebrity Endorser, Harga, dan Citra Merek Terhadap Keputusan Pembelian Produk Kecantikan Wardah di Sukoharjo. *Jurnal Bisnis Manajemen Dan Akuntansi (BISMAK)*, 3(2), 56–66. <https://doi.org/10.47701/bismak.v3i2.2932>
- Chandra, J., Varissa, Sibarani, H. J., & Tambunan, D. (2024). DETERMINANTS FACTORS OF SKIN CARE PURCHASE DECISIONS AMONG MILLENNIALS AND GEN-Z IN MEDAN CITY. *International Journal of Accounting, Management, Economics and Social Sciences (IJAMESC)*, 2(3), 1015–1028. <https://doi.org/10.61990/ijamesc.v2i3.262>
- Diana, A. M. R., & Azizah, N. (2024). Pengaruh Perceived Price, Perceived Quality, Dan Self Congruity Terhadap Customer Loyalty Melalui Repurchase Intention Sebagai Variabel Intervening (Studi Pada Konsumen Avoskin Di Shopee Mall). *Journal of Economic, Business and Accounting (COSTING)*, 7(3), 6149–6163. <https://doi.org/10.31539/costing.v7i3.7708>
- Erwin, Nugroho, M., & Judijanto, L. (2024). *Social media marketing trends 2020* (Issue August).
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial

- generation. *Cogent Business & Management*, 7(1), 1787733. <https://doi.org/10.1080/23311975.2020.1787733>
- Felix, A., Susilo, S. R., Kurashige, A. A., Teniwut, G. V., Winata, V., & Usman, D. P. L. (2024). Strategi Komunikasi Influencer: Sebuah Studi Kasus tentang Dampak TASYA FARASYA pada Keputusan Pembelian Konsumen. *YUME: Journal of Management*, 7(2), 871–879.
- Hafizni, R., & Sandra, E. (2022). Pengaruh Brand Equity dan Online Reviews terhadap Minat Beli Online Generasi Millenial di Kota Padang. *Eqien-Jurnal Ekonomi Dan Bisnis*, 9(2), 423–428.
- Hakim, L. L. (2020). Pengaruh Brand Awareness, Brand Image, dan Customer Perceived Value Terhadap Purchase Intention. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(3), 81–86.
- Haque-fawzi, M. G., Iskandar, A. S., & Erlangga, H. (2022). *Strategi Pemasaran Konsep , Teori dan Implementasi*. Pasca Book.
- Jumeneng, M., Rosmayanti, M., & Hermana, C. (2023). Pengaruh Persepsi Kualitas Dan Harga Produk Body Lotion Scarlett Whitening Terhadap Keputusan Pembelian Konsumen. *Jurnal Ekonomi Bisnis Manajemen Prima*, 4(2), 48–60. <https://doi.org/10.34012/jebim.v4i2.3335>
- Leli, N., Nurhadiah, N., Handayani, R. T., & Suhairi, S. (2023). Pemanfaatan Media Sosial sebagai Alat Komunikasi Massa dalam Memperluas Jangkauan dan Meningkatkan Interaksi dengan Konsumen. *Jurnal Mirai Management*, 8(2), 436–444.
- Luwie, L., & Pasaribu, L. H. (2021). The Influence of Personal Branding in The Establishment of Social Media Influencer Credibility and The Effect on Brand Awareness and Purchase Intention. *Enrichment: Journal of Management*, 12(1), 917–925.
- Manu, A. R., Rangga, Y. D. P., & Meylano, N. H. (2024). Pengaruh Kualitas Layanan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan di Hotel Gading Beach Maumere. *Jurnal Kewirausahaan Dan Manajemen Bisnis: Cuan*, 2(3), 84–94.
- Merabet, A. (2020). The Effect of Country-of-Origin Image on Purchase Intention. *European Journal of Business and Management Research*, 5(6).
- Mulyana, D., Samatan, N., Kurnia, S., & M. Syam, H. (2020). Communication, Management and Humanities. *International Journal of Computer Sciences and Engineering*, 1(2), 193.
- Mulyani, S., Murni, Y., & Putri, M. (2024). Pengaruh Persepsi Harga dan Brand Awareness terhadap Keputusan Pembelian Sabun Mandi Merek Lifebuoy.

- Jurnal Informatika Ekonomi Bisnis*, 6(3), 604–611.
<https://doi.org/10.37034/infeb.v6i3.971>
- Nugraha, T. W., Udayana, I. B. N., & Lukitaningsih, A. (2021). PENGARUH PERCEIVED USEFULNESS, PERCEIVED EASE OF USE DAN SUBJECTIVE NORM TERHADAP PURCHASE INTENTION MELALUI ATTITUDE PENGGUNA OLX (Studi Kasus: Pada Mahasiswa UST Yogyakarta). *JBE (Jurnal Bingkai Ekonomi)*, 6(2), 12–27.
<https://doi.org/10.54066/jbe.v6i2.102>
- Nusrang, M., Fahmuddin, M., & Hardianti, H. (2023). Penerapan metode Structural Equation Modelling-Partial Least Squares (SEM-PLS) dalam mengevaluasi faktor-faktor yang mempengaruhi PDRB di Indonesia. *Semin. Nas. Dies Natalis*, 62, 543–548.
- Patmawati, D., & Miswanto, M. (2022). The Effect of Social Media Influencers on Purchase Intention: The Role Brand Awareness as a Mediator. *International Journal of Entrepreneurship and Business Management*, 1(2), 170–183. <https://doi.org/10.54099/ijebm.v1i2.374>
- Permana, E., Amalia, D., & Agestin, J. A. P. (2024). Strategi Meningkatkan Minat Beli Konsumen Melalui Periklanan Produk Erigo Di Media Sosial Instagram. *Jurnal Ekonomi*, 6(2), 216–223.
- Prasetyo, A., & Ahmadi, M. A. (2024). Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Niat Pembelian : Dengan Peran Mediasi Brand Image Dan Brand Trust. *Culture Education and Technology Research (Cetera)*, 1, 43–55.
- Pratama, V., Kharen, R. M., & Hellyani, C. A. (2024). Analisis Mikro Influencer dan Makro Influencer Terhadap Keputusan Pembelian Produk Perawatan Kulit. 4, 178–192.
- Prianika, G. G. P., & Bertuah, E. (2023). The Effect of Rating, Online Consumer Review and Sales Promotion on Purchase Intention on the Gofood Application. *Formosa Journal of Sustainable Research*, 2(3), 565–590.
<https://doi.org/10.55927/fjsr.v2i3.3477>
- 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>
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>

- Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). Relationship between Advertising Disclosure, Influencer Credibility and Purchase Intention. *Journal of Risk and Financial Management, 15*(7). <https://doi.org/10.3390/jrfm15070276>
- Shaw, S., Chovancová, M., & Bejtkovský, J. (2022). Managing price changes: Role of consumer thinking styles on perceived price fairness and purchase intention. *Innovative Marketing, 18*(2), 212–223. [https://doi.org/10.21511/im.18\(2\).2022.18](https://doi.org/10.21511/im.18(2).2022.18)
- Sugesti, H., Handayani, S., Hidayat, R. D., & Feriana, S. A. (2024). Pengaruh Iklan Sosial Media Instagram Terhadap Minat Beli Ulang Pada Marketplace Tokopedia Di Kota Bandung. *Jurnal Bisnis Dan Pemasaran, 14*.
- Suhairi, Siregar, I. S., Nurhadiah, Leli, N., & Handayani, R. T. (2023). Pemanfaatan Media Sosial sebagai Alat Komunikasi Massa dalam Memperluas Jangkauan dan Meningkatkan Interaksi dengan Konsumen. *Jurnal Mirai Management, 8*(2), 436–444.
- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When Brand Image, Perceived Price, and Perceived Quality Interplay in Predicting Purchase Intention: Developing a Rhombus Model. *Academic Journal of Interdisciplinary Studies, 11*(1), 232–245. <https://doi.org/10.36941/ajis-2022-0021>
- Usmantara, M. A., & Tandijaya, T. N. B. (2023). Pengaruh Perceived Price, Trust Dan Brand Image Terhadap Purchase Intention Brand Weihong. *Jurnal Strategi Pemasaran, 10*(1), 85.
- Utami, T. R. S., Prasilowati, S. L., & Martono, B. A. (2024). Pengaruh Harga dan Lokasi terhadap Keputusan Pembelian Rumah dengan Perceived Price Sebagai Variabel Intervening (Studi Kasus Pada Perumahan Legenda Wisata Kab. Bogor). *Jurnal Pendidikan Tambusai, 8*(1), 5470–5479.
- Valenty, Y. A., & Kusuma, H. (2019). Determinan kepatuhan pajak: perspektif theory of planned behavior dan teori institusional. *Proceeding of National Conference on Accounting & Finance, 1*(2017), 47–56. <https://doi.org/10.20885/ncaf.vol1.art5>
- Yusepa, W., Kamilawati, A., Agesti, P. T., & Sanjaya, V. F. (2024). PERAN COMPETITIVE ADVANTAGE DALAM MENARIK KONSUMEN DI PASAR LOKAL (STUDI PADA TOPSHOP BANDAR LAMPUNG). *1*, 29–40.
- Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A. M., Hasani, V. V., & Paientko, T. (2024). The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Marketing Intelligence and Planning, July*. <https://doi.org/10.1108/MIP-06-2023-0248>