

Daftar Pustaka

- Adeoye, M. A. (2023). *Review Of Sampling Techniques For Education*. <https://Ejournal.Bumipublikasinusantara.Id/Index.Php/Ajsed>
- Al Hakim, R., Mustika, I., & Yuliani, W. (2021). Validitas Dan Reliabilitas Angket Motivasi Berprestasi. (*Kajian Bimbingan & Konseling Dalam Pendidikan*), 4(4), 263. <https://doi.org/10.22460/fokus.v4i4.7249>
- Amaylia, Annafi, Oktaviana, & Fathoni. (2024). *Tren Konsumsi Skincare Di Kalangan Mahasiswa Berdasarkan Penelusuran Merek Skincare Terpopuler Di Kabupaten Banyumas*.
- Anggraini, F. D. P., Aprianti, A., Setyawati, V. A. V., & Hartanto, A. A. (2022). Pembelajaran Statistika Menggunakan Software SPSS Untuk Uji Validitas Dan Reliabilitas. *Jurnal Basicedu*, 6(4), 6491–6504. <https://doi.org/10.31004/basicedu.v6i4.3206>
- Anjani, S., & Irwansyah, I. (2020). Peranan Influencer Dalam Mengkomunikasikan Pesan Di Media Sosial Instagram [The Role Of Social Media Influencers In Communicating Messages Using Instagram]. *Polyglot: Jurnal Ilmiah*, 16(2), 203. <https://doi.org/10.19166/pji.v16i2.1929>
- Annur, C. (2022a). *Ada Berapa Pengguna Internet Dan Media Sosial Di Seluruh Dunia?* <https://databoks.katadata.co.id/infografik/2022/12/08/ada-berapa-pengguna-internet-dan-media-sosial-di-seluruh-dunia>.
- Annur, C. (2022b). *Deretan Beauty Influencer Indonesia Terpopuler Di Instagram, Siapa Saja?* <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/04f631a7ad205ba/deretan-beauty-influencer-indonesia-terpopuler-di-instagram-siapa-saja>.
- Anymind. (2023). *Strategi Influencer Marketing: Meningkatkan Engagement Dan Reach Di Indonesia*. <https://anymindgroup.com/blog/strategi-influencer-marketing-meningkatkan-engagement-dan-reach-di-indonesia/>.
- 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>
- Arango-Kure, M., & Garz, M. (2025). Manipulation: An Integrative Framework Of Unethical Influence In Marketing. *Journal Of Business Research*, 197. <https://doi.org/10.1016/j.jbusres.2025.115476>
- Ardina Lukita Wiraputra, Bela Pristica, & Naniek N. Setijadi. (2023). Pengaruh Teknologi Komunikasi Terhadap Kesadaran Lingkungan Generasi Milenial Study Pada Kapal Pengangkut Coldplay. *Jurnal Ilmu Komunikasi Dan Media Sosial*, 3(3), 859–865. <https://doi.org/10.47233/jkomdis.v3i3.1384>

- Asari, A., Nababan, D., Putra, O., Kusbandiyah, J., Citrawati, N., Hertati, L., Maswar, Fina, B., Pandowo, A., Luter, P., Zulkarnaini, & Asri, N. (2023). *Dasar Penelitian Kuantitatif*.
- Azizah Des Derivanti M.I.Kom, Dimas Wahyu Wahidin, & Desty Mutiarani Warouw. (2022). Studi Fenomenologi: Perilaku Konsumen Dalam Keputusan Pembelian Produk Skincare Melalui Media Platform Digital Di Era Covid-19. *Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(9), 1617–1628. <https://doi.org/10.54443/Sibatik.V1i9.204>
- Borchers, & Enke. (2021). *Managing Strategic Influencer Communication: A Systematic Overview On Emerging Planning, Organization, And Controlling Routines*. 47(3).
- Cheah, C. W., Koay, K. Y., & Lim, W. M. (2024). Social Media Influencer Over-Endorsement: Implications From A Moderated-Mediation Analysis. *Journal Of Retailing And Consumer Services*, 79. <https://doi.org/10.1016/j.jretconser.2024.103831>
- Chen, N., & Yang, Y. (2023). The Role Of Influencers In Live Streaming E-Commerce: Influencer Trust, Attachment, And Consumer Purchase Intention. *Journal Of Theoretical And Applied Electronic Commerce Research*, 18(3), 1601–1618. <https://doi.org/10.3390/jtaer18030081>
- Coutinho, M. F., Dias, Á. L., & Pereira, L. F. (2023). Credibility Of Social Media Influencers: Impact On Purchase Intention. *Human Technology*, 19(2), 220–237. <https://doi.org/10.14254/1795-6889.2023.19-2.5>
- Darwati, L. (2022). *Analisis Pengukuran Tingkat Kepuasan Pengguna Aplikasi Ovo Menggunakan Metode End User Computing Satisfaction (Eucs)* (Vol. 12, Issue 2). <https://jurnal.umj.ac.id/index.php/just-it/index>
- Efendi. (2022). *Profil Dan Prestasi Yang Di Raih Oleh Tasya Farasya Beauty Vlogger*. <https://digstraksi.com/profil-dan-prestasi-yang-diraih-tasya-farasya/>.
- Elyana Febriyanti, & Arifin Program Studi, S. D. (2023). *Neraca Analisis Strategi Pemasaran Secara Online Melalui Tiktok Dan Instagram Terhadap Volume Penjualan Skincare Justmine Beauty Pada Agen Yuyun Di Lamongan*. <http://jurnal.kolibi.org/index.php/neraca>
- Fakhira Firdausi, R., Siti, N., Ambarwati, S., & Jubaedah, L. (2021). *Pengaruh Endorsement Influencers Terhadap Pemilihan Kosmetik Berdasarkan Keamanan Produk Bagi Siswi Sma Negeri 68 Jakarta*.
- Farid Shamsudin, M., Hassan, S., Fikri Ishak, M., & Ahmad, Z. (2020). *Journal Of Critical Reviews Study Of Purchase Intention Towards Skin Care Products Based On Brand Awareness And Brand Association*.
- Fauziyah, A., As Sakinah, Z., Mariyanto, & Erwin, D. (2023). *Instrumen Tes Dan Non Tes Pada Penelitian*.

- Febrianti, E., Wahyuningtyas, N., & Ratnawati, N. (2021). Pengembangan Multimedia Interaktif “SCRIBER” Untuk Peserta Didik Sekolah Menengah Pertama. *Edukasi: Jurnal Pendidikan*, 19(2), 275. <https://doi.org/10.31571/edukasi.v19i2.3005>
- Felix, A., Okta Briyanti, D., Young, F. M., Livaro, I., & Wijaya, W. (2024). *Strategi Identitas Digital: Analisis Personal Branding Di Platform Tiktok*.
- Feng, N., Zhao, W., Feng, H., Li, M., & Xian, L. (2023). Digital Influencer’s Choice Of Product Endorsement: A Perspective Of Congruence. *Journal Of Management Science And Engineering*, 8(3), 305–324. <https://doi.org/10.1016/j.jmse.2023.01.001>
- Gerlich, M. (2023). The Power Of Virtual Influencers: Impact On Consumer Behaviour And Attitudes In The Age Of AI. *Administrative Sciences*, 13(8). <https://doi.org/10.3390/admsci13080178>
- Hadiwinata, L. N., Sri, B., Murtiningsih, E., & Berto, A. R. (2023). Analisis Teks Dan Jaringan Promosi Media Sosial Youtube Mobil Listrik Ioniq 5 Menggunakan Metode Sna. *Juni*, 7(1), 1–18. www.marketeers.com,
- Zair, J. F., Tomas, G., Hult, M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*. <https://www.researchgate.net/publication/354331182>
- Han, J., & Balabanis, G. (2024). Meta-Analysis Of Social Media Influencer Impact: Key Antecedents And Theoretical Foundations. In *Psychology And Marketing* (Vol. 41, Issue 2, Pp. 394–426). John Wiley And Sons Inc. <https://doi.org/10.1002/mar.21927>
- Hanna. (2022). *SIAPA Tasya Farasya? Simak Profil Youtuber Yang Membahas Make Up, Jadi Beauty Vlogger Sejak 2017 Artikel Ini Telah Tayang Di Tribuntrends.Com Dengan Judul SIAPA Tasya Farasya? Simak Profil Youtuber Yang Membahas Make Up, Jadi Beauty Vlogger Sejak 2017*. https://trends.tribunnews.com/2022/02/27/siapa-tasya-farasya-simak-profil-youtuber-yang-membahas-make-up-jadi-beauty-vlogger-sejak-2017?page=all#goog_rewarded.
- Huang, M., Mohamad Saleh, M. S., & Zolkepli, I. A. (2024). The Moderating Effect Of Environmental Gamification On The Relationship Between Social Media Marketing And Consumer-Brand Engagement: A Case Study Of Ant Forest Gen Z Users. *Heliyon*, 10(4). <https://doi.org/10.1016/j.heliyon.2024.e25948>
- Huynh, T., Nguyen, H. D., Zelinka, I., Pham, X. H., Pham, V. T., Selamat, A., & Krejcar, O. (2022). *A Method To Detect Influencers In Social Networks Based On The Combination Of Amplification Factors And Content Creation*. 17(10 October). <https://doi.org/10.1371/journal.pone.0274596>
- Imam Machali. (2021). *Metode Penelitian Kuantitatif*.

- Indah Nurcahyani, D., & Budi Prabowo. (2024). Pengaruh Brand Awareness, Brand Image, Dan Brand Trust Terhadap Brand Loyalty Pengguna Skincare Skintific: Studi Pada Pelanggan Moisturizer Skintific Melalui E-Commerce Shopee Di Wilayah Surabaya. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(5), 3753–3766. <https://doi.org/10.47467/Alkharaj.V6i5.1223>
- Influence ID. (2025, February 13). *5 Influencer Beauty Dengan ER Tertinggi Untuk Campaign Ramadan 2025*. <https://influence.id/5-Influencer-Beauty-Dengan-Er-Tertinggi-Untuk-Campaign-Ramadan-2025/>.
- Influencer Marketing Hub. (2022). *The State Of Influencer Marketing 2022: Benchmark Report*. <https://influencermarketinghub.com/influencer-marketing-benchmark-report-2022/>.
- Instagram @Tasyafarasya. (2022). *Cushion Skintific Yang Ramai Diperbincangkan Begini Tanggapan Tasya*. <https://www.instagram.com/Tasyafarasya/reel/Ck4yySpjJZt/>.
- Instagram @Tasyafarasya. (2025). *Profile Instagram*. <https://www.instagram.com/Tasyafarasya/>.
- Iqbal, A., Aslam, S., Jalali, W. U. B., Saboor, A., & Haider, W. (2023). Unveiling The Power Of Influencer Marketing: A Systematic Review Of Influencer Marketing Antecedents, Outcomes, Theoretical Framework And The Future Research Directions. *Research Journal For Societal Issues*, 5(2), 362–395. <https://doi.org/10.56976/Rjsi.V5i2.119>
- Karina, D. (2019). *The Impact Of Influencer Marketing On Brand Loyalty Towards Luxury Cosmetics Brands*. Kulikovskaja, V., Hubert, M., Grunert, K. G., & Zhao, H. (2023). Driving Marketing Outcomes Through Social Media-Based Customer Engagement. *Journal Of Retailing And Consumer Services*, 74. <https://doi.org/10.1016/J.Jretconser.2023.103445>
- Kurnia. (2024, May 29). *Pelaku Industri Kosmetik Tumbuh 43 Persen Dalam Tiga Tahun*. <https://www.kompas.id/baca/ekonomi/2024/05/29/pelaku-industri-kosmetik-tumbuh-43-persen-dalam-tiga-tahun>.
- Lumeno, M., & Yusrin, N. A. (2024). Pengaruh Viscap Brand Ambassador Dan Loyalitas Penggemar Terhadap Brand Image Scarlett Di Media Sosial Tiktok. *Studi Ilmu Manajemen Dan Organisasi*, 5(1), 55–76. <https://doi.org/10.35912/Simo.V5i1.3087>
- Maghfira. (2021). *Alyadykta Qonie Maghfira Metode Penelitian Bab 3*.
- Majid, A., & Nur Faizah, E. (2024). Pengaruh Influencer Marketing Dan Content Marketing Terhadap Keputusan Pembelian Sarung Bhs Melalui Aplikasi Tiktok. *Media Komunikasi Ilmu Ekonomi*, 40(2), 105–116. <https://doi.org/10.58906/Melati.V40i2.131>

- Mulyadi, T., Launtu, A., Abduh Anwar, M., Suyatno, A., Jayanto, I., Manajemen Kuliner Politeknik Pariwisata, P., & Manajemen Sekolah Tinggi Ilmu Ekonomi Bongaya, P. (2024). Analisis Efektivitas Kampanye Influencer Marketing: Tinjauan Terhadap Pengaruh Dan Persepsi Konsumen Terhadap Merek. *Jurnal Darma Agung*, 2, 872–883. <https://doi.org/10.46930/Ojsuda.V32i2.4169>
- Ngo, T. T. A., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2024). Electronic Word-Of-Mouth (Ewom) On Social Networking Sites (SNS): Roles Of Information Credibility In Shaping Online Purchase Intention. *Heliyon*, 10(11). <https://doi.org/10.1016/J.Heliyon.2024.E32168>
- Ningsih, E. S., Fatimah, F. S., Sarwadhamana, R. J., & Sulistyaningsih, E. (2021). Uji Validitas Dan Reliabilitas Instrumen Kuesioner Manajemen Talenta. <http://ejournal.almaata.ac.id/index.php/IJHAA>
- Pathak1, P., & Singh2, S. (2025). *Influencer Marketing-Review And Implications For Marketers*. <https://doi.org/DOI:10.17577/IJERTCONV13IS02006>
- Pratiwi, A., Oktavia Adiwijaya, N., A'yuni, Q., & Ruhimat, A. (2024). *Jurnal Peneitian Ilmu-Ilmu Sosial; Pengukuran Efektivitas Endorsement Melalui Akun Kreator Dan Akun Publik Instagram Menggunakan TEARS Model (Studi Pada Konsumen Gen Z)*. 25, 69. <http://sosal.unmermadiun.ac.id/index.php/sosal>
- Putra, A., Landra, N., & Puspitawati, M. D. (2022). *Pengaruh Motivasi Kerja Dan Pengalaman Kerja Terhadap Produktivitas Kerja Karayawan Pada Lpd Se-Kecamatan Tabanan Kadek Rista Ananda Putra 1) , Nengah Landra 2) , Ni Made Dwi Puspitawati 3) 123*.
- Putra Buana Sakti, D., Edy Herman Mulyono, L., Keputusan Pembelian Konsumen Pada Pengguna, T., & Ayu Dwi Novia Ardina, G. (2024). Analisis Pengaruh Content Marketing, Influencer Dan Sosial Media Terhadap Keputusan Pembelian Konsumen Pada Pengguna Instagram Di Universitas Mataram. *Journal Of Economics*, 5(Specialissue), 45–49. <https://doi.org/10.29303/Alexandria.V5ispecialissue.606>
- Putri, N. N., Rukanda, N., & Yuliani, W. (2023). *Validitas Dan Reliabilitas Angket Kemandirian Belajar*.
- Qurratu'aini Salsabila, K., & Sari, D. (2022). Ournal Of Management Pengaruh E-Service Quality Terhadap Kepuasan Pelanggan Pada Layanan Shopeefood. *Journal Of Management*, 5(2), 265–272. <https://doi.org/10.2568/Yum.V5i2.1626>
- Rabby, F., Suryanarayana Murthy, Y., & Bansal, R. (2025). Brand Evangelism In The Digital Era: The Impact Of Data-Driven Influencer Marketing. *Journal Of Open Innovation: Technology, Market, And Complexity*, 11(2). <https://doi.org/10.1016/J.Joitmc.2025.100552>

- Ramawati, A., & Setiorini, A. (2023). Pengaruh Citra Merek Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Purbasari Di Jakarta Timur. *Jurnal Manajemen Bisnis Krisnadwipayana*, 11(1). <https://doi.org/10.35137/Jmbk.V11i1.925>
- Rohman, F., & Tambunan, J. D. H. (2024). The Influence Of Social Media Influencer, Perceive Price, And Sales Promotion On Purchase Intention. *Jurnal Entrepreneur Dan Entrepreneurship*, 13(2), 163–180.
- Rossiter, J. R. (2001). Presenter Effects In Advertising: The Viscap Model. In *European Advances In Consumer Research* (Vol. 5).
- Sedalo, G., Boateng, H., & Kosiba, J. P. (2022). Exploring Social Media Affordance In Relationship Marketing Practices In Smes. *Digital Business*, 2(1). <https://doi.org/10.1016/J.Digbus.2021.100017>
- Septiyadi, A. L., Made, I., & Dirgantara, B. (2021). Pengaruh Atribut Kemasan terhadap Minat Beli Konsumen Pada Produk Kosmetik Emina. 10(4), 1–14. <http://ejournal-s1.undip.ac.id/index.php/DBR>
- Seran, R. B., Sundari, E., & Fadhila, M. (2023). Jurnal Mirai Management Strategi Pemasaran Yang Unik: Mengoptimalkan Kreativitas Dalam Menarik Perhatian Konsumen. *Jurnal Mirai Management*, 8(1), 206–211.
- 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>
- Simamora, B. (2022). Skala Likert, Bias Penggunaan Dan Jalan Keluarnya. *Jurnal Manajemen*, 12(1), 84–93. <https://doi.org/10.46806/Jman.V12i1.978>
- Soraya. (2021). Cara Menghitung Engagement Rate Instagram Dengan Tools. Dotnextdigital.Com.
- Spörl-Wang, K., Krause, F., & Henkel, S. (2025). Predictors Of Social Media Influencer Marketing Effectiveness: A Comprehensive Literature Review And Meta-Analysis. *Journal Of Business Research*, 186. <https://doi.org/10.1016/J.Jbusres.2024.114991>
- Sudirman, Muhammad Aditya A, A., & Amalia Wahyuni Mustakim, R. (2023). Buletin Sistem Informasi Dan Teknologi Islam Penerapan Algoritma Path-Goal Dengan Skala Likert Dalam INFORMASI ARTIKEL ABSTRAK. 4(3), 195–201.
- Sugiyono. (2022). Metode Penelitian-2022-Sugiyono. <https://id.scribd.com/document/691644831/Metode-Penelitian-2022-SUGIYONO>

- Sumarni. (2022). *Profil Tasya Farasya, Beauty Vlogger Yang Tajir Melintir*. <https://www.suara.com/entertainment/2022/01/20/145057/profil-tasya-farasya-beauty-vlogger-yang-tajir-melintir?page=3>.
- Taherdoost, H. (2019). What Is The Best Response Scale For Survey And Questionnaire Design; Review Of Different Lengths Of Rating Scale / Attitude Scale / Likert Scale. In *International Journal Of Academic Research In Management (IJARM)* (Vol. 8, Issue 1). <https://www.researchgate.net/publication/343994538>
- Teresa Borges-Tiago, M., Santiago, J., & Tiago, F. (2023). Mega Or Macro Social Media Influencers: Who Endorses Brands Better? *Journal Of Business Research*, 157. <https://doi.org/10.1016/j.jbusres.2022.113606>
- risilka, S., Indrayani, & Budiana. (2023). *Efektivitas Brisia Jodie Sebagai Brand Ambassador Dalam Mengkampanyekan #Generasikulitsehat Pada Followers Instagram N'Pure*.
- Tsai, C.-M., & Hsin, S.-P. (2023). The Influence Of Influencer Marketing On The Consumers' Desire To Travel In The Post-Pandemic Era: The Mediation Effect Of Influencer Fitness Of Destination. *Sustainability*, 15(20), 14746. <https://doi.org/10.3390/su152014746>
- Utami, Y., Muslim, P., & Khairunnisa. (2023). Uji Validitas Dan Uji Reliabilitas Instrument Penilaian Kinerja Dosen. *Jurnal Sains Dan Teknologi*, 4(2), 21–24.
- Wibowo, A. (2020). *Tren Pasar Ecommerce Perawatan Kulit Indonesia: Membayar Untuk Mendapatkan "Glow."* <https://www.janio-asia.translate.google.com/resources/articles/indonesia-skincare-ecommerce-trends>.
- Widya Prameswari. (2024). *Widya Skripsi*.
- Wuisan, D. S., & Handra, T. (2023). Maximizing Online Marketing Strategy With Digital Advertising. *Startupreneur Bisnis Digital (SABDA)*, 2(1). <https://doi.org/10.34306/Sabda.V2i1.275>