

Daftar Pustaka

- Ahmad, A., Ghani, N. A., & Hamid, S. (2025). Examining the Predictors of Consumer Trust and Social Commerce Engagement: A Systematic Literature Review. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(3), 247. <https://doi.org/10.3390/jtaer20030247>
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021a). 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>
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021b). 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>
- Alifia Widya Ghaissani, Sheren Nadia, & Pawitan, G. (2024). Analysis of the Influence of Social Media Marketing on Purchase Intentions in @_Florie Products. *Journal of Global Business and Management Review*, 6(2), 213–222. <https://doi.org/10.37253/jgbmr.v6i2.9774>
- Aljabari, M. A., Joudeh, J. M., Aljumah, A. I., Al-Gasawneh, J., & Daoud, M. K. (2023). The Impact of Website Quality on Online Purchase Intention: The Mediating Effect of e-WOM, Jordan Context. *International Journal of Professional Business Review*, 8(6), e02143. <https://doi.org/10.26668/businessreview/2023.v8i6.2143>
- Al-Mu'ani, L., Alrwashdeh, M., Ali, H., & Al-Assaf, K. T. (2023). The effect of social media influencers on purchase intention: Examining the mediating role of brand attitude. *International Journal of Data and Network Science*, 7(3), 1217–1226. <https://doi.org/10.5267/j.ijdns.2023.5.003>
- Artikel+5+(575-590). (n.d.).

- Chiu, C. L., & Ho, H.-C. (2023). Impact of Celebrity, Micro-Celebrity, and Virtual Influencers on Chinese Gen Z's Purchase Intention Through Social Media. *Sage Open*, 13(1), 21582440231164034. <https://doi.org/10.1177/21582440231164034>
- Decoding Influencer Marketing Effectiveness: Examining Impacts of Attractiveness and Netizen Comments. (2024). *Journal of System and Management Sciences*. <https://doi.org/10.33168/JSMS.2024.1018>
- Dincer, C., & Dincer, B. (2023a). Social Commerce and Purchase Intention: A Brief Look at the Last Decade by Bibliometrics. *Sustainability*, 15(1), 846. <https://doi.org/10.3390/su15010846>
- Dincer, C., & Dincer, B. (2023b). Social Commerce and Purchase Intention: A Brief Look at the Last Decade by Bibliometrics. *Sustainability*, 15(1), 846. <https://doi.org/10.3390/su15010846>
- Farhan, G. M., & Marsasi, E. G. (2023). The Influence of Information Quality and Perceived Value on Purchase Intention of Game shop E-commerce in Generation Z Based on Framing Theory. *Jurnal Pamator : Jurnal Ilmiah Universitas Trunojoyo*, 16(3), 620–631. <https://doi.org/10.21107/pamator.v16i3.21160>
- Ghosh, M. (2024). Meta-analytic review of online purchase intention: Conceptualising the study variables. *Cogent Business & Management*, 11(1), 2296686. <https://doi.org/10.1080/23311975.2023.2296686>
- Gomes, M. A., Marques, S., & Dias, Á. (2022). The impact of digital influencers' characteristics on purchase intention of fashion products. *Journal of Global Fashion Marketing*, 13(3), 187–204. <https://doi.org/10.1080/20932685.2022.2039263>
- Han, L., Ma, Y., Addo, P. C., Liao, M., & Fang, J. (2023). The Role of Platform Quality on Consumer Purchase Intention in the Context of Cross-Border E-Commerce: The Evidence from Africa. *Behavioral Sciences*, 13(5), 385. <https://doi.org/10.3390/bs13050385>
- Hanaysha, J. R., Ramadan, H. I., & Alhyasat, K. M. K. (2025). Exploring the impact of customer reviews, website quality, perceived service quality, and product assortment on online purchase intention: The mediating role of trust.

Telematics and Informatics Reports, 19, 100236.
<https://doi.org/10.1016/j.teler.2025.100236>

- Ho Nguyen, H., Nguyen-Viet, B., Hoang Nguyen, Y. T., & Hoang Le, T. (2022). Understanding online purchase intention: The mediating role of attitude towards advertising. *Cogent Business & Management*, 9(1), 2095950. <https://doi.org/10.1080/23311975.2022.2095950>
- Jansom, A., & Pongsakornrungrsilp, S. (2021). How Instagram Influencers Affect the Value Perception of Thai Millennial Followers and Purchasing Intention of Luxury Fashion for Sustainable Marketing. *Sustainability*, 13(15), 8572. <https://doi.org/10.3390/su13158572>
- 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. <https://doi.org/10.1108/EBR-02-2021-0032>
- Liu, M. (2022a). Determining the Role of Influencers' Marketing Initiatives on Fast Fashion Industry Sustainability: The Mediating Role of Purchase Intention. *Frontiers in Psychology*, 13, 940649. <https://doi.org/10.3389/fpsyg.2022.940649>
- Liu, M. (2022b). Determining the Role of Influencers' Marketing Initiatives on Fast Fashion Industry Sustainability: The Mediating Role of Purchase Intention. *Frontiers in Psychology*, 13, 940649. <https://doi.org/10.3389/fpsyg.2022.940649>
- Martiningsih, D. A., & Setyawan, A. A. (2022a). *The Impact of Influencers' Credibility Towards Purchase Intention*: International Conference on Economics and Business Studies (ICOEBS 2022). <https://doi.org/10.2991/aebmr.k.220602.025>
- Martiningsih, D. A., & Setyawan, A. A. (2022b). *The Impact of Influencers' Credibility Towards Purchase Intention*: International Conference on Economics and Business Studies (ICOEBS 2022). <https://doi.org/10.2991/aebmr.k.220602.025>
- Masuda, H., Han, S. H., & Lee, J. (2022a). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174, 121246. <https://doi.org/10.1016/j.techfore.2021.121246>

- Masuda, H., Han, S. H., & Lee, J. (2022b). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174, 121246. <https://doi.org/10.1016/j.techfore.2021.121246>
- Mittal, M., Chauhan, S., Gupta, S., & Singh, H. (2021). A Statistical Analysis on Website Quality For Purchase Intention during Online Shopping. *2021 10th IEEE International Conference on Communication Systems and Network Technologies (CSNT)*, 125–129. <https://doi.org/10.1109/CSNT51715.2021.9509626>
- Mya, C. C. K. E., Bhardwaj, R., Krishnasamy, H. N., Albakri, R., Senathirajah, A. R. B. S., & Haque, R. (2025). From Posts to Purchases: Insights into the Influence of Social Media's Influencers on Retail Consumers' Purchase Intention. *Journal of Posthumanism*, 5(2). <https://doi.org/10.63332/joph.v5i2.824>
- Rahmawati, S. D. (n.d.). *PENGARUH MEDIA SOSIAL SEORANG INFLUENCER DALAM MENINGKATKAN PENJUALAN MELALUI E-COMMERCE*.
- Rizomyliotis, I., Lin, C. L., Konstantoulaki, K., & Phan, T. (2024a). 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>
- Rizomyliotis, I., Lin, C. L., Konstantoulaki, K., & Phan, T. (2024b). 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>
- Sartika, D. (2021). Determinan purchase intention dan implikasinya terhadap purchase decision sepatu non original (KW) pada mahasiswa perguruan tinggi di Kota Samarinda. *INOBIIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 4(4), 573–587. <https://doi.org/10.31842/jurnalinobis.v4i4.206>
- Semuel, H., Wijaya, S., & Alianto, C. (2021). PENGARUH USABILITY, INFORMATION QUALITY, DAN INTERACTION QUALITY TERHADAP WEB REVISIT INTENTION DAN PURCHASE INTENTION WEBSITE BALI TOURISM BOARD. *Jurnal Manajemen Pemasaran*, 15(1), 28–38. <https://doi.org/10.9744/pemasaran.15.1.28-38>

- 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), 276. <https://doi.org/10.3390/jrfm15070276>
- Shen, Z. (2021). A persuasive eWOM model for increasing consumer engagement on social media: Evidence from Irish fashion micro-influencers. *Journal of Research in Interactive Marketing*, 15(2), 181–199. <https://doi.org/10.1108/JRIM-10-2019-0161>
- Shi, W., Li, L., Zhang, Z., Li, M., & Li, J. (2025). Research on driving factors of consumer purchase intention of artificial intelligence creative products based on user behavior. *Scientific Reports*, 15(1), 17400. <https://doi.org/10.1038/s41598-025-01258-x>
- Tanzila Samin, Rizwan Shabbir, & Muhammad Abrar. (2025). Role of Telepresence and Information Quality in Driving Purchase Intention through Virtual Reality. *The Critical Review of Social Sciences Studies*, 3(1), 2943–2958. <https://doi.org/10.59075/xngwsg79>
- Tilahun, M., Berhan, E., & Tesfaye, G. (2023). Determinants of consumers' purchase intention on digital business model platform: Evidence from Ethiopia using partial least square structural equation model (PLS-SEM) technique. *Journal of Innovation and Entrepreneurship*, 12(1), 50. <https://doi.org/10.1186/s13731-023-00323-x>
- Venciute, D., Mackeviciene, I., Kuslys, M., & Correia, R. F. (2023a). The role of influencer–follower congruence in the relationship between influencer marketing and purchase behaviour. *Journal of Retailing and Consumer Services*, 75, 103506. <https://doi.org/10.1016/j.jretconser.2023.103506>
- Venciute, D., Mackeviciene, I., Kuslys, M., & Correia, R. F. (2023b). The role of influencer–follower congruence in the relationship between influencer marketing and purchase behaviour. *Journal of Retailing and Consumer Services*, 75, 103506. <https://doi.org/10.1016/j.jretconser.2023.103506>
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, 9(11), e21617. <https://doi.org/10.1016/j.heliyon.2023.e21617>

- Wang, Y., Shi, J., Ow, T. T., Yun, J., & Yang, Y. (2025). The Impact of Technological Innovations on Consumer Behavior in E-Commerce: A Systematic Review. *Journal of Organizational and End User Computing*, 37(1), 1–27. <https://doi.org/10.4018/JOEUC.372896>
- Wiedmann, K.-P., & Von Mettenheim, W. (2021a). Attractiveness, trustworthiness and expertise – social influencers’ winning formula? *Journal of Product & Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Wiedmann, K.-P., & Von Mettenheim, W. (2021b). Attractiveness, trustworthiness and expertise – social influencers’ winning formula? *Journal of Product & Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Xu, P., Cui, B., & Lyu, B. (2022). Influence of Streamer’s Social Capital on Purchase Intention in Live Streaming E-Commerce. *Frontiers in Psychology*, 12, 748172. <https://doi.org/10.3389/fpsyg.2021.748172>
- Yimer, A. M., Dessie, T. S., Oumer, S. H., & Ali, M. Y. (2023). Factors influencing consumers purchase intention during Covid-19 pandemic in the case of Dessie Town, Ethiopia. *Future Business Journal*, 9(1), 82. <https://doi.org/10.1186/s43093-023-00238-9>
- Zafar, A. U., Qiu, J., Li, Y., Wang, J., & Shahzad, M. (2021). The impact of social media celebrities’ posts and contextual interactions on impulse buying in social commerce. *Computers in Human Behavior*, 115, 106178. <https://doi.org/10.1016/j.chb.2019.106178>
- Zhao, X., Xu, Z., Ding, F., & Li, Z. (2024). The Influencers’ Attributes and Customer Purchase Intention: The Mediating Role of Customer Attitude Toward Brand. *Sage Open*, 14(2), 21582440241250122. <https://doi.org/10.1177/21582440241250122>