

DAFTAR PUSTAKA

- Abdullah, M., Rahman, N. A., & Hamid, N. A. (2023). Social media communication and its impact on customer engagement and *purchase intention*. *Journal of Interactive Marketing Research*, 12(2), 145–160. <https://doi.org/10.1108/JIMR-2023-0012>
- Abdullah, S. I. N. W., Ali, S. F. S., & Teng, P. K. (2023). Love, trust and follow them? The role of *social media influencers* on luxury cosmetics brands' *purchase intention* among Malaysian urban women. *Malaysian Journal of Consumer and Family Economics*, 30(1), 271–301. <https://doi.org/10.60016/majcafe.v30i1.11>
- Abou Ali, M., Khalil, M., & Al-Dmour, H. (2020). The impact of social commerce constructs on *purchase intention*: Evidence from social media users. *International Journal of Data and Network Science*, 4(3), 267–276. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Adlina, H. (2023). The effects of brand ambassador, social media marketing, and advertising campaign of Somethinc product on *purchase intention*. *Journal of Humanities Social Sciences and Business (JHSSB)*, 3(1), 231–244. <https://doi.org/10.55047/jhssb.v3i1.872>
- Ahriansyah, M., & Martdianty, F. (2024). How to increase employees' innovative behavior? A study in a state-owned electricity company. *Jurnal Manajemen Teori dan Terapan | Journal of Theory and Applied Management*, 17(1), 88–107. <https://doi.org/10.20473/jmtt.v17i1.52205>
- Al-Amer, M. A., Alrashed, H., Abuageelah, B. M., Kinkar, L. I., Alwayel, Z. A., Alfaifi, M. H., Alfataih, M. T. B. A., Alzakry, L. M., Alruwaili, Z. M. N., & Alhumam, A. A. (2023). Impact of social media on choosing skin care and cosmetic products among females in Saudi Arabia. *Cureus*. <https://doi.org/10.7759/cureus.49922>
- Alabri, A. (2022). Fear of missing out (FOMO): The effects of the need to belong, perceived centrality, and fear of social exclusion. *Human Behavior and Emerging Technologies*, 2022, 1–12. <https://doi.org/10.1155/2022/4824256>
- Ali, F., Rasoolimanesh, S. M., & Sarstedt, M. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, 30(1), 514–538. <https://doi.org/10.1108/ijchm-10-2016-0568>
- Ali, I., & Naushad, M. (2023). Examining the influence of social media marketing on *purchase intention*: The mediating role of brand image. *Innovative Marketing*, 19(4), 145–157. [https://doi.org/10.21511/im.19\(4\).2023.12](https://doi.org/10.21511/im.19(4).2023.12)
- Alvalin, A. F., & Sugiarto, C. (2024). The influence of *social media influencers* on consumers' *purchase intentions* for electric cars mediated by brand image, consumer attitude, and moderated by green attitude. *International Journal of Current Science Research and Review*, 7(10). <https://doi.org/10.47191/ijcsrr/v7-i10-66>

- Amel, N. S., Mulyati, H., & Aminah, M. (2023). The effect of customer relationship management on customer loyalty at PT BRI Cibinong Branch. *Jurnal Manajemen*, 14(1), 59. <https://doi.org/10.32832/jm-uika.v14i1.8405>
- An, G. K., & Ngo, T. T. A. (2025). Uncovering the influence of social media marketing activities on Generation Z's *purchase intentions* and eWOM for organic cosmetics. *PLOS ONE*, 20(6), e0325953. <https://doi.org/10.1371/journal.pone.0325953>
- Anggraini, L. P., & Sobari, N. (2023). The mediation role of review helpfulness, customers trust, and brand attitude towards positive e-WOM and *purchase intention* in cosmetic shopping experience. *Jurnal Manajemen Teori dan Terapan | Journal of Theory and Applied Management*, 16(1), 38–51. <https://doi.org/10.20473/jmtt.v16i1.42345>
- Ardianti, T., & Sofyan, J. F. (2024). The influence of EWOM and *fear of missing out* in the intention to buy *skincare* products through TikTok. *Jurnal Indonesia Sosial Teknologi*, 5(5), 2281–2293. <https://doi.org/10.59141/jist.v5i5.1059>
- Ashdaq, M., Jamil, M., & Mandasari, N. F. (2024). Impact of social media marketing on Gen Z women's buying interest through brand attitude and brand equity in cosmetic products. *Manajemen dan Kewirausahaan*, 5(1), 61–74. <https://doi.org/10.53682/mk.v5i1.9065>
- [APJII] Asosiasi Penyelenggara Jasa Internet Indonesia. (2025). Profil Internet Indonesia 2025: Survei penetrasi internet dan perilaku penggunaan internet
- Astuti, C. C., Otok, B. W., & Andari, S. (2025). Segmentation of partial least squares structural equation modelling using kernel K-means clustering (PLS SEM KKC). *MethodsX*, 15, 103570. <https://doi.org/10.1016/j.mex.2025.103570>
- Atmaja, N. P. C. D. D., & Puspitawati, N. M. D. (2019). Strength of reference groups to moderate online *repurchase intention* on Generation X. *International Journal of Applied Business and International Management*, 4(2), 25–32. <https://doi.org/10.32535/ijabim.v4i2.563>
- Attig, S., & Azam, R.-i. (2015). Attention to social comparison information and compulsive buying behavior: An S-O-R analysis. *Journal of Behavioural Sciences*, 25(1).
- Badu, E., O'Brien, A., & Mitchell, R. (2019). An integrative review on methodological considerations in mental health research: Design, sampling, data collection procedure and quality assurance. *Archives of Public Health*, 77(1). <https://doi.org/10.1186/s13690-019-0363-z>
- Baharuddin, F. N., Musa, A. H., & Rosle, A. N. (2022). The role of *social media influencer*, brand image and advertising trust to *purchase intention* among local cosmetic consumers: A conceptual paper. *International Journal of Academic Research in Business and Social Sciences*, 12(6). <https://doi.org/10.6007/IJARBS/v12-i6/14021>
- Bartosiak, A., Lee, J. E., & Loibl, C. (2025). Fear of missing out, *social media influencers*, and the social, psychological and financial wellbeing of young

- consumers. *PLOS ONE*, 20(4), e0319034. <https://doi.org/10.1371/journal.pone.0319034>
- Bashir, M. A., Hameed, I., Ashraf, A., Raza, S. H., & Gundala, R. R. (2025). How do trust and credibility mediate the impact of user-generated content? Exploring the moderating roles of tie strength and prior knowledge. *Journal of Creative Communications*, 20(3), 347–365. <https://doi.org/10.1177/09732586251341226>
- Bentler, P. M., & Chou, C.-P. (1987). Practical issues in structural modeling. *Sociological Methods & Research*, 16(1), 78–117. <https://doi.org/10.1177/0049124187016001004>
- Bhatti, A., & Rehman, S. U. (2020). Perceived benefits and perceived risks effect on online shopping behavior with the mediating role of consumer *purchase intention* in Pakistan. *International Journal of Management Studies*, 26(1). <https://doi.org/10.32890/ijms.26.1.2019.10512>
- Bismo, A., Prabowo, H., Heriyati, P., & Abidinagoro, S. B. (2023). Exploring the mediating effect of relational quality on brand advocacy: The role of parasocial relationship among millennials in Indonesia. *International Journal of Applied Economics, Finance and Accounting*, 17(2), 260–266. <https://doi.org/10.33094/ijaefa.v17i2.1130>
- Bläse, R., Filser, M., & Kraus, S. (2023). Non-sustainable buying behavior: How the *fear of missing out* drives *purchase intentions* in the fast fashion industry. *Business Strategy and the Environment*, 33(2), 626–641. <https://doi.org/10.1002/bse.3509>
- Booth, T., & Hughes, D. J. (2014). Exploratory structural equation modeling of personality data. *Assessment*, 21(3), 260–271. <https://doi.org/10.1177/1073191114528029>
- Busalim, A., & Asadi, S. (2025). What drives customers to engage with social commerce: A systematic review and factor derivation approach. *Information Systems and e-Business Management*, 23, 717–743. <https://doi.org/10.1007/s10257-025-00700-x>
- Busalim, A., Che Hussin, A. R., & Iahad, N. A. (2023). Social commerce constructs and customer engagement in online platforms. *Electronic Commerce Research*, 23, 1021–1043. <https://doi.org/10.1007/s10660-022-09565-1>
- Cabanilla, A. (2023). Development and validation of students' satisfaction survey in flexible learning. *International Journal of Multidisciplinary Research and Growth Evaluation*, 4(5), 62–68.
- Candra, W. K. S. (2023). The effect of *social media influencer* characteristics on *purchase intention* on beauty products in Indonesia. *Iqtishoduna*, 19(2), 133–157. <https://doi.org/10.18860/iq.v19i2.22544>
- Çelik, I. K., Eru, O., & Cop, R. (2019). The effects of consumers' FoMo tendencies on impulse buying and the effects of impulse buying on post-purchase regret: An investigation on retail stores. *BRAIN: Broad Research in Artificial Intelligence and Neuroscience*, 10(3), 124–138. <https://doi.org/10.70594/brain.v10i3.13>

- Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of product review information on online *purchase intention*: The moderating role of perceived risk. *Journal of Retailing and Consumer Services*, 55, 102076. <https://doi.org/10.1016/j.jretconser.2020.102076>
- 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>
- Chen, C. C., Chen, C. W., & Tung, Y. C. (2018). Exploring the consumer behavior of intention to purchase green products in belt and road countries: An empirical analysis. *Sustainability*, 10(3), 854. <https://doi.org/10.3390/su10030854>
- Cho, O. Y., Lee, S. H., & Yu, S. (2024). Examining work engagement in integrated nursing-care service wards: Insights from structural equation modeling. *Journal of Nursing Management*, 2024(1), 5670381. <https://doi.org/10.1155/2024/5670381>
- Dam, T. C. (2020). Influence of brand trust, perceived value on brand preference and *purchase intention*. *The Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- Dao, C. T., & Nguyen, N. Q. (2025). Influence of livestream selling on *purchase intention* fashion products on TikTok. *SAGE Open*, 15(3). <https://doi.org/10.1177/21582440251375733>
- Darmayanti, D. P., Arifin, I., & Inayah, M. (2023). FoMO: Kecemasan digital di kalangan pengguna TikTok. *Emik: Jurnal Ilmiah Ilmu-Ilmu Sosial*, 6(2), 198–215. <https://doi.org/10.46918/emik.v6i2.2041>
- Das, S., Sabbir, M. M., & Zohora, F. (2022). Investigating *purchase intention* for skin care products in Bangladesh: The role of personal factors. *Turkish Journal of Marketing*, 7(2), 72–84. <https://doi.org/10.30685/tujom.v7i2.154>
- Databoks. (2024). SPLASH industry snapshot: Kilau industri kecantikan. <https://databoks.katadata.co.id/publikasi/2024/09/23/splash-industry-snapshot-kilau-industri-kecantikan>
- DataReportal. (2026). *Digital 2026: Indonesia*. <https://datareportal.com/reports/digital-2026-indonesia>
- Dauhan, G. I., & Langi, E. (2024). Social media *influencer*: The influence of followers' *purchase intention* through online engagement and attitude. *Binus Business Review*, 15(1), 41–55. <https://doi.org/10.21512/bbr.v15i1.10185>
- Dayoh, M. L., Ari, L., & Agrippina, Y. R. (2022). The effect of social media marketing activities to *purchase intention*. *Jurnal Ilmiah Mahasiswa Manajemen JUMMA*, 11(1). <https://doi.org/10.33508/jumma.v11i1.3951>
- Demba, D. Y., Chiliya, N., & Chuchu, T. (2022). How user-generated content advertising influences consumer attitudes, trust and *purchase intention* of products and services. *Communicare: Journal for Communication Studies in Africa*, 38(1), 136–149. <https://doi.org/10.36615/jcsa.v38i1.1548>

- Dinh, T. C. T., & Lee, Y. (2021). "I want to be as trendy as *influencers*" – How "fear of missing out" leads to buying intention for products endorsed by *social media influencers*. *Journal of Research in Interactive Marketing*, 16(3), 346–364. <https://doi.org/10.1108/jrim-04-2021-0127>
- Dinh, T. C. T., & Lee, Y. (2021). I want to be as trendy as *influencers*: How *fear of missing out* leads to buying intention for products endorsed by *social media influencers*. *Journal of Research in Interactive Marketing*, 16(3), 346–364. <https://doi.org/10.1108/JRIM-04-2021-0127>
- Dinh, T. C. T., & Lee, Y. (2024). Social media *influencers* and followers' conspicuous consumption: The mediation of *fear of missing out* and materialism. *Heliyon*, 10(16), e36387. <https://doi.org/10.1016/j.heliyon.2024.e36387>
- Dinh, T. C. T., Wang, M., & Lee, Y. (2023). How does the *fear of missing out* moderate the effect of *social media influencers* on their followers' *purchase intention*? *SAGE Open*, 13(3). <https://doi.org/10.1177/21582440231197259>
- Dinh, T. C. T., Wang, M., & Lee, Y. (2023). How does the *fear of missing out* moderate the effect of *social media influencers* on their followers' *purchase intention*? *SAGE Open*, 13(3). <https://doi.org/10.1177/21582440231197259>
- Du, Y., Deng, K., & Liu, Z. (2026). Consumer and market antecedents of *repurchase intention*: Fear of missing out and impulsive buying as serial mediators. *Behavioral Sciences*, 16(6), 871. <https://doi.org/10.3390/bs16060871>
- Dwisuardinata, I. B. N., & Darma, G. S. (2022). The impact of social influence, product knowledge, and *fear of missing out* (FOMO) towards *purchase intention* on alcoholic beverage in Bali. *Binus Business Review*, 14(1), 1–11. <https://doi.org/10.21512/bbr.v14i1.8919>
- Ekklesia, & Kesumahati. (2023). Factors influencing *purchase intention* of South Korean cosmetics and *skincare*. *Jurnal Administrasi dan Manajemen*, 13(1). <https://doi.org/10.52643/jam.v13i1.2635>
- Elvira, M. (2022). The influence of YouTube beauty vloggers on Indonesian Muslim consumers *purchase intention* of halal cosmetic products. *Nusantara Islamic Economic Journal*, 1(2), 167–181. <https://doi.org/10.34001/nuiej.v1i2.250>
- Erensoy, A., Mathrani, A., Schnack, A., Elms, J., & Baghaei, N. (2024). Consumer behavior in immersive virtual reality retail environments: A systematic literature review using the stimuli–organisms–responses (S-O-R) model. *Journal of Consumer Behaviour*, 23(6), 2781–2811. <https://doi.org/10.1002/cb.2374>
- Fajarini, M., & Rahayu, S. (2020). Knowledge transfer through mobile application needs questionnaire: Validity and reliability. *Indonesian Nursing Journal of Education and Clinic*, 5(2), 134. <https://doi.org/10.24990/injec.v5i2.314>
- Faradina, N. A., Hartini, S., & Khairunnisa, S. (2022). Pengaruh popularitas, kualitas argumen, daya tarik pada unggahan @Dr.Ziee di TikTok terhadap

- kepercayaan, sikap dan niat beli. *BISEI: Jurnal Bisnis dan Ekonomi Islam*, 7(1), 47–60. <https://doi.org/10.33752/bisei.v7i1.2678>
- Febriane, R., Wibowo, W., & Agrippina, Y. R. (2023). The influences of perceived credibility and consumer attitude towards *purchase intention* of Some by Mi's YouTube user generated content. In *Proceedings* (pp. 324–337). Atlantis Press. https://doi.org/10.2991/978-94-6463-076-3_24
- Febriane, R., Wibowo, W., & Agrippina, Y. R. (2023). The influences of perceived credibility and consumer attitude towards *purchase intention* of Some by Mi's YouTube user generated content. 324–337. https://doi.org/10.2991/978-94-6463-076-3_24
- Filieri, R., Açıkgoz, F., Li, C., & Alguezaui, S. (2022). 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>
- Filieri, R., McLeay, F., Tsui, B., & Lin, Z. (2021). Consumer perceptions of information helpfulness and determinants of *purchase intention* in online consumer reviews of services. *Information & Management*, 58(3), 103409. <https://doi.org/10.1016/j.im.2020.103409>
- Flecha-Ortiz, J. A., Santos Corrada, M., & Perez, S. (2023). Exploring the influence of uncontrolled social media use, *fear of missing out*, fear of better options, and fear of doing anything on consumer purchase intent. *International Journal of Consumer Studies*, 48(1). <https://doi.org/10.1111/ijcs.12990>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- Fu, Y., Wen, Z., & Wang, Y. (2021). A comparison of reliability estimation based on confirmatory factor analysis and exploratory structural equation models. *Educational and Psychological Measurement*, 82(2), 205–224. <https://doi.org/10.1177/00131644211008953>
- Gamage, T. C., & Ashill, N. J. (2022). #Sponsored-influencer marketing: Effects of the commercial orientation of *influencer*-created content on followers' willingness to search for information. *Journal of Product & Brand Management*, 32(2), 316–329. <https://doi.org/10.1108/jpbm-10-2021-3681>
- Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer *purchase intention* in *influencer* marketing. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-024-02760-9>
- Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer *purchase intention* in *influencer* marketing. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-024-02760-9>
- Geng, R., & Chen, J. (2021). The influencing mechanism of interaction quality of UGC on consumers' *purchase intention*: An empirical analysis. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.697382>

- Geraldi, L., & Tunjungsari, H. K. (2023). Pengaruh kredibilitas dan citra *influencer* pada konsumen *Scarlett purchase intention*. *Jurnal Manajerial dan Kewirausahaan*, 5(4), 1043–1050. <https://doi.org/10.24912/jmk.v5i4.26979>
- Ghahtarani, A., Sheikhmohammady, M., & Rostami, M. (2020). The impact of social capital and social interaction on customers' *purchase intention* considering the mediating role of trust in social commerce. *Journal of Retailing and Consumer Services*, 57, 102132. <https://doi.org/10.1016/j.jretconser.2020.102132>
- Gnambs, T., & Sengewald, M.-A. (2023). Meta-analytic structural equation modeling with fallible measurements. *Zeitschrift für Psychologie*, 231(1), 39–52. <https://doi.org/10.1027/2151-2604/a000511>
- Good, M. C., & Hyman, M. R. (2020). Direct and indirect effects of fear-of-missing-out appeals on purchase likelihood. *Journal of Consumer Behaviour*, 20(3), 564–576. <https://doi.org/10.1002/cb.1885>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hair, J. F., Cepeda-Carrión, G., & Ringle, C. M. (2022). Guest editorial: Sports management research using partial least squares structural equation modeling (PLS-SEM). *International Journal of Sports Marketing and Sponsorship*, 23(2), 229–240. <https://doi.org/10.1108/ijsms-05-2022-242>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Han, M. S., Hampson, D. P., & Wang, Y. (2022). Consumer confidence and green *purchase intention*: An application of the stimulus-organism-response model. *Journal of Retailing and Consumer Services*, 68, 103061. <https://doi.org/10.1016/j.jretconser.2022.103061>
- Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, 10(8), e29714. <https://doi.org/10.1016/j.heliyon.2024.e29714>
- Harahap, R. A., Lita, R. P., & Meuthia, M. (2023). The effect of information quality, quantity, credibility, usefulness, and adoption on *purchase intention* of Kahf *skincare* at Shopee. *Jurnal Manajemen dan Kewirausahaan*, 11(2), 171–183. <https://doi.org/10.26905/jmdk.v11i2.10827>
- Hasan, G., & Erik, A. (2023). The influence of e-WOM and social media marketing on *purchase intention* local *skincare* products in Batam City mediated by brand image. *International Journal of Science and Management Studies*, 94–111. <https://doi.org/10.51386/25815946/ijsms-v6i6p108>
- Hasena, C., & Sakapurnama, E. (2021). Leveraging electronic word of mouth on TikTok: Somethinc skin care product innovation to increase consumer *purchase intention*. *Hasanuddin Economics and Business Review*, 5(1), 19. <https://doi.org/10.26487/hebr.v5i1.2746>
- Hasena, C., & Sakapurnama, E. (2021). Leveraging electronic word of mouth on TikTok: Somethinc skin care product innovation to increase consumer

- purchase intention*. *Hasanuddin Economics and Business Review*, 5(1), 19. <https://doi.org/10.26487/hebr.v5i1.2746>
- Hash, M. G., Forsyth, A., Coleman, B.-A., Li, V., Vinagolu-Baur, J., & Frasier, K. (2025). Artificial intelligence in the evolution of customized *skincare* regimens. *Cureus*. <https://doi.org/10.7759/cureus.82510>
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-Based Nursing*, 18(3), 66–67. <https://doi.org/10.1136/eb-2015-102129>
- Helbert, J. J., & Ariawan, I. G. S. P. (2021). Pengaruh celebrity endorsement vs. *influencer* endorsement vs. online customer review terhadap *purchase intention* pada produk *skincare*. *Eqien: Jurnal Ekonomi dan Bisnis*, 8(2). <https://doi.org/10.34308/eqien.v8i2.276>
- Hidayah, R. T., Adriansyah, I., & Utami, E. M. (2024). The influence of TikTok eWOM on *purchase intentions* for *skincare* products. *ASEAN International Journal of Business*, 3(2), 141–153. <https://doi.org/10.54099/aijb.v3i2.1017>
- Hidayah, R. T., Adriansyah, I., & Utami, E. M. (2024). The influence of TikTok EWOM on *purchase intentions* for The Originote *skincare* products. *ASEAN International Journal of Business*, 3(2), 141–153. <https://doi.org/10.54099/aijb.v3i2.1017>
- Huang, T.-Y., Chen, W.-K., & Chen, C.-W. (2022). Understanding how product reviews on YouTube affect consumers' purchase behaviors in Indonesia: An exploration using the stimulus-organism-response paradigm. *Human Behavior and Emerging Technologies*, 2022, 1–19. <https://doi.org/10.1155/2022/4976980>
- Huang, T.-Y., Chen, W.-K., Chen, C., & Silalahi, A. D. K. (2022). Understanding how product reviews on YouTube affect consumers' purchase behaviors in Indonesia: An exploration using the stimulus-organism-response paradigm. *Human Behavior and Emerging Technologies*, 2022, 1–19. <https://doi.org/10.1155/2022/4976980>
- Ip, C. Y. (2025). Do consumers trust social businesses? Effects of corporate social responsibility fit on *purchase intention* and positive word-of-mouth behavior. *Corporate Social Responsibility and Environmental Management*, 32(6), 7816–7835. <https://doi.org/10.1002/csr.70100>
- Iskamto, D., & Rahmalia, K. F. (2023). Customer review, *influencer* endorsement, and *purchase intention*: The moderating role of brand image. *Shirkah: Journal of Economics and Business*, 8(3), 234–251. <https://doi.org/10.22515/shirkah.v8i3.601>
- Iskamto, D., & Rahmalia, K. F. (2023). Customer review, *influencer* endorsement, and *purchase intention*: The moderating role of brand image. *Shirkah: Journal of Economics and Business*, 8(3), 234–251. <https://doi.org/10.22515/shirkah.v8i3.601>
- Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling consumer behavior. *Journal of Consumer Psychology*, 12(1), 51–57. <https://doi.org/10.1207/153276602753338081>

- Jayawardana, P. (2022). Classic Delphi method. *Journal of the College of Community Physicians of Sri Lanka*, 28(3), 670. <https://doi.org/10.4038/jccpsl.v28i3.8527>
- Jia, Y., Feng, H., & Wang, X. (2023). Customer reviews or vlogger reviews? The impact of cross-platform UGC on the sales of experiential products on e-commerce platforms. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(3), 1257–1282. <https://doi.org/10.3390/jtaer18030064>
- John, J. K., Qiu, X., & Kilumile, J. W. (2025). Social commerce purchase intention: The salience of consumer-to-consumer interactions. *Journal of Consumer Behaviour*, 24(3), 1473–1485. <https://doi.org/10.1002/cb.2478>
- John, W. (2019). Scale development and construct validity of organizational capital in customer relationship management context: A confirmatory factor analysis approach. *Business Perspectives and Research*, 7(1), 76–91. <https://doi.org/10.1177/2278533718800600>
- Joshi, M., Korrapati, N. H., Reji, F., Hasan, A., & Kurudamannil, R. A. (2022). The impact of social media on skin care: A narrative review. *Lviv Clinical Bulletin*, 1–2(37–38), 85–96. <https://doi.org/10.25040/lkv2022.01-02.085>
- Joshi, Y., Lim, W. M., & Jagani, K. (2023). Social media influencer marketing: Foundations, trends, and ways forward. *Electronic Commerce Research*, 25(2), 1199–1253. <https://doi.org/10.1007/s10660-023-09719-z>
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). Social media influencer marketing: Foundations, trends, and ways forward. *Electronic Commerce Research*, 25(2), 1199–1253. <https://doi.org/10.1007/s10660-023-09719-z>
- Juanda, B. (2009). *Metodologi penelitian ekonomi dan bisnis* (2nd ed.). IPB Press.
- Kamau, A. N., & Juma, D. (2023). Talent management practices and employee performance in De La Rue Company in Kenya. *Strategic Journals*, 10(4). <https://doi.org/10.61426/sjbcm.v10i4.2751>
- Kang, I., & Ma, I. (2020). A study on bandwagon consumption behavior based on fear of missing out and product characteristics. *Sustainability*, 12(6), 2441. <https://doi.org/10.3390/su12062441>
- Kang, I., & Ma, I. (2020). A study on bandwagon consumption behavior based on fear of missing out and product characteristics. *Sustainability*, 12(6), 2441. <https://doi.org/10.3390/su12062441>
- Kao, C.-Y., & Huang, C. K. (2024). Investigating the impact of fear of missing out on inaction inertia in live streaming purchase intention. *Aslib Journal of Information Management*, 77(6), 1152–1175. <https://doi.org/10.1108/AJIM-01-2024-0030>
- Kao, H. (2022). The influence of user-generated content (UGC) on consumer purchase intention. *Journal of Textile Science & Fashion Technology*, 9(5). <https://doi.org/10.33552/JTSFT.2022.09.000725>
- Karmani, N., & Yunus, J. N. (2020). Confirmatory factor analysis: Teacher leadership measurement model. *International Journal of Academic Research*

- in Business and Social Sciences*, 10(7). <https://doi.org/10.6007/ijarbss/v10-i7/7598>
- Karmani, N., & Yunus, J. N. (2020). Confirmatory factor analysis: Teacher leadership measurement model. *International Journal of Academic Research in Business and Social Sciences*, 10(7). <https://doi.org/10.6007/ijarbss/v10-i7/7598>
- Keeler, C., & Curtis, A. C. (2022). Secondary data in nursing research. *AJN American Journal of Nursing*, 122(4), 58–61. <https://doi.org/10.1097/01.naj.0000827360.84863.f1>
- Khan, S., Rashid, A., Rasheed, R., & Amirah, N. A. (2022). Designing a knowledge-based system (KBS) to study consumer *purchase intention*: The impact of digital *influencers* in Pakistan. *Kybernetes*, 52(5), 1720–1744. <https://doi.org/10.1108/k-06-2021-0497>
- Khenak, N., Vézien, J.-M., & Bourdot, P. (2019). The construction and validation of the SP-IE questionnaire: An instrument for measuring spatial presence in immersive environments. In *Lecture Notes in Computer Science* (pp. 201–225). Springer.
- Khoa, B. T., Tuấn, N. M., & Phuong, N. T. M. (2025). Exploring the impact of *Fear of Missing Out* (FoMO) on youth shopping intentions in social commerce landscape. *Qubahan Academic Journal*, 5(1), 598–610. <https://doi.org/10.48161/qaj.v5n1a1403>
- Kim, N., & Lee, K. (2023). Environmental consciousness, *purchase intention*, and actual purchase behavior of eco-friendly products: The moderating impact of situational context. *International Journal of Environmental Research and Public Health*, 20(7), 5312. <https://doi.org/10.3390/ijerph20075312>
- Kline, R. B. (2016). Principles and practice of structural equation modeling (4th ed.). The Guilford Press.
- 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(5), 722–740. <https://doi.org/10.1108/EBR-02-2021-0032>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261. <https://doi.org/10.1111/isj.12131>
- Kohler, E. P., Mogaji, E., & Erkan, İ. (2023). Save the trip to the store: Sustainable shopping, electronic word of mouth on Instagram and the impact on cosmetic *purchase intentions*. *Sustainability*, 15(10), 8036. <https://doi.org/10.3390/su15108036>
- Komara, E., & Erwand, D. N. (2023). The effect of online consumer review, social media advertisement, and *influencer* endorsement on *purchase intention*. *Research of Economics and Business*, 1(2), 76–85. <https://doi.org/10.58777/reb.v1i2.79>
- Koopmans, L., Bernaards, C. M., & Hildebrandt, V. H. (2013). Construct validity of the individual work performance questionnaire. *Journal of Occupational*

- and *Environmental Medicine*, 56(3), 331–337.
<https://doi.org/10.1097/JOM.000000000000113>
- Kusmaryono, I., Wijayanti, D., & Maharani, H. R. (2022). Number of response options, reliability, validity, and potential bias in the use of the Likert scale education and social science research: A literature review. *International Journal of Educational Methodology*, 8(4), 625–637.
<https://doi.org/10.12973/ijem.8.4.625>
- Kusumawardani, K. A., & Purniasari, P. (2021). The effect of online consumer interaction and shopping motivation on *purchase intention*. *FIRM Journal of Management Studies*, 6(2), 183. <https://doi.org/10.33021/firm.v6i2.1555>
- Kvasova, L., Kurbatska, L., & Bolovin, V. (2023). Features of strategy formation of Ukrainian companies on international markets. *Green, Blue and Digital Economy Journal*, 4(3), 32–38.
- Le Mao, J., Xu, X., & Han, J. (2024). The impact of digital fashion marketing on *purchase intention*. *Asia Pacific Journal of Marketing and Logistics*, 37(1), 210–235. <https://doi.org/10.1108/APJML-09-2023-0946>
- Lee, C.-H., & Chen, C.-W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information*, 12(6), 241. <https://doi.org/10.3390/info12060241>
- Leonita, L. (2023). Impact of celebrity endorsement on *purchase intention* of local *skincare* brand: The role of perceived quality and perceived value. *Journal of Business Studies and Management Review*, 6(2), 128–134.
<https://doi.org/10.22437/jbsmr.v6i2.24608>
- Li, J., Qi, J., & Wu, L. (2021). The continued use of social commerce platforms and psychological anxiety: The roles of *influencers*, informational incentives and FoMO. *International Journal of Environmental Research and Public Health*, 18(22), 12254. <https://doi.org/10.3390/ijerph182212254>
- Li, M., Wang, Q., & Cao, Y. (2022). Understanding consumer online impulse buying in live streaming e-commerce: A stimulus-organism-response framework. *International Journal of Environmental Research and Public Health*, 19(7), 4378. <https://doi.org/10.3390/ijerph19074378>
- Lim, R. L., Rosales, M. Z., Salazar, A. T., & Pantoja, E. (2022). Perception of Filipino *skincare* product users on the effectiveness of *social media influencers* vs celebrity endorsers as brand ambassadors. *Journal of Business and Management Studies*, 4(1), 131–139.
<https://doi.org/10.32996/jbms.2022.4.1.16>
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' *purchase intention* in social commerce. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397. <https://doi.org/10.1108/APJML-05-2018-0170>
- Liu, S. (2025). Exploring *purchase intention* in online *influencer* marketing campaigns through an integrated model. *SAGE Open*, 15(3).
<https://doi.org/10.1177/21582440251355184>

- Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402. <https://doi.org/10.1080/02650487.2020.1788311>
- Lu, F.-C., & Sinha, J. (2024). How social media usage and the *fear of missing out* impact minimalistic consumption. *European Journal of Marketing*, 58(4), 1083–1114. <https://doi.org/10.1108/EJM-08-2022-0641>
- Mahmud, D., Heryanto, F. N., Muzaki, H., & Mustikasari, F. (2023). The influence of hedonic motivation, *influencer* marketing on purchase decision with FoMO (*Fear of Missing Out*) as mediation. *International Journal of Professional Business Review*, 8(11), e03834. <https://doi.org/10.26668/businessreview/2023.v8i11.3834>
- Manzil, L. D., & Vania, A. (2023). The influence of live-streamers on Somethinc's *purchase intention* at TikTok Shop mediated by consumer trust. *Jurnal Informatika Ekonomi Bisnis*, 217–221. <https://doi.org/10.37034/infec.v5i1.225>
- Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2020). User-generated content presenting brands on social media increases *purchase intention*. *Journal of Retailing and Consumer Services*, 55, 102113. <https://doi.org/10.1016/j.jretconser.2020.102113>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Mettasari, B., Kurniawati, K., & Masnita, Y. (2023). The mediating role of brand trust: Is enhancing TikTok marketing activities important to create loyalty? *Jurnal Komunikasi*, 15(2), 317–330. <https://doi.org/10.24912/jk.v15i2.24991>
- Mishra, P., Pandey, C. M., & Singh, U. (2019). Selection of appropriate statistical methods for data analysis. *Annals of Cardiac Anaesthesia*, 22(3), 297. https://doi.org/10.4103/aca.aca_248_18
- Molinillo, S., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2022). Analyzing the effect of user-generated content on *purchase intention* in social commerce. *Technological Forecasting and Social Change*, 174, 121274. <https://doi.org/10.1016/j.techfore.2021.121274>
- Monfared, A. A., Hanafizadeh, P., & Soltani, S. (2021). Social commerce and *purchase intention*: The mediating role of trust. *Electronic Commerce Research and Applications*, 48, 101076. <https://doi.org/10.1016/j.elerap.2021.101076>
- Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and *purchase intention*. *Journal of Research in Interactive Marketing*, 15(3), 441–459. <https://doi.org/10.1108/JRIM-04-2020-0072>
- Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and *purchase intention*. *Journal of Research in Interactive Marketing*, 15(3), 441–459. <https://doi.org/10.1108/jrim-04-2020-0072>

- Mueller, R. O., & Hancock, G. R. (2008). Best practices in structural equation modeling. In J. W. Osborne (Ed.), *Best practices in quantitative methods* (pp. 488–508). SAGE Publications. <https://doi.org/10.4135/9781412995627.d38>
- Naafiarsha, A., Respati, H., & Fridiansjah, A. (2020). E-trust and post-purchase experience on *repurchase intention* through customer satisfaction: Study on Instagram account @Jastipmlg. *International Journal of Business and Applied Social Science*, 6(8), 50–58. <https://doi.org/10.33642/ijbass.v6n8p7>
- Nanda, R. J. P. (2022). The effect of beauty *influencer*, social media marketing, and brand image on purchase decisions for Korea *skincare* products. *Jurnal Ekonomi*, 22(01), 23–32. <https://doi.org/10.29138/je.v22i01.160>
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/jcm-10-2019-3450>
- Ngo, T., Nguyen, H., & Nguyen, T. (2023). Live streaming commerce and *purchase intention*: The role of interactivity and information quality. *Journal of Retailing and Consumer Services*, 71, 103150. <https://doi.org/10.1016/j.jretconser.2023.103150>
- Nisrina, R. G. (2021). User generated content sebagai strategi komunikasi pemasaran digital: Studi kasus fenomena #shopeehaul. *Jurnal Komunikasi Profesional*, 5(6), 558–571. <https://doi.org/10.25139/jkp.v5i6.4316>
- Nor Zaman, N. H., Sabran, M. S., & Hashim, A. (2020). Construct validity and reliability of human capital self-assessment questionnaires instrument. *International Journal of Academic Research in Business and Social Sciences*, 10(6). <https://doi.org/10.6007/ijarbss/v10-i6/7285>
- Nosita, F., & Lestari, T. (2019). The influence of *user generated content* and *purchase intention* on beauty products. *GATR Journal of Management and Marketing Review*, 4(3), 171–183. [https://doi.org/10.35609/jmmr.2019.4.3\(2\)](https://doi.org/10.35609/jmmr.2019.4.3(2))
- Nurhasanah, N., Putri, Y. R., & Hakim, L. (2023). Brand ambassador and social media ads on *purchase intention* through brand image on *skincare* products. *Jurnal Riset Ekonomi dan Bisnis*, 16(2). <https://doi.org/10.26623/jreb.v16i2.6466>
- Ong, C., Tan, G., & Sari, D. (2024). Determinants of *purchase intention* in TikTok Shop social commerce platform. *Sustainability*, 16(3), 1123. <https://doi.org/10.3390/su16031123>
- Panchenko, L., & Samovilova, N. (2020). Secondary data analysis in educational research: Opportunities for PhD students. *SHS Web of Conferences*, 75, 04005. <https://doi.org/10.1051/shsconf/20207504005>
- Pasaribu, P. N., Nugroho, E., Eosina, P., Marlina, A., Kemora, H., & Othman, S. (2024). Examining the influence of *user generated content* on *purchase intention*: An experimental study of digital marketing training participants. In *Proceedings of the 2nd Ibn Khaldun International Conference on Applied and*

- Social Sciences (IICASS 2024)*. Atlantis Press. https://doi.org/10.2991/978-2-38476-299-6_16
- Patel, J. (2021). User-generated content and consumer *purchase intentions* in the cosmetic industry. In *Research anthology on strategies for using social media as a service and tool in business* (pp. 1084–1106). IGI Global. <https://doi.org/10.4018/978-1-7998-9020-1.ch054>
- Pereira, L. M., Rodrigues, V. S., & Freires, F. G. M. (2024). Use of partial least squares structural equation modeling (PLS-SEM) to improve plastic waste management. *Applied Sciences*, 14(2), 628. <https://doi.org/10.3390/app14020628>
- Perry, J. L., Nicholls, A. R., Clough, P., & Crust, L. (2015). Assessing model fit: Caveats and recommendations for confirmatory factor analysis and exploratory structural equation modeling. *Measurement in Physical Education and Exercise Science*, 19(1), 12–21. <https://doi.org/10.1080/1091367x.2014.952370>
- Phan, A., Nguyễn, V. A., & Ho, N. V. (2024). Social media marketing and customer *purchase intention*: Evidence-based bibliometrics and text analysis. *Innovative Marketing*, 20(2), 169–181. [https://doi.org/10.21511/im.20\(2\).2024.14](https://doi.org/10.21511/im.20(2).2024.14)
- Pinem, A. A., Handayani, P. W., & Winona, C. M. (2023). The influence of information types and search intention in using branded or generic search query. *Jurnal Sistem Informasi*, 19(2), 17–33. <https://doi.org/10.21609/jsi.v19i2.1283>
- Pinto, P. A., & Paramita, E. L. (2021). Social media *influencer* and brand loyalty on Generation Z: The mediating effect of *purchase intention*. *Diponegoro International Journal of Business*, 4(2), 105–115. <https://doi.org/10.14710/dijb.4.2.2021.105-115>
- Pradana, V. N., & Sirait, H. (2024). Application of structural equations modeling partial least square at the comparison of the niveau of responsibility from CS and DigiCS. *International Journal of Quantitative Research and Modeling*, 5(1), 103–111. <https://doi.org/10.46336/ijqrm.v5i1.604>
- Pramesti, E. A., & Rubiyanti, R. N. (2023). The effect of *social media influencer* on *purchase intention* with brand image and customer engagement as intervening variables. *Journal of International Conference Proceedings*, 6(2), 211–221. <https://doi.org/10.32535/jicp.v6i2.2384>
- Prasetio, A., & Purnamawati, E. D. (2023). The role of brand ambassador and electronic word of mouth towards *purchase intention*. *Jurnal Dinamika Manajemen*, 14(1), 1–21. <https://doi.org/10.15294/jdm.v14i1.38435>
- Prihananto, P., Persada, S. F., & Apriyansyah, B. (2022). Customers *purchase intention* in social commerce: A descriptive study. In *Proceedings* (Vol. 202). Atlantis Press. <https://doi.org/10.2991/aebmr.k.211226.027>
- Putri, A. A., Rizan, M., & Febrilia, I. (2022). The influence of social media marketing and e-WoM on purchase decisions through *purchase intention*.

- Jurnal Dinamika Manajemen dan Bisnis*, 5(2), 1–17.
<https://doi.org/10.21009/jdmb.05.2.1>
- Putri, F. E. V. S., & Tiarawati, M. (2021). The effect of *social media influencer* and brand image on online *purchase intention* during the Covid-19 pandemic. *Ilomata International Journal of Management*, 2(3), 163–171.
<https://doi.org/10.52728/ijjm.v2i3.261>
- Radwan, A. F., Mousa, S. A., & Mohamed, M. M. (2021). Impact of *social media influencer* marketing on youth *purchase intentions* in UAE. *Media Watch*, 12(3). <https://doi.org/10.15655/mw/2021/v12i3/165405>
- Ramadhani, J. Y., & Prasasti, A. (2023). Brand trust capacity in mediating social media marketing activities and *purchase intention*. *Indonesian Journal of Business and Entrepreneurship*, 9(1), 81–95.
<https://doi.org/10.17358/ijbe.9.1.81>
- Ranjith, P. V., Nisansala, S., Jayasingha, N., Weerasekara, K. D. P. B., Wisenthige, K., & Dayapathirana, N. (2025). Does social media information credibility influence social commerce *purchase intention* of *skincare* products? Evidence from Facebook. *PLOS ONE*, 20(10), e0334126.
<https://doi.org/10.1371/journal.pone.0334126>
- Reise, S. P., Scheines, R., Widaman, K. F., & Haviland, M. G. (2013). Multidimensionality and structural coefficient bias in structural equation modeling. *Educational and Psychological Measurement*, 73(1), 5–26.
<https://doi.org/10.1177/0013164412449831>
- Rigdon, E. E. (1996). CFI versus RMSEA: A comparison of two fit indexes for structural equation modeling. *Structural Equation Modeling: A Multidisciplinary Journal*, 3(4), 369–379.
<https://doi.org/10.1080/10705519609540052>
- Rini, F., Yelfiza, Y., & Pernanda, A. Y. (2022). Measuring construct validity of instrument for investigating teachers in using LMS. *EAI Endorsed Transactions on e-Learning*, 8(1).
- 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>
- Rosario, A. B., Valck, K. D., & Sotgiu, F. (2019). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, 48(3), 422–448. <https://doi.org/10.1007/s11747-019-00706-1>
- Rozalinna, G. M., & Lukman, A. C. (2022). Konsumsi produk sustainable beauty di masa pandemi: Menjaga kesadaran ekologis ataukah menjaga fenomena FOMO (*Fear of Missing Out*)? *BJSS*, 1(02), 57–79.
<https://doi.org/10.21776/ub.bjss.2022.001.02.4>
- Sa'adah, F., & Mardhotillah, R. R. (2023). Effect of brand ambassador, brand image, brand trust and e-WOM on *purchase intention* for halal *skincare*

- product: Study on Avoskin skincare in Surabaya. *Journal of Halal Research Policy and Industry*, 2(2). <https://doi.org/10.33086/jhrpi.v2i2.5450>
- Salah, P., Ehab, S., Osama, M., Hosam, M., & Hany, M. (2024). The impact of social media influencers on consumer's purchase intention mediated by attitude: Applied on dermatology influencers. *Journal of Advances in Economics and Business Studies*, 1(1), 29–46. <https://doi.org/10.21608/jaebis.2024.386324>
- Sardar, S., & Vijay, T. S. (2025). Social media influencers and purchase intention: A review and research agenda. *International Journal of Consumer Studies*, 49(3). <https://doi.org/10.1111/ijcs.70046>
- Sari, K., Sumarwan, U., & Munandar, J. M. (2024). The effect of TikTok social media influencer, brand image, and lifestyle on purchase intention of local skincare products. *Indonesian Journal of Business and Entrepreneurship*, 10(1), 181. <https://doi.org/10.17358/ijbe.10.1.181>
- Sari, K., Sumarwan, U., & Munandar, J. M. (2024). The effect of TikTok social media influencer, brand image, and lifestyle on purchase intention of local skincare products. *Indonesian Journal of Business and Entrepreneurship*, 10(1), 181. <https://doi.org/10.17358/ijbe.10.1.181>
- Sariani, K. W., & Sularsih, A. (2023). Social media marketing, product knowledge dan fear of missing out (FOMO) terhadap cosmetic purchase decision. *Revitalisasi*, 12(2), 301. <https://doi.org/10.32503/revitalisasi.v12i2.4540>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Setiadi, H., Sukmana, O., & Wahyudi, W. (2024). Exposure to technology and social media: A study of Generation Z's consumerist culture in South Jakarta. *Asian Journal of Engineering, Social and Health*, 3(5), 1055–1062. <https://doi.org/10.46799/ajesh.v3i5.318>
- Setiawan, A., Gabriella, T., Darmawan, W., & Rakasiwi, Y. (2024). Investigating e-WOM via TikTok impact on purchase intention: Brand “S.” *Ranah Research Journal of Multidisciplinary Research and Development*, 6(4), 511–518. <https://doi.org/10.38035/rj.v6i4.854>
- Shekhar, R., & Jaidev, U. P. (2020). Antecedents of online purchase intention in the context of social commerce. *International Journal of Applied Management Science*, 12(1), 68. <https://doi.org/10.1504/IJAMS.2020.105296>
- Shetu, S. N. (2023). User-generated content and micro-celebrity posts encourage Generation Z consumers to search social media for online purchase: A study on Dhaka City, Bangladesh. *The Electronic Journal of Information Systems in Developing Countries*, 90(2). <https://doi.org/10.1002/isd2.12300>
- Shofaranti, I., Putri, H. A. H., & Maulana, Y. (2024). The effect of fear of missing out, celebrity endorsements and advertisements on impulsive buying, case study: Brand Skintific on the TikTok application. *International Journal of Social Service and Research*, 4(05), 1205–1215. <https://doi.org/10.46799/ijssr.v4i05.777>

- Sintia, L., Masnita, Y., & Kurniawati, K. (2023). The determinants of *purchase intention* in social commerce. *Jurnal Manajemen Bisnis*, 14(1), 214–237. <https://doi.org/10.18196/mb.v14i1.15754>
- Smith, S., Jan, S., Descallar, J., *et al.*, (2019). An investigation of methods to improve recall for the patient-reported outcome measurement in COPD patients: A pilot randomised control trial and feasibility study protocol. *Pilot and Feasibility Studies*, 5(1).
- Sohaib, M., Safeer, A. A., & Majeed, A. (2022). Role of social media marketing activities in China's e-commerce industry: A stimulus organism response theory context. *Frontiers in Psychology*, 13, 941058. <https://doi.org/10.3389/fpsyg.2022.941058>
- South, L., Saffo, D., & Vitek, O. (2022). Effective use of Likert scales in visualization evaluations: A systematic review. *Computer Graphics Forum*, 41(3), 43–55. <https://doi.org/10.1111/cgf.14521>
- Stratton, S. J. (2018). Likert data. *Prehospital and Disaster Medicine*, 33(2), 117–118. <https://doi.org/10.1017/s1049023x18000237>
- Supradita, C. F., Darpito, S. H., & Laksana, D. H. (2020). Brand image as a mediation of electronic word of mouth on purchasing intention of Laneige. *Jurnal Penelitian Ekonomi dan Bisnis*, 5(2), 180–193. <https://doi.org/10.33633/jpeb.v5i2.3270>
- Supriani, I., Ninglasari, S. Y., & Iswati, S. (2024). How *social media influencers* form Muslim consumers' halal cosmetics *purchase intention*: Religiosity concern. *Journal of Islamic Marketing*, 16(2), 502–525. <https://doi.org/10.1108/JIMA-02-2024-0085>
- Syahputra, W., Dhowi, B., & Sianipar, S. M. (2023). The psychological perspective of Bhinneka Tunggal Ika and its measurements. *The Open Psychology Journal*, 16(1). <https://doi.org/10.2174/0118743501260487231122043601>
- Tamara, D., Heriyati, L., & Hanifa, T. (2021). The effect of Instagram *influencers* on *purchase intentions* mediated by brand image on cosmetic products: Study on Gen Z women. *Open Access Indonesia Journal of Social Sciences*, 4(2), 111–123. <https://doi.org/10.37275/oaijss.v4i2.90>
- Tanpoco, M. R., Alonte, A. T. L., & Nubla, C. A. D. (2023). Assessing the influence of source characteristics, psychological-related factors, and content attributes on *purchase intention*. *International Journal of Multidisciplinary Applied Business and Education Research*, 4(9), 3341–3354. <https://doi.org/10.11594/ijmaber.04.09.22>
- Trabelsi, K., Saif, Z., & Driller, M. (2024). Evaluating the reliability of the athlete sleep behavior questionnaire (ASBQ): A meta-analysis of Cronbach's alpha and intraclass correlation coefficient. *BMC Sports Science, Medicine and Rehabilitation*, 16(1).
- Tsai, W.-H. S., & Bui, M. (2021). How user-generated content influences *purchase intention*: A moderated mediation model. *Journal of Business Research*, 122, 635–645. <https://doi.org/10.1016/j.jbusres.2020.08.028>

- Tunjungsari, H. K. (2023). Kredibilitas dan citra *influencer* pada konsumen Scarlett: Pengaruhnya terhadap *purchase intention*. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 5(4). <https://doi.org/10.24912/jmk.v5i4.26979>
- Vlčková, K., Gonella, S., & Bavelaar, L. (2023). Methodological and ethical challenges in designing and conducting research at the end of life: A systematic review of qualitative and textual evidence. *International Journal of Nursing Practice*, 30(5). <https://doi.org/10.1111/ijn.13224>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media *influencer* marketing: A systematic review and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Vu, V. C., Wang, S., Keating, B., & Chen, E. Y. I. (2024). Increasing social media stickiness through parasocial interaction and *influencer* source credibility. *Australasian Marketing Journal*, 33(4), 352–370. <https://doi.org/10.1177/14413582241306130>
- Wah, J. N. K. (2025). Decoding structural equation modeling. *Journal of Cases on Information Technology*, 27(1), 1–20. <https://doi.org/10.4018/jcit.369092>
- 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>
- Weston, R., & Gore, P. A., Jr. (2006). A brief guide to structural equation modeling. *The Counseling Psychologist*, 34(5), 719–751. <https://doi.org/10.1177/0011000006286345>
- Wijaya, N. P. N. P., Hurriyati, R., & Widjayanta, B. (2024). The effect of UGC (*user generated content*) and FOMO (*fear of missing out*) on Gen Z's online purchasing decision in Bandung City on online start-ups. In *Proceedings* (pp. 461–466). Atlantis Press. https://doi.org/10.2991/978-94-6463-443-3_59
- Xuechen, H., & Khiam, L. (2024). The descriptive analysis on the quality and guarantee mechanism of higher education between the Chinese and Malaysian students. *Curriculum and Teaching Methodology*, 7(1). <https://doi.org/10.23977/curtm.2024.070116>
- Yasri, Y., Susanto, P., & Hoque, M. E. (2020). Price perception and price appearance on *repurchase intention* of Gen Y: Do brand experience and brand preference mediate? *Heliyon*, 6(11), e05532. <https://doi.org/10.1016/j.heliyon.2020.e05532>
- Yoga, I. M. S., Sistadyani, N. P. I., & Patricia, R. S. (2022). Indonesian consumers' emotional and psychological factors in the nexus of *fear of missing out* (FOMO). *BISMA (Bisnis dan Manajemen)*, 14(2), 144–159. <https://doi.org/10.26740/bisma.v14n2.p144-159>
- Yusoff, M. S. B. (2011). Psychometric properties of the Learning Approach Inventory: A confirmatory factor analysis. *Education in Medicine Journal*, 3(2), e24–e31. <https://doi.org/10.5959/eimj.3.2.2011.or3>

- Zhang, J., Jiang, N., Turner, J. J., & Pahlevansharif, S. (2022). The impact of scarcity on consumers' impulse buying based on the S-O-R theory. *Frontiers in Psychology, 13*. <https://doi.org/10.3389/fpsyg.2022.792419>
- Zhang, N., & Hu, W. (2024). Do psychological ownership and communicative presence matter? Examining how user-generated content in e-commerce live streaming influences consumers' purchase intention. *Behavioral Sciences, 14*(8), 696. <https://doi.org/10.3390/bs14080696>
- Zhang, R., Mercado, T., & Bi, N. C. (2024). "Unintended" marketing through influencer vlogs: Impacts of interactions, parasocial relationships and perceived influencer credibility on purchase behaviors. *Journal of Research in Interactive Marketing, 19*(1), 5–18. <https://doi.org/10.1108/jrim-11-2023-0416>
- Zhao, Z., & Sang, K. (2025). Social media and diaspora tourism intentions among Malaysian Chinese in Klang Valley: The moderating role of intergeneration. *SAGE Open, 15*(3). <https://doi.org/10.1177/21582440251343686>
- Zhou, S., Li, T., & Yang, S. (2022). What drives consumers' purchase intention of online paid knowledge? A stimulus-organism-response perspective. *Electronic Commerce Research and Applications, 52*, 101126. <https://doi.org/10.1016/j.elerap.2022.101126>
- Zhu, L., Li, H., Wang, F.-K., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: A new model based on the stimulus-organism-response (S-O-R) framework. *Aslib Journal of Information Management, 72*(4), 463–488. <https://doi.org/10.1108/AJIM-11-2019-0308>