

DAFTAR PUSTAKA

- Aggad, K. K., Ahmad, F. S., & Kamarudin, S. (2021). Research Article Investigating the Impact of Influencers', Characteristics, Contents, and Trustworthiness on Consumers' Purchase Intention. *Review of International Geographical Education Online*, 11(6), 885-902.
- Ahmad, S. A., & Bruno, D. E. (2021). Social Media Influencers and The Dietary Choices Among University Students. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(10), 543-557.
- Ahmed, M., Khan, S., & Alzughairi, D. (2021). The Impact Of Snapchat Makeup Influencers On The Consumption buying Of Female Students In Saudi Arabia: The Case Of Sephora. *Palarch's Journal Of Archaeology Of Egypt/Egyptology*, 18(16), 406-414.
- 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>.
- Al-Nasser, A., & Mahomed, A. S. B. (2020). Effect Of Social Media Influencers On Purchase Intentions Of Saudi Arabia Consumers: Instagram As An Evaluation Tool. *International Journal of Management (IJM)*, 11(7).
- Ceyhan, S., Dogan, I. C., Yildiz, M., & Barca, M. (2018). Boundary conditions for the emergence of relational trust among exporters and importers. *Review of International Business and Strategy*, 28(3/4), 358-372.
- Conick, H. (2018, December 8). *How to Win Friends and Influence Millions: The Rules of Influencer Marketing*. American Marketing Association.
- Chaudhry Kashif MAHMOOD, Hoda Mahmoud ABOALSAMH, Tayyiba KHALIL and Hassan ALI(2023)," Disclosing Instagram Influencers' Advertising: The Effect of Source Credibility Cues on Millennials' Behavioral Intentions", *IBIMA Business Review*, Vol. 2023 (2023), Article ID 919062, DOI: 10.5171/2023. 919062

- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*.
- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology & Marketing*, 34(4), 481-495.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International journal of advertising*, 36(5), 798-828.
- Dedeoglu BB (2019). Are information quality and source credibility really important for shared content on social media? *International Journal of Contemporary Hospitality Management* 31(1): 513–534.
- Djafarova, E., & Rushworth, C. (2017). Exploring the Credibility of Online Celebrities' Instagram Profiles in Influencing the Purchase Decisions of Young Female Users. *Computers Human Behavior*, 68, 1-7.
<https://doi.org/10.1016/j.chb.2016.11.009>.
- Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst millennials. *Internet Research*, 25(4), 498–526.
<https://doi.org/10.1108/IntR-01-2014-0020>.
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314.
<https://doi.org/10.1362/026725799784870379>.
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and buying intent. *Journal of interactive advertising*, 17(2), 138-149.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73.
<https://doi.org/10.1080/15252019.2018.1533501>.

Metzger, M. J., Flanagin, A. J., & Zwarun, L. (2003). College student Web use, perceptions of information credibility, and verification behavior. *Computers & Education*, 41(3), 271- 290.

Oliver, M. B., Bilandzic, H., Cohen, J., Ferchaud, A., Shade, D. D., Bailey, E. J., & Yang, C. (2019). A penchant for the immoral: Implications of parasocial interaction, perceived complicity, and identification on liking of antiheroes. *Human Communication Research*, 45(2), 169-201.

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.
<https://doi.org/10.1080/00913367.1990.10673191>

Pengguna Media sosial di indonesia
<https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>

Pornpitakpan, C. (2004). The persuasiveness of source credibility: A critical review of five decades' evidence. *Journal of applied social psychology*, 34(2), 243-281.

Sari Anjani & Irwansyah, 2020, Peranan Influencer dalam Mengkomunikasikan Pesan di Media Sosial Instagram [the Role of Social Media Influencers in Communicating Messages Using Instagram], *POLYGLOT: Jurnal Ilmiah*, Vol 16, No 2

Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of Retailing and Consumer Services*, 58, 102276.

Schouten, A. P., Janssen, L., & Verspaget, M. (2019). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and ProductEndorser fit. *International Journal of Advertising*, 39(2), 258– 281.
<https://doi.org/10.1080/02650487.2019.1634898>

Taruna, Khemal Thareq Putra and Risca Fitri Ayuni,,
SE., MM., MBA (2021) Pengaruh Hubungan Parasosial, Kredibilitas Influencer, Dan Kredibilitas Merek Terhadap Purchase Intention Pada Produk Endorsement Dalam Instagram (Studi Pada

Mahasiswa/I S1 Universitas Brawijaya Malang). Sarjana thesis, Universitas Brawijaya.

- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of advertising*, 29(3), 1-13.
- Van Der Waldd, D.L.R. M Van Loggerenberg & L. Wehmeyer (2009). Celebrity Endorsements versus Created Spokesperson in Advertising: A Survey Among Students. *South, African Journal of Economic and Management Sciences*, 12(1), 100-114.
- Van Dijck, J., Poell, T., & De Waal, M. (2018). *The platform society: Public values in a connective world*. Oxford University Press.
- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16-32.
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian marketing journal*, 28(4), 160-170.
- Wojdyski, B. W., & Evans, N. J. (2016). Going Native: Effects of Disclosure Position and Language on the Recognition and Evaluation of Online Native Advertising. *Journal of Advertising* Vol.45(2), 157-168. DOI: 10.1080/00913367.2015.1115380.
- Zhang, Z., Gao, Y., & Li, Z. (2020). Consensus reaching for social network group decision making by considering leadership and bounded confidence. *Knowledge-Based Systems*, 204, 106240