

## DAFTAR PUSTAKA

- Abosag, Ibrahim., Ramadan, Zahy., Baker, Tom., & Jin, Zhongqi. (2020). *Customers' Need For Uniqueness Theory Versus Brand Congruence Theory: The Impact on Satisfaction With Social Network Sites*. *Journal of Business Research* 117 862-872.
- Arora, N. and Aggarwal, A. (2018), *The role of perceived benefits in formation of online shopping attitude among women shoppers in India*, *South Asian Journal of Business Studies*, Vol. 7 No. 1, pp. 91- 110. <https://doi.org/10.1108/SAJBS-04-2017-0048>
- Aryani, Fina., Ningsih, Windi., Djohari, Meiriza, & Humairah, Anugrah. (2024). *Gambaran Penggunaan Multivitamin selama Pandemi COVID 19 di Apotek Kota Pekanbaru*. *Jurnal Farmasi Klinis dan Sains Bahan Alam* Vol.4, No.1, Februari 2024, Hal. 23-32.
- Breves, Priska., Liebers, Nicole., Abt, M., Kunze, A. (2019). *The Perceived Fit Between Instagram Influencers and The Endorsed Brand: How Influencer-Brand Fit Affects Source*
- Bhukya, Ramulu & Paul, Justin. (2023). *Social Influence Research in Consumer Behavior: What We Learned And What We Need To Learn? – A Hybrid Systematic Literature Review*. *Journal of Business Research* Vol.162 <https://doi.org/10.1016/j.jbusres.2023.113870>.
- Credibility and Persuasive Effectiveness*. *Journal of Advertising Research* 59 (4):440-454. DOI: 10.2501/JAR-2019-030.
- Carter, D. (2016). *Hustle and Brand: The Sociotechnical Shaping of Influence*. *Social Media + Society*, 2 (3), 1-12
- Chen Lou & Shupeii Yuan. (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, DOI: 10.1080/15252019.2018.1533501
- Eagle, L., Dahl, S., Hill, S., Bird, S., Spotswood, F., Tapp, A. (2013). *Social Marketing*. *Pearson Prentice Hall: London*.

- Fawaid, A. (2017). Pengaruh Digital Marketing System, Terhadap Daya Saing Penjualan Susu Kambing Etawa. *IQTISHADIA: Jurnal Ekonomi & Perbankan Syariah*, 4(1), 104–119.
- Illahi, Azizun Kurnia, Dewanto Putra Fajar, and Muhammad Irawan Saputra. 2020. “Penggunaan Social Media Influencer Sebagai Usaha Membangun Budaya Masyarakat Digital Tentang Konsep Tubuh Ideal Dan Kepercayaan Diri.” *Jurnal Komunikasi* 12(1):108. doi: 10.24912/jk.v12i1.7078.
- Irwansyah, Sari Anjani .(2020). *The Role of Social Media Influencer in Communicationg Messages Using Instagram*. *POLYGLOT: Jurnal Ilmiah*. <https://dx.doi.org/10.19166/pji.v16i2.1929>
- Kotler., & Keller (2012). *Manajemen Pemasaran*. Edisi 12. Jakarta : Erlangga
- J. Sonali, A. Vrushali, & Chopra Anjali .(2021). *Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial*. *Journals of Sagepub Business Perspectives and Research* 9(1) 77–91, 2021.
- Lee, Nancy R., & Philip Kotler. (2011). *Social Marketing :Influencing Behaviors for Good*. US. *Sage Publication, Inc*.
- Liang, Shi-Zhu., Xu, Jia-Lu & Huang, Echo. (2024). *Comprehensive Analysis of the Effect of Social Influence and Brand Image on Purchase Intention*. <https://doi.org/10.1177/21582440231218771>.
- Lim, Weng Marc. (2022). *Toward a Theory of Social Influence In The New Normal, Activities, Adaption & Aging*, 46:1, 1-8, DOI:10.1080.01924788.2022.2031165.
- Min, Jae Han Jay., Chang, Jai, Tun-Min, & Ziegler, Morgan. (2019). *The Effect Of Celebrity-Brand Congruence And Publicity On Consumer Attitudes and Buying Behavior*. *Associate Professor, Department of Hospitality and Retail Management*. <https://doi.org/10.1186/s40691-018-0159-8>.

- Swasty, Wirania. (2016). *Branding : Memahami dan Merancang Strategi Merek*. Bandung : PT. Remaja Rosdakarya.
- T. Alkis., Christofi, Michael., M. Anna., & V. Demetris .(2020). *Social media influencer marketing: A systematic review, integrative framework and future research agenda. International Journal of Consumer Studies Wiley*.
- T. Netti, Hermanda Atika .(2019). *The Effect Of Social Media Influencer on Brand Image, Self-Concept, and Purchase Intention. Journal of Consumer Sciences*
- 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>
- Putranto, A. R., & Nirmala, G. C. (2024). *The Influence of Brand Personification Mascot, Ad Engagement, and Attitude Toward Brand Mediated by Positive Emotion and Their Influence on Purchase Intention at Tiket.Com. Formosa Journal of Applied Sciences*, 3(1), 141–160. <https://doi.org/10.55927/fjas.v3i1.7679>.
- Riley, J. and Klein, R. (2019), "How logistics capabilities offered by retailers influence millennials" *online purchasing attitudes and intentions*", *Young Consumers*, Vol. ahead-of-print No. ahead-ofprint. <https://doi.org/10.1108/YC-12-2018-0889>
- Shah, H., Aziz, A., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M. & Sherazi., K. (2012). *The Impact of Brands on Consumer Purchase Intentions. Asian Journal of Business Management*, 4(2). PP 105-110
- Sánchez-Franco, M. J., Peral-Peral, B., & Villarejo-Ramos, Á. F. (2014). *Users' intrinsic and extrinsic drivers to use a web-based educational environment. Computers & Education*, 74, 81–97.

- Gogoi, B. (2013). *Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel*. *International Journal of Sales & Marketing*, Vol. 3, Issue 2, Jun 2013. PP 73-86
- Herviani, V., Prasetyo, H., & Nobelson. (2020). Analisis Pengaruh *Brand Trust*, *EWom*, Dan *Social Media Influencer* Terhadap Keputusan Pembelian Lipstik Pixy. *Prosiding Biema*, 1(1), 60–74.
- Najmi, Manoochehr., Atefi, Yashar., & Mirbagheri. (2012). *Attitude Toward Brand: An Integrative Look at Mediators and Moderators*. *Academy of Marketing Studies Journal*. 16(1):111-133.
- Savitri, Yosanova. (2022). *WOW Brand Series: Influencer Marketing 2022*. Jakarta: Markplus. Inc.
- Riley, J. and Klein, R. (2019), "How logistics capabilities offered by retailers influence millennials" online purchasing attitudes and intentions", *Young Consumers*, Vol. ahead-of-print No. ahead-ofprint. <https://doi.org/10.1108/YC-12-2018-0889>
- Koththagoda, K.C. and H.M.R.P.Herath. (2018), "Factors Influencing Online Purchasing Intention: The Mediation Role of Consumer Attitude", *Journal of Marketing and Consumer Research*, Vol. 42, pp. 66-74
- Rahman, S., Khan, M. and Iqbal, N. (2018), "Motivations and barriers to purchasing online: understanding consumer responses", *South Asian Journal of Business Studies*, Vol. 7 No. 1, pp. 111-128. <https://doi.org/10.1108/SAJBS-11-2016-0088>.
- Sholabi, Wuraola & Akinyemi, Olamide .(2023). Pengobatan Sendiri dengan Obat-Obatan Yang Dijual Bebas di Kalangan Konsumen: Survei *Cross- Sectional* di Negara Bagian Barat Daya Nigeria. *BMJ Open*. Doi: 10.1136/bmjopen-2023-072059.
- Vignoles, V. L., Chryssochoou, X., & Breakwell, G. M. (2000). *The Distinctiveness Principle: Identity, Meaning, and the Bounds of Cultural Relativity*, *Personality, and Social Psychology Review*, 4(4), 337-354.

Zhang, J., Zheng, W. and Wang, S. (2020), "*The study of the effect of online review on purchase behavior: Comparing the two research methods*", *International Journal of Crowd Science*, Vol. 4 No. 1, pp. 73-86. <https://doi.org/10.1108/IJCS-10-2019-0027>

Zulfikar, Rizki & Lestari, Cita Sindy. (2022). *The Influence of Attitudes Toward Brand and Attitudes Toward Advertising on Brand Preferences on Advertisements for Dove Shampoo Products (Case Study On Consumers of Dove Shampoo at Minimarket X In Tasikmalaya City)*. *JEMBA : Journal Of Economics, Management, Business, And Accounting*, Volume 2No 2December 2022, Page 157-164

UMMN

UNIVERSITAS

MULTIMEDIA

NUSANTARA