DAFTAR PUSTAKA

Abdullah. (2015). *Metodologi Penelitian Kuantitatif*.

Adrian, D. (2020). *Pengertian dan Jenis-jenis Influencer Marketing*.
https://webcache.googleusercontent.com/search?q=cache:kJixckj_aTUJ:https://wh
ello.id/tips-digital-marketing/pengertian-dan-jenis-jenis-influencer-
marketing/+&cd=8&hl=en&ct=clnk&gl=id

Andriani, M, & Jusuf, J. P. A. (2021). Celebrity Endorsement Menghasilkan Hubungan
Merek Diri Dan Kualitas Hubungan Pada Konsumen Online Shopping Indonesia.
Prosiding Seminar Nasional, 109–117.
https://journal.perbanas.id/index.php/psn/article/view/399%0Ahttps://journal.perba
nas.id/index.php/psn/article/download/399/224

Andriani, Meta, & Dwbunga, F. (2018). Faktor pembentuk brand loyalty : peran self
concept connection, brand love, brand trust dan brand image (telaah pada merek
h&m di kota dki jakarta). *Benefit: Jurnal Manajemen Dan Bisnis*, *2*(2), 157.
https://doi.org/10.23917/benefit.v2i2.4285

Andriawan. (2019). (Cek Data) Benarkah Influencer Marketing Tingkatkan 3x Lipat
Penjualan? *Paperblog*.

Arviana, G. (2020). *Ketahuilah Apa Itu Brand Engagement dan Bebagai Level Untuk
Mencapainya*. https://glints.com/id/lowongan/brand-engagement-
adalah/#.X1myWnkzbIW

CNNIndonesia. (2019). *Netizen Indonesia Paling Gemar Belanja Online*. https://www.cnnindonesia.com/teknologi/20190201173813-185-365769/netizen-indonesia-paling-gemar-belanja-online

databoks. (2019). *Berapa Pengguna Media Sosial Indonesia*.

Dwi. (2019). *Brand itu Bukan Merek: Ini dia Perbedaannya*. https://storelogy.com/blog/apa-itu-brand/

Eka, R. (2015). *Pengguna Media Sosial di Indonesia Mulai Tersegmentasi Berdasarkan Kebutuhan*. https://dailysocial.id/post/penggunaan-media-sosial-di-indonesia-mulai-tersegmentasi-berdasarkan-kebutuhan

Entrepreneur. (2017). *7 Factors That Make a Brand Stand Out*. https://www.entrepreneur.com/article/292097

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Ferdinand, A. (2014). *Metode Penelitian Manajemen* (5th ed.). Badan Penerbit Universitas Diponegoro.

Fretty, W. (2013). Perancangan Social Networking Sebagai Media Informasi Bagi Pemerintah. *Prosiding PESAT*, *5*.

Ghozali, I., & Hengky, L. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris* (Ed.2). Undip :

Semarang., 2015.

Giakoumaki, C., & Krepapa, A. (2020). Brand engagement in self-concept and consumer engagement in social media: The role of the source. *Psychology and Marketing*, *37*(3), 457–465. https://doi.org/10.1002/mar.21312

Goldsmith, R. E., Flynn, L. R., & Clark, R. A. (2011). Materialism and brand engagement as shopping motivations. *Journal of Retailing and Consumer Services*, *18*(4), 278–284. https://doi.org/10.1016/j.jretconser.2011.02.001

H. Assael. (1998). *Consumer Behavior and Marketing Action 5th edition*. Ohio: South Western Collage Publishing.

Hair, J. et. al. (2010). Multivariate Data Analysis. In *United States: Pearson*.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, *19*(2), 139–152. https://doi.org/10.2753/MTP1069-6679190202

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, *26*(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Haryanto, A. (2020). *Riset: Ada 175,4 Juta Pengguna Internet di Indonesia*. https://inet.detik.com/cyberlife/d-4907674/riset-ada-1752-juta-pengguna-internet-di-indonesia?_ga=2.198003375.1824054720.1599714963-681958435.1587111925

Hasan, M. R., Haq, M. R., & Rahman, M. Z. (2019). "Impact of social network on purchase decision: a study on teenagers of Bangladesh." *Journal of Business & Retail Management Research*, *14*(01), 20–31. https://doi.org/10.24052/jbrmr/v14is01/art-03

Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). the Effect of Social Media Influencer on Brand Image, Self-Concept, and Purchase Intention. *Journal of Consumer Sciences*, *4*(2), 76–89. https://doi.org/10.29244/jcs.4.2.76-89

Iman, M. (2020). *Pengguna Instagram di Indonesia Didominasi Wanita dan Generasi Milenial*.

Indah, S., Bulan, S., & Sudrajat, R. H. (2019). *Pengaruh Penggunaan Celebrity Endorser Arief Muhammad di Instagram Terhadap Brand Image Erigo Store Program Studi Ilmu Komunikasi , Fakultas Ilmu Komunikasi dan Bisnis . Universitas Telkom Bandung , Jl . Telekomunikasi No . 01 Terusan Buah Batu , Bandung . 5*(2), 322–332.

indotelko. (2018). *Ini Yang diharapkan Konsumen dari Sebuah Merek*. https://www.indotelko.com/read/1544406085/diharapkan-konsumen-merek

J. Supranto. (2000). *Metode Ramalan Kuantitatif untuk Perencanaan Ekonomi dan Bisnis*.

Jaya, I. G. N. M., & Sumertajaya, I. M. (2008). Pemodelan Persamaan Structural dengan Partial Least Square. *Semnas Matematika Dan Pendidikan Matematika 2008*, 118–132.

Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, *49*(July), 366–376. https://doi.org/10.1016/j.ijinfomgt.2019.07.009

Joseph, F. H. (2003). *Essentials of Business Research Methods*. https://books.google.co.id/books/about/Essentials_of_Business_Research_Methods .html?id=hiHgGAAACAAJ&redir_esc=y

Ki, C. W. 'Chloe,' & Kim, Y. K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology and Marketing*, *36*(10), 905–922. https://doi.org/10.1002/mar.21244

Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Applications*, *11*(3), 241–252. https://doi.org/10.1016/j.elerap.2011.06.003

Kumparan. (2017). *Konsumen Kini Lebih Percaya Influencer Dibandingkan Iklan saat Belanja*. https://kumparan.com/kumparanstyle/konsumen-kini-lebih-percaya-influencer-dibanding-iklan-saat-belanja/full

Lin, C., Wu, Y.-S., & Chen, J.-C. V. (2013). Electronic Word-of-Mouth: The Moderating Roles of Product Involvement and Brand Image. *Proceedings of 2013 International Conference on Technology Innovation and Industrial Management*, 29–47.

P, U. (n.d.). *Pengguna Internet di Indonesia Paling Banyak di Usia 15-19 Tahun*.

https://techno.okezone.com/read/2019/05/21/207/2058544/2018-pengguna-internet-indonesia-paling-banyak-di-usia-15-19-tahun

Philip, K. (2000). *Prinsip-prinsip Pemasaran Manajemen*. Jakarta: Prenhalindo.

Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence and Planning*, *37*(4), 372–385. https://doi.org/10.1108/MIP-02-2018-0070

Prasetyo, B. Miftahul, J. (2019). Metode Penelitian Kuantitatif. *Rajawali Pers*. https://scholar.google.co.id/citations?user=rCOO4P4AAAAJ&hl=id

Rahim, F. (2019). *Pentingnya Brand Engagement Melalui Sosial Media*. https://pinusspace.com/company/consultant/branding/blog/pentingnya-brand-engagement-melalui-sosial-media/#:~:text=Berdasarkan studi yang dilakukan oleh,interaksi yang aktif di dalamnya.&text=Dengan terciptanya Brand Engagement%2C kepercayaan,brand anda ak

Rama Kertamukti. (2015). Strategi Kreatif Dalam Periklanan. *Jakarta: Raja Grafindo Persada*.

Rimadias, S., Werdiningsih, Y., & Baqi, A. F. (2022). Social Media Marketing on Instagram: Peran Beauty Influencer Dalam Pemasaran Scarlett Whitening Di Media Sosial Instagram. *Jurnal MEBIS (Manajemen Dan Bisnis)*, *7*(1), 88–100. https://doi.org/10.33005/mebis.v7i1.337

Schiffman, Leon.G., L. (2007). *Perilaku Konsumen* (7th ed.). PT. Indeks.

Sentf, M. (2008). *Camgirls: Celebrity and Community in the Age of Social Networks*. Peter Lang.

Shindler, D. R. C. (2006). *Marketing Research*.

Sutisna. (2001). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: Remaja Rosdakarya.

Tony, W., & Zainal, M. (2012). *Panduan Teknik Statistik SEM & PLS Dengan SPSS AMOS*. Cahaya Atma Pustaka.

Varela, P., Ares, G., Giménez, A., & Gámbaro, A. (2010). Influence of brand information on consumers' expectations and liking of powdered drinks in central location tests. *Food Quality and Preference*, *21*(7), 873–880. https://doi.org/10.1016/j.foodqual.2010.05.012

Verma, S. (2013). Effectiveness of social network sites for influencing consumer purchase decisions. *International Journal of Business Excellence*, *6*(5), 624–634. https://doi.org/10.1504/IJBEX.2013.056112

Wardani, D., & Gustia, R. R. (2017). Analysis of Brand Experience, Brand Satisfaction and Brand Trust Relationship to Brand Attachment. *Jurnal Ilmu Manajemen & Ekonomika*, *9*(1), 59. https://doi.org/10.35384/jime.v9i1.20

Wijayanti, S. (2016). *Pentingnya Engagement Bagi Merek*. https://marketeers.com/pentingnya-engagement-marketing-bagi-merek/

Wulandari, B. G., & Rofianto, W. (2019). Faktor pembentuk brand love dan

implikasinya terhadap customer intention : studi pada konteks jasa pendidikan

tinggi. *Inovasi*, *15*(2), 207–215.

Zaenudin, A. (2018). *Influencer di Media Sosial, Pantang Tangguh Iklan Konvensional*. https://tirto.id/influencer-di-media-sosial-penantang-tangguh-iklan-konvensional-cEfr