

DAFTAR PUSTAKA

- Aditya Ayu Laksmi, F. O. (2016). Pengaruh Electronic Word of Mouth (eWOM) Terhadap Minat Beli Followers Instagram pada Warunk Upnormal. *Jurnal Computech & Bisnis*, 81.
- Ahmad, S. H., Wolok, T., & Abdussamad, Z. K. (2022). Pengaruh Shopping Lifestyle Dan Promosi Produk Skin Care Terhadap Impulse Buying Melalui Media Tiktok Shop. *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 5(2), 784–793.
<https://ejurnal.ung.ac.id/index.php/JIMB/article/view/16550>
- Aljufri, A. (2019). Pengaruh Beauty Vlogger Terhadap Minat Beli Produk Wardah Ditinjau dari Ekonomi Islam. *Skripsi*.
http://www.scopus.com/inward/record.url?eid=2-s2.0-84865607390&partnerID=tZOtx3y1%0Ahttp://books.google.com/books?hl=en&lr=&id=2LIMMD9FVXkC&oi=fnd&pg=PR5&dq=Principles+of+Digital+Image+Processing+fundamental+techniques&ots=HjrHeuS_
- Andriyanto, D. S., Suyadi, I., & Fanani, D. (2016). Pengaruh Fashion Involvement Dan Positive Emotion Terhadap Impulse Buying (Survey pada Warga Kelurahan Tulusrejo Kecamatan Lowokwaru Kota Malang). *Jurnal Administrasi Bisnis SI Universitas Brawijaya*, 31(1), 42–49.
- Aragoncillo, L., & Orús, C. (2018). Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC*, 22(1), 42–62. <https://doi.org/10.1108/SJME-03-2018-007>
- Astuti, S. R. T., Khasanah, I., & Yoestini, Y. (2020). Study of impulse buying on Instagram users in Indonesia. *Diponegoro International Journal of Business*, 3(1), 47–54. <https://doi.org/10.14710/dijb.3.1.2020.47-54>
- Azzahra, L., & Nursholehah, N. (2022). The Effect of using Celebrity Endorser on Consumer Impulse Buying Behavior (Survey on Scarlett Body Whitening in Bandung City, Indonesia) Pengaruh Penggunaan Celebrity Endorser Terhadap Impulsive Buying Behavior Konsumen (Survey Pada Scarlett Body Whiteni. *International Journal Administration, Business and Organization (IJABO) |*, 3(2), 70–82. <https://ijabo.a3i.or.id>

- Bong, S. (2011). Pengaruh In-Store Stimuli Terhadap Impulse Buying Behavior Konsumen Hypermarket Di Jakarta. *ULTIMA Management*, 3(1), 31–52. <https://doi.org/10.31937/manajemen.v3i1.175>
- Cahyono, F. D., Kusumawati, A., & Kumadji, S. (2016). Analisis Faktor-Faktor Pembentuk Electronic Word-Of-Mouth (eWOM) Dan Pengaruhnya Terhadap Minat Beli (Survei pada Followers Akun Instagram @saboten_shokudo). *Jurnal Administrasi Bisnis*, 37(1), 148–157. www.marketeers.com
- Cresentia, A., & Nainggolan, R. (2022). Pengaruh Kredibilitas Dan Trustworthiness Beauty Influencer Di Instagram Terhadap Keputusan Pembelian Produk Kosmetik Wardah. *Performa*, 6(6), 526–535. <https://doi.org/10.37715/jp.v6i6.2156>
- Eliza, R., & Sinaga, M. (2018). *Pengaruh Youtube Beauty Vlogger*.
- Fasyni, A., Budiarti, A. P., & Lasmini, R. S. (2021). Faktor-Faktor Yang Mempengaruhi Online Impuls Buying. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 10(2), 175. <https://doi.org/10.26418/jebik.v10i2.47796>
- Felicia, V. (2022). Pengaruh Celebrity Endorse Di Instagram Dan Hedonic Motives Terhadap Impulsive Buying Pada Produk Fashion Di Surabaya. *Performa*, 6(5), 468–477. <https://doi.org/10.37715/jp.v6i5.2564>
- Gusniar, A. (2022). Pengaruh Attractiveness, Trustworthiness, dan Expertise Beauty Vlogger terhadap Minat Beli Produk Kecantikan di Youtube (Studi pada Mahasiswa di Tiga Universitas Yogyakarta). *EXERO : Journal of Research in Business and Economics*, 3(2), 187–210. <https://doi.org/10.24071/exero.v3i2.4297>
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur). *Jurnal Eksekutif*, 15(1), 133–146.
- Henrietta. (2012). Impulsive Buying Pada Dewasa Awal Di Yogyakarta. *Jurnal Psikologi Undip*, 11(2), 6.
- Hursepuny, C. V., & Oktafani, F. (2018). Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle Terhadap Impulse Buying pada Konsumen Shopee_ID. *Jurnal E-Proceeding of Management*, 5(1), 1041–1048.
- Husnain, M., Qureshi, I., Fatima, T., & Akhtar, W. (2016). The Impact of Electronic Word-of-Mouth on Online Impulse Buying Behavior: The Moderating role of Big 5

- Personality Traits. *Journal of Accounting & Marketing*, 05(04).
<https://doi.org/10.4172/2168-9601.1000190>
- Khoirun Nisa, N. D. (2020). *Pengaruh Celebrity Endorser Terhadap Pembelian Impulsif Pada Mahasiswi Psikologi Universitas Islam Negeri (Uin) Maulana Malik Ibrahim Malang*. <http://etheses.uin-malang.ac.id/19099/>
- Khokhar, A. A., Qureshi, P. A. baker, Murtaza, F., & Kazi, A. G. (2019). The Impact of Social Media on Impulse Buying Behaviour in Hyderabad Sindh Pakistan. *International Journal of Entrepreneurial Research*, 2(2), 8–12.
<https://doi.org/10.31580/ijer.v2i2.907>
- Kiranawati, S. (2021). Plagiat Merupakan Tindakan Tidak Terpuji Plagiat Merupakan Tindakan Tidak Terpuji. *Repository.Usd.Ac.Id*, 1–85.
https://repository.usd.ac.id/25510/2/084114001_Full%5B1%5D.pdf
- 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>
- Ningsih, S., & Dukalang, H. H. (2019). Penerapan Metode Suksesif Interval pada Analisis Regresi Linier Berganda. *Jambura Journal of Mathematics*, 1(1), 43–53.
<https://doi.org/10.34312/jjom.v1i1.1742>
- Pakan, E. D., & Purwanto, S. (2022). Pengaruh Beauty Influencer Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Facial Wash Garnier Di Surabaya. *SCIENTIFIC JOURNAL OF REFLECTION : Economic, Accounting, Management and Business*, 5(3), 764–772. <https://doi.org/10.37481/sjr.v5i3.535>
- Rahmaningsih, D., & Sari, D. (2022). YUME : Journal of Management Pengaruh E-WoM di Sosial Media Tiktok terhadap Pembelian Impulsif Produk Kosmetik di Indonesia. *YUME : Journal of Management*, 5(2), 371–378.
<https://doi.org/10.2568/yum.v5i2.2429>
- Sari, N., & Saputra, M. (2019). Pengaruh Intensity, Valence Of Opinion, Conten Terhadap Keputusan Wisatawan Berkunjung Ke Objek Wisata Di Provinsi Lampung. *Jurnal Ekuivalensi*.
<http://www.ejournal.kahuripan.ac.id/index.php/Ekuivalensi/article/view/217>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer

- endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281.
<https://doi.org/10.1080/02650487.2019.1634898>
- Setiawan, G. (2019). BAB II Tinjauan Pustaka BAB II TINJAUAN PUSTAKA 2.1. 1–64. *Gastronomía Ecuatoriana y Turismo Local.*, 1(69), 5–24.
- Sokol, E. (2017). The World Of Beauty Vloggers On YouTube. *Master Thesis, Master Media Studies - Media & Business*, 100.
- Swastha, B. (1989). Basu Swastha. *Manajemen Penjualan*, 34–35.
- Tanriady, I., & Septina, F. (2022). Pengaruh E-Wom dan Sales Promotion Terhadap Impulsive Buying Produk Fashion di Shopee pada Mahasiswa Universitas Ciputra Surabaya. *JEMMA (Journal of Economic, Management and Accounting)*, 5(1), 1.
<https://doi.org/10.35914/jemma.v5i1.800>
- Trifiyanto, K. (2019). Pengaruh Dimensi Online Visual Merchandising dan Promosi Penjualan Online Terhadap Impulse Buying. *Jurnal Hummansi*, 2(September), 29–37. <https://doi.org/10.33488/1.jh.2019.2.213>
- UTAMI, L. F. W. (2019). *Pengaruh daya tarik, keahlian dan kepercayaan beauty vlogger terhadap minat beli konsumen pada produk kosmetik*. 1–14.
- Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information and Management*, 48(8), 320–327. <https://doi.org/10.1016/j.im.2011.08.001>
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15(1 SUPPL.), 71–83. <https://doi.org/10.1002/per.423>
- Widawati, L. (2011). Analisis Perilaku “Impulse Buying” dan “Locus of Control” pada Konsumen di Carrefour Bandung. *Mimbar*, XXVII(2), 125–132.
- Wijoyo, F., & Santoso, T. (2022). Pengaruh Website Quality, Electronic Word of Mouth, Dan Hedonic Shopping Motivation Terhadap Impulse Buying Pada E-Commerce *Agora*, 10(1). <https://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/12081%0Ahttps://publication.petra.ac.id/index.php/manajemen-bisnis/article/viewFile/12081/10611>
- Wulandari, T. A., Insan, M. I., & Sudrajat, A. (2021). Pengaruh Electronic Word of

Mouth dan Potongan Harga terhadap Pembelian Impulsif Suatu Produk Skincare. *Jurnal Ilmu Manajemen*, 9(3), 844–851. <https://doi.org/10.26740/jim.v9n3.p844-851>

Yistiani, N. N. M., Yasa, N. N. K., & Suasana, I. G. A. K. G. (2015). Pengaruh Atmosfer Gerai Dan Pelayanan Ritel Terhadap Nilai Hedonik Dan Pembelian Impulsif Pelanggan Matahari Department Store Duta Plaza Di Denpasar. *Jurnal Manajemen*, 9(2), 1–1.

Yulia, farida, Lamsah, & Periyadi. (2019). *BUKU MANAJEMEN PEMASARAN_compressed.pdf* (Issue April, p. 79).

Zukhrufani, A., & Zakiy, M. (2019). the Effect of Beauty Influencer, Lifestyle, Brand Image and Halal Labelization Towards Halal Cosmetical Purchasing Decisions. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, 5(2), 168. <https://doi.org/10.20473/jebis.v5i2.14704>