

DAFTAR PUSTAKA

- Agus, A., & Ghozali, I. (2019). Mediating Effect of Audit Quality in Relationship Between Auditor Ethics and Litigation: An Empirical Study. *International Journal of Economics and Business Administration*, 7(2), 91-100.
- Amriel, E.E.Y., & Ariescy, R.R. (2021). Analisa Engagement Rate Instagram: Fenomena Like dan Komentar. *Media Manajemen Jasa: Program Studi Manajemen*, 9(2), 1-10.
- Arikunto, S. (2009). *Prosedur Penelitian, Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Arman, A. A., & Sidik, A. P. (2019, November). Measurement of Engagement Rate in Instagram (Case Study: Instagram Indonesian Government Ministry and Institutions). In 2019 International Conference on ICT for Smart Society (ICISS) (Vol. 7, pp. 1-6). IEEE.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of Marketing*. Pearson Australia
- Azizah, I. N., & Arum, P. R. (2021). Model Terbaik Uji Multikolinearitas untuk Analisis Faktor-Faktor yang Mempengaruhi Produksi. *Prosiding Seminar Nasional UNIMUS*, 4, 61-69.
- Bakker, D. (2018). Conceptualising *influencer* marketing. *Journal of emerging trends in marketing and management*, 1(1), 79-87.
- Beng, T. W., & Ming, L. T. (2020). A Critical Review on Engagement Rate and Pattern on Social Media Sites. In International Conference on Digital Transformation and Applications (ICDXA).
- Brown, D., & Hayes, N. (2008). *Influencer Marketing, Who Really Influences Your Customers*. UK: Elsevier Ltd.
- Chaffey, D., & Chadwick, F. (2016). *Digital Marketing (Strategy, Implementation and Practice)*. New York: Pearson Education.
- Diatmika, I.K.W. (2021). Analisis Image Comments to Image Likes Ratio Instagram pada 5 Gamer dengan Followers Terbanyak di Indonesia. 1-12.
- Fathurrahman, M. M., Triwardhani, D., & Argo, J. G. (2021). Pengaruh *Influencer* Marketing dan Viral Marketing terhadap Keputusan Pembelian Bittersweet By Najla. *Prosiding SENAPENMAS*, 1209-1218.
- Firmansyah, A. (2020). *Komunikasi Pemasaran*. Pasuruan: Qiara Media.
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. (Edisi 8) Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro.

- Ghozali, I. (2017). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit UNDIP.
- Hanindharputri, M. A., & Putra, I. K. A. M. (2019, September). Peran *Influencer* dalam Strategi Meningkatkan Promosi dari Suatu Brand. In *Sandyakala: Prosiding Seminar Nasional Seni, Kriya, dan Desain* (Vol. 1, pp. 335-343).
- Huang, R., & Sarigöllü, E. (2014). *How Brand Awareness Relates To Market Outcome, Brand Equity, and The Marketing Mix*. In *Fashion Branding and Consumer Behaviors* (pp. 113–132). Springer.
- Indika, D. R., & Jovita, C. (2017). Media Sosial Instagram sebagai Sarana Promosi untuk Meningkatkan Minat Beli Konsumen. *Jurnal Bisnis Terapan*, 1(01), 25-32.
- Jones, A. R., & Lee, S. E. (2022). Factors influencing engagement in fashion brands' Instagram posts. *Fashion Practice*, 14(1), 99-123.
- Juliandi, A., Irfan., & Manurung, S. (2014). *Metode Penelitian Bisnis*. Medan: UMSU Press.
- Kim, D., Bilgin, M. H., & Ryu, D. (2021). Are Suspicious Activity Reporting Requirements for Cryptocurrency Exchanges Effective?. *Financial Innovation*, 7(1), 1-17.
- Kotler, P., & Armstrong, G. (2018). *Prinsip-Prinsip Marketing*. Edisi Ke Tujuh. Jakarta: Penerbit Salemba Empat.
- Kushwaha, P. P., Singh, A. K., Prajapati, K. S., Shuaib, M., Fayez, S., Bringmann, G., & Kumar, S. (2020). Induction of Apoptosis in Breast Cancer Cells by Naphthylisoquinoline Alkaloids. *Toxicology and Applied Pharmacology*, 409, 115297.
- Litmanen, H. C., & Sari, W. P. (2021). Analisis Pengaruh Content Marketing terhadap Customer Engagement (Studi Pada Instagram@ bloomcoffeejkt). *Prologia*, 5(1), 184-190.
- Martikainen, I., & Pitkänen, A. (2019). The Significance of Consumers' Perceived Authenticity to Engagement: Explorative Research of Influencer Marketing in Instagram (Dissertation). Retrieved from <https://urn.kb.se/resolve?urn=urn:nbn:se:liu:diva-157376>
- Narimawati, U., Sarwono, J., Munandar, D., & Winarti, M. B. (2020). *Metode Penelitian dalam Implementasi Ragam Analisis: Untuk Penulisan Skripsi, Tesis, dan Disertasi*. Yogyakarta: Penerbit Andi.
- Niloy, A. C., Alam, J. B., & Alom, M. S. (2023). *Influencer marketing: factors influencing a customer's purchase intention*. *Asian Journal of Business Environment*, 13(1), 23-32.
- Ni Wayan Ayu Padma Audre Yane Putri dan Osa Omar Sharif. (2021). Pengaruh *Influencer* Terhadap Engagement, Expected Value, dan Purchase Intention: Studi pada Pelanggan

- Tokopedia. *e-Proceeding of Management*, 8(4), 3228-3234.
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact Of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice*, 27(1), 103-121.
- Priyono, B.H. (2016). *Anthony Giddens: Suatu Pengantar*. Jakarta: Gramedia.
- Putra, J. E., & Lestari, M. T. (2022). Analisis Engagement Rate Series Little Mom Dalam Membangun Brand Awareness We Tv Indonesia. *E-Proceeding of Management*, 9(2), 1225-1229.
- Putranto, H. A., Rizaldi, T., Riskiawan, H. Y., Setyohadi, D. P. S., Atmadji, E. S. J., & Nuryanto, I. H. (2022, September). Measurement Of Engagement Rate On Instagram For Business Marketing (Case Study: MSME of Dowry In Jember). In 2022 International Conference on Electrical and Information Technology (IEIT) (pp. 317-321). IEEE.
- Ridho, P. M., & Hartono. (2022). Pengaruh Konten Marketing terhadap Customer Engagement Dengan Viral Marketing Sebagai Variabel Intervening. *Jurnal Kompetitif Bisnis*, 1(8), 506-515.
- Rully I., & Poppy Y (2017). *Metodologi Penelitian: Kuantitatif, Kualitatif dan Campuran untuk Manajemen, Pembangunan, dan Pendidikan*. Bandung: Refika Aditama.
- Samatan, N., & Riani, R. (2020). Pengaruh Influencer Marketing dan Viral Marketing Terhadap Pengambilan Keputusan Penggunaan Aplikasi Tiktok. *International Journal of Communication, Management and Humanities*, 1(2), 145-156.
- Setia Ningsih, H.D. (2019). Penerapan Metode Sukses Interval pada Analisis Regresi Linier Berganda. *Jombural Journal of Mathematics*, 1, 44- 53.
- Setiansyah, N.B. (2020). “Kemenparekraf” (Diakses 27 Mei 2023 dari https://bankdata.kemenparekraf.go.id/upload/document_satker/5baa176056e524cfaa5086f5d69b2747.pdf).
- Sugiyono. (2015). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: CV Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- Sugiyono. (2019). *Metodelogi Penelitian Kuantitatif dan Kualitatif dan R&D*. Bandung: CV Alfabeta.
- Sumer, S. I., & Parilti, N. (Eds.). (2023). *Social Media Analytics in Predicting Consumer Behavior*. CRC Press.
- Tafesse, W., & P.Wood, B. (2021). Followers Engagement with Instagram *Influencers*: The

Role of *Influencers* Content and Engagement Estrategy. *ELSEVIER*, 1-9.

Van Cotte, A., & STEELS, N. (2021). A study of *influencer* marketing on Instagram, TikTok and YouTube: The effects of parasocial interactions, openness, perceived interactivity, persuasion knowledge and correspondence bias. Unpublished Master's thesis). Belgium: Louvain School of Management <https://dial.uclouvain.be/memoire/ucl/en/object/thesis%3A31419> (Erişim tarihi: 14.09. 2022).

Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social Media *Influencer* Marketing: A Systematic Review, Integrative Framework And Future Research Agenda. *International Journal of Consumer Studies*, 45(4), 617-644.

Winata, J. N., & Alvin, S. (2022). Strategi *Influencer* Marketing dalam Meningkatkan Customer Engagement (Studi Kasus Instagram Bonvie.id). *Jurnal Kewarganegaraan*, 6(2), 4262-4272.

Wujarson, R. (2022). *Digital Marketing*. Sumatera Barat.