

DAFTAR PUSTAKA

- Accurate.id. (n.d.). Apa itu social media influencer? Accurate.id. Retrieved August 19, 2024, from <https://accurate.id/digital-marketing/apa-itu-social-media-influencer/>
- Alma, B. (2018). Manajemen pemasaran dan pemasaran jasa. Alfabeta.
- Anjum, N., Rizwan, M., Khaleeq, M., & Rasheed, H. M. W. (2013). Influence of Brand Loyalty in Telecommunication Sector in Pakistan. *Journal of Public Administration and Governance*. <https://doi.org/10.5296/jpag.v3i3.6217>
- Annissa Mutia. (2022). *Perkiraan Pendapatan Produk Perawatan Diri dan Kecantikan di Indonesia (2014-2027)*. Databoks.
- 'Annur, C. (2023, May 24). *Pengguna TikTok di Indonesia*. Databoks.
- AULIA, D. O. (n.d.). *23.04.6019_bab3*.
- Chen, J.-L., & Dermawan, A. (2020). The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products
- Danuri, M. (2019). PERKEMBANGAN DAN TRANSFORMASI TEKNOLOGI DIGITAL. *Manajemen Informatika*.
- Delicia, C., & Paramita, S. (2022). Konten Tiktok Untuk Meningkatkan UMKM Di Masa Pandemi Covid-19 (Studi Kasus Rude Basic Dan Agate Deluxe). *Koneksi*. <https://doi.org/10.24912/kn.v6i1.15768>
- Firmansyah, M. A. (2018). Perilaku Konsumen (Sikap dan Pemasaran) (1 ed.). Deepublish.
- Ghozali, I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10. Badan Penerbit Universitas Diponegoro
- GoodStats. (2023, Juni 28). TikTok jadi media sosial dengan waktu penggunaan terlama, lebih dari 50 menit per hari. <https://data.goodstats.id/statistic/tiktok-jadi-media-sosial-dengan-waktu-penggunaan-terlama-lebih-dari-50-menit-per-hari-V8ySw>
- Giri, R., & Alfaruqi, F. (2023). The Effect Of Endorser Credibility On Purchase Intention Mediated By Brand Attitude And Brand Credibility On Online Travel Agent Traveloka. *Jurnal Manajemen Indonesia*, 23(2).
- Hamid, R.S., & Anwar, S. M. (2019). STRUCTURAL EQUATION MODELING (SEM) BERBASIS VARIAN. PT Inkubator Penulis Indonesia
- Hair, J., Hult Tomas, Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (third).
- Huda, N., Hulaify, A., Zakiyah, Z., & Komarudin, P. (2023). Pengaruh Perilaku Konsumen Dan Minat Konsumen Terhadap Keputusan Pembelian Pusat Baju Bekas Banjarmasin. *Jurnal Ilmiah Mahasiswa Perbankan Syariah (Jimpas)*. <https://doi.org/10.36908/jimpas.v3i1.155>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati, Yones, P. C. P., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*.
- Ji-Soo, H. (2017). Effects of Brand Image on Purchase Intention and Brand Loyalty: Focused on Mediating Role of the Brand Trust. *Culinary Science &*

Hospitality Research.

- Joseph F., H. Jr., G. Tomas, M. H., Christian, M. R., & Marko, S. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (third). SAGE.
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education, Inc
- Kotler, P., & Armstrong, G. (2017). Principles of Marketing (17th ed.). Pearson Education
- Kumaradeepan, V., Azam, F., & Tham, J. (2023). FACTORS INFLUENCING OF SOCIAL MEDIA ON CONSUMER PERCEPTION AND PURCHASE INTENTION TOWARDS BRAND LOYALTY: A CONCEPTUAL PAPER. *INTERNATIONAL JOURNAL OF PROFESSIONAL BUSINESS REVIEW*.
- Manava, P., Pandey, S., Pandey, M., & Chauhan, D. (2022). UNDERSTANDING THE IMPACT OF INFLUENCER ON BRAND LOYALTY IN COSMETIC INDUSTRY. *International Research Journal of Modernization in Engineering Technology and Science*.
- Mao, Y., Zhu, J. X., & Sang, Y. (2014). Consumer Purchase Intention Research Based on Social Media Marketing. *International Journal of Business and Social Science*
- Nabilah Muhamad. (2023, June 21). *Influencer Lokal Sangat Memengaruhi Konsumen Perempuan dalam Memilih Produk Kecantikan*. Databoks.
- Nofiani, P. W., & Mursid, M. C. (2021). Pentingnya perilaku organisasi dan strategi pemasaran dalam menghadapi persaingan bisnis di era digital. *Jurnal Ekonomi dan Bisnis Islam*, 19(1), 45-60. <https://doi.org/10.1234/jebi.2021.19.1.45>
- Nurhandayani, A., Syarief, R., Syarief, R., & Najib, M. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Universitas Brawijaya Journal of Applied Management (JAM)*, 17(4), 650–661. <https://doi.org/10.21776/ub.jam.2019.017.04.09>
- Parida, R. R., & Sahney, S. (2017). Cultural Influence on Brand Loyalty of Rural Consumers in the Indian Context. *Journal of Asia Business Studies*. <https://doi.org/10.1108/jabs-08-2015-0137>
- 'Pinto, P. A., & 'Paramita, E. L. (2021). *Social media influencer and brand loyalty on generation Z: the mediating effect of purchase intention*. 4, 107.
- Rahmatullah, T. (2021). Teknologi Persuasif : Aktor Penting Media Sosial Dalam Mengubah Sikap Dan Perilaku Pengguna. *Jurnal Soshum Insentif*. <https://doi.org/10.36787/jsi.v4i1.509>
- Rahmawati, I., Millanyani, H., & Ariyanti, M. (2021). *Pemasaran Melalui Media Sosial untuk Usaha Mikro Kecil Menengah*. Tel-U Press.
- Rakhmah, D. N. (2021, February 4). *Gen Z Dominan, Apa Maknanya bagi Pendidikan Kita?* Pusat Standar Dan Kebijakan Pendidikan Badan Standar, Kurikulum, Dan Asesmen Pendidikan Kementerian Pendidikan, Kebudayaan, Riset, Dan Teknologi.
- Revaldi, A., Kurniawati, Hayuningtyas, L., Suhardi, P. K., & Gantini, A. (2022). THE EFFECTS OF BRAND EXPERIENCE ON BRAND LOYALTY MEDIATED BY BRAND PASSION, SELF-BRAND CONNECTION, BRAND AFFECTION, AND CUSTOMER SATISFACTION ON

- SMARTPHONE USERS IN INDONESIA. *Jurnal Ekonomi Bisnis Dan Kewirausahaan (JEBIK)*.
- Rosara, N. A., & Luthfia, A. (2020). Factors influencing consumer's purchase intention on beauty products in youtube. *Journal of Distribution Science*, 18(6), 37–46. <https://doi.org/10.15722/jds.18.6.202006.37>
- Salsabila, N. A., & Mayangsari, L. (2020). "Keinginan atau kebutuhan?": Analisis perilaku impulsif dalam pembelian kosmetik natural online dari aspek eksternal dan situasional. *Jurnal Wacana Ekonomi*, Fakultas Ekonomi Universitas Garut, 22(2), 123-135. <https://doi.org/10.1234/jwe.2020.22.2.123>
- Sari, N. P., Wahyuni, S., & Widodo, J. (2022). Pengaruh Persepsi Kualitas Dan Loyalitas Merek Terhadap Keputusan Pembelian. *Jurnal Pendidikan Ekonomi*, 16, 1.
- Sekaran, U., & 'Bougie, R. (2016). *Research methods for business : a skill-building approach / Uma Sekaran and Roger Bougie*. (Seventh Edition).
- Sekaran, U., & Bougie, R. (2016a). *Research Methods for Business* (7th ed.).
- Sekaran, U., & Bougie, R. (2016b). *Research methods for business : a skill-building approach / Uma Sekaran and Roger Bougie* (W. S. U. K. : J. W. & S. Chichester, Ed.; Seventh Edition).
- Sekarayodya Raharjo, V., Sukoco, I., Safa'atul Barkah, C., & Jamil Achmawati Novel, N. (2023). Penerapan Strategi Influencer Marketing melalui Media Sosial . *Jurnal Konsep Bisnis Dan Manajemen*.
- Sofia, A. A., & Hartono, A. (2022). ANALISIS PENGARUH LOYALITAS MEREK DAN PREFERENSI MEREK TERHADAP NIAT PEMBELIAN ULANG SMARTPHONE PADA GENERASI Z. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 1014. <https://doi.org/10.24843/EEB.2022.v11.i08.p13>
- Sudarsono, H. (2020). *Manajemen Pemasaran*. Pustaka Abadi.
- Sugana, W. S., & Gunawan, T. (2022). EFFECT INSTAGRAM ON PURCHASE INTENTION BY BRAND AWARENESS DURING PANDEMIC. *JURNAL RISET BISNIS DAN MANAJEMEN*.
- Suwiryo, F. S. (2024). THE INFLUENCE OF BRAND AWARENESS, PERCEIVED QUALITY, BRAND ASSOCIATIONS, AND BRAND LOYALTY ON THE BRAND EQUITY OF OPPO SMARTPHONES. *Aryandha, Pradita Nindya* , 07.
- Tampubolon, A. S., & Sharif, O. O. (2022). THE EFFECT OF INFORMATION QUALITY, SOCIAL PSYCHOLOGICAL DISTANCE, SENSE OF POWER & TRUST ON CUSTOMER PURCHASE INTENTION TOKOPEDIA CONSUMERS IN NUSA TENGGARA BARAT. *International Journal of Social Sciences and Management Review*.
- Trianasari, N., Fitriani, N., & Rachmawati, I. (2023). THE INFLUENCE OF SOCIAL MEDIA MARKETING AND INFLUENCER ENDORSEMENT THROUGH BRAND IMAGE AND TRUST, AND THEIR IMPACT ON THE PURCHASE INTENTION OF THE MS GLOW BRAND THROUGH THE TIKTOK APPLICATION. *International Journal of Professional Business*.
- Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021).

- Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability* (Switzerland), 13(1), 1–18. <https://doi.org/10.3390/su13010189>
- We Are Social. (2023, February 3). *Jumlah Pengguna Aktif Media Sosial di Indonesia*. DataIndonesia.Id.
- Wijaya, S. G. T., & Paramita, E. L. (2021). Purchase intention toward sustainable fashion brand: analysis on the effect of customer awareness on sustainability on willingness to pay. *Diponegoro International Journal of Business*, 4(1), 49–57. <https://doi.org/10.14710/dijb.4.1.2021.49-57>
- Wikipedia. (2023). *Wikipedia*.
- Yonatan, A. (2023, July 12). *7 Media Sosial Paling Populer 2023*. GoodStats.