

REFERENCES

- Akdevelioglu, D., & Kara, S. (2020). An international investigation of opinion leadership and social media. *Journal of Research in Interactive Marketing*, 14(1), 71–88.
<https://doi.org/10.1108/JRIM-11-2018-0155>
- Al-Emadi, F. A., & Ben Yahia, I. (2020). Ordinary celebrities related criteria to harvest fame and influence on social media. *Journal of Research in Interactive Marketing*, 14(2), 195–213.
<https://doi.org/10.1108/JRIM-02-2018-0031>
- Arif, I., Aslam, W., & Siddiqui, H. (2020). Influence of brand related user-generated content through Facebook on consumer behaviour: a stimulus-organism-response framework. In *Int. J. Electronic Business* (Vol. 15, Issue 2).
- Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index- insights from facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49, 86–101. <https://doi.org/10.1016/j.jretconser.2019.03.012>
- Audrezet, A., de Kerviler, G., & Guidry Moulard, J. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569. <https://doi.org/10.1016/j.jbusres.2018.07.008>
- Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services*, 70. <https://doi.org/10.1016/j.jretconser.2022.103149>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61.
<https://doi.org/10.1016/j.jretconser.2021.102585>
- Britannica. (2024). *Humor. Definition, Types, Examples, & Facts*. Britannica.
<https://www.britannica.com/topic/humor>
- Carmines, E., & Zeller, R. (1979). *Reliability and Validity Assessment*. SAGE Publications, Inc.
<https://doi.org/10.4135/9781412985642>
- Casaló, L. V., Flavián, C., Guinalíu, M., & Ekinci, Y. (2015). Avoiding the dark side of positive online consumer reviews: Enhancing reviews' usefulness for high risk-averse travelers. *Journal of Business Research*, 68(9), 1829–1835.
<https://doi.org/10.1016/j.jbusres.2015.01.010>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2017a). Antecedents of consumer intention to follow and recommend an Instagram account. *Online Information Review*, 41(7), 1046–1063. <https://doi.org/10.1108/OIR-09-2016-0253>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2017b). Understanding Consumer Interaction on Instagram: The Role of Satisfaction, Hedonism, and Content Characteristics. *Cyberpsychology, Behavior, and Social Networking*, 20(6), 369–375.
<https://doi.org/10.1089/cyber.2016.0360>

- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Chin, W. (1998). *Modern Methods for Business Research* (G. A. Marcoulides, Ed.; 1st ed.). Psychology Press. <https://doi.org/10.4324/9781410604385>
- Choi, H., & Kandampully, J. (2019). The effect of atmosphere on customer engagement in upscale hotels: An application of S-O-R paradigm. *International Journal of Hospitality Management*, 77, 40–50. <https://doi.org/10.1016/j.ijhm.2018.06.012>
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic Word-Of-Mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Crano, W. D., Brewer, M. B., & Lac, A. (2023). *Principles and Methods of Social Research*. Routledge. <https://doi.org/10.4324/9781003271734>
- Creswell, J. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.
- DataReportal. (2024, January 31). *DIGITAL 2024: GLOBAL OVERVIEW REPORT*. DataReportal. <https://datareportal.com/reports/digital-2024-global-overview-report>
- Demsar, V., Sands, S., Rosengren, S., & Campbell, C. (2022). *Ad creativity in a negative context: How a thanking message frame enhances purchase intention in times of crisis*. <https://doi.org/https://doi.org/10.1016/j.jretconser.2021.102825>
- Dhar, R., & Wertenbroch, K. (2000). *Consumer Choice Between Hedonic and Utilitarian Goods*. <https://doi.org/https://doi.org/10.1509/jmkr.37.1.60.18718>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Eisend, M. (2009). A meta-analysis of humor in advertising. *Journal of the Academy of Marketing Science*, 37(2), 191–203. <https://doi.org/10.1007/s11747-008-0096-y>
- Eisend, M., Plagemann, J., & Sollwedel, J. (2014). Gender roles and humor in advertising: The occurrence of stereotyping in humorous and nonhumorous advertising and its consequences for advertising effectiveness. *Journal of Advertising*, 43(3), 256–273. <https://doi.org/10.1080/00913367.2013.857621>
- Encyclopedia.com. (2018). “quantity.” The Oxford Pocket Dictionary of Current English. In *Encyclopedia.com*. <https://www.encyclopedia.com/literature-and-arts/language-linguistics-and-literary-terms/language-and-linguistics/quantity#quantity>
- English, K., Sweetser, K. D., & Ancu, M. (2011). Youtube-Ification of political talk: An examination of persuasion appeals in viral video. *American Behavioral Scientist*, 55(6), 733–748. <https://doi.org/10.1177/0002764211398090>
- Field, A. (2005). *Discovering statistics using SPSS* (2nd ed.). SAGE Publications, Inc.
- Flew, T. (2002). *Beyond Ad Hocery: Defining Creative Industries International conference on cultural policy research*.

- Flew, T. (2005). *New media: An introduction*.
- Forbes. (2020, January 7). *Here Are The 10 Most Downloaded Apps Of 2020*. Forbes.
- Forbes. (2021, December 27). *Top 10 Most Downloaded Apps And Games Of 2021: TikTok, Telegram Big Winners*. Forbes.
- Forbes. (2023, January 4). *10 Most Downloaded Apps Of 2022: Facebook Down, Spotify Up, TikTok Stable, CapCut Keeps Growing*. Forbes.
- Ghauri, P., & Grønhaug, K. (2005). *Research Methods in Business Studies: A Practical Guide* (3rd ed.). Financial Times Prentice Hall.
- Grappi, S., & Montanari, F. (2011). The role of social identification and hedonism in affecting tourist re-patronizing behaviours: The case of an Italian festival. *Tourism Management*, 32(5), 1128–1140. <https://doi.org/10.1016/j.tourman.2010.10.001>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *ScienceDirect*, 1(3).
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- 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., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long Range Planning*, 45(5–6), 320–340. <https://doi.org/10.1016/j.lrp.2012.09.008>
- Hair, J., Hult, T., Ringle, C., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications, Inc.
- Hair, J., Ringle, C., Danks, N., Hult, T., Sarstedt, M., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. <https://doi.org/https://doi.org/10.1007/978-3-030-80519-7>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Huck, S. (2007). *Reading Statistics and Research* (5th ed.). Allyn & Bacon.
- Huffaker, D. (2010). Dimensions of Leadership and Social Influence in Online Communities. *Human Communication Research*, 36(4), 593–617. <https://doi.org/10.1111/j.1468-2958.2010.01390.x>

- Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. *Journal of Marketing*, 83(5), 78–96. <https://doi.org/10.1177/0022242919854374>
- HypeAuditor. (2024, June 6). *Top 1000 TikTok Influencers in Indonesia*. HypeAuditor. <https://hypeauditor.com/top-tiktok-indonesia/>
- Influencer Marketing Hub. (2024a, January 30). *The State of Influencer Marketing 2020: Benchmark Report*. Influencer Marketing Hub. <https://influencermarketinghub.com/influencer-marketing-benchmark-report-2020/>
- Influencer Marketing Hub. (2024b, May 23). *16 Influencer Marketing Trends That Will Shape 2024*. Influencer Marketing Hub.
- Influencer Marketing Hub. (2024c, June 10). *What Is TikTok? – Everything You Need to Know in 2024*. Influencer Marketing Hub. <https://influencermarketinghub.com/what-is-tiktok/>
- Influencity. (2023). *TikTok Statistics To Know in 2023*. Influencity. <https://influencity.com/resources/studies/tiktok-influencer-marketing-study-statistics/#:~:text=Current%20data%20suggest%20that%20TikTok,brand%20choice%20until%20last%20year>
- Johnstone, L., & Lindh, C. (2022). Sustainably sustaining (online) fashion consumption: Using influencers to promote sustainable (un)planned behaviour in Europe's millennials. *Journal of Retailing and Consumer Services*, 64. <https://doi.org/10.1016/j.jretconser.2021.102775>
- Ki, C. W. 'Chloe,' Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102133>
- Lahuerta-Otero, E., & Cordero-Gutiérrez, R. (2016). Looking for the perfect tweet. The use of data mining techniques to find influencers on twitter. *Computers in Human Behavior*, 64, 575–583. <https://doi.org/10.1016/j.chb.2016.07.035>
- Leal, G. P. A., Hor-Meyll, L. F., & de Paula Pessôa, L. A. G. (2014). Influence of virtual communities in purchasing decisions: The participants' perspective. *Journal of Business Research*, 67(5), 882–890. <https://doi.org/10.1016/j.jbusres.2013.07.007>
- Lin, H. C., Bruning, P. F., & Swarna, H. (2018). Using online opinion leaders to promote the hedonic and utilitarian value of products and services. *Business Horizons*, 61(3), 431–442. <https://doi.org/10.1016/j.bushor.2018.01.010>
- Lou, C., Tan, S. S., & Chen, X. (2019). Investigating Consumer Engagement with Influencer- vs. Brand-Promoted Ads: The Roles of Source and Disclosure. *Journal of Interactive Advertising*, 19(3), 169–186. <https://doi.org/10.1080/15252019.2019.1667928>
- Manning, J. (2014). *Definition and Classes of Social Media*. <https://www.researchgate.net/publication/290514612>
- McQuail, D. (2010). *McQuail's Mass Communication Theories*. Sage Publication.

- Moldovan, S., Goldenberg, J., & Chattopadhyay, A. (2011). The different roles of product originality and usefulness in generating word-of-mouth. *International Journal of Research in Marketing*, 28(2), 109–119. <https://doi.org/10.1016/j.ijresmar.2010.11.003>
- Ngai, E. W. T., Tao, S. S. C., & Moon, K. K. L. (2015). Social media research: Theories, constructs, and conceptual frameworks. *International Journal of Information Management*, 35(1), 33–44. <https://doi.org/10.1016/j.ijinfomgt.2014.09.004>
- Pan, J., Ishak, N., & Qin, Y. (2024). The application of Moore's online learning interactions model in learning outcomes: The SOR (stimulus-organism-response) paradigm perspective. *ScienceDirect*.
- Petty, R., & Cacioppo, J. (1986). *The Elaboration Likelihood Model of Persuasion*. [https://doi.org/https://doi.org/10.1007/978-1-4612-4964-1_1](https://doi.org/10.1007/978-1-4612-4964-1_1)
- Petty, R. E., Briñol, P., & Tormala, Z. L. (2002). Thought confidence as a determinant of persuasion: The self-validation hypothesis. *Journal of Personality and Social Psychology*, 82(5), 722–741. <https://doi.org/10.1037/0022-3514.82.5.722>
- Pöyry, E., Parvinen, P., & Malmivaara, T. (2013). Can we get from liking to buying? Behavioral differences in hedonic and utilitarian Facebook usage. *Electronic Commerce Research and Applications*, 12(4), 224–235. <https://doi.org/10.1016/j.elerap.2013.01.003>
- Rahi, S. (2017). Research Design and Methods: A Systematic Review of Research Paradigms, Sampling Issues and Instruments Development. *International Journal of Economics & Management Sciences*, 06(02). <https://doi.org/10.4172/2162-6359.1000403>
- Rigdon, E. E. (2012). Rethinking Partial Least Squares Path Modeling: In Praise of Simple Methods. *Long Range Planning*, 45(5–6), 341–358. <https://doi.org/10.1016/j.lrp.2012.09.010>
- Sarstedt, M., Ringle, C. M., Henseler, J., & Hair, J. F. (2014). On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). *Long Range Planning*, 47(3), 154–160. <https://doi.org/10.1016/j.lrp.2014.02.007>
- Shmueli, G., & Koppius, O. (2011). Predictive Analytics in Information Systems Research. *MIS Quarterly*, 35(3), 553. <https://doi.org/10.2307/23042796>
- SocialBee. (2024). *What Is a Social Media Post?* SocialBee. <https://socialbee.com/glossary/social-media-post/#:~:text=Social%20media%20post%20definition,%2C%20links%2C%20and%20audio%20files>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Sreejesh, S., Anusree, M. R., & Mitra, A. (2016). Effect of information content and form on customers' attitude and transaction intention in mobile banking: Moderating role of perceived privacy concern. *International Journal of Bank Marketing*, 34(7), 1092–1113. <https://doi.org/10.1108/IJBM-07-2015-0107>

- Statista. (2023, December). *TikTok in Spain - Statistics & Facts*.
<https://www.statista.com/topics/11093/tiktok-in-spain/#topicOverview>
- Statista. (2024, March). *Countries with the largest TikTok audience as of April 2024*.
<https://www.statista.com/statistics/1299807/number-of-monthly-unique-tiktok-users/>
- Stelmaszewska, H., Fields, B., & Blandford, A. (2004). *Conceptualising user hedonic experience*. <https://www.researchgate.net/publication/228895372>
- Tafesse, W., & Wood, B. P. (2021). Followers' engagement with instagram influencers: The role of influencers' content and engagement strategy. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102303>
- Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. In *International Journal of Academic Research in Management (IJARM)* (Vol. 5, Issue 3).
<https://doi.org/https://dx.doi.org/10.2139/ssrn.3205040>
- Taillon, B. J., Mueller, S. M., Kowalczyk, C. M., & Jones, D. N. (2020). Understanding the relationships between social media influencers and their followers: the moderating role of closeness. *Journal of Product and Brand Management*, 29(6), 767–782.
<https://doi.org/10.1108/JPBM-03-2019-2292>
- Tsang, A. S. L., & Zhou, N. (2005). Newsgroup participants as opinion leaders and seekers in online and offline communication environments. *Journal of Business Research*, 58(9 SPEC. ISS.), 1186–1193. <https://doi.org/10.1016/j.jbusres.2004.05.002>
- Van Dijck, J. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford University Press.
- Wang, Y. (2020). Humor and camera view on mobile short-form video apps influence user experience and technology-adoption intent, an example of TikTok (DouYin). *Computers in Human Behavior*, 110. <https://doi.org/10.1016/j.chb.2020.106373>
- Warshaw, P. R., & Davis, F. D. (1985). The accuracy of behavioral intention versus behavioral expectation for predicting behavioral goals. *Journal of Psychology: Interdisciplinary and Applied*, 119(6), 599–602. <https://doi.org/10.1080/00223980.1985.9915469>
- Zhang, Y. (1996). *The Effect of Humor in Advertising: An Individual-Difference Perspective*.