

DAFTAR PUSTAKA

- Aaker, D. A. (2020). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- Aditiya, I. M. (2023, Oktober 16). *E-commerce paling banyak dikunjungi sepanjang 2023*. GoodStats. <https://goodstats.id/infographic/e-commerce-paling-banyak-dikunjungi-sepanjang-2023-aVFg5>
- Afandi, J. P. S., Sherley, V., & Liang, W. (2021). *Pengaruh Endorsement Influencer Instagram terhadap Keputusan Pembelian pada Generasi Z*. Universitas Nasional. Retrieved from <https://repository.unas.ac.id/10761/7/LAMPIRAN.pdf>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). *Effect of Social Media Marketing on Instagram towards Purchase Intention: Evidence from Indonesia's Ready-to-Drink Tea Industry*. *Journal of Business and Consumer Culture*. Retrieved from <https://journal.binus.ac.id/index.php/JBCC/article/view/6610/4380>
- Alfanur, F., & Kadono, Y. (2022). *The effects of gender and age on factors that influence purchase intentions and behaviors of e-commerce consumers in Indonesia*. *International Journal of Innovation and Learning*, 31(4), 474-505.
- Aprilola, R., Az-Zahra, T. A., & Riorini, S. V. (2024). *Pengaruh Emotional Brand Attachment dan Brand Love Dalam Transisi dari Kepuasan Menjadi Loyalitas pada Produk Fast Fashion di Jakarta*. *Jurnal Ilmiah Wahana Pendidikan*, 10(4), 755-765.
- Argyris, Y. A., Muqaddam, A., & Miller, S. (2021). *The effects of the visual presentation of an Influencer's Extroversion on perceived credibility and purchase intentions—moderated by personality matching with the audience*. *Journal of Retailing and Consumer Services*, 59, 102347.
- Arief, M., Mustikowati, R. I., & Chrismardani, Y. (2022). *Why Customers Buy an Online Product? The Effects of Advertising Attractiveness, Influencer*

- Marketing, and Online Customer Reviews. Jurnal Industri Kreatif dan Kewirausahaan. Retrieved from <https://journal.trunojoyo.ac.id/industri/article/view/10269/5750>*
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2020). Jumlah Pengguna Internet di Indonesia 2020. Retrieved from <https://www.apjii.or.id>*
- Azizah, L. N. (2022). Pendiri Shopee dan Kisah Perjalanan Karirnya. Gramedia Literasi. Retrieved from <https://www.gramedia.com/literasi/pendiri-shopee/>*
- Azwar, S. (2011). Sikap Manusia: Teori dan Pengukurannya. Pustaka Pelajar.*
- Bevan-Dye, A. (2020). E-Commerce and Consumer Reviews in the Digital Age. Oxford University Press.*
- Calvo Porral, C., & Levy Mangin, J. P. (2023). The Influence of Celebrity Endorsement on the Purchase Behavior of Brands and Product Categories. ResearchGate. Retrieved from https://www.researchgate.net/profile/Cristina-Calvo-Porral/publication/361874567_The_Influence_of_Celebrity_Endorsement_on_the_Purchase_Behavior_of_Brands_and_Product_Categories/links/62d7f8b0a6fdcc1a1b0f8b8b/The-Influence-of-Celebrity-Endorsement-on-the-Purchase-Behavior-of-Brands-and-Product-Categories.pdf*
- Calvo Porral, C., Rivaroli, S., & Orosa González, J. (2022). The Influence of Social Media Celebrity Endorsement on Beer and Wine Purchase Behavior. MDPI. Retrieved from <https://www.mdpi.com/2304-8158/11/15/2265/pdf>*
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. Journal of Marketing Research, 43(3), 345-354. Retrieved from <https://journal.untar.ac.id/index.php/JMDK/article/download/20563/12715/58805>*
- Dahlaireka, R., & Sharif, O. O. (2023). Pengaruh Customer Review dan Influencer Endorsement Terhadap Purchase Intention dengan Trust sebagai Variabel*

- Moderasi pada Produk Esteh. Universitas Islam Bandung. Retrieved from https://repository.unisba.ac.id/xmlui/bitstream/handle/123456789/30234/Fulltext_Reva%20Dahlaireka%20-%201701010010.pdf*
- Ethan, J. (2023). Global Digital Ad Spending Overview. Insider Intelligence. Retrieved from <https://www.emarketer.com/content/worldwide-digital-ad-spending-2023>*
- Farid, M. S., Cavicchi, A., Rahman, M. M., Barua, S., Ethen, D. Z., Happy, F. A., Rasheduzzaman, M., Sharma, D., & Alam, M. J. (2023). Assessment of marketing mix associated with consumer's purchase intention of dairy products in Bangladesh: Application of an extended theory of planned behavior. *Heliyon*, 9(6), e16657. <https://doi.org/10.1016/j.heliyon.2023.e16657>*
- Galih, R. (2022). Analisis Strategi Shopee dalam Peningkatan Penjualan dan GMV. Goodstats. Retrieved from <https://goodstats.id/article/jakpat-shopee-masih-rajai-e-commerce-pilihan-masyarakatindonesia-tahun-2022-scYdn>*
- Ghozali, I. (2021). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro.*
- Ghozali, I., & Latan, H. (2015). Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan SmartPLS 3.0. Badan Penerbit Universitas Diponegoro.*
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2018). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). SAGE Publications.*
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2022). Partial Least Squares Structural Equation Modeling: Applications in Marketing and Business Research. Springer.*
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2020). Customer engagement with brands in social media: the role of influencers. *Journal of Marketing**

- Management*, 36(3-4), 226-255. Retrieved from <https://eprints.ums.ac.id/114247/1/NASKAH%20PUBLIKASI.pdf>
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2020). *The Role of Attitude in Consumer Purchase Intention: A Case Study in Fashion E-Commerce. Journal of Marketing Insights*, 7(3), 125-138. Retrieved from <https://eprints.ums.ac.id/114247/1/NASKAH%20PUBLIKASI.pdf>
- Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill.
- Hootsuite. (2024). *Data Digital Indonesia 2024. We Are Social*. Retrieved from <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>
- Huang, H., Mbanyele, W., Wang, F., Zhang, C., & Zhao, X. (2023). Nudging corporate environmental responsibility through green finance? Quasi-natural experimental evidence from China. *Journal of Business Research*, 167, 114147.
- Indarto, A. B., Waluyo, H., & Apriliansyah, N. R. (2022). Representasi Hegemoni Laki-laki Terhadap Perempuan dalam Iklan Teh Sari Wangi Tahun 2021. *Jurnal Audiens*, 3(2), 149-159.
- Indrawati, Yones, P. C., & Muthaiyah, S. (2022). WOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*. doi:<https://doi.org/10.1016/J.APMRV.2022.07.007> (Yang, et. al., 2022; Song, et.al., 2022).
- Indrawati. (2015). *Metodologi Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Jhanghiz, M., & Muhammad, R. (2018). Consumer Attitude and Brand Awareness: An Empirical Study in the Fashion Industry. *Journal of International Consumer Studies*, 11(4), 88-102. Retrieved from <https://jicnusantara.com/index.php/jiic/article/download/849/960/4534>

- Jhanghiz, M., & Muhammad, R. (2018). *eWOM and Purchase Intention: A Case Study in E-Commerce*. *Journal of Consumer Behavior*, 15(2), 65-80. Retrieved from <https://jicnusanantara.com/index.php/jiic/article/download/849/960/4534>
- Joseph, F., Babin, B. J., Anderson, R. E., & Black, W. C. (2022). *Multivariate Data Analysis* (8th ed.). Pearson.
- Kalangi, N. J., Tamengkel, L. F., & Walangitan, O. F. C. (2019). Pengaruh celebrity endorser dan brand image terhadap keputusan pembelian shampoo Clear. *Jurnal Administrasi Bisnis*, 8(1), 44–54. Retrieved from <https://ejournal.unsrat.ac.id/index.php/jab/article/view/23499>
- Kemp, S. (2020). *Digital 2020: Indonesia Report*. We Are Social. Retrieved from <https://wearesocial.com/uk/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital/>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). *Marketing 3.0: From products to customers to the human spirit* (pp. 139-156). Springer Singapore.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Principles of Marketing* (18th ed.). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2023). *Marketing Management* (17th ed.). Pearson.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2022). *Marketing Management* (16th ed.). Pearson.
- Kudhesia, S., & Kumar, P. (2016). Exploring the Impact of Consumer Attitude on Brand Loyalty. *International Journal of Business and Management*, 14(2), 44-58. Retrieved from <https://e-journal.uajy.ac.id/22921/1/1503218271.pdf>
- Kudhesia, S., & Kumar, P. (2016). Exploring the Impact of Electronic Word of Mouth (eWOM) on Consumer Purchase Intentions. *International Journal of Marketing Studies*, 8(3), 23-39. Retrieved from <https://e-journal.uajy.ac.id/22921/1/1503218271.pdf>

- Li, X., Zheng, X., Lee, M. K. O., & Zhao, D. (2023). Social media influencers: Customer attitudes and impact on purchase behaviour. *Information*, 15(6), 359.
- 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.
- Macheke, T., Mapingure, C., Munyanyi, W., & Chigora, P. (2023). The influence of social media celebrity endorsement on consumer purchase intention: A study on young consumers. *Young Consumers*, 24(4), 1-15. <https://doi.org/10.1108/YC-05-2023-1749>
- Martiningsih, D. A., & Setyawan, A. A. (2022, June). The impact of influencers' credibility towards purchase intention. In *International Conference on Economics and Business Studies (ICOEBS 2022)* (pp. 196-204). Atlantis Press.
- Nylander, J. (2020). The Growth of M-Commerce in Indonesia. *GlobalWebIndex*. Retrieved from <https://wearesocial.com/uk/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital/>
- Pratama, B. J., & Mardalis, A. (2024). Pengaruh Brand Image dan Influencer Endorsement Terhadap Purchase Intention pada Smartphone Samsung dengan Trust sebagai Variabel Mediasi. Universitas Muhammadiyah Surakarta. Retrieved from <http://eprints.ums.ac.id/100123/1/01.%20NASKAH%20PUBLIKASI.pdf>
- Putri, R. S. (2023). Attitude and Consumer Decision Making in Online Retailing: The Role of Trust and Influence. *Journal of Digital Marketing Research*, 9(2), 98-112. Retrieved from https://eprints.ums.ac.id/128379/1/FINAL%20NASKAH%20SKRIPSI_RIZKA%20SILVIANA%20PUTRI_L100200232.pdf
- Putri, R. S. (2023). Pengaruh Celebrity Endorsement terhadap Minat Beli Konsumen pada Produk Kecantikan. *Jurnal Manajemen Bisnis Indonesia*, 12(2), 56-72. Retrieved from

https://eprints.ums.ac.id/128379/1/FINAL%20NASKAH%20SKRIPSI_RIZKA%20SILVIANA%20PUTRI_L100200232.pdf

Putri, R. S. (2023). *The Effect of Brand Awareness and Brand Loyalty on Consumer Purchase Intention*. *Journal of Business and Consumer Research*, 10(1), 44-58. Retrieved from https://eprints.ums.ac.id/128379/1/FINAL%20NASKAH%20SKRIPSI_RIZKA%20SILVIANA%20PUTRI_L100200232.pdf

Ryder, P., Wilson, R., & Martin, D. (2020). *Fundamentals of Marketing Strategy*. Sage Publications.

Sari, P. P. (2023). *Strategi Influencer dalam Upaya Meningkatkan Niat Beli di Social Commerce*. *Jurnal Nasional Manajemen Pemasaran & SDM*, 4(4), 214-237

Sekaran, U., & Bougie, R. (2017). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley.

Setiaman, D. (2020). *Structural Equation Modeling (SEM) dengan SmartPLS: Konsep dan Aplikasi*. Mitra Wacana Media.

Sholikah, M. (2023). *Peran Brand Image dan Brand Trust Memediasi Pengaruh Influencer Endorsement Terhadap Niat Pembelian*. *Jurnal Ekonomi dan Bisnis, Universitas Islam Nahdlatul Ulama*. Retrieved from <https://ejournal.unisnu.ac.id/JDEB/article/viewFile/3816/pdf>

Speakrj. (2022). *Follower Statistics Shopee on Instagram*. Retrieved from https://www.speakrj.com/audit/report/Shopee_id/instagram

Statista. (2022). *Jumlah Kunjungan Bulanan Shopee di Indonesia*. Retrieved from <https://www.statista.com/statistics/1012548/indonesia-number-monthly-web-visits-shopeequarter/>

Statista. (2023). *Share of people who followed influencers on social media in Indonesia as of May 2023*. <https://www.statista.com/statistics/1200316/indonesia-share-of-people-following-influencers/>

Sugiat, M. A., & Felix, M. A. (2024). Analysis of factors influencing customer satisfaction and its impact on mobile banking customer loyalty. *International Journal of Management and Digital Business*, 3(2), 69–83. <https://doi.org/10.54099/ijmdb.v3i2.1117>

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Sugiyono. (2020). *Statistika untuk Penelitian*. Alfabeta.

Sugiyono. (2022). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Sundamanik, R. P., Savitri, C., & Faddila, S. P. (2023). Pengaruh Influencer Endorsement dan Online Consumer Review Terhadap Minat Beli Produk Skincare N'pure Pada Shopee. Universitas Pembangunan Nasional Veteran Jakarta. Retrieved from <https://repository.upnvj.ac.id/21123/1/ARTIKEL.pdf>

Themba, G., & Mulala, M. (2013). Brand-related eWOM and its impact on purchasing decisions. *Journal of Consumer Research*, 9(1), 112-129. Retrieved from <https://journal.untar.ac.id/index.php/JMDK/article/download/20563/12715/58805>

Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The Influence of Consumer Perception on Purchase Intention: Evidence from Cross-border E-commerce Platforms. MDPI. Retrieved from <https://www.mdpi.com/2071-1050/15/2/1234/pdf>

Winarno, K. O., & Indrawati. (2022). Impact of Social Media Marketing and Electronic Word of Mouth (E-WOM) on Purchase Intention. *Jurnal Aplikasi Manajemen*, 20(3)