

DAFTAR PUSTAKA

- Adenan, M. A., Ali, J. K., & Rahman, D. H. A. A. (2018). Country of origin, brand image and high involvement product towards customer purchase intention: empirical evidence of east malaysian consumer. *Jurnal Manajemen Dan Kewirausahaan*, 20(1), 63–72.
- Akpotare, T. (2023, August 8). *How to Get Into Tech - Tech Influencing*. <https://medium.com/@akpotaretega/how-to-get-into-tech-tech-influencing-72003fcef009>
- Algarni, A. (2019). What message characteristics make social engineering successful on Facebook: The role of central route, peripheral route, and perceived risk. *Information*, 10(6), 211.
- Arfah, Y. (2022). *Keputusan Pembelian Produk*. PT Inovasi Pratama Internasional.
- Arikunto, S. (2006). Prosedur penelitian suatu pendekatan praktek Edisi V. *Jakarta: Rineka Cipta*, 69.
- Arikunto, S. (2010). Metode peneltian. *Jakarta: Rineka Cipta*, 173.
- Arora, L., & Mail, B. K. S. (2018). Influence of review quality, review quantity and review credibility on purchase intention in context of high involvement products. *European Journal of Applied Business and Management*, 4(4).
- Assauri, S. (2004). *Manajemen Pemasaran* (Edisi II). Rajawali Press.
- Azwar, S. (2013). Sikap manusia dan pengukurannya. *Yogyakarta. Pusat Belajar Offset*.
- Babbie, E. R. (2020). *The practice of social research*. Cengage AU.
- Brown, D., & Hayes, N. (2008). *Influencer marketing*. Routledge.
- Chen, C. D., Zhao, Q., & Wang, J. L. (2022). How livestreaming increases product sales: role of trust transfer and elaboration likelihood model. *Behaviour & Information Technology*, 41(3), 558-573.
- Chou, Y. C., Chuang, H. H. C., & Liang, T. P. (2022). Elaboration likelihood model, endogenous quality indicators, and online review helpfulness. *Decision Support Systems*, 153, 113683.
- Creswell, J. W. (2012). *Educational research*. pearson.
- Daiku, Y., Kugihara, N., Teraguchi, T., & Watamura, E. (2020). Effective forewarning requires central route processing: Theoretical improvements on the counterargumentation hypothesis and practical implications for scam prevention. *Plos One*, 15(3), e0229833.
- Darmawan, D. (2013). *Metode penelitian kuantitatif*.

- Elcaputera, A., & Dinata, A. W. (2019). Penegakan Hukum Penyebaran Berita Bohong (Hoax) dalam Penyelenggaraan Pemilu 2019 ditinjau dari Konsep Keadilan Pemilu. *Electoral Research*, 1–20.
- Erkli, Y. T. (2022). Social media influencers: The perspective of elaboration likelihood model. *Journal of Academic Tourism Studies*, 3(1), 1-12.
- Fanesa, F. A., & Loisa, R. (2022). Pengaruh Konten Media Sosial terhadap Sikap Mencegah Penyebaran Penyakit Menular (Studi pada Instagram@pandemictalks). *Koneksi*, 6(2), 449–455.
- Gay, L. R., & Diehl, P. L. (1992). *Research methods for business and management*. Macmillan Publishing Company.
- Gifani, A., & Syahputra, S. (2017). Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Smartphone Oppo Pada Mahasiswa Universitas Telkom. *Majalah Bisnis Dan IPTEK*, 10(2), 81–94.
- Griffin, E. M. (2006). *A first look at communication theory*. McGraw-hill.
- Handika, M. R., & Darma, G. S. (2018). Strategi pemasaran bisnis kuliner menggunakan influencer melalui media sosial instagram. *Jurnal Manajemen Bisnis*, 15(2), 192–203.
- Hertanto, E. (2017). Perbedaan skala likert lima skala dengan modifikasi skala likert empat skala. *Metodologi Penelitian*, 2(2–3).
- Hikmawati, F. (2017). *Metedeologi Penelitian*. Gaja Grafindo.
- Hogg, M. A., Graha, M. H., Vaughan, G. M., & Morando, M. H. (2010). *Psicología social*. Ed. Médica Panamericana.
- <https://www.youtube.com/@GadgetIn>. (n.d.).
- Indrawan, R., & Yaniawati, R. P. (2014). *Metodologi Penelitian Kuantitatif, Kualitatif, Dan Campuran Untuk Manajemen, Pembangunan, Dan Pendidikan, Bandung: Penerbit PT Refika Aditama*.
- Ir. Syofian Siregar, M. M. (2017). *Metode Pemilihan Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. Kencana. <https://books.google.co.id/books?id=IjTMDwAAQBAJ>
- Jain, S. C. (2008). *Essentials of Global Marketing*. Marsh Publications.
- Jama, J. (1990). *Populasi dan Sampel*.
- Kafie, J. (1993). *Psikologi dakwah*. Surabaya: Indah Surabaya.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson. <https://books.google.co.id/books?id=UbfwtwEACAAJ>
- Kumar, S., Prakash, G., Gupta, B., & Cappiello, G. (2023). How e-WOM influences consumers' purchase intention towards private label brands on e-commerce platforms: Investigation through IAM (Information Adoption Model) and ELM

- (Elaboration Likelihood Model) Models. *Technological Forecasting and Social Change*, 187, 122199.
- Littlejohn, S. W., & Foss, K. A. (2010). *Theories of human communication*. Waveland press.
- Mailya, E. S. (2020). *Dampak Informasi Hoaks Di Media Sosial Terhadap Partisipasi Pemilih Pemula Pada Pilpres 2019 (Studi Pada Mahasiswa Prodi Komunikasi Dan Penyiaran Islam Fakultas Dakwah Dan Komunikasi UIN Ar-Raniry) [UIN Ar-Raniry Banda Aceh]*.
- Manzilati, A. (2017). *Metodologi penelitian kualitatif: Paradigma, metode, dan aplikasi*. Universitas Brawijaya Press.
- Maulana, H., & Gumelar, G. (2013). Psikologi komunikasi dan persuasi. *Jakarta: Akademia Permata*, 113.
- Meglaj, V., & Zafar, N. (2022). The impact of social media influencers on the purchase intention of Tech gadgets among Gen Z and Y. Halmstad University, Sweden.
- Miakotko, L. (2017). The impact of smartphones and mobile devices on human health and life. *New York University*, 1-23.
- Musianto, L. S. (2002). Perbedaan pendekatan kuantitatif dengan pendekatan kualitatif dalam metode penelitian. *Jurnal Manajemen Dan Kewirausahaan*, 4(2), 123–136.
- Nadhiah, A., Riorini, S. V., Achmad, C. A., & Aprianto, H. (2023). Dampak Argumen Kualitas, Kredibilitas Sumber, dan Kebajikan terhadap Kesejahteraan Pelanggan dan Niat Membeli. *Journal of Social and Economics Research*, 5(2), 662-675.
- Ningsih, S., & Dukalang, H. H. (2019). Penerapan metode suksesif interval pada analisis regresi linier berganda. *Jambura Journal of Mathematics*, 1(1), 43–53.
- Nurdyasnyah, N., & Andiek, W. (2015). *Inovasi teknologi pembelajaran*. Nizamia Learning Center (NLC).
- Nurivananda, S. M., & Fitriyah, Z. (2023). Pengaruh Content Marketing Dan Live Streaming Terhadap Keputusan Pembelian Pada Aplikasi Media Sosial Tiktok (Studi Pada Konsumen Generasi Z@ Scarlett Whitening Di Surabaya). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(4), 3664–3671.
- O’Keefe, D. J. (2013). The elaboration likelihood model. *The Sage Handbook of Persuasion: Developments in Theory and Practice*, 137–149.
- Pan, Y. (2024). Research on the Influence of Advertising Content on Consumer Purchasing Behavior Based on Elaboration Likelihood Model (ELM). *Journal of Education, Humanities and Social Sciences*, 27, 439-444.
- Pancawati, N. L. (2022). Consumer Behaviour Essence, Position & Strategy. *Bandung: Media Sains Indonesia*.

- Park, D.-H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125–148.
- Perloff, R. M. (1993). *The dynamics of persuasion: Communication and attitudes in the 21st century*. Routledge.
- Permana, R. A. M., & Astuti, B. (2023). Pengaruh Review Beauty Influencer Terhadap Niat Beli Produk Pada Media Sosial YouTube. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 6(3), 290-304.
- Petty, R. E., & Briñol, P. (2012). The elaboration likelihood model. In *Handbook of theories of social psychology*, Vol. 1 (pp. 224–245). Sage Publications Ltd. <https://doi.org/10.4135/9781446249215.n12>
- Petty, R. E., Cacioppo, J. T., Petty, R. E., & Cacioppo, J. T. (1986). *The elaboration likelihood model of persuasion*. Springer.
- Pham, A. D., Dao, T. T., Pham, P. M., Pham, Y. H., Nguyen, H. T., & Pham, L. N. (2024). How Does Conformity Shape Influencer Marketing in the Food and Beverage Industry? A Case Study in Vietnam. *Journal of Internet Commerce*, 23(2), 172-203.
- Pillai, S. G., Kim, W. G., Haldorai, K., & Kim, H. S. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. *International journal of hospitality management*, 105, 103275.
- Racherla, P., Mandviwalla, M., & Connolly, D. J. (2012). Factors affecting consumers' trust in online product reviews. *Journal of Consumer Behaviour*, 11(2), 94–104.
- Retnawati, H. (2017). Teknik pengambilan sampel. *Disampaikan Pada Workshop Update Penelitian Kuantitatif, Teknik Sampling, Analisis Data, Dan Isu Plagiarisme*, 1–7.
- Riduwan & Kuncoro, E. A. (2011). Cara menggunakan dan memakai analisis jalur. *Bandung: CV Alfabeta*.
- Santoso, S. (2018). *Konsep dasar dan Aplikasi SEM dengan AMOS 24*. Elex Media Komputindo.
- Sarantakos, L. (1995). *Practical research: Planning and design*. New Jersey. Prentice Hall.
- Sarjono, H., & Julianita, W. (2011). SPSS vs LISREL: sebuah pengantar, aplikasi untuk riset. *Jakarta: Salemba Empat*, 5(2), 23–34.
- Sarwono, J. (2012). *Metode Riset Skripsi Pendekatan Kuantitatif (Menggunakan Prosedur SPSS): Tuntunan Praktis dalam Menyusun Skripsi*.
- Schiffman, L. G., & Kanuk, L. L. (2020). *Perilaku konsumen*.

- Schumann, D. W., Kotowski, M. R., Ahn, H. Y., & Haugtvedt, C. P. (2012). The elaboration likelihood model. *Advertising theory*, New York & London: Taylor & Francis, 51-68.
- Sedarmayanti & Hidayat, S. (2011). Metodologi Penelitian. *Bandung: Mandar Maju*.
- Setyawan, D., Noliana, M. S. P., & Yulandari, A. (2021). Efek kredibilitas dan kemenarikan selebgram dalam mempengaruhi niat beli konsumen. *Journal of Business and Information Systems (e-ISSN: 2685-2543)*, 3(2), 108-119.
- Shen, Z. (2021). A persuasive eWOM model for increasing consumer engagement on social media: evidence from Irish fashion micro-influencers. *Journal of Research in Interactive Marketing*, 15(2), 181-199.
- Sholihat, A., & Rummyeni, R. (2018). Pengaruh Promosi Penjualan dan Kualitas Pelayanan terhadap Keputusan Pembelian di Krema Koffie. *Jurnal Online Mahasiswa Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Riau*, 5(1), 1–15.
- Silalahi, U. (2018). *Metodologi analisis data dan interpretasi hasil untuk penelitian sosial kuantitatif*. Refika Aditama.
- Spears, N., Ketron, S., & Ngamsiriudom, W. (2016). Three peas in the pod of consumer imagination: Purchase task, involvement, and ad information. *Journal of Consumer Behaviour*, 15(6), 527–537.
- Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.
- Sugiyono. (2015). *Metode Penelitian Pendidikan : Pendekatan Kuantitatif, Kualitatif, Dan R&D / Sugiyono*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif / Prof. Dr. Sugiyono*.
- Sulaiman, S. (2018). Paradigma dalam Penelitian Hukum. *Kanun Jurnal Ilmu Hukum*, 20(2), 255–272.
- Surianto, E. J., & Utami, L. S. S. (2021). Pengaruh Komunikasi Persuasif Melalui Fitur Shopee Live Terhadap Keputusan Pembelian (Studi Pada Followers Lilybelleclothing di Aplikasi Shopee). *Prologia*, 5(2), 382–390.
- Suryabrata, S. (2011). *Psikologi pendidikan*.
- Taniredja, T., & Mustafidah, H. (2011). Penelitian Kuantitatif (sebuah pengantar). *Bandung: Alfabeta*.
- Thania, G. S. K., & Anggarini, Y. (2022). Pengaruh Gaya Hidup, Online Festival, dan Beauty Influencer terhadap Keputusan Pembelian Produk di Masa Pandemi Covid-19. *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, 2(2), 275.
- Tiew, K. Y. (2023). *The influence of electronic word of mouth (ewom) on the purchase intention of technological gadgets* (Doctoral dissertation, UTAR).
- Ukaegbu, M. I., Ijeoma, N. V., & Ebiwari, E. D. (2024). New marketing channel and social media influencers as marketing tools for ladies fashion: a study of port

- harcourt city local government. *Interdisciplinary Journal of Linguistics, Marketing and Communication (IJLMC)*, 11(2), 1-16.
- Vana, P., & Lambrecht, A. (2021). The effect of individual online reviews on purchase likelihood. *Marketing Science*, 40(4), 708-730.
- Vicenovie, I., & Situmeang, O. (n.d.). *PENGARUH DAYA TARIK CONTENT MARKETING DAN CONTENT RIVIEW TERHADAP KEPUTUSAN PEMBELIAN (Survey Pada Followers Akun @msglowbeauty)*.
- Wahyudi, R. (2022). Pengaruh Iklan dan Influencer Terhadap Keputusan Pembelian Item Virtual Pada Games Online Mobile Legends. *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(5), 563–578.
- Wang, L., & Lee, J. H. (2019). The effect of K-beauty SNS influencer on Chinese consumers' acceptance intention of new products: Focused on elaboration likelihood model (ELM). *Fashion & Textile Research Journal*, 21(5), 574-585.
- Wu, Y., & Chen, H. (2019). The influence of product diversity on consumers' impulsive purchase in online shopping environment. *American Journal of Industrial and Business Management*, 9(3), 680–698.
- Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of media business studies*, 15(3), 188-213.
- Yudha, R. P. (2017). Tantangan literasi era media digital. *Jurnal Interaksi*, 6(1).
- Zikmund, W. G. (1997). *Business research methods* (5th ed.). Dryden, Fort Worth, ©1997.
- Zolait, A. H., Isa, S. M., Ali, H. M., & Sundram, V. P. K. (2018). Men vs. Women: Study of online shopping habits and factors influencing buying decisions in Bahrain. *International Journal of E-Services and Mobile Applications (IJESMA)*, 10(4), 61–73.
- Zubaidah, C. T. (2018). Pengaruh Tagline #ThinkPink terhadap Brand Association Bright Gas 5,5 Kg di Jabodetabek. *Skripsi Pada Ilmu Komunikasi Telkom University Bandung: Dipublikasikan*.