

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). Partial least square (PLS) Alternatif structural equation modeling (SEM) dalam penelitian bisnis. *Yogyakarta: Penerbit Andi*, 22, 103-150.
- Abdullah, T., Nurul Shuhada Deraman, S., Afiqah Zainuddin, S., Farahiah Azmi, N., Salwani Abdullah, S., Izzati Mohamad Anuar, N., Rohana Mohamad, S., Farha Wan Zulkiffli, W., Alif Amri Nik Hashim, N., Ridhuwan Abdullah, A., Liyani Mohd Rasdi, A., & Hasan, H. (2020). Impact Of *Social Media Influencer* On Instagram User *Purchase Intention* Towards The Fashion Products: The Perspectives Of Students. *European Journal of Molecular & Clinical Medicine*, 7(8).
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and *Brand image* on *Purchase Intention* and actual behaviour in e-commerce. *Procedia Computer Science*, 161. <https://doi.org/10.1016/j.procs.2019.11.192>
- Alghiffari, I. M., & Listyorini, S. (2022). THE EFFECT OF INFLUENCER AND CONSUMER REVIEW ON *PURCHASE INTENTION* WITH *BRAND IMAGE* AS INTERVENING VARIABLE. *Jurnal Pemikiran Dan Penelitian Administrasi Bisnis Dan Kewirausahaan* , 7(3).
- Al-Mu'ani, L., Alrwashdeh, M., Ali, H., & Al-Assaf, K. T. (2023). The effect of *Social Media Influencers* on *Purchase Intention*: Examining the mediating role of brand attitude. *International Journal of Data and Network Science*, 7(3). <https://doi.org/10.5267/j.ijdns.2023.5.003>
- Annisa, R. F. M., & Yusran, H. L. (2022). Pengaruh Beauty Influencer Terhadap *Purchase Intention* Melalui *Brand image*. *Ijd-Demos*, 4(3). <https://doi.org/10.37950/ijd.v4i3.285>
- Anugrahni, L. (2023). The Effect Of Interpersonal Communication On Employee Performance With Emotional Intelligence As A Moderating Variable. *Jurnal Manajemen Sains Dan Organisasi*, 4(2), 131-141.
- Arwachyntia, S. S., & Sijabat, R. (2022). Analisa Pengaruh *Social Media Influencer* Dan Social Media Marketing Terhadap *Brand image* Serta Dampaknya Pada *Purchase Intention* (Studi Kasus Pada Perawatan Wajah Pria). *Jurnal Perilaku Dan Strategi Bisnis, Ejurnal.Mercubuana-Yogya.Ac.Id.*, 10(1).
- Aulia, A. R., & Yuliati, A. L. (2019). Pengaruh City Branding “A Land Of Harmony” Terhadap Minat Berkunjung Dan Keputusan Berkunjung Ke Puncak, Kabupaten Bogor. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (Mea)*, 3(3), 67-75.

- Baharuddin, F. N., Musa, A. H., Rosle, A. N., Ibrahim, S. S., & Syed Noh, S. N. (2022). The Role of *Social Media Influencer*, *Brand image* and Advertising Trust to *Purchase Intention* among Local Cosmetic Consumers: A Conceptual Paper. *International Journal of Academic Research in Business and Social Sciences*, 12(6). <https://doi.org/10.6007/ijarbss/v12-i6/14021>
- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). *Brand image* and price perceptions impact on *Purchase Intentions*: Mediating brand trust. *Management Science Letters*, 10(14). <https://doi.org/10.5267/j.msl.2020.5.035>
- Candra, W. K. S. (2023). The Effect of *Social Media Influencer* Characteristics on *Purchase Intention* on Beauty Products in Indonesia. *IQTISHODUNA*, 19(2). <https://doi.org/10.18860/iq.v19i2.22544>
- Chaffey, D., & Hemphill, T. (2019). Digital Business and E-commerce management. In *Pearson Education Limited* (Vol. 410, Issue 1).
- Chafidon, M. A. A. Z., Margono, M., & Sunaryo, S. (2022). Social Media Marketing on *Purchase Intention* through Mediated Variables of Perceived Value and Perceived Risk. *Interdisciplinary Social Studies*, 1(9). <https://doi.org/10.55324/iss.v1i9.228>
- Chandra, Z. A. P., & Indrawati. (2023a). The Effect of *Social Media Influencer* on *Purchase Intention* with *Brand image* and Customer Engagement as Intervening Variables. *Quality - Access to Success*, 24(192). <https://doi.org/10.47750/QAS/24.192.19>
- Chandra, Z. A. P., & Indrawati. (2023b). The Effect of *Social Media Influencer* on *Purchase Intention* with *Brand image* and Customer Engagement as Intervening Variables. *Quality - Access to Success*, 24(192). <https://doi.org/10.47750/QAS/24.192.19>
- Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., & Memon, H. (2021). Relationship analysis among apparel *Brand image*, self-congruity, and consumers' *Purchase Intention*. *Sustainability (Switzerland)*, 13(22). <https://doi.org/10.3390/su132212770>
- Dewi, Herlina, M. G., & Boetar, A. E. M. B. (2022). The effect of social media marketing on *Purchase Intention* in fashion industry. *International Journal of Data and Network Science*, 6(2). <https://doi.org/10.5267/j.ijdns.2022.1.002>
- Dian Kusuma Wardani, M. S. (2020). Pengujian Hipotesis (Deskriptif, Komparatif Dan Asosiatif). Lppm Universitas Kh. A. Wahab Hasbullah.

- Edi Murdiyanto, I. Putu Sugih Arta, Sanita Dhakirah, Brahma Wahyu Kurniawan, Rahmat Hidayat, & Zaenul Muttaqien. (2022). TEORI MARKETING (Sebuah Tinjauan Teori dan Praktis). *Marketing*.
- Ellyne Annida Pramesti, & R. Nurafni Rubiyanti. (2023). The Effect of *Social Media Influencer* on *Purchase Intention* with *Brand image* and Customer Engagement as Intervening Variables. *Journal of International Conference Proceedings*.
- Fahmi, M. A., Darmayanti, N. L., & Yulyadin, Y. (2023). Pendorong dan Praktik Rantai Pasokan Hijau dalam Penggantian Kantong Plastik di Retail Modern: Analisis Empiris Kinerja Manajemen. *Jurnal Multidisiplin West Science*, 2(06), 376-386.
- Fernando Ilham Pratama, & Sri Setyo Iriani. (2023). The Influence of *Social Media Influencers* and *Brand image* on *Purchase Intention* (A Study on Menantea Tea Beverage Products). *International Management Conference and Progressive Paper*.
- Frenredy, W., & Dharmawan, P. (2020). Dimensi *Brand image* Untuk Memprediksi Brand Love Dan Brand Loyaty. *Jurnal Manajerial Dan Kewirausahaan*, 2(4). <https://doi.org/10.24912/jmk.v2i4.9884>
- Hakim, L. L., & Keni, K. (2020). Pengaruh Brand Awareness, *Brand image* dan Customer Perceived Value Terhadap *Purchase Intention*. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(3). <https://doi.org/10.24912/jmbk.v4i3.7921>
- Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). THE EFFECT OF *SOCIAL MEDIA INFLUENCER* ON *BRAND IMAGE*, SELF-CONCEPT, AND *PURCHASE INTENTION*. *Journal of Consumer Sciences*, 4(2). <https://doi.org/10.29244/jcs.4.2.76-89>
- Hmoud, H., Nofal, M., Yaseen, H., Al-Masaeed, S., & Alfawwaz, B. M. (2022). The effects of social media attributes on customer *Purchase Intention*: The mediation role of brand attitude. *International Journal of Data and Network Science*, 6(4). <https://doi.org/10.5267/j.ijdns.2022.4.022>
- Isyanto, P., Sapitri, R. G., & Sinaga, O. (2020). Micro influencers marketing and *Brand image* to *Purchase Intention* of cosmetic products focallure. *Systematic Reviews in Pharmacy*, 11(1). <https://doi.org/10.5530/srp.2020.1.75>
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and *Purchase Intention*. *International Journal of Information Management*, 49. <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>

- Khair, W. N. C. W. M. (2023). The Effect of *Social Media Influencer Marketing Disclosure* on Consumer's Perceived *Brand image* and *Purchase Intention* among Youth in Malaysia. *Management Research Journal*, 12(2).
- Lucky Aprilliani, & Ajeng Aquinia. (2024). THE INFLUENCE OF *SOCIAL MEDIA INFLUENCER* AND *BRAND ATTITUDE* ON *PURCHASE INTENTION* (STUDY ON *EMINA PRODUCT* IN THE CITY OF *SEMARANG*). *Journal of Economic, Business and Accounting*.
- M Oklander. (2020). Marketing as an economic science. *Marketing and Digital Technologies*.
- Markiones, S. A., Buyung Romadhoni, & Andi Mappatempo. (2023). The Influence of *Social Media Influencer* and Electronic Word of Mouth Mediated By *Brand image* on *Purchase Intention* at Eternamoore Beauty Clinic Makassar. *Dinasti International Journal of Digital Business Management*, 4(5). <https://doi.org/10.31933/dijdbm.v4i5.2008>
- Masato , E., & ., S. (2021). The Effect of a Celebrity Endorser on Purchase Interest through *Brand image*. *KnE Social Sciences*, 5(8), 188–199. <https://doi.org/10.18502/kss.v5i8.9358>
- McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer *Purchase Intention*. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.101975>
- 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).
- Patmawati, D., & Miswanto, M. (2022). The Effect of *Social Media Influencers* on *Purchase Intention*: The Role Brand Awareness as a Mediator. *International Journal of Entrepreneurship and Business Management*, 1(2). <https://doi.org/10.54099/ijebm.v1i2.374>
- Priansa. J.D. (2017). Komunikasi Pemasaran Terpadu: Pada Era *Social Media*. In *CV. Pustaka Setia*.
- Rangaswamy, A., Moch, N., Felten, C., van Bruggen, G., Wieringa, J. E., & Wirtz, J. (2020). The Role of Marketing in Digital Business Platforms. *Journal of Interactive Marketing*, 51. <https://doi.org/10.1016/j.intmar.2020.04.006>
- Reza Pahlevi. (2022). *Survei KIC: Ajaib Jadi Platform Investasi Saham Favorit di Indonesia*. Data Books.
- Salhab, H. A., Al-Amarnah, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on *Purchase Intention*: The

- mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2). <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Sari, K., Sumarwan, U., & Munandar, J. M. (2024). The Effect of Tiktok *Social Media Influencer*, *Brand image*, and Lifestyle on *Purchase Intention* of Local Skincare Products. *Indonesian Journal of Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.10.1.181>
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The role of social media marketing and *Brand image* on smartphone *Purchase Intention*. *International Journal of Data and Network Science*, 6(1). <https://doi.org/10.5267/J.IJDNS.2021.9.009>
- Setio Putri, F. E. V., & Tiarawati, M. (2021). The Effect of *Social Media Influencer* and *Brand image* On Online *Purchase Intention* During The Covid-19 Pandemic. *Ilomata International Journal of Management*, 2(3). <https://doi.org/10.52728/ijjm.v2i3.261>
- Taher, S. S., Chan, T. J., Zolkepli, I. A., & Sharipudin, M. N. S. (2022). Mediating Role of Parasocial Relationships on *Social Media Influencers'* Reputation Signals and *Purchase Intention* of Beauty Products. *Romanian Journal of Communication and Public Relations*, 24(3). <https://doi.org/10.21018/rjcpr.2022.3.348>
- Tamara, D., Heriyati, L., Hanifa, T., & Carmen, M. (2021). The Effect of Instagram Influencers on *Purchase Intentions* Mediated by *Brand image* on Cosmetic Products (Study on Gen Z Women). *Open Access Indonesia Journal of Social Sciences*, 4(2). <https://doi.org/10.37275/oaijs.v4i2.90>
- Tim Redaksi CNBC. (2022, June 27). *14 Aplikasi Investasi Saham & Reksa Dana Terbaik & Sah di OJK*. CNBC Indonesia.