

DAFTAR PUSTAKA

- Ainun, H., & Tantra, T. (2023). Pengaruh Customer Review dan Celebrity Endorsement Terhadap Purchase Intention Dengan Trust Sebagai Variabel Moderasi Pada Produk Skincare Serum Somethinc. *Jurnal Ilmu Manajemen*, 12(2). <https://doi.org/10.32502/jimn.v12i2.6117>
- Atmaja, D. R., & Rahayu, P. (2023). The Effect of Celebrity Endorsement and Sosial Media Marketing on Purchase Intention Skincare Product in Tiktok Shop. In *Majalah Ilmiah Bijak* (Vol. 20, Issue 2). <http://ojs.stiami.ac.id>
- BİLGİN, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Chandra Puspita, K. (2022). THE EFFECT OF ONLINE CUSTOMER REVIEWS AND CELEBRITY ENDORSEMENTS ON PURCHASE INTENTION (Study on Scarlett Whitening with Trust as Moderation). *Jurnal Ekonomi Dan Bisnis*, 11(3).
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Chetioui, Y., Lebdaoui, H., & Chetioui, H. (2021). Factors influencing consumer attitudes toward online shopping: the mediating effect of trust. *EuroMed Journal of Business*, 16(4), 544–563. <https://doi.org/10.1108/EMJB-05-2020-0046>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling* (G. A. Marcoulides, Ed.). Lawrence Erlbaum Associates. <https://www.researchgate.net/publication/311766005>
- Christianie, G., & Sihombing, T. (2021). THE EFFECT OF CUSTOMER REVIEW AND CELEBRITY ENDORSEMENT TOWARD INDONESIA LOCAL MAKEUP BRAND PURCHASE INTENTION. *JIMEA | Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(3).
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). John Wiley & Sons.

- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.
- Darma, B. (2021). *STATISTIKA PENELITIAN MENGGUNAKAN SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda Uji t, Uji F, R2)*. GUEPEDIA.
- Darwin, M., & Umam, K. (2020). Analisis Indirect Effect pada Structural Equation Modeling. *NUCLEUS*, 1(2), 50–57. <https://doi.org/10.37010/nuc.v1i2.160>
- Devie Fenolychia & Soepatini. (2024). Pengaruh Customer Review Dan Influencer Endorsement Terhadap Purchase Intention Pada Produk The Originote Dengan Trust Sebagai Variabel Moderasi. *YUME : Journal of Management*, 7(2), 247–258. <https://doi.org/https://doi.org/10.37531/yum.v7i2.6619>
- Duryadi. (2021). *Metode Penelitian Ilmiah Metode Penelitian Empiris Model Path Analysis Dan Analisis Smartpls*.
- Eong, K. (2015). Combined effects of valence and attributes of e-WOM on consumer judgment for message and product: The moderating effect of brand community type. *Internet Research*, 25(2), 2–29.
- Fenolychia, D. (2024). Pengaruh Customer Review Dan Influencer Endorsement Terhadap Purchase Intention Pada Produk The Originote Dengan Trust Sebagai Variabel Moderasi. *YUME: Journal of Management*, 7(2), 247–258.
- Ghozali, I. , & L. H. (2015). *Partial Least Squares Konsep, Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.0*. Badan Penerbit Universitas Diponegoro.
- Hair et al. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. <https://www.researchgate.net/publication/354331182>
- Hair, J. F. , & S. M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd ed.)*. SAGE Publications.
- Hamid, R. S. , & A. S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis* (S. N. & A. D. R. Eds. ; 1st ed.) (Abiratno, Ed.). PT Inkubator Penulis Indonesia.
- Hardani et al. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. CV. Pustaka Ilmu Grup.
- Heggde & Githa. (2018). *Social Media Marketing: Emerging Concepts and Applications*.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi dan Informasi* (D. Sumayyah, Ed.; 1st ed.). PT Refika Aditama.
- Jaffer Ali Khan, A. M. ; P. K. (2023). *Research Methodology (Methods, Approaches And Techniques)*.

- Jiménez-Castillo, S.-F. (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(6), 366–376.
- Jo Brown, A. J.; L. N. (2007). Word of Mouth Communication Within Online Communities: Conceptualizing the Online Social Network. *Journal of Interactive Marketing*, 21(3), 2–20.
- Juliandi, A. (2018). *Pelatihan SEM-PLS Program Pascasarjana Universitas Batam (hal. Structural equation model based partial least square (SEM_PLS): Menggunakan Smart PLS)*. <https://doi.org/https://doi.org/10.5281/zenodo.2532119>
- Keatext. (2020). *How Much Are Online Reviews Actually Worth?* Retail Insider.
- Lie Ao, R. B.; K. M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability*, 15(3), 2744.
- Lim Sanny, A. N.; P. R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10.
- Michellia Lois Dayoh, L. A.; A. Y. R. (2022). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES TO PURCHASE INTENTION. *Jurnal Ilmiah Mahasiswa Manajemen (JUMMA)*.
- Mulyadi, E., Wibisono, A., & Herli, M. (2021). *PENERAPAN METODE SEM (STRUCTURAL EQUATION MODEL)*.
- Musyaffi, A. M.; R. D. K. (2021). *Konsep Dasar Structural Equation Model - Partial Least Square (SEM-PLS) Menggunakan Smart PLS*. Pascal Books.
- Nabila Suci Andini. (2024). *Compas Market Insight Dashboard: Tren Penjualan Kategori Paket Kecantikan pada Periode Q1 2024*. PT Telunjuk Komputasi Indonesia.
- Nadda, V.; D. S. (2015). *Social Media Marketing Advances in Marketing, Customer Relationship Management, and E-Services*. IGI Global.
- Nina Madiawati, P., Pradana, M., & Alrasyid, L. (2018). ANALYSIS OF CELEBRITY ENDORSEMENT INFLUENCE ON PURCHASE INTEREST: THE CASE STUDY OF A SKINCARE PRODUCT. In *The EUrASEANs: journal on global socio-economic dynamics* (Vol. 3, Issue 10).
- Ningrum, N. (2023). Factors Influencing Purchase Intention on Dessert Box Product: A Case Study on Consumers in Jakarta. In *International Journal of Current Economics & Business Ventures* (Vol. 3, Issue 2). <https://scholarsnetwork.org/journal/index.php/ijeb>

- Nordin, F. ; R. A. (2022). The making of marketing decisions in modern marketing environments. *SSRN Electronic Journal*, 162(March), 113872.
- Nur Widyawati, D. A. (2023). Factors affecting purchase intention on fashion products. *IJEED (International Journal of Entrepreneurship and Business Development)*.
- Nurlan, F. (2019). *Metodologi Penelitian Kuantitatif* (Asnidar (Ed.), Ed.). CV. Pilar Nusantara.
- Oktaviani, M. (2024). *Pengaruh Brand Ambassador Nicholas Saputra Dan Word Of Mouth Terhadap Keputusan Pembelian Skintific* (Vol. 2, Issue 1).
- Philip Kotler, K. L. , & A. C. (2016). *Marketing management (15th ed.)* (15th ed.). Pearson Education Limited.
- Philip Kotler, K. L. , & A. C. (2022). *Marketing Management (16th ed.)*. Pearson Education Limited.
- Purba, E. S. (2021). *Metode Penelitian Ekonomi*. Yayasan Kita Menulis.
- Qiang Yan, S. W. , & W. G. (2019). E-WOM from e-commerce websites and social media: Which will consumers adopt? *Electronic Commerce Research and Applications*, 62–73.
- Rahayu, A., Herdiana Utama, D., & Novianty, R. (2021). *The Impact of Online Customer Reviews on Purchase Intention in Online Marketplace*.
- Reza, F., & Silalahi, I. V. (2022). *Menyelidiki Peran Dukungan Selebriti Dan Influencer Pada Kinerja Pemasaran Dengan Media Sosial Sebagai Variabel Intervening*.
- Riyanto, S. ; H. A. A. (2020). *Metode riset penelitian kuantitatif: Penelitian di bidang manajemen, teknik, pendidikan, dan eksperimen*. Deepublish.
- Santos, P. I. (2018). *Metode penelitian kuantitatif: Pengembangan hipotesis dan pengujiannya menggunakan SmartPLS*. Penerbit Andi.
- Sekaran, U. , & B. R. (2016). *Research methods for business: A skill-building approach*. Wiley.
- Sella Musthofa & Indra Kurniawan. (2024). *Pengaruh Brand Love Dan Brand Trust Terhadap Minat Beli Ulang (Studi Pada Konsumen Produk Skintific Di Jombang)*. 3(2), 224–233. <http://jurnal.anfa.co.id/index.php/mufakat>
- Sihombing, P. R. , & A. A. M. (2022). *Aplikasi SmartPLS Untuk Statistisi Pemula*.
- Stacia Clearesta Lombogia, W. J. F. A. T. & R. T. S. (2024). THE INFLUENCE OF CELEBRITY ENDORSEMENT AND CONTENT MARKETING ON PURCHASE INTENTION OF SKINTIFIC PRODUCTS AT TIKTOK SHOP. *Jurnal EMBA*, 12, 1677–1687.

- Statista. (2024). *Skin care - Indonesia*. Statista.
- Subroto., E, T., & Indiarso, R. (2016). PENINGKATAN PENGETAHUAN DAN KETERAMPILAN DALAM UPAYA Mendukung KETAHANAN PANGAN DI DESA GIRIJAYA DAN MEKARJAYA, KECAMATAN CIKAJANG, KABUPATEN GARUT. *Dharmakarya*, 3(1).
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (24th ed.). Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (25th ed.). Alfabeta.
- Sugiyono. (2019). *Metodelogi Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Toji, E. M., & Sukati, I. (2024). Pengaruh Online Customer Review, Brand Image, Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Skintific Di Tiktok Shop. *Economics and Digital Business Review*, 5, 675–688.
- Ulfa, R. (2021). Variabel Penelitian dalam Penelitian Pendidikan. *Al-Fathonah: Jurnal Pendidikan Dan Keislaman*, 342–351.
- Unaradjan, D. D. (2019). *Metode Penelitian Kuantitatif* (K. Sihotang (Ed.), Ed.; 1st ed.). Universitas Katolik Indonesia Atma Jaya.
- Verma, S., & Yadav, N. (2021). Past, Present, and Future of Electronic Word of Mouth (EWOM). *Journal of Interactive Marketing*, 53, 111–128. <https://doi.org/10.1016/j.intmar.2020.07.001>
- Wardah Zahriati, S., Fahma Auliya, Z., Sovia, *, & Zahriati, W. (2024). *IMMERSIVE 2024 International Management Conference and Progressive Paper The effect of celebrity endorsement on Gen Z purchase intention through Tiktok social commerce with consumer perception quality as a mediating variable*. <https://creativecommons.org/licenses/by/4.0/legalcode>.
- We Are Social, & M. (2024). *Time Spend Using Social Media Apps*. We Are Social, & Meltwater.
- Widarmanti, T. , & R. G. (2020). Exploring brand positioning and hotel persona through WOM and content by text analysis. *Indonesian Journal of Business and Entrepreneurship*, 6(3), 205.
- Wijaya, V., & Keni, K. (2022). PENGARUH CELEBRITY ENDORSEMENT TERHADAP PURCHASE INTENTION, MEDIASI BRAND TRUST DAN BRAND ATTITUDE PADA PRODUK SKINCARE. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6(2), 274–287. <https://doi.org/10.24912/jmieb.v6i2.19301>
- Yudhiane Cantika, F. (2024). The Effect of Beauty Influencer Credibility and Electronic Word Of Mouth on Purchase Intention Skintific Skincare Products Through

Customer Trust Variable. In *International Journal of Economics Development Research* (Vol. 5, Issue 3).

Zhao, P. ; F. S. (2018). Finding eWOM customers from customer reviews. *Industrial Management & Data Systems*, 119(1).