

## DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Andi Offset.
- AlFarraj, Omayma. Alalwan, Ali Abdallah. Obeidat, Zaid Mohammad. Baabdullah, Abdullah. Aldmour, Rand. AlHaddad, Shafiq. (2020) Examining the Impact of *Influencers* Credibility Dimensions: *Attractiveness, Trustworthiness and Expertise on the Purchase Intention in the Aesthetic dermatology Industry*. *Review of International Business and Strategy*. Vol 31 No. 3. pp355-374.
- Arenas-Márquez, F. J., Martínez-Torres, M. R., & Toral, S. L. (2021). How can trustworthy *influencers* be identified in electronic word-of-mouth communities? *Technological Forecasting and Social Change*, 166, 120596. <https://doi.org/10.1016/j.techfore.2021.120596>
- Aufrida Wismi Warastri. Mengapa Tampil Segar dan Wangi Bisa Dukung Pertumbuhan Ekonomi?.  
<https://www.kompas.id/baca/ekonomi/2024/06/02/tampil-segar-dan-wangi-bisa-dukung-pertumbuhan-ekonomi>
- Bangun, Nurlia. Intarti, Kholis. Karo, Sadakita Br. Dewiningsih, Sri. tahar, Syafril. (2023). System Quality, Information Quality, System Design Quality Website PT KCI Berpengaruh terhadap User Satisfaction. *Jurnal Penelitian Pendidikan Indonesia*. Vol.9 No. 2, pp944-958.
- 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, 103149. <https://doi.org/10.1016/j.jretconser.2022.103149>

- Beautynesia. 10 Brand Kecantikan Terlaris Jelang Lebaran 2024, Produk Lokal Banyak Jadi Favorit. <https://www.beautynesia.id/beauty/10-brand-kecantikan-terlaris-jelang-lebaran-2024-produk-lokal-banyak-jadi-favorit/b-288464>
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying *influencer* marketing. *Business Horizons*, 63(4), 469–479. <https://doi.org/10.1016/j.bushor.2020.03.003>
- Charvia, Karin & Erdiansyah, Rezi. (2020). Pengaruh Elektronik *Word of mouth* dan Brand Experience terhadap Brand Trust (Studi terhadap Pengguna OVO di Jakarta). *Prologia*. Vol. 4. No. 2.
- CNBC Indonesia. Sosok ‘Ratu Make Up’ Indonesia Pemilik 14 Merek Kecantikan. <https://www.cnbcindonesia.com/lifestyle/2024021615464-33-515119/sosok-ratu-make-up-indonesia-pemilik-14-merek-kecantikan#:~:text=Salah%20satu%20sosok%20paling%20berpengaruh,Kahf%2C%20dan%20masih%20banyak%20lagi>
- Dalziel, Riane Cherylise & Klerk, Natasha De. (2021). Media and Group Influence on Generation Y Consumers’ Attitude Towards Beauty Products. *Spanish Journal of Marketing*. Vol. 25 No. 1, 2021. Pp111-132.
- Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2021). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: A case from Thailand. *Journal of Enterprise Information Management*, 34(3), 838–859. <https://doi.org/10.1108/JEIM-04-2019-0118>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram *influencers*: The impact of *number of followers* and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>

- Domingues Aguiar, T., & van Reijmersdal, E. (2018). *Influencer marketing*. Amsterdam: Stichting Wetenschappelijk Onderzoek Commerciële Communicatie, SWOCC. <https://dare.uva.nl/search?identificer=10edfb5c-66cb-4586-9824-b3c5c2370d04>
- Elyzabeth, Malla & Brandinie, Morryessa. (2021). Pengaruh kredibilitas Celebrity Endorser di Media Sosial Instagram dan Kualitas produk terhadap Minat Beli Scarlett Whitening di Jakarta.
- Ernawati, Nunung. (2020). Buku Ajar Mata Kuliah Metodologi Riset Penelitian Data Sekunder. Poltekkes RS dr. Soepraoen. Malang.
- Gayathri, A.S & Anwar, Husna. (2019). Consumers Perception of the Credibility of Social Media *Influencers* and Its Impact on Purchase Intention. *Adalya Journal*. Vol. 8, Issue 10.
- Ghozali, I. (2021). *Partial Least Square Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*. Badan Penerbit Universitas Diponegoro.
- Gomez, Erika Fernandez. Feijoo, Beatriz. BOnet, Miriam Morante. (2024). Training Concern of Micro-*Influencers* on Advertising and Marketing. *Journal of Advertising Education*. Vo. 28 Issue 1. p40-62.
- Goyette, Isabelle. Ricard, Line. Bergeron, Jasmin. Marticotte, Francois. (2010). e-WOM Scale: *Word of mouth* Measurement Scale for E-Services Context. *Canadian Journal of Administrative Science*.
- Hair, J. F., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage.
- Hanadia, Naufal. Rahayu, Sri. Zultilisna, Djuznimar. Pengaruh Kualitas Sistem, Perceived Usefulness, dan Kualitas Informasi terhadap Kepuasan Pengguna (Studi Kasus terhadap Sistem Dashboard PDAM Tirta Raharja 2017). *Journal Management*. Vol.4 No.3. p2707.
- Hanasui. About us. [https://hanasui.id/home/about\\_us](https://hanasui.id/home/about_us)

- Hanin, H. T., Savitri, C., & Faddila, S. P. (2024). Pengaruh Kredibilitas *Influencer* dan e- WOM (*Electronic word of mouth*) Terhadap Minat Beli Produk Kecantikan Lokal Azarine Cosmetic. *Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(9), Article 9. <https://doi.org/10.47467/alkharaj.v6i9.2541>
- Hardani (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Yogyakarta. CV. Pustaka Ilmu Grup Yogyakarta.
- Hastiana, A. T., & Astuti, R. D. (2023). Analisis Pengaruh Kredibilitas *Influencer* Marketing Terhadap Minat Beli Pada Industri Skincare Merek Lokal Indonesia. *Journal of Economic, Bussines and Accounting*, 7(1), 399–409. <https://doi.org/10.31539/costing.v7i1.6646>
- Idntimes. Fakta Singkat Wardah, Brand Kosmetik Halal Pertama di Indonesia. <https://www.idntimes.com/life/women/adyaning-raras-anggita-kumara-1/fakta-singkat-wardah>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Inspiring Movement. <https://inspiringmovement.wardahbeauty.com/>
- Itsomgbeauty.com. OMG. <https://www.itsomgbeauty.com/beauty-tips/article/brand-story>.
- J. Degenhard. Social Media Users in Indonesia 2020-2029. <https://www.statista.com/orecasts/1144743/social-media-users-in-indonesia>
- Janssen, Loes. Schouten, Alexander P. Croes, Emmelyn A. J. (2021). *Influencer* advertising on Instagram: product-*influencer* fit and number of followers affect advertising outcomes and *influencer* evaluations via credibility and identification, *International Journal of Advertising*.
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). Social media *influencer* marketing: Foundations, trends, and ways forward. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-023-09719-z>

- Kapoor, Payal S. Balaji, M. S. Jiang Yangyang. Jebarajakirthy, Charles. Effectiveness of Travel Social Media *Influencers*: A Case of Eco-Friendly Hotels. *Journal of Travel Research*. Volume 61. Issue 5.
- Kareem, Shapely Abdul & Venugopal, Pulidindi. (2023). Social Media *Influencers* Traits and Purchase Intention: A Moderated Mediation Effect of Attitude Towards Brand Credibility and Brand Familiarity. *FIIIB Business Review*.
- Kaur, Kulvinder & Kumar, Pawan. (2021). Social media: a blessing or a curse? Voice of owners in the beauty and wellness industry. *The TQM Journal*. pp1039- 1056.
- Kim, Taeyeon. Yoon, Hye Jin. (2024). The Effectiveness of *Influencer* Endorsements for Smart technology products: The Role of Follower Number, Expertise Domain and Trust Propensity. *Journal of Product & Brand Management*.
- Kim, H., Jeon, G., & Chung, J. Y. (2024). Understanding the Role of Follower Size in *Influencer* Marketing: Examining the Perspective of Source Credibility and Attribution Theory. *Journal of Current Issues & Research in Advertising*, 45(3), 320–338.  
<https://doi.org/10.1080/10641734.2024.2378349>
- Kim, T., & Yoon, H. J. (2024). The effectiveness of *influencer* endorsements for smart technology products: The role of follower number, expertise domain and trust propensity. *Journal of Product & Brand Management*, 33(2), 192-206. <https://doi.org/10.1108/JPBM-03-2023-4376>
- Kominfo. Kominfo: Blokir Tiktok Hanya Sementara. [https://www.kominfo.go.id/content/detail/13332/kominfo-blokir-tiktok-hanya-sementara/0/sorotan\\_media?a=VP20891D](https://www.kominfo.go.id/content/detail/13332/kominfo-blokir-tiktok-hanya-sementara/0/sorotan_media?a=VP20891D)
- Kotler, Philip. Kartajaya, Hermawan. Setiawan, Iwan. (2017), Marketing 4.0 Moving from Traditional to Digital. Penerbit PT Gramedia Pustaka Utama.

- Kusuma, Erica Gabriela & Nugroho, A. Y. Agung. (2021). Analisis Pengaruh Source Credibility dan Endorser Nationality terhadap Minat Beli Produk Maybelline. *Jurnal Transaksi*. Vol. 13, No. 2.
- Lee, S., & Kim, E. (2020). *Influencer* marketing on Instagram: How sponsorship disclosure, *influencer* credibility, and brand credibility impact the effectiveness of Instagram promotional post. *Journal of Global Fashion Marketing*, 11(3), 232–249.  
<https://doi.org/10.1080/20932685.2020.1752766>
- Lemeshow (1997). Besar Sampel dalam Penelitian Kesehatan. Yogyakarta. UGM
- Lestari, Nina. Barkah, Cecep Safaatul. Tresna, Pratami Wulan. Chan, Arianis. (2022). *Electronic word of mouth* Marketing Strategy Analysis on Social Media Instagram Nanine..Id. *International Humanities and Applied Sciences Journal (IHASJ)*. Vol 5, Issue 2.
- Loureiro, S. M. C., & Sarmiento, E. M. (2019). Exploring the Determinants of Instagram as a Social Network for *Online* Consumer-Brand Relationship. *Journal of Promotion Management*, 25(3), 354–366.  
<https://doi.org/10.1080/10496491.2019.1557814>
- Lou, Chen & Yuan, Shupe. (2019). *Influencer* Marketing: How Message Value and Credibility Affect Consumer Trust of Branded *Content* on Social Media. *Journal of Interactive Advertisin*. 19:1, 58-73.
- Maria, Ivonne. Wijaya, Valentino. Keni, Keni. (2021), Pengaruh Information Quality dan Service Quality terhadap Perceived Value dan Konsekuensinya terhadap Customer Engagement Behavior Intention (Studi Pada Social Commerce Instagram). *Jurnal Muara Ilmu Ekonomi dan Bisnis*. Vol. 5, No. 2. p321-334.
- Martini, Erni. Fiadine Tisadinda. Sultan. Muhammad Adib. Hurriyati, Ratih. (2022). Impact of e-WOM and WOM on Destination Image in Shopping Tourism Business. *Jurnal Dinamika Manajemen*, 13 (1) 2022. pp, 66-77.

- Marketeers. Merek Kosmetik Baru OMG Oh My Glam Bawa Pesan Perempuan Itu Kuat. <https://www.marketeers.com/merek-kosmetik-baru-omg-oh-my-glam-bawa-pesan-perempuan-itu-kuat/>
- Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. *Journal of Research in Interactive Marketing*, 15(3), 441–459. <https://doi.org/10.1108/JRIM-04-2020-0072>
- Nariswari, Talitha Paramesti. (2021) Pengaruh Kualitas Argumen dan Isyarat Periferal dalam Membangun Minat Beli melalui Kredibilitas Ulasan (Studi pada Kanal Youtube Gadgetin).
- Nugroho, Adi Sulistyono & Haritanto, Walda. (2022). Metode Penelitian Kuantitatif dengan Pendekatan Statistika: Teori, Implementasi & Praktik dengan SPSS. Ed. 1, Cetakan 1. Penerbit ANDI.
- Nyoko, Antonio Eli Lomi & Samuel, Anthonia Debora Dila. (2021). Pengaruh *Electronic word of mouth* (eWOM) di Media Sosial Facebook terhadap Keputusan Pembelian (Studi Kasus Pelanggan Muca Cafe Kupang). *Journal of Management*. Vol.14, No. 1, p63-76.
- Oberlo. Tiktok Age Demographics. <https://www.oberlo.com/statistics/tiktok-age-demographics>.
- Ohanian, R. (1990). *Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness*. *Journal of Advertising*, 19(3), 39–52.
- Papyrina, V. (2019). The Trade-off Between Quantity and Quality of Information in Gender Responses to Advertising. *Journal of Promotion Management*, 25(1), 1–19. <https://doi.org/10.1080/10496491.2018.1427652>
- Pereira, Teresa. Loureiro, Sandra Maria Correia. Sarmento, Eduardo. (2022). Achieving Brand Engagement and Brand Equity Through Co-Creation Process. *Journal of Creative Communication*. 17(3) 303-318.

- Poedjiono, Laura Adeline. Hianita, Shintia. Andreani, Fransisca. (2020). Analisa *Electronic word of mouth* (EWOM) pada *Online travel Agent* (OTA) terhadap Keputusan menginap di Hotel.
- Pozharliev, R., Rossi, D., & De Angelis, M. (2022). Consumers' self-reported and brain responses to advertising post on Instagram: The effect of *number of followers* and *argument quality*. *European Journal of Marketing*, 56(3), 922–948. <https://doi.org/10.1108/EJM-09-2020-0719>
- Purwandari, Betty. Ramadhan, Arief. Phusavat, Kongkiti. Hidayanto, Achmad Nizar. Husniyyah, Adyssa Fairus. Faozi, Ferdinand Hanif. Wijaya, Nicolas Henry. Saputra, Rifqi Hilman. (2022). The Effect of Interaction Between Followers and *Influencers* on Intention to Follow Travel Recommendations From *Influencers* in Indonesia based on Follower- *Influencer* Experience and Emotional Dimension. *Information*. 13, 384.
- Putra, Nova Indrawan. Padmantlyo, Sri. (2023). Pengaruh Advertising Disclosure Dalam Konten Pemasaran Media Sosial Tiktok Terhadap Purchase Intention. *Jurnal Manajemen Dirgantara*. Vol 16, No. 1.
- Riama, Chiquita Olivia. (2021). Peran *Influencer* dalam proses *Electronic word of mouth* untuk Meningkatkan Persepsi Merek. *Journal Manajemen Komunikasi*. Vol. 5. No. 2. hlm156-175.
- Riyanto, Slamet & Hatmawan, Aglis Andhita. (2020). Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan, dan Eksperimen. Cetakan 1. Penerbit Deepublish.
- Rungruajit, Warinrumpai & Charoenpornpanichkul, Kittii. (2022). Building Stronger Brand Evangelism for Sustainable Marketing through Micro-*influencer*- Generated *Content* on INstagram in the Fashion Industry. *Sustainability*. 14, 15770.
- Shah, Syed Asim. Shoukat, Muhammad Haroon. Jamal, Waseef. Ahmad, Muhammad Shakil. (2023). What Drives Followers-*Influencer* Intention in *Influencer* Marketing? The Perspective of Emotional Attachment and Quality of Information. *Journal Sage*.



- Savira Oktavia. 15 Brand Kecantikan Lokal, Ada Skincare Hingga Make up. <https://www.detik.com/jatim/berita/d-6924793/15-brand-kecantikan-lokal-ada-skincare-hingga-make-up>
- Setiawan, Heri. (2023). Examining the Impact of Credibility and Quality in *Electronic word of mouth* (eWOM) and Visit Intention of Tourist to Culinary Tourism Destinations. *Jurnal Manajemen dan Pemasaran Jasa*. Vol. 16 No. 2
- Setyawan, D. A. (2022). Buku Petunjuk Praktikum Uji Validitas dan Reliabilitas Instrumen Pengumpulan Data Menggunakan SPSS. Poltekkes Kemenkes. Surakarta.
- Simon Kemp. (2024). Digital 2024: Global Overview Report. <https://datareportal.com/reports/digital-2024-global-overview-report>.
- Sincia, Ria Ana. Gunawan, Arie Indra. Leo Gundar. Mengukur Source Credibility Beauty Vlogger terhadap Sikap Konsumen (Studi Kasus Video Review Produk Kecantikan di Youtube. *Journal Polban*.
- SproutSocial. 50+ Must Know Social Media Marketing Statistics for 2024. <https://sproutsocial.com/insights/social-media-statistics/>
- Srivastava, Deepti & Sharma, Ruppal Walia. (2017). Developing a Model for Studying the Antecedents and Effects of *Word of mouth* (WOM) and eWOM Marketing Based on Literature Review. *Jindal Journal of Business Search*.. Vol. 6. Issue 1
- Strickland, Paul & Williams, Kim M. (2022). The Adoption of Smart industry 4.0 App Technology and Harnessing e-WOM in the Wine Industry Caused by a Global Pandemic: A Case Study of the Yarra Valley in Australia. *Journal of Hospitality and Tourism Insight*.
- Sudirman. Kondolayuk, Marilyn Lasarus. Sriwahyuningrum, Ayunda. Cahaya, I Made Elia. Astuti, Ni Luh Seri. Setiawan, Jan. Tandirerung, Willy Yavet. Rahmi, Sitti. Nusantari, Diah Oga. Indrawati, Farah. Fitriya, Nurul Laili. Aziza, Nurul. Kurniawati, Nia. Wardhana, Aditya. Hasanah, Tita. (2023). *Metodologi Penelitian 1*. Penerbit Media Sains Indonesia.

- Sugiyono. (2022). *Metode Penelitian Manajemen: Edisi Revisi*. Alfabeta.
- Tobon, Sandra. Madariaga, Jesus Garcia. (2021). The Influence of Opinion Leaders eWOM on *Online Consumer Decisions: A Study on Social Influence*. *Journal of Theoretical and Applied Electronic Commerce Research*. 16, 748-767.
- Tran, Alison. Robert, Rosales. Copes, Lynn. (2020). Paint a Better Mood? Effect of Makeup Use on Youtube Beauty *Influencers* Self Esteem. *Journal Sage*.
- Upadhyay, P. & Khemka, M. (2019). Linkage between social identity creation and social networking site usage: the moderating role of usage *intensity*. *Journal of Enterprise Information Management*. Vol. 33 No. 6, pp. 1321-1335.
- Utami, Putri. Delima, Isniyunisafna Diah. Irianti, Een. (2024). Pengaruh Brand Ambassador Terhadap Peningkatan Brand Awareness Pada Produk Hanasui. 10 &7), pp. 883-892.
- Wahab, H. K. A., Alam, F., & Lahuerta-Otero, E. (2024). Social media stars: How *influencers* shape consumer's behavior on Instagram. *Spanish Journal of Marketing - ESIC, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/SJME-09-2023-0257>
- Wardah. All Products. <https://www.wardahbeauty.com/en/product/list/all>
- Weismueller, Jason. Harrigan, Paul. Wang, Shasha. Soutar, Geoffrey N. (2020).
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). *Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media*. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Widyadhana, Audrey Jessie. (2023). Analisis Pengaruh Makro *Influencer* dan Mikro *Influencer* dalam KOL (Key Opinion Leader) Marketing terhadap Brand Awareness Skintific. *Jurnal Ekonomi, Akuntansi, dan Manajemen*. Vol.2, No.4. p62-75.

- Wiedmann, Klaus-Peter & Mettenheim, Walter Von. (2020). *Attractiveness, Trustworthiness and Expertise - Social Influencers Winning Formula?. Journal of Product and Brand Management.*
- Xiao, Min. Wang, Rang. Olmsted, Sylvia Chan. (2018). Factors Affecting Youtube *Influencer* Marketing Credibility: A Heuristic-Systematic Model. *Journal of Media Business Studies* 15(4):1-26.
- Ying Lin. 10 *Influencer* Marketing Statistics You Need to Know in 2023 (Infographic). <https://www.oberlo.com/blog/influencer-marketing-statistics>
- Zwicker, Sebastian. Tarabashkina, Liudmila. Proksch, Michael. Hardiman, Marco. (2023). How Micro-*Influencers* Personality Influences the Personality of Novice and Established Brands. *Australasian Marketing Journal* 1-13.