

DAFTAR PUSTAKA

- Amalia, A. C., & Sagita, G. (2020). Analisa Pengaruh Influencer Social Media Terhadap Keputusan Pembelian Konsumen Generasi Z di Kota Surabaya. *JURNAL SOSIAL : Jurnal Penelitian Ilmu-Ilmu Sosial*, 20(2), 51–59. <https://doi.org/10.33319/sos.v20i2.42>
- Aripadono, H. W. (2020). Penerapan Komunikasi Digital Storytelling Pada Media Sosial Instagram. *Teknika*, 9(2), 121–128. <https://doi.org/10.34148/teknika.v9i2.298>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186–195. <https://doi.org/10.1016/j.jbusres.2021.03.067>
- Etikan, I. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Girsang, C. N. (2020). Pemanfaatan Micro-Influencer pada Media Sosial sebagai Strategi Public Relations di Era Digital. *Ultimacomm: Jurnal Ilmu Komunikasi*, 12(2), 206–225. <https://doi.org/10.31937/ultimacomm.v12i2.1299>
- Haoe, S., Ganiwidjaja, J. T., & Andreani, F. (2023). PERAN MARKETING FOOD INFLUENCER TIKTOK TERHADAP FOLLOWER ENGAGEMENT DAN PURCHASE INTENTION PARA PENGIKUT FEBRYAN DIO RAMADHAN. *Jurnal Manajemen Perhotelan*, 9(1), 24–34. <https://doi.org/10.9744/jmp.9.1.24-34>
- Kim, H. (2022). Keeping up with influencers: exploring the impact of social presence and parasocial interactions on Instagram. *International Journal of Advertising*, 41(3), 414–434. <https://doi.org/10.1080/02650487.2021.1886477>
- Langgeng Sri Handayani, & Rahmat Hidayat. (2021). *Pengaruh Kualitas Produk, Harga dan Digital Marketing terhadap kepuasan pelanggan produk MS GLOW BEAUTY*. 1(10).
- Lyu, J., & Kim, J. (2020). Antecedents of Social Media–Induced Retail Commerce Activities: Impact of Brand–Consumer Relationships and Psychological Sense of Community. *Journal of Interactive Advertising*, 20(2), 119–132. <https://doi.org/10.1080/15252019.2020.1769513>
- Nursansiwati, D. A. (2024). The Impact of Social Media Influencers on Consumer Behavior. *Management Studies and Business Journal (PRODUCTIVITY)*, 1(2), 180–188. <https://doi.org/10.62207/rvbrr948>
- Princesa, S., & Djajalaksana, Y. M. (2021). Penerapan dan Analisis Digital Marketing pada Produk Fashion. *Jurnal Teknik Informatika Dan Sistem Informasi*, 7(2). <https://doi.org/10.28932/jutisi.v7i2.3705>
- Rachmania, R. (2021). Pengaruh Perceived Social Media Marketing Instagram Shopee Indonesia Terhadap Niat Beli pada E-Commerce. *Syntax Literate ; Jurnal Ilmiah Indonesia*, 6(6), 2998. <https://doi.org/10.36418/syntax-literate.v6i6.1417>
- Rubin, R. B., & McHugh, M. P. (1987). Development of parasocial interaction relationships. *Journal of Broadcasting & Electronic Media*, 31(3), 279–292. <https://doi.org/10.1080/08838158709386664>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-

- Endorser fit. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>
- Zhang, X. (2023). Influencer Marketing: Assessing Effectiveness and Exploring Potential Drawbacks in Advertising Strategies. *Highlights in Business, Economics and Management*, 23, 171–179. <https://doi.org/10.54097/t83twa35>
- Zniva, R., Weitzl, W. J., & Lindmoser, C. (2023). Be constantly different! How to manage influencer authenticity. *Electronic Commerce Research*, 23(3), 1485–1514. <https://doi.org/10.1007/s10660-022-09653-6>