

REFERENCES

- Afassy, N. A., & Salma, N. (2021). Analisis pengaruh brand image terhadap keputusan pembelian. *Jurnal Ekonomi dan Bisnis*, 14(2), 112–120.
- Ahmad, A., Rahman, S., & Khan, M. (2021). The role of influencer expertise in shaping consumer perceptions on social media. *Journal of Marketing Research*, 58(4), 567–580.
- Amarta, T., & Sidharta, H. (2024). The Influence of Content Marketing and Electronic Word of Mouth on Purchase Intention and Brand Image as Mediation. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 4(2), 94–103. <https://doi.org/10.37715/rmbe.v4i2.5630>
- Andini Amelia, alfirahmi alfirahmi. (n.d.). *Pengaruh Konten Instagram Wensen School Indonesia Terhadap Brand Image*. 8(Vol 8, No 1). <https://doi.org/https://doi.org/10.31334/lugas.v8i1.4098>
- Anwar, S., & Khan, A. (2022). The impact of influencer attractiveness on consumer brand engagement. *International Journal of Digital Marketing*, 14(2), 123–135.
- Arikunto, S. (2010). *Prosedur penelitian: Suatu pendekatan praktik (Revisi ke-7)*. Rineka Cipta
- Ayu Widya Lestari, Aan Setiadarma, W. P. (2022). Pengaruh Social Media Content Instagram @BYU.ID Terhadap Brand Image Provider Digital BY.U. *Journals.Upi-Yai.Ac.Id*, 27. <https://doi.org/https://doi.org/10.37817/ikon.v27i3.2610>
- Chen, Y., Wang, X., & Li, J. (2023). Trust in influencers and consumer purchase decisions on social media. *Journal of Consumer Behaviour*, 22(1), 45–60.
- Dewi, R. P., & Wulandari, D. (2022). The effect of influencer expertise on consumer trust in the beauty industry. *Indonesian Journal of Communication Studies*, 10(2), 99–110.
- Elmira Djafarova, C. R. (2017). *Exploring the credibility of online celebrities'*

Instagram profiles in influencing the purchase decisions of young female users.
68, 1–7. <https://doi.org/https://doi.org/10.1016/j.chb.2016.11.009>

- Fahrizi, M., Putra, H., & Santoso, D. (2024). Source credibility and trust in social media information: Preventing misinformation. *Journal of Digital Communication*, 12(1), 55–70.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92.
- Fitriani Nurbaiska, Buyung Romadhoni, & Syarhini Indrayani. (2024). The Influence of Marketing Content and Customer Satisfaction on Brand Image on Instagram My Crepe Social Media. *Income Journal Of Economics Development*, 4(2), 82–89. <https://doi.org/10.54065/ijed.4.2.2024.280>
- Halim, R., & Arista, D. (2023). The effectiveness of influencer marketing in digital brand communication. *Journal of Marketing Communication*, 8(3), 201–215.
- Hardani, H., Ustiawaty, R., & Andriani, S. (2020). *Metode penelitian kualitatif & kuantitatif*. Pustaka Ilmu.
- Hwang, Y., & Zhang, Q. (2022). Influencer credibility and consumer attitudes in social media marketing. *International Journal of Advertising*, 41(3), 412–430.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion; psychological studies of opinion change*. Yale University Press.
- Idrus, M. (2009). *Metode penelitian ilmu sosial: Pendekatan kualitatif dan kuantitatif*. Erlangga.
- Iqlima Rachel, Natalina Nilamsari, Bramayanti Krismasakti, R. A. (2024). *Pengaruh Konten Instagram @Nagara.Foods Terhadap Product Knowledge Dan Brand Image*. 4. <https://doi.org/https://doi.org/10.32509/cyberpr.v4i2.4635>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.

- Keller, K. L. (2003). *Strategic brand management: Building, measuring, and managing brand equity* (2nd ed.). Pearson Education.
- Keller, K. L. (2022). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson.
- Kim, J., Lee, S., & Park, H. (2023). Social media engagement and its impact on consumer purchase decisions. *Journal of Interactive Marketing*, 61, 72–85.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson Education.
- Kulas, J. T., Stachowski, A. A., & Haynes, B. A. (2008). Middle category endorsement in odd-numbered Likert response scales: Associated item characteristics, cognitive demands, and preferred meanings. *Journal of Research in Personality*, 42(3), 763–777. <https://doi.org/10.1016/j.jrp.2007.08.005>
- Lim, X. J., Radzol, A. M., Cheah, J. H., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19–36.
- Lim, X. J., Cheah, J. H., & Wong, M. W. (2022). Influencer expertise and marketing message effectiveness on social media. *Journal of Digital Marketing*, 20(3), 101–114.
- Lestari, D., & Hidayat, R. (2024). Emotional closeness and brand image formation in influencer marketing. *Journal of Contemporary Marketing*, 15(1), 78–89.
- Lola Adelia, Sanny Kurniawan, Y. (2024). *Analysis of the Influence of Brand Image on Behavioral Intent: A Study on Social Media Advertising and Sales Promotion Content for Local Skincare Products*. <https://doi.org/10.1109/iSemantic63362.2024.10762541>
- Maghfiroh, M. L. ., & Mandasari, V. . (2024). THE INFLUENCE OF DIGITAL TIKTOK MARKETING CONTENT ON BRAND IMAGE IN KEMAIU PRODUCTS. *International Journal of Multidisciplinary Research and Literature*, 3(1), 57–63. <https://doi.org/10.53067/ijomral.v3i1.195>

- Muhammad Rifan Jungki Dausat, & Muchsin Muthohar. (2023). Pengaruh Dimensi Kredibilitas Influencer: Attractiveness, Trustworthiness Dan Expertise Terhadap Niat Membeli Pada Produk "Safi-Skincare". *SANTRI : Jurnal Ekonomi Dan Keuangan Islam*, 2(1), 101–121. <https://doi.org/10.61132/santri.v2i1.205>
- Mondiana, E., Prasetyo, B., & Nugroho, Y. (2018). Penggunaan metode successive interval dalam konversi data ordinal ke interval pada penelitian pendidikan. *Jurnal Penelitian dan Evaluasi Pendidikan*, 22(2), 123–134.
- Nadler, J. T., Weston, R., & Voyles, E. C. (2015). Stuck in the middle: The use and interpretation of mid-points in items on questionnaires. *The Journal of General Psychology*, 142(2), 71–89. <https://doi.org/10.1080/00221309.2014.994590>
- Nugroho, Y., & Saraswati, D. (2023). The role of influencer credibility in digital brand image formation. *Jurnal Ilmu Komunikasi Indonesia*, 18(2), 150–163.
- Nurazizah, A., Sadono, T. P., & Palupi, M. F. T. (2025). The Influence of Content Marketing on Brand Image Through Customer Engagement. *CONVERSE Journal Communication Science*, 2(1), 11. <https://doi.org/10.47134/converse.v2i1.4265>
- 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. <https://doi.org/10.1080/00913367.1990.10673191>
- Shadah, M. (2021). Social Media Influencers Source Credibility and Product Fit Impact on Customers Purchasing Intentions, Under the Moderating Effect of Gender, Malaysian Context. *Archives of Business Research*, 9(8), 108–124. <https://doi.org/10.14738/abr.98.10645>
- Utami, D. A., & Salsabila, N. (2023). The role of influencer-owners in building emotional brand connections. *Jurnal Manajemen Pemasaran*, 12(2), 88–97.
- Qayyum Deyatari Pangestu, D. T. (2022). *PENGARUH CONTENT MARKETING INSTAGRAM TERHADAP BRAND IMAGE DISNEY+HOTSTAR DI MASA PANDEMI COVID-19*. 10(Vol. 10 No. 1 (2022): JURNAL SIGNAL). <https://doi.org/https://doi.org/10.33603/signal.v10i01.7005>

- Riyanto, S., & Hatmawan, A. (2020). Metode penelitian penelitian kuantitatif, penelitian kualitatif, dan penelitian kombinasi (mixed methods). CV Budi Utama.
- Setyanto, R. P., & Afnetta, N. (2021). Teknik sampling dalam penelitian sosial. *Jurnal Penelitian Sosial*, 10(2), 88–97.
- Silalahi, U. (2018). Metode penelitian sosial. Refika Aditama.
- Silalahi, U., & Atif, M. (2015). Metode penelitian sosial dan komunikasi. Refika Aditama.
- Sinambela, L. P. (2021). Metode penelitian sosial: Konsep, teori, dan aplikasi. Bumi Aksara.
- Simamora, B. (2003). Panduan Riset Perilaku Konsumen. PT Gramedia Pustaka Utama.
- SimbolonS., SumarwanU., & JahrohS. (2024). The Influence of Instagram Marketing Content and Le Minerale Brand Image on Purchasing Decisions Mediated By Purchase Intention. *Business Review and Case Studies*, 5(2), 284. <https://doi.org/10.17358/brcs.5.2.284>
- Subhaktiyasa, I. N. (2024). Validity test in social research. *Jurnal Penelitian Pendidikan*, 24(1), 33–41.
- Sugiyono, (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: CV. Alfabeta.
- Swarjana, I. K. (2023). Dasar-dasar metodologi penelitian. *Jurnal Ilmu Sosial dan Humaniora*, 12(1), 1–12.
- SYAFIRA, R. (2023). *Pengaruh Isi Konten Media Sosial Instagram Terhadap Brand Image Erigo*. <https://doi.org/https://doi.org/10.35326/medialog.v6i1.1954>
- Wati, L. N., & Hartini, S. (2019). Uji validitas dan reliabilitas instrumen penelitian. *Jurnal Penelitian dan Evaluasi Pendidikan*, 23(2), 211–220.
- Widhiarso, W. (2012). Uji normalitas data penelitian. *Jurnal Psikologi*, 39(2), 123–

134.

Widi, R. (2023). Digital content and brand relationship in the Indonesian market. *Jurnal Ilmu Komunikasi*, 21(1), 44–58.

Widyadhana, A. (2023). Macro Influencer characteristics and their impact on brand engagement. *Jurnal Komunikasi Digital*, 7(2), 110–121