

DAFTAR PUSTAKA

- A., L., J., S., & C., S. (2014). Influential Opinion Leaders . *Economic Journal*, 124(581), 1147-1167.
- Ananda, A. S., Hernández-García, Á., & Lambert, L. (2016). N-REL: A comprehensive framework of socialmedia marketing strategic actions for marketingorganizations. *Journal of Innovation& Knowledge*, 1 (3) 170-180.
- Barreda, A. B., & al, e. (2016). Generating Brand Awareness in Online Social Networks. *Journal Computer in Human Behavior*, 50(10), 600-609
- Beneke, J., Sousa, d., Mbuyu, & Wickham. (2016). The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa. *Journal International Review of Retail, Distribution and Consumer Research* 26(2), 171-201.
- Castillo, D. J., & Fernandez, R. S. (2019). The Role of Digital Influencers in Brand Recommendation: Examining Their Impact on Engagement, Expected Value and Purchase Intention. . *International Journal of Information Management*, 40(3), 258-274.
- Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019). #Sponsored#Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues & Research in Advertising*, 40(1), 1-17.
- Choi, E. K., & Kim, A. J. (2016). Explaning and predicting purchase intentions following luxury-fashion brand value co-creation encounters. *Journal of Bussines Research*, 69(12), 5827-5832.
- Compas. (2022). *10 Brand Skincare Lokal Terlaris di Online Marketplace*. Retrieved from compas: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Devita, V. D. (2020). Somethinc, Some By Mi dan The Ordinary Review Produk Paling Banyak Ditonton Di Tiktok. Retrieved from iprice: <https://iprice.co.id/trend/insights/produk-skincare-mana-yg-paling-banyak-ditonton-di-tiktok/>

- France, C. M., & Miller, D. (2016). AN integrated model of customer brand engagement: Drivers consequence. *Journal of Brand Management*, 23(2), 119-136.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 untuk Penelitian Empiris (2nd ed.)*. Semarang : Badan Penerbit Universitas Diponegoro.
- Hartono, J. M., & W., A. (2014). *Konsep Aplikai PLS (Partial Least Square) untuk penelitian empiris, Edisi Pertama. Cetakan Kedua*. BPFE, Yogyakarta.
- Heale, R., & Twycross, A. (2015). *Validity and Reliability in quantitave studies*. Evidence-Based Nursing, 18(3), 66-67.
- Hermenda, A. U. (2019). The Effect of Social Media Influencer on Brand Image, Self Concept, and Purchase Intention. . *Journal of Consumer Sciences*, 4(2), 76-89.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of marketing management*, 27(7-8), 785-807.
- Hussein, A. S. (2015). *Penelitian Bisnis dan Manajemen Menggunakan Partial Least Square (PLS) dengan SmartPLS 3.0*. Skripsi yang tidak di publish : Universitas Brawijaya.
- Ismail, A. R. (2017). The Influence of Perceived social media marketing and activities on brand loyalty The Mediation of brand and value consciousness. *Asia Pasific Journal of Marketing and Logistics*, 29(1), 1-17.
- Kemp, S. (2022, February 15). *DIGITAL 2022: INDONESIA*. Retrieved from datareportal: <https://datareportal.com/reports/digital-2022-indonesia>
- Lee, J. E., & Watkins, B. (2016). YouTube Vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Bussines Reasearch*, 69(12), 5753-5760.
- Lim Sanny, A. N., & Ratu Tasha Maulidya, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand . *Journal Management Science Letters*, 10(10), 2139-2146
- Malär, L., Krohmer, H., & Hoyer, W. D. (2011). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing*, 75(4) 35-52.

- Mulyana, E. W., & Emelly, &. (2021). Analisis Pengaruh Influencer Sosial Media Terhadap Minat Beli Konsumen Dalam Busana Kasual Di Kota Batam. *Conference on Management, Business, Innovation, Education and Social Science*. 1(1), 1897-1908.
- Nam, L. G., & Dan, H. T. (2018). Impact of Social Media Influencer marketing on consumer at Ho Chi Minh City. *The International Journal of Social Sciences and Humanities Invention*, 5(05), 4710-4714.
- Salehzadeh, R. &. (2016). Brand Attitude and Perceived Value and Purchase Intention toward Global Luxury Brands . *Journal of International Consumer Marketing*. 1-9.
- Sanchez Fernandez, R., & Jimenez Castillo, D. (2021). How social media influencers affect behavioural intentions towards recommended brands: the role of emotional attachment and information value. . *Journal of Marketing Mngement*, 37(11-12), 1123-1147.
- Sannya, L., Arinaa, A. N., Maulidyaa, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand . *Journal Management Science Letters*, 10 (2020) 2139–2146
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill Building Approach. *Leadership & Organization Development* 34(7), 700-701.
- Sekaran, U., & Bougie, R. (2017). Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keahlian (6th ed.). *Salemba Empat*.
- Sokolova, K., & Kefi, H. (2019). Instagram and YouTube bloggers promote it, Why should i buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services* 53(1), 1-16.
- Sportt, D. C. (2009). The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale. *Journal of Marketing Research*, 46(1), 92-104. .
- Stats, S. G. (2022). *Social Media Stats Indonesia*. Retrieved from statcounter: <https://gs.statcounter.com/social-media-stats/all/indonesia/2022>
- Sutiani, L. (2022). *Top 10 Brand Serum Wajah Terlaris 2022 di E-Commerce: Scarlett Duduki Peringkat 1*. Retrieved from Kompas: <https://kompas.co.id/article/serum-wajah-terlaris-2022/>

- Tanakinjal, G. H., Dean, K. R., & Grya, B. J. (2011). Intention to Adopt Mobile Marketing: An Exploratory Study in Labuan Malaysia. *Asian Journal of Business Research 1(1)*. 1178-8933.
- Tokopedia. (2022, September 22). *Kampanye 'Tokopedia Beauty Dealight' Tingkatkan Geliat Produk Lokal Kecantikan dan Perawatan Diri*. Retrieved from <http://www.tokopedia.com>
- Uzunoglu, E., & Kip, S. M. (2019). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management 34(5)*. 592-602.
- Wang, E. S., & Chou, N. P. (2014). Consumer Characteristics, Social Influence, and System Factors on Online Group-Buying Repurchasing Intention. *Journal of Electronic Commerce Research 5(2)*. 119-132.
- Zeithaml, V. (1988). Consumer Perceptions of Price. *Journal of Marketing 52(3)*, 2-22.