

DAFTAR PUSTAKA

- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media *Influencers* on Customer *Engagement* and Purchase Intention: a Meta-Analysis. *Sustainability*, 15(3). MDPI. <https://doi.org/10.3390/su15032744>
- Astuti, A. W., Sayudin, S., & Muharam, A. (2023). Perkembangan Bisnis Di Era Digital. *Jurnal Multidisiplin Indonesia*, 2(9), 2787–2792. <https://doi.org/10.58344/jmi.v2i9.554>
- Cantika, A. R., & Kurnia, K. (2023). Kesesuaian Karakteristik *Key Opinion Leader* (KOL) terhadap Efektifitas NCT Dream sebagai KOL Somethinc. *Prologia*, 7(1), 213–221. <https://doi.org/10.24912/pr.v7i1.23261>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of *online* celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7.
- Hardian, V., Kholik, A., & Fatimah, A. (2024). Pengaruh *Key Opinion Leader* (KOL) Terhadap Jumlah Followers Instagram Tropikana Waterpark. *Ranah Research Journal of Multidisciplinary Research and Development*, 6(4), 916–932. <https://doi.org/10.38035/rrj.v6i4.897>
- Hsu, C. L., Lin, J. C. C., & Chiang, H. S. (2013). The effects of blogger recommendations on customers' *online* shopping intentions. *Internet Research*, 23(1), 69-88.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Lailiyah, N. I. (2023). Literature Review: KOL *Marketing* Sebagai Strategi Pemasaran Digital Di Era Sosial 5.0. *Jurnal Informatika Ekonomi Bisnis*, 5(3), 1055–1058. <https://doi.org/10.37034/infeb.v5i4.576>
- Lou, C., & Yuan, S. (2019). *Influencer marketing*: How message value and credibility affect consumer trust of *Branded* content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.
- Lim, X. J., Radzol, A. R. 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.

- Manggala, N. W. (2022). Pengaruh Digital Message Exposure *Key Opinion Leaders* Dan Perceived Quality Terhadap *Brand Image* Pada Prop Noodlebar Surabaya (Chinese Cuisine) - ITS Repository. *Its.ac.id*. http://repository.its.ac.id/98184/1/09111840000128-Undergraduate_Thesis.pdf
- Noorfajarsari, A., Dharta, F. Y., & Rifai, M. (2023). Pengaruh Shenina Cinnamon sebagai *Brand Ambassador* Barenbliss terhadap Minat Beli Konsumen. *Jurnal Pendidikan Tambusai*, 7(2), 4342–4350. <https://doi.org/10.31004/jptam.v7i2.6834>
- 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.
- Putri, Y. K., & Khuntari, D. (2023). Pemanfaatan Instagram Sebagai Media Pemasaran *Online PT. Justatrip Sahabat Perjalanan*. *Jurnal Ilmiah Manajemen Informasi Dan Komunikasi*, 7(2), 62–77. <https://doi.org/10.56873/jimik.v7i2.288>
- Rifiani, P., Dharta, F. Y., & Oxcygentri, O. (2022). Pengaruh Endorse *Influencer* Fadil Jaidi Terhadap Minat Beli Konsumen. *Jurnal Ilmiah Wahana Pendidikan*, 8(12), 289–301. <https://doi.org/10.5281/zenodo.6944728>
- Stephanie, E. (2013). PENGARUH KREDIBILITAS ENDORSER TERHADAP MINAT BELI MELALUI SIKAP ATAS IKLAN PADA PRODUK SHAMPO L'OREAL DI SURABAYA. *CALYPTRA : Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 2(2), 1–21.
- Sugiharto, S. A., & Ramadhana, M. R. (2018). *Pengaruh kredibilitas influencer terhadap sikap pada merek (studi pada mahasiswa Fakultas Komunikasi dan Bisnis Universitas Telkom)*. *Jurnal Ilmu Politik Dan Komunikasi* 7(2).
- Valentini, C. (2018). *Credibility*. 1–6. <https://doi.org/10.1002/9781119010722.iesc0053>
- Vindiazhari, N. R. (2024). PENGARUH PENGGUNAAN *KEY OPINION LEADER* TASYA FARASYA TERHADAP MINAT BELI PRODUK KECANTIKAN GENERASI Z DI WILAYAH KOTA BANDUNG. *Business Preneur Jurnal Ilmu Administrasi Bisnis*, 06(01). <https://doi.org/10.23969/bp.v6i1.12665>
- Widyadhana, A. J. (2023). Analisis Pengaruh Makro *Influencer* Dan Mikro *Influencer* Dalam Kol (*Key Opinion Leader*) *Marketing* Terhadap *Brand Awareness* Skintific. *Inisiatif: Jurnal Ekonomi, Akuntansi Dan Manajemen*, 2(4), 62–75. <https://doi.org/10.30640/inisiatif.v2i4.1412>