

DAFTAR PUSTAKA

- Adaba, G. B., Frimpong, F., & Mwainyekule, L. (2025). Empirical Analysis of Social Media Influencers' Effect on Consumer Purchase Intentions and Behavior. *Platforms*, 3(3), 11. <https://doi.org/10.3390/platforms3030011>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Anthony Turner. (2015). Generation Z: Technology and Social Interest. *The Journal of Individual Psychology*, 71(2), 103–113. <https://doi.org/10.1353/jip.2015.0021>
- Ardiansyah & Purwanto. (2025). *The Influence Of Online Customer Review And Social Media Influencer On Purchasedecisions Hmns Local Perfume Forgeneration Ztiktok Users In Surabaya. Sharia Economics (IIJSE)*, 8. No. 3, 11899–11908. <https://doi.org/10.31538/ijse.v8i3.7519>.
- Carissa. D dan Rodhiah. (2025). *Pengaruh Social Media Marketing Dan Influencer Credibility Terhadap Purchase Intention Melalui Brand Trust*. 09(01), 1–14.
- Chaffey, D., Fadillah, A., Syarif, R., Rahmadi Heksawan & Malik Deni, Atika, I., Muslim, B., Dayana, L., Alatas, S. L., Tabrani, M., Farhan Hasrul, A., Suharyati, Sembiring, R., Dei, G. A. T., Sukaatmadja, I. P. G., Neni Sumarni, Syifa Pramudita Faddila, Robby Fauji, Ariastuti, I., Untoro, W., ... Dewi, I. K. (2014). Pengaruh Satisfaction dan Trust Terhadap Minat Beli Konsumen. *Journal Ecobisma*, 2(2), 1–11.
- Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed.). In SAGE Publications.
- Dave Chaffey & Fiona Ellis-Chadwick. (2019). *Digital Marketing*. Pearson - Digital Marketing (7th Edition)
- Djafarova & Rushworth. (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. <https://doi.org/DOI:10.1016/j.chb.2016.11.009>
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya. *Journal of Entrepreneur & Business*, 3(2), 104–114. <https://doi.org/10.24123/jeb.v3i2.4801>
- Evrianti, et al. (2025). *Influencer Marketing and Purchase Intention: The Mediating Role of Trust. Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.11.3.535>
- Ferdinand, A. (2006). *Management Research Methods: Research Guidelines for Thesis Writing*. ... , Dissertation and Management

- Filieri. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Business Research*, 68(6), 1261–1270. https://researchportal.northumbria.ac.uk/en/publications/what-makes-online-reviews-helpful-a-diagnosticity-adoption-framework/?utm_source=chatgpt.com
- 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. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Ge et al. (2021). *Effect of short video ads on sales through social media: the role of advertisement content generators*. <https://doi.org/https://doi.org/10.1080/02650487.2020.1848986>
- Hadi, N. K. P. Y. (2022). 2026-194-17787-1-10-20240504. *Jurnal Mahasiswa Entrepreneur (JME)*, 1(2), 603–618.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis, Eighth Edition*. Annabel Ainscow.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.
- Hair, J. F., Risher, J. J., Sarstedt, M., & ... (2019). When to use and how to report the results of PLS-SEM. *European Business Review*. <https://www.emerald.com/eb/article-abstract/31/1/2/50197>
- Hajli et al. (2017). A social commerce investigation of the role of *Trust* in a social networking site on purchase intentions. *Business Research*. <https://doi.org/10.1016/j.jbusres.2016.10.004>
- Hajli, N. (2015). Social commerce constructs and consumers' intention to buy. *Information Management*. <https://doi.org/10.1016/j.ijinfomgt.2014.12.005>
- Handoko, F. M., & Harianto, A. (2026). Pengaruh *Influencer Marketing* Terhadap Minat Beli Produk F&B pada Generasi Z di Indonesia. *Jurnal Manajemen Perhotelan*, 11(2), 113–130. <https://doi.org/10.9744/jmp.11.2.113-130>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/https://doi.org/10.1002/dir.10073>
- Kadarisman, K., Karunia, E., Syahrani, S., Juliana, A., Azis, M. I., & Marsha, D. (2026). Advertising on Social Media Influences Purchase Intent: The Role of Mediating Consumer Engagement and Brand Trust. *Paradoks : Jurnal Ilmu Ekonomi*, 9(2), 101–112. <https://doi.org/10.57178/paradoks.v9i2.2345>
- Kaplan, A. M. (2015). Social Media. In *The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies* (pp. 1–5). <https://doi.org/https://doi.org/10.1002/9781118989463.wbeccs214>
- Karthick, S, F. S. J. T. (2025). *Trust And Purchase Intention In Influencer Marketing: A Study On Social Media Consumers In Emerging Markets. Paper Trust And Purchase Intention in Influencer Marketing: A Study on Social Media Consumers in Emerging Markets SEEJPH, XXVII, 2–02.*
- Kashif, L., Tahir, M., & Anusha Gilani, S. (2025). The impact of social media marketing and online reviews with the mediating impact of customer *Trust* on

- purchase intention. *Social Sciences Spectrum*, 4(4), 419–440. <https://doi.org/10.71085/sss.04.04.422>
- Kim & Park. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' Trust and Trust performance. *Information Management*. <https://doi.org/10.1016/j.ijinfomgt.2012.11.006>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley. <https://books.google.co.id/books?id=lgAXEAAAQBAJ>
- Kristina, T., & Sugiarto, C. (2020). The role of Trust mediates in the influence of social media marketing and Electronic Word-of-Mouth on purchase intention. *Management and Entrepreneurship: Trends of Development*, 4(14), 102–113. <https://doi.org/10.26661/2522-1566/2020-4/14-08>
- Lidyasuwanti, A. (2017). Pengaruh Kemasan, Brand Image Dan Brand Trust Terhadap Minat Beli Konsumen Pada Produk Pancake Durian Sharie Radjanya Di Kota Mataram. *Jmm Unram - Master of Management Journal*, 6(2), 1–17. <https://doi.org/10.29303/jmm.v6i2.105>
- Lody, M. A., Hayadi, I., & Putri, S. E. (2026). Peran Influencer Marketing dan Online Customer Review terhadap Purchase Intention Dimediasi Trust. *Wawasan Manajemen*, 14(1), 102–112. <https://doi.org/https://doi.org/10.20527/jwm.v14i1.422>
- Lou & Yuan. (2019). Influencer marketing: How message value and credibility affect consumer Trust of branded content on social media. *Interactive Advertising*. <https://doi.org/10.1080/15252019.2018.1533501>
- Mafruchah, K. N. L., & Hartono, A. (2023). Antecedents of Online Purchasing Intentions for Skintific Skincare Brand on the Social Commerce Platform. *Asian Journal of Economics, Business and Accounting*, 23(8), 12–28. <https://doi.org/10.9734/ajeba/2023/v23i8950>
- Mcknight, D. H. (2002). Developing and Validating Trust Measures for e-ComMcknight, DH, Choudhury, V., & Kacmar, C.(2002). *Developing and Validating Trust Measures for e*
- McKnight, D. H., Choudhury, V., & ... (2002). Developing and validating Trust measures for e-commerce: An integrative typology. *Information Systems* <https://doi.org/10.1287/isre.13.3.334.81>
- Mehrabian & Russell. (1974). *An approach to environmental psychology*. A Mehrabian, JA Russell (1974) [psycnet.apa.org](https://psycnet.apa.org/record/1974-22049-000?ref$=$nepopularna.org), cited by 18997 (365.33 per year) [https://psycnet.apa.org/record/1974-22049-000?ref\\$=\\$nepopularna.org](https://psycnet.apa.org/record/1974-22049-000?ref$=$nepopularna.org) Identifies and measures relevant variables (eg, color, heat, ligh. [https://psycnet.apa.org/record/1974-22049-000?ref\\$=\\$nepopularna.org](https://psycnet.apa.org/record/1974-22049-000?ref$=$nepopularna.org)
- Michael Dimock. (2019). Defining generations: Where Millennials end and Generation Z begins. *Pew Research Center*. <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Muchtar, M., Hurriyati, R., Dirgantari, P. D., & Sigarlaki, F. F. (2022). Analisis Digital Advertising Terhadap Purchase Intention melalui Brand Awareness Sebagai Variabel Intervening. *Jurnal Informatika Ekonomi Bisnis*, 4, 251–256. <https://doi.org/10.37034/infeb.v4i4.183>

- Muthulingam, K., & Amirtharaj, N. (2026). *Influencer marketing and Gen Z's purchase intentions: a structural equation modeling approach*. *Frontiers in Communication*, 11(April). <https://doi.org/10.3389/fcomm.2026.1830223>
- Nazir, M. (2003). *Metode Penelitian*.
- Philip Kotler & Kevin Lane Keller. (2016). *Marketing Management*. Pearson - Marketing Management (15th Edition)
- Prasetyo, R., Siregar, A., & Phuc, T. H. (2025). The Mediating Role of Brand Trust in the Relationship between Social Media Marketing and Purchase Intention. *Journal of Economics and Management*. <https://doi.org/10.70716/ecoma.v3i3.319>
- Purnomo, J., Bangsawan, S., & Pandjaitan, D. R. H. (2025). The Influence of Social Media Influencers on Purchase Intention Mediated by Trust in User Content of Ruangguru Application in Indonesia. *Journal of Economics, Finance And Management Studies*, 08(05), 3152–3158. <https://doi.org/10.47191/jefms/v8-i5-54>
- Rahmalida & Susan. (2025). The Influence of Beauty Influencer Marketing and Viral Marketing on Purchase Intention: The Mediating Role of Brand Trust in The Originote Skincare Products. *Science, Technology & Management*, 6(3), 497–506. <https://doi.org/10.46729/ijstm.v6i3.1279>
- Ramadhani, J. Y., & Prasasti, A. (2023). Brand Trust Capacity in Mediating Social Media Marketing Activities and Purchase Intention: A Case of A Local Brand That Go-Global During Pandemic. *Indonesian Journal of Business and Entrepreneurship*, 9(1), 81–90. <https://doi.org/10.17358/ijbe.9.1.81>
- Rappaport, C., Miller, E., Dimarzio, C., & Mcknight, S. (2002). *An Integrated Approach to the Detection, Localization, and Classification of Mines*. apps.dtic.mil. <https://apps.dtic.mil/sti/html/tr/ADA572134/>
- Ribek, P. K., Mirayani, luh putri mas, Permadi, O., Putri, N. K. A. D., Kadek, I., & Suswandayana, A. (2024). Pengaruh Teknologi, Brand Awareness, Dan Trust Terhadap Minat Beli Ulang Pada Usaha Makanan Tradisional Di Bali. *Bakti Saraswati*, 13. No 1.
- Rizomyliotis, I., Konstantoulaki, K., & Giovanis, A. (2024). Social Media Influencers' Credibility and Purchase Intention: The Moderating Role of Green Consumption Values. *American Behavioral Scientist*, 70(5), 620–634. <https://doi.org/10.1177/00027642241236172>
- Rosyidah & Purwanto. (2024). The Influence of Social Media Marketing, Perceived Quality, and Brand Advocacy on Buying Interest Wardah Brand Cosmetics in East Java UPN "Veteran" Students. *Formosa Journal of Multidisciplinary Research*, 3(9), 3339–3350. <https://doi.org/DOI: 10.55927/fjmr.v3i9.11101>
- Saktiawan, B., Permatasari, H. I., & Wulandari, T. R. (2023). The influence of brand image on purchase intention in social commerce TikTok Shop: The role of Trust. *Sebelas Maret Business Review*. <https://doi.org/10.20961/snbr.v8i1.75851>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8th ed.) (8th ed.). <https://books.google.com/books?id=W5uEDwAAQBAJ>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building*

- Approach* (7th ed). <https://www.wiley.com/en-us/Research+Methods+for+Business%3A+A+Skill+Building+Approach%2C+7th+Edition-p-9781119266846>
- Shukla, A., & Mishra, A. (2022). Role of Review Length, Review Valence and Review Credibility on Consumer's Online Hotel Booking Intention. *Fiib Business Review*, 12(4), 403–414. <https://doi.org/10.1177/23197145221099683>
- Ting-Peng Liang, Yi-Ting Ho, Yu-Wu Li, dan E. T. (2011). Social Commerce: The Fusion of Shopping and Social Networking. *Electronic Commerce Research and Applications*, 10(1), 69–81. <https://doi.org/10.1016/j.elerap.2010.07.003>
- Tracy Francis & Fernanda Hoefel. (2018). *“True Gen”: Generation Z and Its Implications for Companies*.
- Wang, J., & Shahzad, F. (2024). Deciphering Social Commerce: A Quantitative Meta-Analysis Measuring the Social, Technological, and Motivational Dimensions of Consumer Purchase Intentions. *SAGE Open*, 14(2), 1–22. <https://doi.org/10.1177/21582440241257591>
- Witono, A. S., & Aprilianty, F. (2024). The Impact of *Skincare* Short Video Promotion at TikTok for You Page (FYP) to the *Skincare* Product Purchase Decision. *El-Mal Jurnal Kajian Ekonomi & Bisnis Islam*, 5(8). <https://doi.org/10.47467/elmal.v5i8.3531>
- Zhang, K. Z. K., Zhao, S. J., Cheung, C. M. K., & Lee, M. K. O. (2014). Examining the influence of online reviews on consumers' decision-making: A heuristic–systematic model. *Decision Support Systems*, 67, 78–89. <https://doi.org/https://doi.org/10.1016/j.dss.2014.08.005>