

Daftar Pustaka

- Alexander P. Schouten, L. J. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39:2, 258-281.
- Ali M. Shah, S. Z. (2019). Social Media and Purchasing Behavior: A Study of the Mediating Effect of Customer Relationships. *Journal of Global Marketing*, 1-23.
- Ankur Joshi, S. K. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 397-398.
- Apuke, O. D. (2017). QUANTITATIVE RESEARCH METHODS A SYNOPSIS APPROACH. *Arabian Journal of Business and Management Review (Kuwait Chapter)*, Vol. 6 (10).
- B.Pakpahan, E. S. (2017). Pengaruh Kredibilitas Celebrity Endorser Terhadap Keputusan Pembeliandan Kepuasan Konsumen You-c 1000 Vitamin Cdi Kota Pekanbaru. *Jurnal Online Mahasiswa Fakultas Ekonomi Universitas Riau*, 721-734.
- Beauty enthusiasts trust influencers more than celebrities: Report*. (2019, Augustus Monday). Retrieved from The jakarta Post: <https://www.thejakartapost.com/life/2019/08/10/beauty-enthusiasts-trust-influencers-more-than-celebrities-report.html>
- Berlianfin Wibowo, A. H. (2020). PENGARUH KREDIBILITAS INFLUENCER, NOMINAL HARGA, DAN MEDIA SOSIAL TERHADAP MINAT PEMBELIAN DENGAN MEDIASI CITRA MEREK DI TOKOPEDIA. *Journal of Business and Applied management*.
- Bhati, S. S. (2015). Relation between trust theory and agency theory. *Faculty of Business - Papers* , 788.
- Brahim Chekima, F. Z.-A. (2020). Social Media Influencer in Advertising: The Role of Attractiveness, Expertise and Trustworthiness. *Journal of Economics and Business*, Vol.3 No.4.
- Cen, W. (2015). Do People Purchase What They Viewed from Youtube? : the Influence of Attitude and Perceived Credibility of User-Generated Content on Purchase Intention.
- Chang, Y.-T. &.-P. (2015). Persuasive messages , popularity cohesion , and message diffusion in social media marketing. *Journal of business Research*.

- CYNTHIA JEANNET, T. H. (2018). *Instafamous: The Credibility of Instagram Influencers and Its Impact Consumer Behaviour in The Indonesia Beauty Product Market*.
- Durrotul Ainia, S. N. (2020). PENGARUH DAYA TARIK DAN KREDIBILITAS BEAUTY VLOGGER SEBAGAI CELEBRITY ENDORSER TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA SUBSCRIBERS YOUTUBE CHANNEL SUHAY SALIM DI INDONESIA). *Jurnal Ilmu Administrasi Niaga/Bisnis*, Vol 9 No 2.
- Elliott, S. (2019, May 28). *Parasocial Interactions: The Science of Influence*. Retrieved from Julius: <https://blog.juliusworks.com/parasocial-interactions-influence#:~:text=Leslie%20Rasmussen%2C%20writing%20for%20The%20Journal%20of%20Social,information%20regarding%20the%20person%20lives%20of%20online%20celebrities.%E2%80%9D>
- Elmira Djafarova, C. R. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, volume 68, 1-7.
- Farokhmanesh, M. (2018, August 29). *Beauty influencers are allegedly making extra money for negative reviews*. Retrieved from The verge: <https://www.theverge.com/2018/8/29/17796622/beauty-influencers-bad-negative-reviews-monetization-instagram-youtube>
- Gerdeman, D. (2019, December 13). *How Influencers Are Making Over Beauty Marketing*. Retrieved from Forbes: <https://www.forbes.com/sites/hbsworkingknowledge/2019/12/13/how-influencers-are-making-over-beauty-marketing/?sh=5bd44fbc1203>
- Gregory, A. (2010, July 7). *4 Elements of Trust Needed for Successful Collaboration*. Retrieved from sitepoint: <https://www.sitepoint.com/4-elements-of-trust-for-collaboration/#:~:text=When%20considering%20collaborative%20relationships%2C%20the%20four%20most%20common,develop%20trust%20are%20competence%2C%20reliability%2C%20integrity%20and%20communication.>
- Gugun Wiranto, S. Y. (2020). Multiple Linear Regression Analysis On Effect Of Time Variations And Voltage Variations On Spot Welding Against Shear Strength Of Aa5083 Material Using Ibm Spss Application. *IOP Conference Series: Materials Science and Engineering* 1007.

- Handayani, M. S. (2016, Juli 07). *Kala Kosmetik Halal Jadi Jawara Pasar*. Retrieved from tirto.id: <https://tirto.id/kala-kosmetik-halal-jadi-jawara-pasar-brvB>
- Joseph F. Hair, W. C. (2010). *Multivariate Data Analysis: a Global Perspective New Jersey*. New Jersey: Pearson education.
- Karch, J. (2020). Improving on Adjusted R-Squared . *Collabra: Psychology* (2020) 6 (1), 45.
- Karina Sokolovaa, H. K. (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*.
- Landau, S. . (2004). *A Handbook of Statistical Analyses using SPSS*. New york: CRC Press Company.
- Lenny C. Nawangsari, C. C. (2020). The Effect of Celebrity Endorsement, Electronic Word of Mouth, and Customer Satisfaction to Purchasing Decision . *Journal of Marketing and Consumer Research*, Vol.67.
- Lida Puspaningtyas, I. E. (2019, Januari 08). *Wardah Tumbuh 30 Persen pada 2018*. Retrieved from Republika.co.id: <https://republika.co.id/berita/ekonomi/korporasi/19/01/08/pl0tdr349-wardah-tumbuh-30-persen-pada-2018>
- Ltd, A. A. (2020, February 26). *The Impact of Social Media Influencers on Customer Purchase Intention*. Retrieved from Businessteacher.org: <https://businessteacher.org/assignments/impact-of-social-media-influencers-on-customer-purchase-intention.php#citethis>
- MAHARANI, A. D. (2010). ANALISIS PENGARUH KEPERCAYAAN DAN KEPUASAN TERHADAP LOYALITAS NASABAH TABUNGAN BANK MEGA SEMARANG.
- Min Xiao, R. W.-O. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies*, 15(4):1-26.
- Muhamad Syazali, F. G. (2019). Retracted: Partial correlation analysis using multiple linear regression: Impact on business environment of digital marketing interest in the era of industrial revolution 4.0. *Management Science Letters*, 1875-1886.
- mustăpea, D. b. (2019). Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany.

PENGARUH CORPORATE SOCIAL RESPONSIBILITY TERHADAP KESEJAHTERAAN MASYARAKAT DAN CITRA PERUSAHAAN [Journal] / auth. Ni Putu Yeni Astiti Putu Wenny Saitri // Jurnal Bisnis dan Kewirausahaan. - 2017. - p. 94.

Nowell LS, N. J. (2017). Thematic Analysis: Striving to Meet the Trustworthiness Criteria. *International Journal of Qualitative Methods*, Volume 16: 1–13.

Nur Ainiyah, A. D. (2016). THE CLASSICAL ASSUMPTION TEST TO DRIVING FACTORS OF LAND COVER CHANGE IN THE DEVELOPMENT REGION OF NORTHERN PART OF WEST JAVA . *The International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences*, Volume XLI-B6, 205-210.

Omayma AlFarraj, A. A.-H. (2020). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Mediating role of online engagement*.

parks-yancy, D. c. (2019). The Effect of Social Media on Perceived Information Credibility and Decision Making. *Journal of Internet Commerce* , 18(3):249-269.

Prabhaker Mishra, C. M. (2019). Descriptive Statistics and Normality Tests for Statistical Data. *Annals of Cardiac Anaesthesia*, 22(1), 67-72.

Prabhaker Mishra, U. S. (2019). Application of Student's t-test, Analysis of Variance, and Covariance. *Annals of cardiac anaesthesia* 22(4), 407-411.

Priska Linda Breves, N. L. (2019). The Perceived Fit between Instagram Influencers and the Endorsed Brand: How Influencer–Brand Fit Affects Source Credibility and Persuasive Effectiveness. *Journal of Advertising Research*, 5.

Priyastama, R. (2017). *Buku Sakti Kuasai SPSS Pegolahan Data & Analisis Data*. Yogyakarta: PT Anak Hebat Indonesia.

Retno Waluyo, M. D. (2018). PENGUKURAN KUALITAS SISTEM INFORMASI PELAYANAN PASIEN PADA KLINIK XYZ MENGGUNAKAN ISO 9126. *Jurnal Pro Bisnis Vol. 11 No. 2*, 80.

Riyanto, A. D. (n.d.). *Hootsuite (We are Social): Indonesian Digital Report 2019*. Retrieved from Andi.link: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2019/>

S, S. (2020, July 13). *Difference Between Primary and Secondary Data*. Retrieved from keydifferences: [https://keydifferences.com/difference-between-primary-and-secondary-data.html#:~:text=Comparison%20Chart%20%20%20Basis%20for%](https://keydifferences.com/difference-between-primary-and-secondary-data.html#:~:text=Comparison%20Chart%20%20%20Basis%20for%20)

20Comparison,websites%2C%20books%20...%20%205%20more%20rows%20

- Sugiyono, P. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R & D*. Bandung: Penerbit Alfabeta.
- Sukamolson, S. (2007). *Fundamentals of quantitative research*.
- Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *International Journal of Academic Research in Management Vol. 5, No. 3*, 28-36.
- Tri Sutrisno, H. S. (2017). FUNGSI PENGAWASAN MANAJEMEN ADMINISTRASI DALAM MENINGKATKAN EFISIENSI KERJA KARYAWAN PADA PT ADITYA MANDIRI SEJAHTERA KOTA SORONG. *Program Studi Ilmu Administrasi Negara Universitas Muhammadiyah Sorong*, 32-33.
- Umeogu, B. (2012). Source Credibility: A Philosophical Analysis . *Open Journal of Philosophy*, Vol.2, No.2, 112-115.
- Xin Jean Lim, A. R.-H. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research* , Volume 7, Issue 2.
- Yuan, C. L. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*.
- Zainudin Awang, A. A. (2016). The Likert scale analysis using parametric based Structural Equation Modeling (SEM). *Computational Methods in Social Sciences*, 13-21.