

DAFTAR PUSTAKA

- Abdillah, W. & Jogiyanto. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Edisi Satu. Yogyakarta: ANDI.
- Abidin, C. (2016). Visibility labour: Engaging with Influencers' Fashion Brands and #OOTD Advertorial Campaigns on Instagram. *Media International Australia*, 161(1), 86–100.
- Aral, S., & Walker, D. (2014). "Tie Strength, Embeddedness, and Social Influence: A Large-Scale Networked Experiment." *Management Science*, 60(6): 1352–1370.
- Bakshy, E., Messing, S., & Adamic, L. A. (2015). Exposure to Ideologically Diverse News and Opinion on Facebook. *Science*, 348(6239): 1130–1132.
- Bandura, A. (1994). Social Cognitive Theory of Mass Communication. dalam buku Jennings Bryant & Mary Beth Oliver (eds). *Media Effects: Advances in Theory and Research*. Taylor & Francis.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2), 1–16.
- Belch, G. E., & Belch, M. A. (2004). *Advertising and Promotion an Integrated Marketing Communications Perspective*. New York.
- Bergkvist, L., & Zhou, K. (2016). Celebrity Endorsements: A Literature Review and Research Agenda. 35. 642-663.
- Boon, S., & Lomore, CD. (2006). Admirer-celebrity Relationships Among Young Adults. *Human Communication Research*. 27. 432 - 465.
- Bowlby, J. (1969). *Attachment and Loss*, Vol. 1: Attachment. Attachment and Loss. New York: Basic Books.
- Bungin, B. (2005). *Metode Penelitian Kuantitatif*. Jakarta: Prenadamedia.
- Byrne, D. (1971). *The Attraction Paradigm*. Academic Press: New York.
- Casaló Ariño, L., Flavian, C., & Ibáñez Sánchez, Sergio. (2018). Influencers On Instagram: Antecedents and Consequences of Opinion Leadership. *Journal Of Business Research*.

- Chaiken, S. (1979). Communicator Physical Attractiveness and Persuasion. *Journal of Personality and Social Psychology*, 37(8), 1387–1397.
- Cheung, M., Luo, C., Sia, C., & Chen, H. (2009). Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of Online Consumer Recommendations. *International Journal of Electronic Commerce*, 13, 9-38.
- Clavio, G., Burch, L. M., & Frederick, E. L. (2012). Networked Fandom: Applying Systems Theory to Sport Twitter Analysis. *International Journal of Sport Communication*, 5(4), 522–538.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing Through Instagram Influencers: The Impact of Number of Followers and Product Divergence on Brand Attitude. *International Journal of Advertising*, 36(5), 798–828.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing Through Instagram Influencers: The Impact of Number of Followers and Product Divergence on Brand Attitude. *International Journal of Advertising*, 36, 1-31.
- De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), 83–91.
- Desarbo, W. S., & Harshman, R. A. (1985). Celebrity-Brand Congruence Analysis, Current Issues and Research in Advertising, 8(1), 17-52.
- Detik. (2018). *Yuk, Intip Cara Kerja Algoritma Instagram*. Retrieved from Detik.com:
<https://inet.detik.com/cyberlife/d-4051069/yuk-intip-cara-kerja-algoritma-instagram>.
- Djafarova, E., & Trofimenko, O. (2018). ‘Instafamous’ – Credibility and Self-Presentation of Micro-Celebrities on Social Media. *Information, Communication & Society*, 1–15.
- Edwards, C., Spence, P. R., Gentile, C. J., Edwards, A., & Edwards, A. (2013). How Much Klout Do You Have... A Test of System Generated Cues on Source Credibility. *Computers in Human Behavior*, 29(5), A12–A16.
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314.

- Ermeç, A., Catlı, O., & Korkmaz, S. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey. *International Review of Management and Marketing*, 4, 66-77.
- Female Daily. (2017). *Mencoba Eyeshadow Focallure yang Lagi Hits*. Retrieved from Female Daily: <https://editorial.femaledaily.com/blog/2017/08/18/review-focallure-eyeshadow/>.
- Filieri, R., Hofacker, C., & Alguezaui, S. (2017). What Makes Information in Online Consumer Reviews Diagnostic Over Time? The Role of Review Relevancy, Factuality, Currency, Source Credibility and Ranking Score. *Computers in Human Behavior*, 80.
- Filieri, R. (2014). What Makes Online Reviews Helpful? A Diagnosticity-adoption Framework to Explain Informational and Normative Influences in e-Wom. *Journal Of Business Research*.
- Ford, J. B. (2018). What Do We Know About Celebrity Endorsement in Advertising? *Journal of Advertising Research*, 58(1), 1–2.
- Forum Female Daily. (2017). *Thread: Belanja di Singapore & KL*. Retrieved from FemaleDaily.com: <https://forum.femaledaily.com/showthread.php?948-Belanja-di-Singapore-and-KL/page204>.
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–73.
- Frost, R., & Strauss, J. (2014). *E-Marketing*. Seventh Edition: Pearson.
- Ghozali. (2008). *Structural Equation Modeling: Metode Alternatif Dengan Partial Least Square (PLS)*. Badan Penerbit Universitas Diponegoro.
- Goldsmith, R., Lafferty, B., & Newell, S. (2000). The Impact of Corporate Credibility and Celebrity on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29, 43-54.
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Los Angeles, London, New Delhi, Singapore, Washington DC: SAGE.

- Halberstam, Y., & Knight, B. (2016). Homophily, Group Size, and The Diffusion of Political Information in Social Networks: Evidence from Twitter. *Journal of Public Economics*, 143, 73–88.
- Hanusch, F., & Nölleke, D. (2018). Journalistic Homophily on Social Media. *Digital Journalism*, 1–23.
- Hautz, J., Füller, J., Hutter, K., & Thürndl, C. (2014). Let Users Generate Your Video Ads? The Impact of Video Source and Quality on Consumers' Perceptions and Intended Behaviors. *Journal of Interactive Marketing*, 28(1), 1–15.
- Hovland, C. I., & Weiss, W. (1951). The Influence of Source Credibility on Communication Effectiveness. *Public Opinion Quarterly*, 15, 635–650.
- Hsu, C., Chuan-Chuan Lin, J. & Chiang, H. (2013). The Effects of Blogger Recommendations on Customers' Online Shopping Intentions. *Internet Research*, 23(1), 69-88.
- Hyun, S. S., & Kim, I. (2014). Identifying Optimal Rapport-Building Behaviors in Inducing Patrons' Emotional Attachment in Luxury Restaurants. *Journal of Hospitality & Tourism Research*, 38(2), 162–198.
- Jalees, T., Shahid, N., & Tariq, H. (2015). An Empirical Investigation on the Effect of Brand Loyalty. *Journal of Management Sciences*, 2, 166-184.
- Jin, S., & Phua, J. (2014). Following Celebrities' Tweets about Brands: The Impact of Twitter-based Electronic Word-of-Mouth on Consumers' Source Credibility Perception, Buying Intention, and Social Identification with Celebrities. *Journal of Advertising*, 43(2), 181–195.
- Johnson, T., & Kaye, B. (2013). The Dark Side of The Boon? Credibility, Selective Exposure and The Proliferation of Online Sources of Political Information. *Computers in Human Behavior*, 29, 1862–1871.
- Johnson, T., & Kaye, B. (2016). Some Like It Lots: The Influence of Interactivity and Reliance on Credibility. *Computers in Human Behavior*, 61, 136-145.
- Kahle, L., & Close, A. (2011). *Consumer Behavior Knowledge for Effective Sports and Event Marketing*. New York: Routledge.
- Kantar TNS. (2019). *Snapchat and Instagram Usage Doubles in Indonesia as People Migrate onto Photo-sharing Platforms*. Retrieved from: tnsglobal.com/asia-pacific/intelligence-applied/snapchat-and-instagram-usa/ge-doubles-indonesia-people-migrate-photo-sharing.

- Kapoor, K.K., Tamilmani, K., Rana, N.P., Patil, P. P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future. *Inf Syst Front*, 20, 531–558
- Katz, L., Cox, B., Gunasekara, S., & Miller, A. (2004). Feasibility of Dialectical Behavior Therapy for Suicidal Adolescent Inpatients. *Journal of the American Academy of Child and Adolescent Psychiatry*, 43, 276-82.
- Kaufer, D. S., & Kathleen, M. C. (2012). *Communication at a Distance: The Influence of Print on Sociocultural Organization and Change*. New York: Routledge.
- Kelman, H. C. (1958). Compliance, Identification, and Internalization Three Processes of Attitude Change. *Journal of Conflict Resolution*, 2(1), 51–60.
- Kim, Y., & Villegas, J. (2009). Effect of Emotional Attachment to a Brand on Credibility of Information Sources. *American Academy of Advertising Conference Proceedings*, 73-73.
- Kutthakaphan, R., & Chokesamritpol, W. (2013). The Use of Celebrity Endorsement with the Help of Electronic Communication Channel (Instagram): Case study of Magnum Ice Cream in Thailand.
- Lazarsfeld, P. F., & Merton, R. K. (1954). Friendship as a Social Process: a Substantive and Methodological Analysis. Dalam buku M Berger (ed). *Freedom and Control in Modern Society*, 18–66. New York: Van Nostrand
- Lee, J. E., & Watkins, B. (2016). YouTube Vloggers' Influence on Consumer Luxury Brand Perceptions and Intentions. *Journal of Business Research*, 69(12), 5753–5760.
- Li, R., & Suh, A. (2015). Factors Influencing Information credibility on Social Media Platforms: Evidence from Facebook Pages. *Procedia Computer Science*, 72, 314–328.
- Liu, M. T., Liu, Y., & Zhang, L. L. (2019). Vlog and Brand Evaluations: The Influence of Parasocial Interaction. *Asia Pacific Journal of Marketing and Logistics*.
- Loggerenberg, M & Wehmeyer, L. (2011). Celebrity Endorsements Versus Created Spokespersons in Advertising: A Survey Among Students. *South African Journal of Economic and Management Sciences*, 12(1), 100–114.

- Loroz, P., & Braig, B. (2015). Consumer Attachments to Human Brands: The "Oprah Effect". *Psychology & Marketing*, 32, 751-763.
- Luo, C., Luo, R., Schatzberg, L., & Sia, C. (2013). Impact of Informational Factors on Online Recommendation Credibility: The Moderating Role of Source Credibility. *Decision Support Systems*, 56, 92–102.
- Mailanto. (2016). *Pengguna Instagram di Indonesia Terbanyak, Mencapai 89%*. Retrieved from <https://techno.okezone.com/read/2016/01/14/207/1288332/pengguna-instagram-di-indonesia-terbanyak-mencapai-89>.
- Malhotra, N. (2010). *Marketing Research*. Prentice Hall: Pearson.
- Martensen, A., Brockenhuus-Schack, S., & Zahid, A. L. (2018). How Citizen Influencers Persuade Their Followers. *Journal of Fashion Marketing and Management: An International Journal*, 22(3), 335–353.
- Mashable. (2015). *The 100 Best iPhone Apps of All Time*, Retrieved from Mashable: <https://mashable.com/2015/12/08/100-best-iphone-apps/>.
- McCormick, K. (2016). Celebrity Endorsements: Influence of a Product-Endorser Match on Millennials Attitudes and Purchase Intentions. *Journal of Retailing and Consumer Services*, 32, 39–45.
- McCracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310–321.
- Mccroskey, J. C., & Teven, J. J. (1999). Goodwill: A Reexamination of The Construct and Its Measurement. *Communication Monographs*, 66(1), 90–103.
- McCroskey, L., McCroskey, J., & Richmond, V. (2006). Analysis and Improvement of the Measurement of Interpersonal Attraction and Homophily. *Communication Quarterly*, 54(1), 1–31.
- Mcknight, D., Choudhury, V., & Kacmar, C. (2002). The Impact of Initial Consumer Trust on Intentions to Transact with a Web Site: A Trust Building Model. *The Journal of Strategic Information Systems*, 11, 297-323.
- McPherson, M., Smith-Lovin, L., & Cook, J. M. (2001). Birds of a Feather: Homophily in Social Networks. *Annual Review of Sociology*, 27(1), 415–444.

- Müller, L. K., Mattke, J., & Maier, C. (2018). #sponsored #ad: Exploring The Effect of Influencer Marketing on Purchase Intention. *Association of Information System*.
- NapoleonCat. (2019). *Instagram users in Indonesia June 2019*. Retrieved from: <https://napoleoncat.com/stats/instagram-users-in-indonesia/2019/06>.
- 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.
- Park, C. W., Macinnis, D. J., & Priester, J. (2006). Beyond Attitudes: Attachment and Consumer Behavior. *Seoul Journal of Business*, 12(2), 3-35.
- Petty, R., & Cacioppo, J. (1986). The Elaboration Likelihood Model of Persuasion. *Advances in Experimental Social Psychology*, 19, 123-205.
- Petty, R., & Wegener, D. (1998). Attitude change: Multiple roles for persuasion variables.
- Popular Chips. (2019). *Top 10 Beauty Influencers in Indonesia*. Retrieved from Popular Chips Dailies: <https://poparchips.com/dailies/top-10-beauty-influencers-in-indonesia/>.
- Pornpitakpan, C. (2004). The Persuasiveness of Source Credibility: A Critical Review of Five Decades' Evidence. *Journal of Applied Social Psychology*, 34, 243-281.
- Prisbell, M., & Andersen, J. F. (1980). The Importance of Perceived Homophily, Level of Uncertainty, Feeling Good, Safety, and Self-disclosure in Interpersonal Relationships. *Communication Quarterly*, 28(3), 22–33.
- Racherla, P. (2011). Exploring the Patterns Underlying Online Reviews: The Study of a Travel-Advisory Website. *SSRN Electronic Journal*.
- Raggatt, M., Wright, C. J. C., Carrotte, E., Jenkinson, R., Mulgrew, K., Prichard, I., & Lim, M. S. C. (2018). I Aspire to Look and Feel Healthy Like The Posts Convey: Engagement with Fitness Inspiration on Social Media and Perceptions of Its Influence on Health and Wellbeing. *BMC Public Health*, 18(1).
- Reichelt, J., & Sievert, J., & Jacob, F. (2014). How Credibility Affects Ewom Reading: The Influences of Expertise, Trustworthiness, and Similarity on Utilitarian and Social Functions. *Journal of Marketing Communications*, 120, 65-81.

- Saiki, Diana. (2015). The Influence of A Client's Perceived Similarity To and Differences from A Fashion Stylist in The Adoption of Appearance Messages. *International Journal of Fashion Design, Technology and Education*, 8, 1-10.
- Saldanha, N., Mulye, R., & Rahman, K. (2018). A Strategic View of Celebrity Endorsements Through The Attachment Lens. *Journal of Strategic Marketing*, 1-21.
- Saleem, A., & Ellahi, A. (2017). Influence of Electronic Word of Mouth on Purchase Intention of Fashion Products on Social Networking Websites. *Pakistan Journal of Commerce and Social Sciences*, 2017, 597-622.
- Sekaran, U. (2006). *Metode Penelitian Bisnis*. Jakarta: Salemba Empat.
- Shan, Y. (2016). How Credible are Online Product Reviews? The Effects of Self-generated and System-generated Cues on Source Credibility Evaluation. *Computers in Human Behavior*, 55(2), 633 - 641.
- Shareef, M., Mukerji, B., Dwivedi, Y., Rana, Nr., & Islam, R. (2017). Social Media Marketing: Comparative Effect of Advertisement Sources. *Journal of Retailing and Consumer Services*.
- Silvera, D. H., & Austad, B. (2004). Factors Predicting The Effectiveness of Celebrity Endorsement Advertisements. *European Journal of Marketing*, 38(11/12), 1509-1526.
- Smart Insight. (2018). *Influencer Marketing: The New Face of Marketing?*. Retrieved from <https://www.smartinsights.com/online-pr/influencer-marketing/influencer-marketing-new-face-marketing/>.
- Smith, T., Coyle, J. R., Lightfoot, E., & Scott, A. (2007). Reconsidering Models of Influence: The Relationship between Consumer Social Networks and Word-of-Mouth Effectiveness. *Journal of Advertising Research*, 47(4), 387-397.
- 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*.
- Spry, A., Pappu, R., & Cornwell, T. (2011). Celebrity Endorsement, Brand Credibility and Brand Equity. *European Journal of Marketing*, 45.

- Stafford, R. M., Spears, N. E., & Hsu, C. (2003). Celebrity images in magazine advertisements: An application of the visual rhetoric model. *Journal of Current Issues and Research in Advertising*, 25, 13-20.
- Statista. (2019). *Number of Monthly Active Instagram Users from January 2013 to June 2018*. Retrieved from Statista: <https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>.
- Steffes, Er., & Burgee, L. (2009). Social Ties and Online Word of Mouth. *Internet Research*, 19, 42-59.
- Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sukhdial, A. S., Aiken, D., & Kahle, L. (2002). Are You Old School? A Scale For Measuring Sports Fans' Old-school Orientation. *Journal of Advertising Research*, 42(4), 71-81.
- Susarla, A., Oh, J. H., & Tan, Y. (2016). Influentials, Imitables, or Susceptibles? Virality and Word-of-Mouth Conversations in Online Social Networks. *Journal of Management Information Systems*, 33(1), 139–170.
- Taghipoorreyneh, M., & Run, E. (2016). Online Advertising: An Investigation of Factors Affecting Positive Attitude among the Malays in Malaysia. *Asian Journal of Business Research*.
- Tempo. (2017). *45 Juta Pengguna Instagram, Indonesia Pasar Terbesar di Asia*. Retrieved from Tempo.Co: <https://bisnis.tempo.co/read/894605/45-juta-pengguna-instagram-indonesia-pasar-terbesar-di-asia>.
- Teng, S., Khong, K. W., Goh, W., & Chong, A. (2014). Examining The Antecedents of Persuasive eWOM Messages in Social Media, *Online Information Review*, 38(6), 746-768.
- The Jakarta Post. (2019). *Beauty Enthusiasts Trust Influencers more than Celebrities: Report*. Retrieved from: <https://www.thejakartapost.com/life/2019/08/10/beauty-enthusiasts-trust-influencers-more-than-celebrities-report.html>.
- Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional Branding and The Strategic Value of The Doppelgänger Brand Image. *J. Mark*, 70(1), 50–64.

- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology*, 15(1), 77–91.
- Thomson, M. (2006). Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities. *Journal of Marketing*, 70, 104-119.
- Thorndike, E. L. (1920). A Constant Error in Psychological Ratings. *Journal of Applied Psychology*, 4(1), 25–29.
- Vlachos, P. A., Theotokis, A., Pramatari, K., & Vrechopoulos, A. (2010). Consumer-retailer Emotional Attachment: Some Antecedents and The Moderating Role of Attachment Anxiety. *European Journal of Marketing*, 44(9/10), 1478-1499.
- Wan, J., & Lu, Y., Wang, B., & Zhao, L. (2016). How Attachment Influences Users' Willingness to Donate to Content Creators in Social Media: A Socio-technical Systems Perspective. *Information & Management*.
- Welbourne, D. J., & Grant, W. J. (2015). Science Communication on YouTube: Factors that Affect Channel and Video Popularity. *Public Understanding of Science*, 25(6), 706–718.
- Yang, W., & Sia, C. (2018). Why Blogger Sells: An Approach from the Attachment Theory.
- Zajonc, R. B. (1968). Attitudinal Effects Of Mere Exposure. *Journal of Personality and Social Psychology*, 9, 1-27.
- Zikmund, W., Carr, B., Griffin, M., Babin, B., & Carr, J. (2013). Business Research Method.