

## DAFTAR PUSTAKA

- Abraham, J. S. E., Floreto, S. J. L., Pagkalinawan, M. I. B., & Etrata, A. E. (2022). *Consumer Perception on Influencer Marketing Efforts of Brands in the Beauty and Cosmetics Industry. March.*
- Adev. (2025). *Key Opinion Leader (KOL) di Bisnis Kosmetik dan Skincare.* <https://adev.co.id/blog/key-opinion-leader-untuk-bisnis-kosmetik/>
- Adriyati, R., & Indriani, F. (2017). *PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP CITRA.* 6, 1–14.
- Ajzen, I. (1991). *The Theory of Planned Behavior.* Organizational Behavior and Human Decision Processes.
- AlFarraj, O., Alalwan, A. .., Obeidat, Z. .., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy, Vol. 31 No.* <https://doi.org/https://doi.org/10.1108/RIBS-07-2020-0089>
- Amanda, L., Yanuar, F., & Devianto, D. (2019). Uji Validitas Dan Reliabilitas Tingkat Partisipasi Politik Masyarakat Kota Padang. *Jurnal Matematika Unand, 8(1), 179.* <https://doi.org/https://doi.org/10.25077/Jmu.8.1.179-188.2019>
- Annisa, N. A. (2024). *Pengaruh Beauty Vlogger, Labelisasi Halal Dan Kualitas Produk Terhadap Keputusan Pembelian Kosmetik Halal.* Universitas Pembangunan Nasional Veteran Jakarta.
- Anugrah, R., Amaylia, P., Oktaviana, W. D., Annafi, I., & Fathoni, M. Y. (2024). *Tren Konsumsi Skincare di Kalangan Mahasiswa Berdasarkan Penelusuran Merek Skincare Terpopuler di Kabupaten Banyumas.*
- Arsya, A. F., Juliag, A. R., Putri, E., Purwida, W., Sakdiyah, H., Teknik, F., & Surabaya, U. N. (2024). *Perkembangan konsumsi skincare pada wanita.* 5(2), 38–41.
- Asti, W. P., Handayani, P. W., & Azzahro, F. (2021). Influence of Trust, Perceived Value, and Attitude on Customers' Repurchase Intention for E-

- Grocery. *Journal of Food Products Marketing*, 27(3), 157–171.  
<https://doi.org/10.1080/10454446.2021.1922325>
- Avosights. (2023). *Perbedaan Key Opinion Leader dan Influencer yang Perlu Anda Ketahui*. <https://ivosights.com/read/artikel/key-opinion-leader-dan-influencer-perbedaan-yang-perlu-anda-ketahui#:~:text=Key opinion leader memiliki fokus,konten yang dikemas secara menghibur>.
- Azmi, U., Kristiadi, A. A., & Raharjo, P. G. (2024). *Impact of Social Media Key Opinion Leaders on Consumer Perception , Brand Loyalty , and Purchase Intention at Ibis Styles Jakarta Airport* . 201–214.
- Beauty Journal. (2020). *Sukses Menjadi Salah Satu Brand Lokal Favorit, Intip Kilas Balik Perjalanan BLP Beauty Berikut!*  
<https://www.beautyjournal.id/article/kilas-balik-perjalanan-blp-beauty>
- Carissa, Ayuaspharalinda, R., Tanuwidjaja, I. P., & Yuniarty. (2021). The influence of attitude factors toward beauty influencer on brand attitude and consumers' repurchase intention. *Proceedings of 2021 International Conference on Information Management and Technology, ICIMTech 2021*, 1(August), 732–737. <https://doi.org/10.1109/ICIMTech53080.2021.9535041>
- Chen, Y. L., Chang, C. L., & Sung, A. Q. (2021). Predicting ewom's influence on purchase intention based on helpfulness, credibility, information quality and professionalism. *Sustainability (Switzerland)*, 13(13).  
<https://doi.org/10.3390/su13137486>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Chopra, A., Avhad, V., & Jaju, S. (2020). *Influencer Marketing : An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial*.  
<https://doi.org/10.1177/2278533720923486>
- Dangi, H., & Dhun, K. (2022). Influencer Marketing: Role of Influencer Credibility and Congruence on Brand Attitude and eWOM. *Journal of Internet Commerce*, 22(Sup1), S28–S72.  
<https://doi.org/10.1080/15332861.2022.2125220>

- Databooks. (2024). *5 Wilayah dengan Pengeluaran Produk Kecantikan Tertinggi Nasional*. <https://databoks.katadata.co.id/produk-konsumen/statistik/66f3cbb78de16/5-wilayah-dengan-pengeluaran-produk-kecantikan-tertinggi-nasional>
- Doghan, M. A. Al. (2023). *ROLE OF SOCIAL MEDIA INFLUENCERS' (SMI'S) CONTENT VALUE IN INFLUENCING CUSTOMER ATTITUDE AND PURCHASE INTENTION*. 0744, 279–297.  
<https://doi.org/10.34109/ijebeg.2023150113>
- East Ventures. (2024). *Industri kecantikan Indonesia: Pasar yang sedang berkembang dengan potensi yang sangat besar*.  
<https://east.vc/id/berita/insights-id/industri-kecantikan-indonesia/>
- Eddy, R., & Pariyana, I. A. L. (2022). *Metode Menghitung Besar Sampel Pada Penelitian Kesehatan*.  
[https://books.google.co.id/Books?hl=Id&lr=&id=Wsfpeaaaqbaj&oi=fnd%0A&pg=Pr1&dq=Populasi+Dan+Sampel&ots=W15196wx1z&sig=Gpz6amcc%0Afk8cmjw37doduzbonls&redir\\_esc=Y#v=OnePage&q=Populasi+Dan+%0ASampel&f=False](https://books.google.co.id/Books?hl=Id&lr=&id=Wsfpeaaaqbaj&oi=fnd&0A&pg=Pr1&dq=Populasi+Dan+Sampel&ots=W15196wx1z&sig=Gpz6amcc%0Afk8cmjw37doduzbonls&redir_esc=Y#v=OnePage&q=Populasi+Dan+%0ASampel&f=False)
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2019). *Disclosing Instagram Influencer Advertising : The Effects of Disclosure Language on Advertising Recognition , Attitudes , and Behavioral Intent Disclosing Instagram Influencer Advertising : The Effects of Disclosure Language*. 2019.  
<https://doi.org/10.1080/15252019.2017.1366885>
- Fimela. (2023). *Survei Menunjukkan 90% Perempuan Indonesia Pilih Brand Makeup Lokal*. <https://www.fimela.com/beauty/read/5059290/survei-menunjukkan-90-perempuan-indonesia-pilih-brand-makeup-lokal?page=3>
- Ghozali, I., & Latan, H. (2015). Konsep, Teknik, Aplikasi Menggunakan Smartpls 3.0 Untuk Penelitian Empiris. In *Pearson Education*. Pearson Education.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Gong, X., Ren, J., Zeng, L., & Xing, R. (2022). *How KOLs Influence Consumer*

- Purchase Intention in Short Video Platforms : Mediating Effects of Emotional Response and Virtual Touch.* 14(1), 1–23.  
<https://doi.org/10.4018/IJISSS.287576>
- Guruge, M. C. B. (2018). Comparison between Attributes related to Celebrity Endorsement and Social Media Influencer Marketing: A Conceptual Review. *Sri Lanka Journal of Marketing*, 4(1), 17–37.
- Hair, J. ., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (Pls-Sem): An Emerging Tool In Business Research. *European Business Review*, 26(2), 106–121.  
<https://doi.org/https://doi.org/10.1108/Ebr-10-2013-0128>
- Hair, J. F., Tomas, H. G., Ringle, C. M., & Marko, S. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). *International Journal of Research & Method in Education*, 38(2), 1–350.
- Hakim, M. R., & Sobari, N. (2021). Factors influencing consumers' attitude and repurchase intention towards Online Food Delivery (OFD) services in Indonesia. *Contemporary Research on Business and Management*, 161–165.  
<https://doi.org/10.1201/9781003196013-40>
- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (Sem) Berbaris Varian: Konsep Dasar Dan Aplikasi Dengan Program Smartpls 3.2.8 Dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.
- Harpers Barzaar. (2022). *Rahasia Manifestasi Diri Seorang Lizzie Parra*.  
<https://harpersbazaar.co.id/articles/read/5/2022/17259/rahasia-manifestasi-diri-seorang-lizzie-parra>
- Hasan, S. (2021). Assessment of electric vehicle repurchase intention: A survey-based study on the Norwegian EV market. *Transportation Research Interdisciplinary Perspectives*, 11(July 2021), 100439.  
<https://doi.org/10.1016/j.trip.2021.100439>
- He, W., & Jin, C. (2022). A study on the influence of the characteristics of key opinion leaders on consumers' purchase intention in live streaming commerce: based on dual-systems theory. In *Electronic Commerce Research* (Vol. 24, Issue 2). Springer US. <https://doi.org/10.1007/s10660-022-09651-8>
- Herrando, C., & José, M. (2022). *Influencer endorsement posts and their effects*

- on advertising attitudes and purchase intentions. October 2021, 2288–2299.*  
<https://doi.org/10.1111/ijcs.12785>
- Hussain, K., Fayyaz, M. S., Shamim, A., Abbasi, A. Z., Malik, S. J., & Abid, M. F. (2024). Attitude, repurchase intention and brand loyalty toward halal cosmetics. *Journal of Islamic Marketing, 15*(2), 293–313.  
<https://doi.org/10.1108/JIMA-08-2022-0210>
- IDwebhost. (2024). *Cara Menentukan Key Opinion Leader (KOL) untuk Brand.*  
<https://idwebhost.com/blog/key-opinion-leader/>
- Imam, M. (2021). *METODE PENELITIAN KUANTITATIF Panduan Praktis Merencanakan, Melaksanakan dan Analisis dalam Penelitian Kuantitatif* (A. Q. Habib (ed.)). Fakultas Ilmu Tarbiyah dan Keguruan Universitas Islam Negeri (UIN) Sunan Kalijaga Yogyakarta.
- Iqbal, A., Aleem, U., Quratuailain, S., & Sufyan, M. (2023). Investigating the Influence of Trust, Attractiveness, Perceived Expertise, and Perceived Credibility on Attitude Toward the Influencer: The Mediating Role of Attitude Toward the Influencer and Moderating Role and Perceived Risks. *KASBIT Business Journal, 16*(3), 41–60. [www.kbj.kasbit.edu.pk](http://www.kbj.kasbit.edu.pk)
- Jalil, M. I. A., Lada, S., Bakri, M. A., & Hassan, Z. (2021). Halal Cosmetics Repurchase Intention: the Role of Marketing in Social Media. *Journal of Islamic Monetary Economics and Finance, 7*(4), 629–650.  
<https://doi.org/10.21098/jimf.v7i4.1379>
- Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. *Journal of Business Research, 99*(August), 456–463.  
<https://doi.org/10.1016/j.jbusres.2017.08.024>
- Jha, M., Bhowmick, A., & M, R. (2023). *IMPACT OF CONSUMERS' ATTITUDES, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIOURAL CONTROL ON CONSUMER PURCHASE BEHAVIOUR TOWARDS.* 27(1), 1–13.
- Kashif, M., & Rani, T. (2021). *E-commerce user's intention to switch toward drone delivery innovation: The role of environmental concern and customers' attitude.* 3(1).
- Khoirunnisa, S. S., & Pinandito, A. (2023). Pengaruh Atribut Key Opinion Leader

- (KOL) pada Media Sosial Instagram terhadap Minat Beli Konsumen pada Bootcamp Online. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 7(4), 1929–1934. <http://j-ptiik.ub.ac.id>
- KOL.ID. (2024). *Mengenal 10 KOL Beauty Paling Berpengaruh di Indonesia*. <https://kol.id/blog/mengenal-10-kol-beauty-paling-berpengaruh-di-indonesia>
- Kompas. (2024). *Tren Generasi Z dan Milenial Berbelanja Kosmetik*. <https://www.kompas.id/baca/ekonomi/2024/08/07/tren-generasi-z-dan-milenial-berbelanja-kosmetik>
- Leong, C., Loi, A. M., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*. <https://doi.org/https://doi.org/10.1057/s41270-021-00132-9>
- Liu, W., Wang, Z., Jian, L., & Sun, Z. (2024). How broadcasters' characteristics affect viewers' loyalty: the role of parasocial relationships. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-10-2022-0856>
- Lou, C., & Yuan, S. (2019). Influencer Marketing : How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media Influencer Marketing : How Message Value and Credibility Affect Consumer. *Journal of Interactive Advertising*, 0(0), 1–16. <https://doi.org/10.1080/15252019.2018.1533501>
- Luong, T. T. H., Luu, M. P. T., & Nguyen, H. N. (2023). *How online KOL endorsement on TikTok affects customer brand association and recall : evidence from Vietnam ' s F & B sector*. 7(2), 336–344.
- Maddox, J. (2022). Micro-celebrities of information: mapping calibrated expertise and knowledge influencers among social media veterinarians. *Information, Communication & Society*. <https://doi.org/https://doi.org/10.1080/1369118X.2022.2109980>
- Mahfudz, S. A. H. . (2022). *Departemen Manajemen Fakultas Ekonomika dan Bisnis Universitas Diponegoro Jl. Prof. Soedharto SH Tembalang, Semarang 50239, Phone: +622476486851*. 11(2018), 1–8.
- Michael, R., & Sugiono, S. (2024). *PENGARUH SOCIAL MEDIA ADVERTISING TERHADAP CUSTOMER ATTITUDE PERCETAKAN*

*SPECTRUM SURABAYA MELALUI CUSTOMER BELIEF SEBAGAI.*

- Mohamad, B., Abdullah, S. N., Akanmu, M. D., & Raji, R. A. (2022). To what extent are credibility and attractiveness of social media influencer important in developing positive brand image and customer attitude? *Mixed Methods Perspectives on Communication and Social Media Research*, 180–201.  
<https://doi.org/10.4324/9781003265887-14>
- Nazarani, M. R., & Suparna, G. (2021). the Effect of Luxury Brand, Brand Image, and Product Quality on Purchase Intention. *American Journal of Humanities and Social Sciences Research*, 5, 290–295. [www.ajhssr.com](http://www.ajhssr.com)
- Nurvajri TR, C., Yunus, M., & Chan, S. (2022). The Effect of Content Marketing and Social Media Influencer on Customer Satisfaction and Their Impact On Online Repurchase Intention During The Covid-19 Pandemic. *International Journal of Scientific and Management Research*, 05(06), 156–168.  
<https://doi.org/10.37502/ijsmr.2022.5614>
- Patria, T. A., Hidayah, N., & Suherlan, H. (2023). Effect of Immersive Experience on Repurchase Intention of Virtual Heritage Tours among Gen-Z in Indonesia. *E3S Web of Conferences*, 388.  
<https://doi.org/10.1051/e3sconf/202338804013>
- Priscillia, M., Budiono, H., Wiyanto, H., & Widjaya, H. (2021). The Effects of Website Design Quality and Service Quality on Repurchase Intention Among Shopee Customers in Jakarta, with Customer Trust as a Mediating Variable. *Proceedings of the Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020)*, 174(Icebmr 2020), 38–44. <https://doi.org/10.2991/aebmr.k.210507.006>
- Purwanto, A., & Sudargini, Y. (2021). Partial Least Squares Structural Squation Modeling ( Pls-Sem ) Analysis For Social And Management Research : A Literature Review. *Journal Of Industrial Engineering & Management Research*, 2(4), 114–123.
- Quang, N. N., & Thuy, D. C. (2023). Cogent Business & Management Justice and trustworthiness factors affecting customer loyalty with mediating role of satisfaction with complaint handling : Zalo OTT Vietnamese customer case Justice and trustworthiness factors affecting customer loyalty with med.

- Cogent Business & Management*, 10(2).  
<https://doi.org/10.1080/23311975.2023.2211821>
- Rana, S., Bag, S., Ghosal, I., & Prasad, B. (2023). How Do Influencers Moderate Purchase Motives? An Application of S-O-R Model to Assess the Effects of Reviewers' Rating on Online Purchase. *Journal of Promotion Management*, 29(8), 1168–1197. <https://doi.org/10.1080/10496491.2023.2216292>
- Saputra, R. (2024). *PENGARUH BRAND IMAGE, ONLINE CUSTOMER REVIEW, DAN CELEBRITY ENDORSER TERHADAP REPURCHASE INTENTION PRODUK THE ORIGINOTE MELALUI CUSTOMER TRUST SEBAGAI VARIABEL INTERVENING* (Vol. 15, Issue 1).
- Saputra, R., & Chaniago, H. (2024). The Influence of Key Opinion Leaders (KOLs) on Consumer Purchase Interest of Student in Bandung, Indonesia. *International Journal Administration, Business & Organization*, 5(3), 86–95. <https://doi.org/10.61242/ijabo.24.345>
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian* (Edisi 6, B). Salemba Empat.
- Situmorang, T. P., Indriani, F., Simatupang, R. A., & Soesanto, H. (2021). Brand Positioning and Repurchase Intention: The Effect of Attitude Toward Green Brand. *Journal of Asian Finance, Economics and Business*, 8(4), 491–499. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0491>
- Statista. (2025a). *Most used cosmetics brands among consumers in Indonesia as of September 2024*. <https://www.statista.com/statistics/1553836/indonesia-most-used-cosmetics-brands/>
- Statista. (2025b). *Revenue of the cosmetics market in Indonesia from 2019 to 2030*. <https://www.statista.com/forecasts/1214149/indonesia-revenue-cosmetics-market>
- Sudaryana, B. H. ., & Agusiyadi, R. (2022). *Metodologi Penelitian Kuantitatif* (1st ed.). Deepublish.
- Sudha, M., & Sheena, K. (2017). Impact of Influencers in Consumer Decision Process: Impact of Influencers in the Fashion Industry. *SCMS Journal of Indian Management*, 93(3), 14–29. <http://ovidsp.ovid.com/ovidweb.cgi?T=JS&PAGE=reference&D=emed5&N>

EWS=N&AN=12656442

- Sugiyono. (2017). Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&DSugiyono. (2017). Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D). In Metodelogi Penelitian.). In *Metodelogi Penelitian*.
- Supriani, I., Ninglasari, S. Y., & Iswati, S. (2025). How social media influencers form Muslim consumers' halal cosmetics purchase intention: religiosity concern. *Journal of Islamic Marketing, Vol. 16, 1*(pages 502-525).  
<https://doi.org/10.1108/JIMA-02-2024-0085>
- Supriyadi, Y. L., & Prajogo, W. (2020). The relationship among celebrity endorser, self-brand connection, relationship quality and repurchase intention: The moderating role of customer satisfaction and media type. *International Journal of Innovation, Creativity and Change, 12*(5), 238–253.
- Surianto, M. A., Setiawan, M., Sumiati, & Sudjatno. (2020). Cause-related marketing campaigns and repurchase intentions: The mediating role of brand awareness, consumer attitude and corporate image. *Management Science Letters, 10*(14), 3235–3242. <https://doi.org/10.5267/j.msl.2020.6.015>
- SWA. (2023). *By Lizzie Parra: Merangkul Keberagaman, Meraup Keuntungan*.  
<https://swa.co.id/read/401965/by-lizzie-parra-merangkul-keberagaman-meraup-keuntungan>
- Syahmaini Siregar, A., & Tarigan, Y. (2022). Pengaruh Celebrity Endorsement Terhadap Repurchase Intention pada E-Commerce Melalui Perceived Value. *Proceeding Applied Business and Engineering Conference, November, 17–19*.
- Talitha, F., Yuliati, L. N., & Kirbrandoko. (2019). the Effect of Celebrity Endorsement Via Perceived Value To Purchase Intention on Instagram. *Russian Journal of Agricultural and Socio-Economic Sciences, 85*(1), 263–270. <https://doi.org/10.18551/rjoas.2019-01.33>
- Thi, N., & Mai, T. (2017). *Materialism and Green Purchase Intention : A Study of Urban Vietnamese Consumers. 19*(2), 89–106.  
<https://doi.org/10.33301/2017.19.02.05>
- Thuy, D. C., Ngoc Quang, N., Huong, L. T., & Phuong, N. T. M. (2024). The

- moderating effects of involvement on the relationships between key opinion leaders, customer's attitude and purchase intention on social media. *Cogent Business & Management*, 11(1).
- <https://doi.org/10.1080/23311975.2024.2400600>
- Thuy, D. C., & Quang, N. N. (2022). Factors affecting satisfaction and intention to repurchase retail banking services in Vietnam Factors affecting satisfaction and intention to repurchase retail banking services in Vietnam. *Cogent Business & Management*, 9(1).
- <https://doi.org/10.1080/23311975.2022.2137952>
- Turcotte, J., York, C., Irving, J., Scholl, R. M., & Pingree, R. J. (2015). *News Recommendations from Social Media Opinion Leaders : Effects on Media Trust and Information Seeking*. 20(2012), 520–535.
- <https://doi.org/10.1111/jcc4.12127>
- Urrutikoetxea Arrieta, B., Polo Peña, A. I., & Martínez Medina, C. (2019). The moderating effect of blogger social influence and the reader's experience on loyalty toward the blogger. *Online Information Review*, 43(3), 326–349.
- <https://doi.org/10.1108/OIR-02-2016-0049>
- Wandoko, W., & Panggati, I. E. (2022). The Influence of Digital Influencer, e-WOM and Information Quality on Customer Repurchase Intention toward Online Shop in e-Marketplace during Pandemic COVID-19: The Mediation Effect of Customer Trust. *Journal of Relationship Marketing*, 21(2), 148–167. <https://doi.org/10.1080/15332667.2022.2035198>
- Wang, J., Ding, K., Zhu, Z., Zhang, Y., & Caverlee, J. (2020). Key opinion leaders in recommendation systems: Opinion elicitation and diffusion. *WSDM 2020 - Proceedings of the 13th International Conference on Web Search and Data Mining*, 636–644.
- <https://doi.org/10.1145/3336191.3371826>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). *Influencer endorsements : How advertising disclosure and source credibility affect consumer purchase intention on social media*. xxxx.
- <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Widyasari, K. A., & Suparna, G. (2022). The Role of Brand Image in Mediating

- the Effect of Celebrity Endorsers on Repurchase Intention. *European Journal of Business and Management Research*, 7(3), 179–183.  
<https://doi.org/10.24018/ejbm.2022.7.3.1441>
- Wiedmann, K., & Mettenheim, W. Von. (2020). *Attractiveness , trustworthiness and expertise – social influencers ' winning formula ? January*.  
<https://doi.org/10.1108/JPBM-06-2019-2442>
- Xiong, L., Cho, V., Law, K. M. Y., Lam, L., & Law, K. M. Y. (2021). A study of KOL effectiveness on brand image of skincare products. *Enterprise Information Systems*, 00(00), 1–18.  
<https://doi.org/10.1080/17517575.2021.1924864>
- Yuanita, D. (2021). Peran key opinion leader dalam strategi public relations pada komunikasi krisis perusahaan. *PROfesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 6(1), 23. <https://doi.org/10.24198/prh.v6i1.29693>
- Zhang, R., Ma, B., Li, Y., Chen, F., Yan, J., Lin, Y., & Wu, Y. (2023). The Effect of Key Opinion Leader Type on Purchase Intention: Considering the Moderating Effect of Product Type. In *29th Annual Americas Conference on Information Systems, AMCIS 2023* (Vol. 1). Springer Nature Switzerland.  
<https://doi.org/10.1007/978-3-031-32302-7>
- Zou, Y., & Peng, F. (2019). Fashion Communication in the Digital Age. *Fashion Communication in the Digital Age*, 2, 118–132. <https://doi.org/10.1007/978-3-030-15436-3>