

The Influence of Influencer Marketing and Brand Image on Purchasing Decisions Through Purchase Intention for Somethinc Products (Case Study on Students of Jakarta State University)

Cecilia Azhara Ayuningtiyas¹, Osly Usman²

¹Department of Office Administration Education, State University of Jakarta, Indonesia

²Department of Digital Business, State University of Jakarta, Indonesia

Abstract

The increasing knowledge of beauty products as a form of self-care has become a necessity for society. By applying the right marketing methods, it will create public interest in these products. The purpose of this study is to determine whether influencer marketing and brand image affect purchasing decisions through purchase intention as a mediating variable. The population of this study consists of active students of Universitas Negeri Jakarta who are aware of and have used Somethinc products. This study employs a quantitative method with a total sample of 102 respondents obtained through questionnaires. The results of the direct influence hypothesis test in this study indicate that influencer marketing and brand image do not have a significant impact on purchasing decisions. However, influencer marketing and brand image have a significant and positive impact on purchase intention. The purchase intention variable also has a significant and positive impact on purchasing decisions. Meanwhile, the results of the indirect influence hypothesis test show that influencer marketing and brand image have a significant and positive impact on purchasing decisions through purchase intention.

Keywords: Influencer Marketing; Brand Image; Purchasing Decisions; Purchase Intention

1. Introduction

Advances in technology and knowledge in the current era of globalization will always develop every day to penetrate into various sectors. This has an impact on the tight business competition that urges business people to increase market share and make their products as superior products. The beauty product industry such as makeup and skincare is one of the industries affected by these developments. For women, beauty products are now one of the main needs in beautifying themselves. The use of beauty products is one of the treatments that can be done and can be reached by all circles. By taking care of yourself using beauty products will make one's appearance more attractive so that it can bring up self-confidence.

According to data from the Zap Beauty Index, 61.7% of women in Indonesia feel beautiful if they have a smooth and clean face, followed by self-confidence which has a percentage of 60.8% and an overall appearance percentage of 40.9%. In addition, We Are Social & Hootsuite stated that in the context of increasing goods and services in Indonesia, the e-commerce category of beauty products placed in the top three positions with a percentage of 50.7%. This shows that people's enthusiasm for beauty products is increasing rapidly. The increasing public interest in beauty products makes business actors compete to create the uniqueness of their products, both in terms of price, materials, packaging, and the types of products offered so that they can attract customer buying interest. Products with quality materials and characteristics can attract more customers and make purchasing decisions.

Based on data from [compas.co.id](https://www.compas.co.id), in the second quarter of 2022 sales of beauty products reached a value of Rp.292.4 billion with a total transaction of 3.8 million. In the data, it was noted that there are ten best-selling local brands of beauty products that are a favorite of the public. One of the brands that made it into the top ten beauty products is Brand Somethinc. Brand Somethinc managed to rank first with total sales of Rp.53.2 billion during the period April to June 2022. This is very interesting because Brand Somethinc is a local brand that was just present in 2019 but has been able to beat other competitors seen from its achievements that managed to occupy the first position.

Something which focuses on the production of makeup and skincare, implements marketing strategies with the aim of attracting more consumers. The number of competitors in the same industry will make the company urged to evolve in order to survive in the competition in the market. Seeing this, it can be done by implementing one of the marketing strategies, namely promotion. Something utilizes the development of technology and information as a medium in implementing its advertising and marketing strategies. One of them is by implementing influencer marketing which can be interpreted by making advertisements featuring today's famous stars. The view of marketing strategies in the digital era through social media is considered to have a positive impact, therefore the application of influencer marketing that promotes sales products is considered capable of attracting consumer interest to buy. Someone who can influence others to make purchasing decisions is the definition of influencer marketing according to Kotler et al., (Uyuun et al., 2022). This is because an influencer gains trust and can help potential consumers in recommending products and explaining information about products, so that consumers can evaluate their views on these products. This statement is supported in Katamso and Sugianto's research (2024), which proves that consumers are interested in buying products due to the influence of Influencer Marketing, seen from the personality of the current generation who are closer to the internet and have an interest in content created by someone. Research by Fathurrahman, et al (2021) also proves that purchasing decisions are positively influenced by Influencer Marketing in promoting products to influence consumers to buy bittersweet by najla products.

Irene Ursula as the owner of Something decided to use famous influencers as a marketing strategy through product reviews on digital media. The use of influencer marketing must be based on various factors, such as popularity to reflect the character of the product being promoted. Behind the easy application of influencer marketing that has characteristics in influencing consumers, there is a problem that when the influencer's ability to present the product to consumers is not good, it will certainly affect the view of the product. Tasya Farasya is one of the influencers working with Something. Tasya Farasya created a video content and concept that suits her characteristics about the product. With a total following of 6.6 million on Instagram and 3.6 million on TikTok, Tasya Farasya has

succeeded in becoming a beauty influencer who influences consumer decisions to buy products, especially beauty products.

In promoting products, it is important to remember that brand image also plays an important role because it will reflect the good and bad of a product. Therefore, a good image can create a positive impression so as to increase awareness of consumer perspectives that influence purchasing decisions. Brand image can also be interpreted as a view of the brand that is reflected in the minds of consumers through brand associations according to Kotler & Keller, 2016 in (Katamso and Sugianto, 2024). Often consumers choose a popular product, and after buying, seeing, and using the product, consumers can trust the brand, and then will form their own opinion about the product they bought. A product brand can attract consumers to buy the product because they have an idea or perception of the product. Brand image must be continuously developed and disseminated through current communication media to build customer loyalty. Therefore, for a company it is important to create a positive image in order to make it easier to sell products and increase consumer certainty in making purchases.

This statement is supported in Hanif's research (2021) which proves that purchases made are based on consumer interest which is influenced by a strong and positive brand image. Meanwhile, research by Katamso and Sugianto (2024) suggests the opposite that the effect of buying interest is not influenced by brand image due to the matching factor between their skin condition and the benefits of the product. Similar research was also presented by Mukarromah, et al (2022) which showed similar results, namely that brand image has no effect on purchasing decisions because there is a perception from some consumers who think that not all brand images are the reason for buying a product, there are other reasons that influence purchasing decisions, such as low prices, attractive promos, and others.

2. Literature Review

2.1 Influencer Marketing (IM)

According to Brown and Hayes in (Mufid, S. A., 2023), influencer marketing is a third party who can influence and may be responsible for purchasing decisions. Based on (Fathurrahman, et al., 2021), influencer marketing is a marketing method in utilizing people who have influence on social media in influencing behavior, attitudes, and purchasing

decisions. Influencers will provide detailed information about the products they promote on social media so that later they will help their followers to evaluate their views on these products. Kotler and Keller in (Uyuun et al., 2022), explain that influencer marketing is someone who has an important role in influencing the public to take certainty in purchasing and providing information on a product. Someone who can use a social media publication system to attract consumer interest in a product is also called an influencer. Influencers who act as a digital marketing method focus on providing services in the form of product information, so as to influence consumers.

Influencer marketing has several indicators in evaluating its characteristics (Smuda, 2018: 9), including:

1. Trust, In influencing someone to feel trust and confidence, people who are considered to be able to influence others must maintain their credibility.
2. Expertise, Expertise refers to the extent of one's understanding in influencing others.
3. Attractiveness, Attractiveness itself has two characteristics, namely likability which means the physical characteristics of an influencer seen from appearance and similarity which means the emotional state depicted in an advertisement.

2.2 Brand Image (BI)

Kotler and Keller in (Katamso, et al., 2024), explain that brand image can be expressed as a view of a brand that is reflected in the minds of consumers through brand associations. According to Peter in (Probosini, et al., 2021), consumer perceptions of a brand that are expressed in various mental brand collections are known as brand image. Brand image in the view of (Wijaya, et al., 2015) is a collection of brand associations created in the public mind. In creating a positive impression in the minds of consumers, the influence of brand image must be strengthened. In other words, one of the most important resources in every company that must be owned is a good and strong brand image which will later influence the way customers view the offer. A positive brand image will help the business strategy in maintaining its existence as competitors increase. Therefore, a company must set the best strategy to create a good image in order to make it easier to sell products and increase consumer purchasing decisions.

According to Aaker in (Wardani, et al., 2022), brand image has several indicators, including:

1. Product quality
2. Product popularity
3. Brand that is easy to remember
4. Brand credibility
5. Attractive appearance

2.3 Purchasing Decisions (PD)

Kotler and Keller in (Probosini, et al., 2021), explain that consumers usually go through a process when making judgments about what to buy, first determining the problem they want to solve and then looking at product details, considering every possible option that will help solve the problem, until then they can determine the product and make a purchase decision. Schiffman and Kanuk in (Amilia, et al., 2017), say that purchasing decisions mean a process by which consumers search for, consider, evaluate, and purchase products and services that are most likely to meet their needs. According to Peter and Olson in (Wardani, et al., 2022), in essence, making a purchase decision as a customer involves gathering information, weighing several options, and choosing one of them. In making purchasing decisions, consumers must include activities such as understanding a problem, finding solutions, evaluating, and making choices that suit their needs. Consumer decision making is influenced by their behavior. The mechanism is something that will later help in solving problems so that their needs and desires are met. In other words, purchasing decisions are based on consumers' understanding of the problem, then looking for solutions, evaluating several options to solve the problem, so that they can make choices and make purchasing decisions.

Kotler and Armstrong in (Rahayu, et al., 2024), mention that there are several indicators that purchasing decisions have, including:

1. Steadiness to buy after knowing product information.

The stability of buying after knowing the product information in question, namely customer confidence in the product depends on the availability of all information.

2. Decided to buy because of the most preferred brand.

This relates to the willingness of customers to make purchasing decisions because the brand holds their attention.

3. Buying according to wants and needs.

When customers decide to buy based on their needs and wants, they make judgments about what to buy that are specific to them.

4. Buying because of recommendations from others.

This relates to consumer acceptance of other people's suggestions or recommendations for a good or service so that they make a purchase decision.

2.4 Purchase Intention (PI)

According to Simamora in (Hanif, 2021), consumer trust in a product creates a desire to buy it because it gives them purchasing power. Kotler and Keller in (Feriska, et al., 2022) explain that when someone is determined to get an item and has a strong sense of trust in that item, the purchase of the product will develop due to buying interest. Priansa in (Faradila, et al., 2022), said that purchase intention is the result of customers' interest in a product combined with their enjoyment of the product which makes them want to own it and have confidence that the product will be useful. Consumers who have an interest in a product will express their needs and satisfaction with the product and realize it in the form of product purchases. The desire to buy a product can also come from the influence of other people whom consumers trust, besides that, consumer interest in information about a product is also one of the things that attracts customers to a product. Therefore, the ability to motivate and inspire consumers must be owned by companies in order to encourage consumers to buy the products they produce.

According to Hasan in (Feriska, et al., 2022), purchase intention has several indicators, including:

1. Transactional Interest
2. Referential Interest
3. Preferential Interest
4. Explorative Interest

2.5 Hypotheses

Hypotheses that can be determined in this study, namely:

H1 = Influencer Marketing (X1) has a positive and significant effect on Purchasing Decisions (Y)

H2 = Brand Image (X2) has a positive and significant effect on Purchasing Decisions (Y)

H3 = Purchase Intention (Z) has a positive and significant effect on Purchasing Decisions (Y)

H4 = Influencer Marketing (X1) has a positive and significant effect on Purchase Intention (Z)

H5 = Brand Image (X2) has a positive and significant effect on Purchase Intention (Z)

H6 = Influencer Marketing (X1) has a positive and significant effect on Purchasing Decisions (Y) through Purchase Intention (Z)

H7 = Brand Image (X2) has a positive and significant effect on Purchasing Decisions (Y) through Purchase Intention (Z)

3. Material and Method

3.1 Design Study

A quantitative approach will be used in this research as the methodology. Data in the form of numbers is used in quantitative research starting from collecting, analyzing, to drawing conclusions. Through questionnaires, researchers will collect data for this study directly from the source. Researchers will provide questions to get information about the influence of influencer marketing, brand image, purchase intention, and purchase decisions. The Likert scale is the scale that will be applied to this research. The population included in this study consists of Jakarta State University students who use Somethinc products with the following respondent criteria:

1. Active students of Jakarta State University
2. Respondents who know Somethinc products
3. Respondents who have used Somethinc products

3.2 Data Analysis

After obtaining data on respondents' answers from the questionnaires that have been distributed, the researcher will analyze the data using the SmartPLS version 4.0 application. The data analysis and management technique that will be used is the validity test which works by comparing the value with a minimum limit of 0.7. Therefore, the question items

are considered valid if the value is > 0.7 . The reliability test is carried out based on the Cronbach's alpha value, meaning that the Cronbach's alpha value > 0.7 indicates that the questionnaire is valid or reliable. Discriminant correlation test whose process involves comparing the root AVE of each variable, which must be higher than the correlation between them. And the structural model test to evaluate the research hypothesis by testing the path coefficient or internal model value and r-square value with a goodness-fit model.

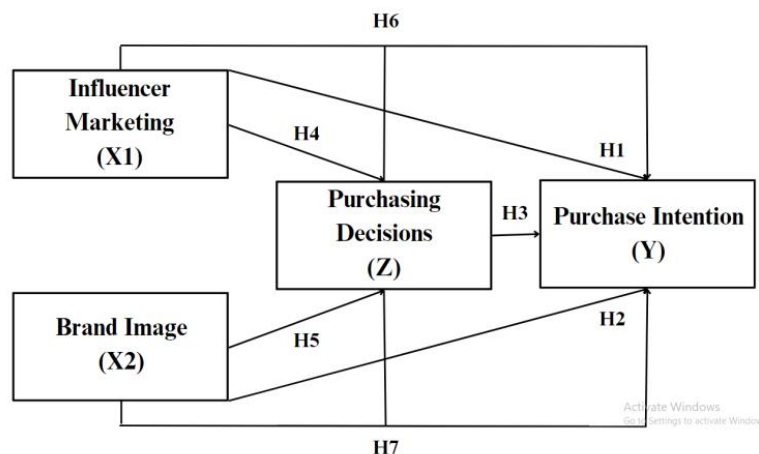


Figure 1 - Research Model

4. Result

4.1 Validity Test

	BI	IM	PD	PI
BI2	0.786			
BI3	0.814			
BI4	0.762			
BI5	0.843			
IM1		0.785		
IM2		0.872		
IM3		0.770		
PD1			0.792	
PD2			0.740	
PD3			0.759	

PD4			0.924	
PI1				0.745
PI2				0.839
PI3				0.812
PI4				0.796

Table 1 - Outer Loading

Based on the calculation table known above, each item of the variable can be said to be valid or accurate because each value has a result > 0.7 . This proof shows that all measurement items are valid to reflect the measurement of influencer marketing, brand image, purchasing decisions, and purchase intention. It can be concluded that all variables are considered accurate and ready to be used in the next stage based on the results of all variables examined.

4.2 Reliability Test

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
IM	0.737	0.746	0.851	0.656
BI	0.815	0.821	0.878	0.643
PD	0.818	0.837	0.881	0.651
PI	0.810	0.811	0.876	0.638

Table 2 - Construct Reliability and Validity

Based on the table above, the data has a good reliability value, this is indicated by the structural reliability results displayed in the calculation table. Based on an overall review of the data, each variable used has good results. Reliable variables are variables that have a Cronbach's alpha value greater than 0.70 and a composite reliability value greater than 0.70. This statement is in accordance with the data results in the table above which shows that all Cronbach's alpha and composite reliability values on each variable are > 0.70 . Then, an AVE value of > 0.50 is required to verify its validity. The calculation table also shows that the AVE value of each variable shows good results, namely > 0.50 .

4.3 Discriminant Correlation Test

	BI	IM	PD	PI
BI	0.802			
IM	0.695	0.810		
PD	0.575	0.650	0.807	
PI	0.710	0.809	0.828	0.799

Table 3 - Discriminant Validity (Fornell-Larcker Criterion)

Based on the data above, the brand image variable has an AVE root of (0.802), a greater correlation with influencer marketing of (0.695), but a smaller correlation with purchasing decisions of (0.575) and a greater correlation with purchase intention of (0.710). Likewise, the influencer marketing variable has an AVE root of (0.810) which has a smaller correlation with purchasing decisions of (0.650) and a greater correlation with purchase intention of (0.809) and so on. This is in line with the Fornell-Lacker theory, the lower limit for the AVE value is 0.5. Then the AVE value of a variable must be > 0.5 to achieve eligibility requirements. Then if the AVE value is > 0.5 , then the square AVE value of that variable must be greater than the correlation value of the other variables.

4.4 Discriminant Correlation Test

4.4.1 R-Square

	R-Square	R-Square Adjusted
PD	0.686	0.666
PI	0.697	0.685

Table 4 - R-Square

The expected R-Square value ranges from 0-1. Based on the calculation results in the table above, the r-squared value of the purchasing decision data is 0.686 and the adjusted r-squared value is 0.666. So it can be concluded that the variables of influencer marketing, brand image, and purchase intention influence purchasing decisions by 68.8%. Meanwhile,

the data on the purchase interest variable has an r-square value of 0.697 and an adjusted r-square of 0.685. So it can be concluded that the influencer marketing and brand image variables affect purchase intention by 69.7%.

4.4.2 Hypothesis Testing of Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Values
BI -> PD	-0.012	0.006	0.161	0.077	0.939
BI -> PI	0.286	0.312	0.127	2.257	0.024
IM -> PD	-0.053	-0.068	0.143	0.369	0.712
IM -> PI	0.611	0.593	0.123	4.963	0.000
PI -> PD	0.879	0.875	0.167	5.263	0.000

Table 5 - Path Coefficients (Direct Effect)

If the coefficient calculation shows a relationship between variables with a statistical T value > 1.960 or a P value < 0.05 , the hypothesis is considered to have a direct effect or is accepted.

Brand Image on Purchasing Decisions (H2)

It can be seen in the data above that the t-statistic is $0.077 < 1.960$ and the p-value is $0.939 > 0.05$.

Brand Image on Purchase Intention (H5)

It can be seen in the data above that the t-statistic $2.257 > 1.960$ and p-value $0.024 < 0.05$.

Influencer Marketing on Purchasing Decisions (H1)

It can be seen in the data above shows the result that the t-statistic $0.369 < 1.960$ and p-value $0.712 > 0.05$.

Influencer Marketing on Purchase Intention (H4)

It can be seen in the data above that the t-statistic $4.963 > 1.960$ and p-value $0.000 < 0.05$.

Purchase Interest on Purchasing Decisions (H3)

It can be seen in the data above shows the results that the t-statistic is $5.263 > 1.960$ and the p-value is $0.000 < 0.05$.

4.4.3 Hypothesis Testing of Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ((O/STDEV))	P Values
BI -> PI -> PD	0.251	0.270	0.122	2.061	0.039
IM -> PI -> PD	0.537	0.520	0.154	3.498	0.000

Table 6 - Path Coefficients (Indirect Effect)

Brand Image on Purchasing Decisions through Purchase Intention (H7)

It can be seen in the data above that the t-statistic $2.061 > 1.960$ and p-value $0.039 < 0.05$.

Influencer Marketing on Purchasing Decisions through Purchase Intention (H6)

It can be seen in the data above shows the results that the t-statistic $3.498 > 1.960$ and p-value $0.000 < 0.05$.

5. Discussion

Brand Image on Purchasing Decisions (H2)

Based on the hypothesis test results above, it can be seen that the t-statistic result is $0.077 < 1.960$ and the p-value is $0.939 > 0.05$. Then in the original sample which states the direction of the relationship between the two variables shows negative results with a result of -0.012 . It can be concluded that the relationship between the two variables has no significant effect and in a negative direction.

Brand Image on Purchase Intention (H5)

Based on the hypothesis test results above, it can be seen that the t-statistic result is $2.257 > 1.960$ and the p-value is $0.024 < 0.05$. Then in the original sample which states the direction of the relationship between the two variables shows positive results with a result of 0.286 . It can be concluded that the relationship between the two variables has a significant influence and in a positive direction.

Influencer Marketing on Purchasing Decisions (H1)

Based on the hypothesis test results above, it can be seen that the t-statistic result is $0.369 < 1.960$ and the p-value is $0.712 > 0.05$. Then in the original sample which states the direction of the relationship between the two variables shows negative results with a result of -0.053 . It can be concluded that the relationship between the two variables has no significant effect and in a negative direction.

Influencer Marketing on Purchase Intention (H4)

Based on the hypothesis test results above, it can be seen that the t-statistic result is $4.963 > 1.960$ and the p-value is $0.000 < 0.05$. Then in the original sample which states the direction of the relationship between the two variables shows positive results with a result of 0.611. It can be concluded that the relationship between the two variables has a significant influence and in a positive direction.

Purchase Interest on Purchasing Decisions (H3)

Based on the hypothesis test results above, it can be seen that the t-statistic result is $5.263 > 1.960$ and the p-value is $0.000 < 0.05$. Then in the original sample which states the direction of the relationship between the two variables shows positive results with a result of 0.879. It can be concluded that the relationship between the two variables has a significant influence and in a positive direction.

Brand Image on Purchasing Decisions through Purchase Intention (H7)

Based on the hypothesis test results above, it can be seen that the t-statistic result is $2.061 > 1.960$ and the p-value is $0.039 < 0.05$. Then in the original sample which states the direction of the relationship between the two variables shows positive results with a result of 0.251. It can be concluded that the relationship between variables has a significant influence and in a positive direction. Thus the relationship between brand image variables and purchasing decisions is influenced by the purchase intention variable.

Influencer Marketing on Purchasing Decisions through Purchase Intention (H6)

Based on the hypothesis test results above, it can be seen that the t-statistic result is $3.498 > 1.960$ and the p-value is $0.000 < 0.05$. Then in the original sample which states the direction of the relationship between the two variables shows positive results with a result of 0.537. It can be concluded that the relationship between variables has a significant influence and in a positive direction. Thus the relationship between influencer marketing variables and purchasing decisions is influenced by the purchase intention variable.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

Based on the results contained in the study, it can be concluded that:

1. Influencer Marketing has no effect on Purchasing Decisions on Somethinc products. One of the factors underlying this is the compatibility factor which leads to differences in everyone's skin type. Influencer Marketing is closely related to the

marketing that a person does on social media. This means that it is possible that the skin types of influencers and their followers are different so that they do not affect their purchasing decisions for Somethinc products.

2. Brand Image has no effect on Purchasing Decisions on Somethinc products. The fit factor is the main key that influences this because everyone's skin type is different. This means that no matter how good and good the product image is in the public eye, it will not influence consumers to purchase the product because there is a factor of product compatibility with their skin.
3. Purchase Interest has an influence on Purchasing Decisions on Somethinc products. That way a person's level of interest or desire shows the level of interest that influences a person's choice to buy a product.
4. Influencer Marketing has an influence on Purchase Intention on Somethinc products. This shows that using influencers as a promotional tool is quite successful because each influencer has a unique style of soft-selling which is intended to increase customer interest in the product and foster more public trust, in line with the millennial generation being more comfortable with technology.
5. Brand Image has an influence on Purchasing Decisions on Somethinc products. A good brand image will give a positive impression on consumers' views of the product and have an impact on increasing customer decisions to buy products as a result of their interest in a product.
6. Influencer Marketing has an influence on Purchasing Decisions through Purchase Intention on Somethinc products. An influencer will provide detailed information about the products they promote on social media so that later it will help their followers to evaluate their views on the product. This study shows positive results that influencers can bring influence in increasing customer decisions to buy products as a result of their interest in a product.
7. Brand Image has an influence on Purchasing Decisions through Purchase Intention on Somethinc products. Often consumers choose a popular product, and after buying, seeing, and using the product, consumers can trust the brand, and will then form their own opinion about the product they bought. That way it can have an influence on consumers' buying interest and help them decide which product to buy.

6.2 Implication

The findings of this study show how customer purchasing decisions are influenced by brand image and influencer marketing through purchase intention. So that this research can convey an overview to business people in determining marketing strategies for their products and provide an illustration that a strong and positive brand image in the eyes of the public will create a positive influence. In addition, the existence of external factors that have an impact on consumer purchasing decisions in research can also provide an illustration to business people that there are factors that they cannot control such as the factor of consumer compatibility with the product. However, this can be overcome by creating product variations that suit different types of consumers.

6.3 Recommendation

Only Jakarta State University students who have used or are currently using Somethinc products were included in the research population. Thus, future research can look at a larger range. In addition, only data analysis techniques with SmartPLS were applied in this study. Future researchers may be able to use various analysis methods such as LISREL, AMOS, SPSS, and others.

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