

How Influencer Credibility and Brand Awareness Impact on Skintific Purchase Intentions

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Abstract

This study was conducted to determine the influence of influencer credibility, brand awareness, social media marketing, and perceived price on purchase intention for Skintific in Jakarta. The research employed a quantitative approach. The population of this study consisted of Generation Z individuals who frequently purchase and use local skincare products. The sample was selected using the Lameshow formula, resulting in a total of 250 respondents. Data was collected through an online questionnaire distributed via Google Forms. In this study, data analysis was performed using the SEM-PLS (Structural Equation Modeling-Partial Least Squares) method with the assistance of the Smart-PLS version 4.0 application. Data analysis included inferential statistical analysis, validity and reliability tests, structural model evaluation, and hypothesis testing. The results of the study revealed that influencer credibility directly influences purchase intention, brand awareness directly influences purchase intention, social media marketing does not have a direct effect on purchase intention, and perceived price directly influences purchase intention.

Keywords: influencer credibility, brand awareness, social media marketing, perceived price, purchase intention

1. Introduction

The development of digital technology and increasing access to the internet has brought fundamental changes to the way consumers interact with products and brands. Social media, as a result of the digital revolution, has become an important platform in influencing consumer behavior. Companies from various sectors utilize social media to create closer and more personal interactions with their target markets. One trend that is becoming increasingly popular is the use of influencers in marketing strategies. Influencers, with their great influence on their audiences, are able to become effective bridges between brands and consumers (Febriyanti & Arifin, 2023).

In the context of digital marketing, the credibility of the influencer plays an important role. Influencers are considered figures who are able to build trust through authentic, informative and

relevant content (Febriyanti & Arifin, 2023). This credibility is not only related to the influencer's expertise in a particular field, but also to consumers' perceptions of the influencer's honesty and consistency in conveying information (Felix et al., 2024). When influencers are considered credible, the recommendations they provide tend to be well received, which can encourage consumers to consider purchasing the products they promote. This shows that influencer credibility is one of the main elements that can influence purchase intention (Aprilia & Arifin, 2023).

Apart from influencer credibility, brand awareness is also an important factor in driving purchase intentions. Brand awareness refers to the extent to which consumers can recognize or remember a brand (Yanti & Wijaya, 2022). In a highly competitive market, brands that have a high level of awareness among consumers have a greater chance of attracting their attention and trust. Strong brand awareness not only helps consumers identify products, but also creates positive associations that can influence purchasing decisions (Pratama et al., 2024). Skintific, as a skincare brand that is growing rapidly, has succeeded in building brand awareness through various innovative marketing campaigns, including utilizing social media platforms.

Based on survey results on the FMCG products most purchased on e-commerce in 2023, it can be seen that the percentage of beauty and care products purchased on e-commerce is 49%. This shows that beauty and care products are one of the dominant categories in online purchases. The increasing consumer interest in these products in e-commerce can be influenced by various factors, such as ease of access and the variety of product choices available. Apart from that, the growing trend of online shopping has also accelerated the growth of the beauty product market on digital platforms.

Based on the skincare sales graph in Jakarta, it can be seen that Skintific has the highest sales compared to other skincare. Marketing via social media (social media marketing) is one of the most effective strategies in the digital era. Social media provides opportunities for companies to reach a wider audience at relatively lower costs compared to traditional marketing methods (Aguspriyani et al., 2023). Creative and interactive content published on social media not only attracts consumers' attention, but also allows them to interact directly with brands. In this context, Skintific has utilized social media marketing to increase consumer engagement with their brand. By utilizing platforms such as Instagram, TikTok, and YouTube, Skintific is able to present

campaigns that are interesting and relevant to their target market, especially the younger generation who are the main consumer segment (Permana et al., 2024)

Video advertising is still one of the most effective ways to market a brand. With social media it has also become a more impactful strategy for businesses around the world. Video advertising is still one of the most effective ways to market a brand. Thanks to social media, this has also become a more impactful strategy for businesses around the world.

Apart from that, perceived price or the price felt by consumers is another important factor that influences purchase intention. Perceived price refers to how consumers view the price of a product, whether the price is considered appropriate, affordable, or too expensive compared to the benefits they expect (Hakim, 2020). In the skincare industry, where competition is fierce and products are diverse, consumer perception of price is often a determining factor in choosing a brand. Consumers tend to choose products that offer a balance between quality and price that is considered reasonable (Ajijah et al., 2023). In this case, Skintific successfully utilized a marketing strategy based on price transparency, which helps consumers understand the reasons behind product pricing, thereby creating the impression that their products offer value for money.

The interaction between influencer credibility, brand awareness, social media marketing, and perceived value creates a synergistic effect that can influence purchase intention (Amalia & Nurlinda, 2022). High influencer credibility can strengthen brand awareness, while effective social media marketing can increase perceived value by consumers. In this combination, purchase intention does not just depend on a single factor, but on how these elements work together to create a positive experience for consumers (Prasetyo & Ahmadi, 2024). Skintific, as one of the fastest growing skincare brands, has shown significant growth amidst increasingly fierce competition in this industry. Skintific's products designed to meet the needs of modern consumers, combined with innovative digital marketing strategies, have made it one of the brands to reckon with in the market.

Based on the background above, the researcher made a research proposal entitled " The Influence of Influencer Credibility, Brand Awareness, Social Media Marketing, and Perceived Price on Purchase Intention for Skintific in Jakarta."

2. Literature Review

2.1 Influencer Credibility

Influencers have an important role in influencing purchasing decisions in the digital era, especially through social media platforms (Yuwono et al, 2024). Influencer credibility has a significant impact on purchasing decisions, where consumers are more likely to buy products promoted by influencers they consider credible (Alalwan 2018). Influencer credibility plays an important role in shaping consumer buying interest, especially among the younger generation who are more connected to social media influencers who are considered credible and can increase consumer confidence in the products they promote (Macheka et al. 2023; Dutta et al. 2022). This is in line with research by (Khasanah 2024) which shows that influencer credibility can increase consumer purchase intentions. Influencer credibility which includes expertise, trustworthiness and attractiveness can increase consumer confidence in the products they promote (Hasibuan, 2024). If consumers feel that the influencer they follow has high credibility, then they are more likely to buy the product being promoted (Octavia et al, 2024). Based on research conducted by Hunaifi et al (2024) and Putri et al (2024), it shows that influencers are able to increase purchase intention.

H₁: Influencer Credibility positive influence on Purchase Intention.

2.2 Brand Awareness

Brand awareness is a key factor in influencing purchasing decisions (Firdaus & Yuliana, 2024). The higher the level of consumer awareness of a product's brand, the more likely they are to make a purchase (Montolalu et al, 2024). A high level of brand awareness can increase consumer trust, which in turn has a positive effect on intention to purchase the product (Hsu & Lin, 2016; Lestari, 2023). Brand awareness is the level of consumer recognition of the brand and the products offered as the first step in the purchasing process, where consumers must recognize the brand before considering buying the product (Aaker, 2020). The brand image built through influencers also plays an important role in creating consumer loyalty, according to research by Khamis et al. (2021). Brand awareness has been proven to have a significant impact on purchase intentions, indicating that high brand awareness can create greater trust among consumers (Pramudito, 2022). Consumers who are more aware of the existence of a brand tend to have more confidence in the product, and this will increase their intention to buy the product (Kristin et al, 2024). Research

conducted by (Habibah 2024) and (Rachmanu et al, 2024) shows that consumer brand awareness can increase sales.

H₂: Brand Awareness has a positive effect on Purchase Intention

2.3 Social Media Marketing

Social media marketing has become a very effective tool in influencing consumer purchasing decisions (Prasetyo & Ahmadi, 2024). Marketing via social media allows brands to interact directly with consumers, which can increase engagement and purchase intentions (Budiastuti, 2021). Effective social media marketing can increase brand awareness significantly and interactions that occur on social media help consumers recognize and remember brands better (Nguyen et al, 2024). Social media platforms allow brands to interact directly with consumers, build more personal relationships, and introduce products in more interesting and creative ways (Aviyanti, 2024). Marketing via social media can increase consumer engagement, which in turn can increase their intention to purchase the promoted product (Rahman et al, 2024). Variations in the type of content published can influence the effectiveness of social media marketing, where not all content can attract consumer attention effectively, deeper engagement with the audience can increase purchase intent, but only if the content is relevant and interesting (Rahman & Noor, 2023 ; Tariq & Younis, 2023). Research conducted by Putri & Isa (2024) and Laurence & Keni (2024) shows that social media marketing increases purchase intention.

H₃: Social Media Marketing has a positive effect on Purchase Intention

2.4 Perceived Price

Perceived price is the consumer's perception of the reasonableness or suitability of the price of a product compared to the benefits offered (Shaliza et al, 2024). If consumers feel that the price of the product is commensurate with the quality and benefits they obtain, then they are more inclined to buy the product (Akbar & Cyasmoro, 2024). Price perceptions can influence the value perceived by consumers. When consumers feel that the product price matches the quality offered, they are more inclined to make a purchase (Waqas et al. 2021). Perceived price functions as a driving factor in purchasing decisions. Consumers are more likely to choose products with prices that they consider reasonable and in accordance with the value they receive (Alika et al, 2024). Price perceptions felt by consumers can be a determining factor in purchasing decisions, especially

when the price is considered comparable to the quality of the product (Mulyana, 2024; Zulkarnain, 2023). Perceived price shows a significant influence on purchase intentions, strengthening the view that consumers tend to choose products that offer value for the price (Handayani, 2023). Perceived price functions as an important factor in purchasing decisions with consumers who feel the price offered is commensurate with the quality of the product being more likely to make a purchase (Aydin et al, 2023). Positive price perceptions can increase awareness of consumers who feel they get more value from the products they buy and tend to be more loyal to the brand, which can contribute to repeat purchases (Tsiotsou 2022). This factor is critical in the decision-making process, as consumers consider not only quality, but also how the price reflects the value they expect. Perceived price that is considered fair and appropriate can significantly increase purchase intention. Research conducted by Utami & Oktavia (2024), Jessica et al (2024), Carandy (2024) shows that Perceived Price has an influence on Purchase Intention.

H₄: Perceived Price has a positive effect on Purchase Intention

3. Material and Method

This research was carried out in November-December 2024 in Jakarta. This research adopts a quantitative approach with a causal associative type of research. The independent variables or independent variables in this research are Influencer Credibility (X1) Brand Awareness (X2), Social Media Marketing (X3), Perceived Price (X4). The dependent (related) variable used in this research is purchase intention (Y). In this research, the population studied is generation Z who often buy and use local skincare. Based on the Lameshow formula (in Riduwan & Akdon, 2013), the number of samples calculated using this formula was 250 respondents. The data collection technique uses a Google Form questionnaire.

3.1 Design Study

This research adopts a quantitative approach with a causal associative type of research. Sugiyono (2016:55) explains that causal associative research aims to identify the relationship between two or more variables. Meanwhile, according to Sekaran (2017), quantitative research is a scientific method that uses numbers or numerical data that can be processed and analyzed through mathematical or statistical calculations.

3.2 Data Analysis

In this research, data was analyzed using the SEM-PLS (Structural Equation Modeling-Partial Least Squares) method with the help of the Smart-PLS version 4.0 application. Inferential statistical analysis divides the results of the analysis into three parts, namely the measurement model (outer model), structural model (inner model) and hypothesis testing. Evaluation of the measurement model (outer model) is carried out using validity and reliability tests. The validity test in the outer model with reflective indicators is evaluated using convergent validity and discriminant validity of the indicators forming the latent construct. The reliability test in this research was carried out by testing composite reliability and Cronbach's alpha. Evaluation of the structural model (inner model) in PLS is evaluated using R^2 for the dependent construct, as well as the path coefficient values or t-values for each path to test the significance between constructs in the structural model. In this research, hypothesis testing will be carried out using bootstrapping. The statistical tests used are t statistics and t test.

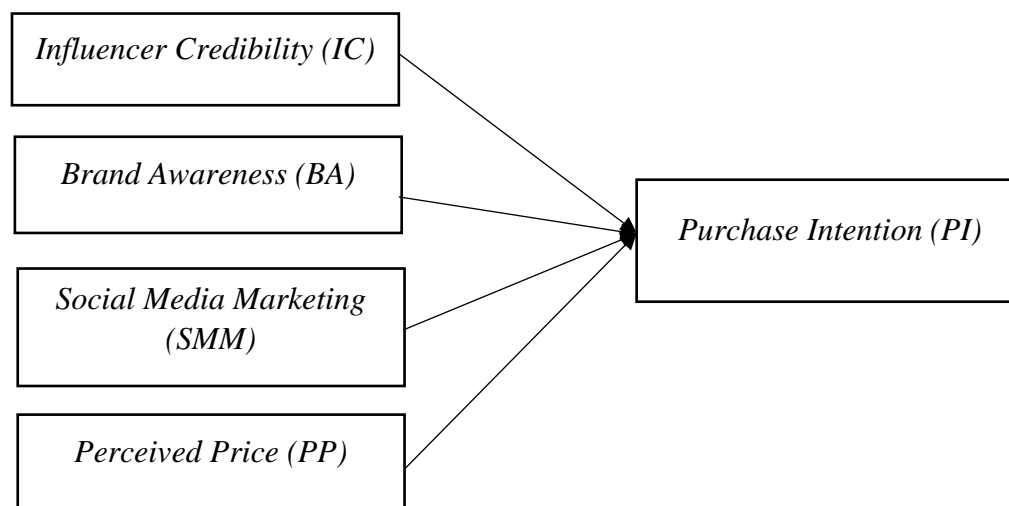


Figure 1. Model Penelitian

4. Result

valuation of the measurement model (outer model) is carried out using validity and reliability tests. The validity test in the outer model with reflective indicators is evaluated using convergent validity and discriminant validity of the indicators forming the latent construct. The reliability test in this research was carried out by testing composite reliability and Cronbach's alpha.

Table 1. Outer Loadings & AVE

Variabel	Indikator	Outer Loading	AVE	Keterangan
IC	IC1	0.872	0,825	Valid
	IC2	0.863		
	IC3	0.863		
	IC4	0.852		
	IC5	0.858		
BA	BA1	0.736	0,982	Valid
	BA2	0.635		
	BA3	0.726		
	BA4	0.826		
	BA5	0.841		
	BA6	0.823		
SMM	SMM1	0.813	0,762	Valid
	SMM2	0.864		
	SMM3	0.853		
	SMM4	0.832		
	SMM5	0.853		
PP	PP1	0.812	0,736	Valid
	PP2	0.742		
	PP3	0.763		
	PP4	0.732		
	PP5	0.762		
PI	PI1	0.821	0,653	Valid
	PI2	0.812		
	PI3	0.821		
	PI4	0.832		
	PI5	0.872		
	PI6	0.823		

Based on the results of the Average Variance Extracted (AVE) analysis, all constructs in the research model meet the convergent validity criteria with an AVE value ≥ 0.5 . The construct with the highest AVE value, namely Brand Awareness, is 0.982, indicating that this construct is able to explain up to 98.2% of the variance of each indicator. Then the Influencer Credibility construct has a value of 0.825, indicating that this construct is able to explain up to 82.5% of the variance of each indicator. Furthermore, Social Media Marketing is 0.762, indicating that this construct is able to explain up to 76.2% of the variance of each indicator. Perceived Price of 0.736 indicates that this construct is able to explain up to 73.6% of the variance of each indicator. Lastly, Purchase Intention was 0.653, indicating that this construct was able to explain up to 65.3% of the variance of each indicator. Therefore, it can be concluded that all constructs in this study have

adequate convergent validity, so they can be used to proceed to the structural model (inner model) evaluation stage to test the relationships between latent constructs.

Table 2. HTMT

	IC	BA	SMM	PP	PI
IC					
BA	0.736				
SMM	0.765	0.752			
PP	0.843	0.731	0.863		
PI	0.821	0.812	0.865	0.833	

In addition to convergent validity, discriminant validity is also used to evaluate construct validity. Discriminant validity can be tested by looking at the HTMT value. An indicator is considered valid if the HTMT value is <0.90 (Hair et al., 2021). The HTMT results for each research variable indicator are presented in Table 2, showing that the HTMT value for each research variable indicator is <0.90 . This indicates that each indicator in the research construct is valid and meets the rule of thumb and assumptions for discriminant validity. Thus, this indicator is capable and suitable for use to measure research variables accurately.

Table 3. Cronbach's Alpha & Composite Reliability

Variabel	Cronbach Alpha	Composite	Keterangan
IC	0.921	0.827	Reliabel
BA	0.962	0.872	Reliabel
SMM	0.844	0.863	Reliabel
PP	0.852	0.876	Reliabel

Table 3 shows that the Cronbach's alpha value for each variable is > 0.7 , which indicates that each research variable is reliable and worthy of being used as a research variable. Apart from that, the results in the same table also show that the composite reliability value for all variables is > 0.7 . This confirms that the research variables have high reliability and are consistent constructs, so they are suitable for use in research.

Table 4. VIF

Variabel	VIF
Influencer Credibility → Purchase Intention	3.214
Brand Awareness → Purchase Intention	3.541
Social Media Marketing → Purchase Intention	3.427

Table 4 shows that the VIF value for all constructs is <5 . This indicates that there is no significant bias between constructs in this research framework. Thus, it can be concluded that the research model is free from multicollinearity problems and the results can be considered valid and reliable for further analysis.

Table 5. R-Square

Variabel	R Square	R Square Adjusted	Keterangan
PI	0.842	0.850	Prediksi Tinggi

The structural model in PLS is evaluated using the R^2 value for the dependent construct. This value is used to measure the extent to which variations in the dependent variable can be explained by the independent variables in the research model. The higher the R^2 value, the better the model's ability to predict the relationship between variables. The R^2 value is in the range 0 to 1, with the interpretation of $R^2 > 0.25$ indicating a low level of prediction accuracy, $R^2 > 0.50$ indicating a medium level of prediction accuracy, $R^2 > 0.75$ indicating a high level of prediction accuracy. Based on table 5, it shows that the R^2 value of the purchase intention variable construct is 0.842. This shows that the percentage of purchase intention explained by other constructs is 0.158, which is explained by other variables outside the research model.

Table 6. F-Square

Variabel	F square	Keterangan
Influencer Credibility → Purchase Intention	0.07	Pengaruh kecil
Brand Awareness → Purchase Intention	0.28	Pengaruh sedang
Social Media Marketing → Purchase Intention	0.09	Pengaruh kecil
Perceived Price → Purchase Intention	0.26	Pengaruh sedang

F-Square is used to evaluate the magnitude of the influence between variables in the research model. This value helps assess the contribution of each independent variable to the

dependent variable in the model. The influence of variables is classified based on the F-Square value, namely > 0.02 small influence, > 0.15 medium influence, > 0.35 large influence. Table 6 presents the results of F-Square calculations for each variable, providing an overview of the extent to which each variable influences the research model in the context of F-Square analysis.

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics	P Value
H1. Influencer Credibility → Purchase Intention	0.514	0.509	0.133	3.870	0.000
H2. Brand Awareness → Purchase Intention	0.617	0.509	0.133	4.250	0.000
H3. Social Media Marketing → Purchase Intention	0.034	0.030	0.202	0.169	0.866
H4 Perceived Price → Purchase Intention	0.588	0.585	0.169	3.472	0.001

Based on the table of hypothesis test results above, it states that Influencer Credibility has a direct influence on Purchase Intention because it has a P-Values value of 0.000 (> 0.05) and a tstatistics value of 3,870 (< 1.96), so H1 is accepted. Brand Awareness has a direct effect on Purchase Intention because it has a P-Values value of 0.000 (< 0.05) and a tstatistics value of 3,870 (> 1.96), so H2 is accepted. Social Media Marketing does not have a direct effect on Purchase Intention because it has a P-Values value of 0.866 (> 0.05) and a tstatistics value of 0.169 (< 1.96), so H3 is rejected. Perceived Price has a direct effect on Purchase Intention because it has a P-Values value of 0.001 (< 0.05) and a tstatistics value of 3,472 (> 1.96), so H4 is accepted. With these results, there was one research hypothesis that was rejected and three research hypotheses that were accepted because they met the criteria for statistical significance (P-Values < 0.05 and t-statistics > 1.96).

5. Discussion

Based on research results, influencer credibility has a significant direct influence on purchase intention. Influencer credibility plays an important role in driving consumer purchase intent. The credibility of an influencer includes expertise, trustworthiness and personal attractiveness which can increase consumers' positive perceptions of the brand or product being promoted. These results show that when consumers trust an influencer who recommends a product, they tend to have a greater desire to purchase that product. Credible influencers can create an emotional connection with their audience, thereby influencing their perception of the quality, value and benefits of the product or service being promoted. In the context of this research, these findings emphasize the importance of selecting the right influencer to maximize marketing impact. Positive price perceptions indicate that consumers are more likely to buy a product if they feel the price offered is in line with the quality received (Bock et al, 2022). This finding is consistent with previous research, such as that expressed by Ohanian (1990), Ahmed et al. (2022), and Khasanah et al. (2024), which states that influencer credibility has a significant influence on purchase intentions. The interaction between influencer credibility, brand awareness, social media marketing, and perceived price creates a complex synergistic effect. The combination of these elements can strengthen purchase intentions, where influencer credibility can increase brand awareness, while effective social media marketing can increase perceived value by consumers (Felix & Rauschnabel, 2020; Syarif & Hidayat, 2023). These findings strengthen theoretical evidence that personal relationships formed through trust in influencers can be an effective marketing strategy in building consumer purchase intention.

Based on the hypothesis test results shown in the table, it can be concluded that brand awareness has a significant direct influence on purchase intention. This can be seen from the P-Values value which is smaller than 0.05 and the t-statistics value which is greater than 1.96, which shows that the level of brand awareness influences consumers' purchasing intentions positively. These results indicate that the higher the level of consumer awareness of a brand, the more likely they are to consider that brand in the purchasing decision making process. Strong brand awareness creates recognition and trust in the minds of consumers, which in turn increases their desire to purchase the product or service. In other words, consumers who are more familiar with a brand tend to have greater confidence in the quality and benefits of the products offered. This finding is

in line with marketing theory which states that brand awareness is an important first step in building relationships between brands and consumers. These results are also consistent with previous findings, as expressed by Aditya and Setyo (2024), who stated that brand awareness plays an important role in influencing consumer purchasing intentions. Therefore, it is important for companies to develop marketing strategies that focus on increasing brand awareness to strengthen relationships with consumers and encourage increased sales.

Based on the results of the hypothesis test shown in the table, it can be concluded that social media marketing has no direct effect on purchase intention. This is indicated by the P-Values value which is greater than 0.05 and the t-statistics value which is smaller than 1.96, which indicates that social media marketing does not have a significant influence on consumer purchasing intentions in this research. These results are in line with the findings in a study by Al-Amarnah (2023), which states that social media marketing has a significant impact on brand image and brand trust, which in turn influences purchase intention. Apart from that, research by Alalwan (2018) shows that consumers' perceptions of social media marketing can influence their purchase intention. Therefore, although social media marketing can increase brand image and brand trust, its influence on purchase intention is not always direct and can be influenced by other factors such as consumer perceptions of the content presented and interactions that occur on social media platforms.

Based on the results of the hypothesis test shown in the table, it can be concluded that perceived price has a direct effect on purchase intention. This can be seen from the P-Values value which is smaller than 0.05 and the t-statistics value which is greater than 1.96, which shows that price perceptions influence consumers' purchasing intentions positively. These results indicate that consumers' perceptions of the price of a product or service have a significant influence on their purchasing decisions. When consumers feel that the price offered is in line with the quality and benefits received, they tend to have the intention to make a purchase. Conversely, if the price is considered too high or does not match the perceived value, then the intention to buy the product may decrease. This finding is in line with behavioral economic theory which states that price perceptions influence consumer purchasing decisions. These results are also consistent with previous findings, as stated by Aztiani et al. (2019), which states that perceived price has a positive and significant influence on purchase intention. Therefore, companies need to pay attention to consumers' price perceptions and try to set prices that are fair and in accordance with product quality to increase purchasing intentions.

6. Conclusion, Implication, and Recommendation

Based on the results of research that has been conducted, it can be concluded that various marketing factors have a significant influence on consumer purchase intention, although with different variations. First, influencer credibility is proven to have a direct influence on purchase intentions, indicating that influencer credibility plays an important role in influencing consumer decisions. Second, brand awareness has also been proven to have a significant effect on purchase intention, which shows that consumers who are more familiar with a brand tend to have the intention to buy that product. Furthermore, social media marketing does not have a direct effect on purchase intentions, which shows that the influence of social media on consumer decisions can be influenced by other factors such as the content presented and interaction with the audience. On the other hand, perceived price has a significant direct influence on purchase intention, which indicates that consumers' perceptions of product prices greatly influence their decision to buy. Overall, these findings provide important insights for companies to develop more effective marketing strategies, with a focus on managing influencer credibility, increasing brand awareness, and setting prices that match the value perceived by consumers.

This research makes an important contribution to theory development in the fields of consumer behavior and digital marketing. The results showing that influencer credibility, brand awareness, and perceived price have a significant effect on purchase intention confirm and enrich previous theories about the factors that influence consumer purchasing decisions. This research supports the concept that external factors, such as influencer credibility and level of brand awareness, have a strong influence in shaping consumer purchase intentions. Apart from that, findings regarding the role of price also strengthen behavioral economic theory which states that consumer perceptions of price are a key factor in making purchasing decisions. However, the finding that social media marketing has no direct influence adds a new dimension to digital marketing studies, showing that not all forms of digital marketing have the same influence on consumer decisions.

Practically, the findings from this research provide insights that companies can use in designing more effective marketing strategies. Companies must focus on increasing the credibility of the influencers they choose, because this has been proven to directly influence purchase intention. Apart from that, companies need to pay attention to the importance of brand awareness in building long-term relationships with consumers. Increasing brand awareness through various

appropriate communication channels can increase consumer purchase intentions. In addition, the results showing the importance of price perception also provide guidelines for companies to set prices that are competitive and in accordance with the quality offered. Meanwhile, findings regarding social media marketing that do not have a direct influence should be taken into consideration when choosing a marketing platform that suits the characteristics of the target market and the products offered.

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