



# The influence of social media marketing and celebrity endorsers on purchase intention with source credibility as a moderator variables

Sitorus Herti Br<sup>1</sup>, Suryani Wan<sup>2</sup>, Sabrina Hesti<sup>3</sup>

<sup>1,2,3</sup>Faculty of Economics and Business, Medan Area University, Medan, Indonesia

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## ABSTRACT

This study aims to determine the influence of social media marketing and celebrity endorsers on purchase intention with source credibility as a moderator variable in Scarlett Whitening. This type of research is associative, that is, research to determine the relationship or influence between two or more variables using a linkert scale. The population of this study was Scarlett Whitening users with a sample of 170 respondents in the city of Medan, using the hair formula technique. Metode data analysis using SmartPLS 4, with descriptive analysis, Outer Model and Inner Model. The results of the study square of 0.692 on purchase intention so that it can be explained the influence of exogenous variables, namely social media marketing, celebrity endorsers simultaneously by 69.2% including strong and moderate. Based on the moderation test, Source credibility did not significantly moderate the influence of social media marketing on purchase intention with a moderation path coefficient of -0.080 with a statistical t value of 2,276 > 1.96 and P values of 0.131 > 0.05. Source credibility significantly moderates the influence of celebrity endorsers on purchase intention with a moderation path coefficient of 0.112 with a statistical t value of 1,120 > 1.96 and p values of 0.011 < 0.05.

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### Corresponding Author:

Sitorus Herti Br  
Faculty of Economics and Business,  
Medan Area University,  
Jl. Setia No 12, Medan, 20112, Indonesia  
Email: [hertisitorus8699@gmail.com](mailto:hertisitorus8699@gmail.com)

## INTRODUCTION

Globalization and technological advances remain two major forces that are changing the conventional way of promoting business in both developing and developed countries. With the advancement of technology, Web 2.0 was born and since its emergence, businesses have used innovative strategies on platforms derived from it to advance business. (Olotewo, 2016) Internet marketing is a tool in communication marketing which is currently widely used as new media in marketing. (Dedi Rianto Rahadi Zanical, n.d.) Social media platforms and technologies allow people to help make money popularity and have most of social media apps in mobile like Instagram, Facebook and WhatsApp. (İletişim Dergisi Kadir CANÖZ et al., 2021)

Promotional activities of a product or service when carried out through social media are referred to as social media marketing. Business organizations choose social media marketing over other modes of marketing because it allows business people not only to retain their customers but also to interact with them in a better way. This can benefit them in attracting customers by introducing their new products to customer screens. Today, social media marketing is considered an effective tool to attract customers. So this study aims to analyze the influence of social media marketing on purchase intent. (Ninan et al., 2020)

Scarlett Whitening is a local brand founded by Felicya Angelista in 2017 by promoting through Instagram with the username *scarlett\_whitening* and has a total of 5.7 million followers with various types of products namely body lotion, shower scrub, serum, body scrub, and facial wash with brand ambassador Song Joong Ki. Although viral, Scarlett Whitening is also experiencing fierce competition starting from brands that have had a name for a long time in the market to new brands that have emerged.

According to *compas.co.id* the Scarlet Whitening Brand in 2021 is in second place as a local skincare brand able to dominate the e-commerce market with total sales of IDR 29.78 billion after the MS Glow brand which ranks first as the best-selling skincare brand in e-commerce with total sales of IDR 74.78 billion. But lately the Scarlett Whitening brand has decreased as the (Nina Karlita, 2021) second best-selling skincare brand in E-commerce, According to *compas.co.id* in the Scarlett Whitening skincare brand owned by Felicya Angelista, Scarlett Whitening occupies the third position of the top brand in E-commerce for the face and body care category in the second quarter of 2022. (Lia Sutiani, 2022)

The following is some celebrity data used to promote Somethinc, Scarlett Whitening, Skintific, Avoskin, Garnier, Ms Glow and emina products:

The average number of followers of somethinc products is 17, 44 Scarlett whitening 19,507 Skintific 1,315 Avoskin 4,179 Garnier 8,54 Ms glow 15,54 and emina 4,831 while engagement rate on somethinc is 6,186 Scarlett whitening 9,303 Skintific 4, 246 Avoskin 9,18 Garnier 7, 9 1 Ms glow 6.13 emina 5.86. Based on the data above, celebrities who promote Scarlett Whitening products have a higher engagement rate than celebrities who promote Somethinc and Skintific products but the number of e-commerce sales table data in Indonesia Somethinc and Skintific products is higher than Scarlett Whitening. According to *Niaghoster.co.id*, engagement is considered very important because it can be a benchmark for how product promotion can touch potential customers. (Elyzabeth & Brandinie, n.d.)

The phenomenon in this study is that the number of followers on Instagram accounts and engagement rates on celebrity endorsers who promote Scarlett Whitening products are higher than Somethinc, Skintific, Avoskin, Garnier, Ms Glow and Emina products but the number of skintific and somethinc sales is above scarlett whitening in Indonesian e-commerce. It is known that engagement rate is very important in influencing the confidence of potential consumers in buying the product.

From the phenomenon of the problem above, it is explained that whether social media marketing and celebrity endorsers affect purchase intention. Where social media marketing through social media platforms can promote their products to attract consumers where generation Z is the most active social media users. so it is likely that scarlett Whitening products can be seen from social media and through source credibility generation Z can also see reviews or experiences from friends or family and celebrities who have a high engagement rate because the engagement rate is very trusted by the community.

According to Kotler and Keller (2016) purchase intention is a form of consumer behavior who wish to buy or choose a product based on experience, use and desire for a product. (Hanjani et al., 2019) septiani (2018) indicators of purchase intention, namely: Transactional Interest, Referential Interest, Preferential Interest, Explorative Interest. (Gustina Benowati & Purba, 2020) stage of purchase intention according to kotler (2008) attention, interest, desire, action (Nurvidiana et al.,

2015) Gunelius (2011) social media marketing is a means or new media used to build recognition, recall, and action for brand, business, product, person or other entity and done with using social media for example blogging, microblogging, social networking, social bookmarking, and content sharing. (Kevin Putra Bawono & Subagio, n.d.) Abu-Rumman dan Al Hadid (2014), indikator sosial media marketing yaitu: Online Communities, Interaction, Sharing of Content, Accessibility, Credibility . (Kevin Putra Bawono & Subagio, n.d.) M. Suyanto (2007) in Ihrom's research (2018) Celebrity Endorser is a person known by the public (actor, actress, athlete to support a product).(Ignacia, 2020) celebrity endorser indicators: Trustworthiness, Trustworthiness, Expertise, Physical Attractiveness, Respect, Similarity.(Anas & Sudarwanto, 2020) shimp (2003) celebrity endorsers can be divided into two groups: Celebrity Endorsers and Typical-person Endorsers.(Sharon et al., n.d.)

Asemah (2012) argues that source credibility is trust communicator, as perceived by the recipient of the message.(Asemah, n.d.) celebrity endorser indicators: Trust, Expertise and Trustworthiness (Oktafian, n.d.-a)

## RESEARCH METHOD

This research includes associative research is research to determine the relationship or influence between two or more variables. Research that only aims to find out the relationship between variables is called correlational research, Ma'ruf Abdullah, 2015)

According to Sunyoto 2016 Quantitative Research is in the form of real numbers or numbers, assembled in such a way by researchers that it makes it easier to read and understand for those who need them.

The sample size is taken using the Hair Formula, the Hair Formula is used because the population size is not yet known with certainty. According to Hair (2010) that if the sample size is too large, the method becomes very sensitive so it is difficult to obtain good measures of goodness-of fit. The ideal and representative size of respondents according to Hair depends on the sum of all indicators on the variable multiplied by 5-10. The number of questions used was 17 indicators. So that the minimum number of respondents for this study can be known as  $17 \times 10 = 170$  respondents with the location of the study in the city of Medan.

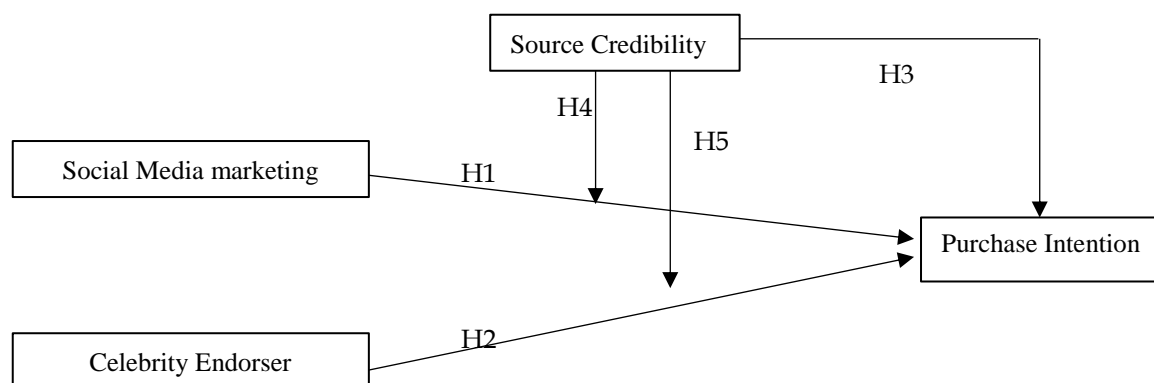
With sample criteria in this study, namely:

1. User scarlett whitening.
2. Age belongs to generation Z or birth year 1997-2012.
3. Social media users. (Badan Pusat Statistik, 2021)

using Questionnaires (Questionnaires) through google from distributed. The instrument used in the questionnaire used a Likert scale. According to Sugiyono (2013) the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.(Sugiyono, 2013)

This research uses Smartpls 3.0 with data analysis methods measurement model (Outer model), Structural Model (inner model), hypothesis testing, moderation test and pls predict. The measurement model (Outer model) is divided into two, namely the convergent validity test and the discriminant validity test. Outer testing of this model aims to describe the relationship between latent variables and indicators. Structural models (Inner model) are r square test, hypothesis test, moderation test and pls predict. This test aims to guess the causal relationship between latent variables through the process of bootstrapping.

**Research Model**



**Figure 1.** Conceptual framework

H1: Social media marketing has a positive and significant effect on purchase intention study on Scarlett Whitening.

H2 : Celebrity Endorsers have a positive and significant effect on purchase intention with a source credibility study on Scarlett Whitening.

H3 : Source credibility has a positive and significant effect on purchase intention with a study on Scarlett Whitening.

H4 : Social media marketing positively affects purchase intention through source credibility as a moderator variable of the study on Scarlett Whitening.

H5 : Celebrity endorser positively affects purchase intention through source credibility as a moderator variable in the study on Scarlett Whitening.

## RESULTS AND DISCUSSIONS

### Characteristics of respondents

**Table 1.** Respondent's gender

	Jumlah Responden	Presentase (%)
Laki-laki	25	14,7%
Perempuan	145	85,3%
Total	170	100%

(Source: processed primary data, 2023)

Based on Descriptive data table 1, it can be seen that the percentage of male respondents amounted to 25 respondents with a percentage of 14.7%, while women amounted to 145 respondents with a percentage of 85.3%.

**Table 2** Age of respondents

	Jumlah Responden	Persentase (%)
17 tahun	3	1,76%
18 tahun	14	8,23%
19 tahun	39	22,94%
20 tahun	33	19,41%
21 tahun	45	26,47%
22 tahun	28	16,47%
23 tahun	6	3,52%
24 tahun	2	3,4%
Total	170	100%

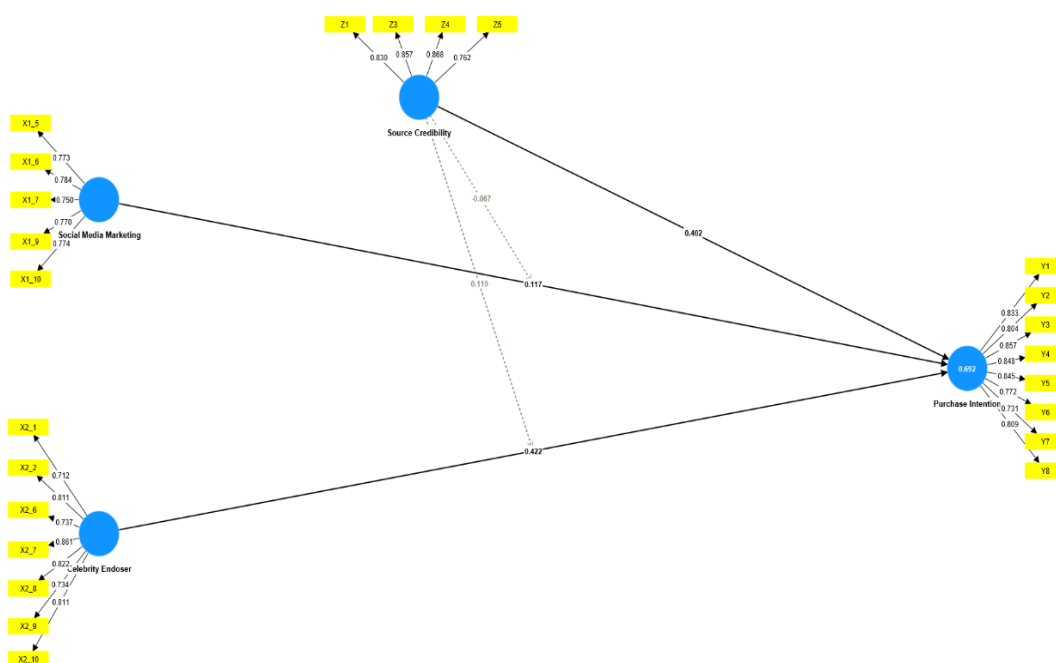
Source: Processed primary data, 2023

Based on table 2, it is known that the percentage of respondents aged 17 years 3 respondents (1.76%), aged 18 years 14 respondents (8.23%), aged 19 years amounted to 39 respondents (22.94%), aged 20 years amounted to 33 respondents (19.41%), aged 21 years amounted to 45 respondents (26.47%), aged 22 years amounted to 28 respondents (16.47%), aged 23 years 6 respondents (3.52%), aged 24 years 2 respondents (3.4%). According to Al Amin (2017), the age of 21 years is early adulthood.

**Measurement Model (Outer Model)**

**Convergent Validity**

The following is the first data processing Based on 4 variables with a number of questions of 34 questions



Source: Data processed SmartPLS 4, 2023

Figure 2. SmartPLS output

Based on the results of the elimination of invalid instruments in this data processing, the above instruments are all valid and meet criteria of more than 0.700.

**Table 3. Construct reliability and validity**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Social Media Marketing	0.830	0.834	0.879	0.593
Celebrity Endorser	0.896	0.902	0.918	0.617
Purchase Intention	0.926	0.927	0.940	0.661
Source Credibility	0.850	0.857	0.899	0.690

Source: Data processed SmartPLS 4, 2023

**Discriminant Validity**

According to Ghozali (2016), discriminant validity discriminants are carried out to ensure that each concept of each latent model is different from other variables. Discriminal validity testing to find out how precisely a measuring instrument performs its measurement function. (Ghozali, 2016) In fornell-larcker criterion testing, discriminant validity can be said to be good if the root of AVE in the construct is higher than the correlation of the construct with other latent variables, while in cross loading testing it must show a higher indicator value of each construct compared to indicators in other constructs (Sekaran & Bougie, 2016) the square root of the AVE of each construct must have a value greater than the correlation with other latent constructs.(Ab Hamid et al., 2017)

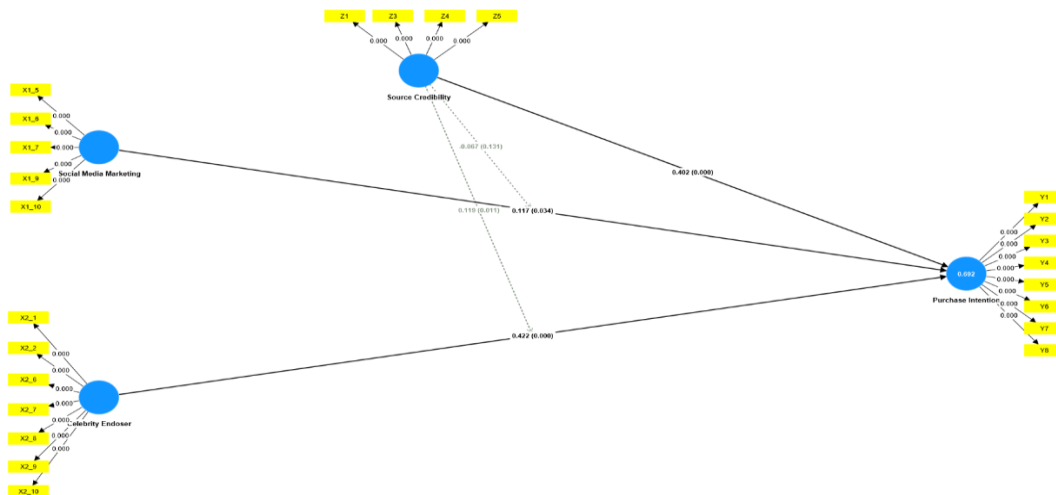
**Table 4.** Fornell-larcker criterion

	Celebrity Endoser	Purchase Intention	Social Media Marketing	Source Credibility
Celebrity Endoser	0.786			
Purchase Intention	0.734	0.813		
Social Media Marketing	0.394	0.491	0.770	
Source Credibility	0.649	0.757	0.574	0.830

Source: Data processed SmartPLS 4, 2023

From the results of table 4 shows that the loading value of each indicator item against its construct is greater than the cross loading value. So it can be concluded that all latent variables already have good Discriminant Validity.

**Model Structuralk (Inner Model)**



Source: Data processed SmartPIS 4, 2023

**Figure 3.** SmartPLS bootstrapping structural model output

**R square (R<sup>2</sup>)**

According to Ghozali, Imam (2006) if the R-Square value is 0.67 then it can be said to be strong, the value of 0.33 is said to be moderate and the value of 0.19 is said to be weak. (Muhtarom abid, 2022)

**Tabel 5.** R square

	R square	R square adjusted
Purchase Intention	0.692	0.683

Source: Data processed SmartPIS 4, 2023

Based on table 5 The r square value of the purchase intention variable is 0.692 so that it can be explained that the change in the variation of the purchase intention variable can be explained by the influence of exogenous variables, namely social media marketing, celebrity endorsers simultaneously by 69.2% and including moderate

**Test hypothesis**

Hypothesis testing is carried out based on the results of internal model testing (structural model) which includes r-square output, parameter coefficients and T-statistics. Judging from the results of bootstrapping. The Rules Of Tumb used in this study are T-statistic >1.96 with a significance level of p-values 0.05 (5%) and positive coefficient. (Anggraini Neli, 2021)

**Table 6** Test hypothesis

	Orginal sample (O)	Sample Mean (M)	Standard deviation (STEV)	T Statistics (O/STDEV)	P Values	Hasil
Sosial Media Marketing -> Purchase Intention	0.117	0.120	0.064	1.824	0.034	Diterima
Celebrity Endorser -> Purchase Intention	0.422	0.423	0.075	5.639	0.000	Diterima
Source Credibility -> Purchase Intention	0.402	0.396	0.083	4.823	0.000	Diterima
Source Credibility x Social Media Marketing-> Purchase Intention	-0.067	-0.080	0.060	2.276	0.131	Ditolak
Source Credibility x Celebrity Endorser -> Purchase Intention	0.119	0.112	0.052	1.120	0.011	Diterima

Source: Data processed SmartPIS 4, 2023

**Moderation Test**

Moderation occurs when the effect of an exogenous construct on an endogenous construct depends on the values of other variables, affecting the relationship or moderates.

**Table 7.** Path coefficients

	Orginal sample (O)	Sample Mean (M)	Standard deviation (STEV)	T Statistics (O/STDEV)	P Values
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Source Credibility x Social Media Marketing-> Purchase Intention	-0.067	-0.080	0.060	2.276	0.131
Source Credibility x Celebrity Endorser -> Purchase Intention	0.119	0.112	0.052	1.120	0.011

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Source: Data processed SmartPLS 4, 2023

1. Source credibility did not significantly moderate the influence of social media marketing on purchase intention with a moderation path coefficient of (-0.080) with statistical t values ( $2.276 > 1.96$ ) and P values ( $0.131 > 0.05$ ). Because the interaction coefficient (source credibility x social media marketing) is negative (-0.067), source credibility is insignificant and weakens the influence Social media marketing towards purchase intention.
2. Source credibility significantly moderates the influence of celebrity endorsers on purchase intention with a moderation path coefficient of (0.112) with statistical t values ( $1.120 > 1.96$ ) and p values ( $0.011 < 0.05$ ). Because the interaction coefficient (source credibility x celebrity endorser) is positive (0.119), source credibility significantly strengthens the influence of celebrity endorsers against purchase intention.

#### PLSpredict

According to Hair et al (2019) pls predict to describe the predictive power of low, medium and high models.

1. Lower RMSE and MAE values indicate the model has better predictive power.
2. Most or the same, PLS SEM indicators have lower RMSE and MAE values than linear regression (LM) models showing PLS SEM models have medium predictive power. (Shmueli et al., 2019)

**Table 8. Comparison of RMSE & MAE (Model PLS vs LM)**

	$Q^2$ Predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
Y1	0.343	0.680	0.457	0.704	0.479
Y2	0.393	0.738	0.495	0.846	0.567
Y3	0.447	0.683	0.482	0.763	0.521
Y4	0.447	0.740	0.510	0.745	0.517
Y5	0.431	0.806	0.582	0.805	0.564
Y6	0.459	0.771	0.582	0.766	0.588
Y7	0.19	0.692	0.487	0.700	0.448
Y8	0.512	0.662	0.471	0.699	0.458

Source: Data processed SmartPLS 4, 2023

According to Hair et al (2019) pls predict to describe strength low, medium and high model predictions.

Lower RMSE and MAE values indicate the model has better predictive power and Most or the same, PLS SEM indicators have RMSE values and MAE is lower than the linear regression model (LM) shows the PLS SEM model has medium predictive power.

Based on table 9 above, it shows that the RMSE and MAE values show the same predictive power medium

## Discussion

### **Social media marketing have a positive and significant effect on purchase intention**

From the results of the study, it is known that social media marketing has a positive and significant effect on purchase intention in scarlett whitening products. It can be seen from the number of followers, likes and comments on each post of scarlett's Instagram account. Where consumers take the time to look at posts on scarlett's account to find out the latest products, discounts and information about the benefits of these products. From the results of this study shows that the importance of marketing through social media such as Instagram to make it easier for consumers to see products and their benefits. The results of this study are supported by research by Dewia, et al 2022 with the research title "The influence of social media marketing on purchase intention in the fashion industry" with the results showing that social media marketing has a positive and significant effect on purchase intention.

### **Celebrity endorsers have a positive and significant effect on purchase intention**

Based on the results of the study, it is known that celebrity endorsers have a positive and significant effect on purchase intention. It is seen that celebrities who promote products have a high engagement rate and are liked by the public. So that fans of the celebrity want to follow the appearance style of the celebrity who is liked, this makes people want to buy the product so that it has an influence on purchase intention. The results of this study are supported by the research of Said Luthfi Alatas et al 2018 with the research title "The influence of celebrity endorsers on purchase intention through brand credibility" with the results of this study showing that celebrity endorsers have a positive and significant effect on purchase intention simultaneously.

### **Source credibility have a positive and significant effect on purchase intention**

Based on the results of this study that source credibility has a positive and significant effect on purchase intention. Where source credibility is very important in convincing people because source credibility has indicators of trust, expertise, trustworthy. Usually, source credibility arises from the closest people and celebrities who are experts in promoting products and are favored by people so that they can be trusted and influence purchase intention. The results of this study are supported by Iradika Oktafian's 2019 research entitled "The influence of information quality and source credibility on purchase intention on the Tokopedia application in Surabaya with consumer attitudes as mediation" with the results of hypothesis testing it is known that source credibility has a significant effect on purchase intention in the Tokopedia application in Surabaya.

### **Social media marketing have no positive and insignificant effect on purchase intention with source credibility as a moderator variable**

Social media marketing is not significant to purchase intention with source credibility as a moderator variable seen from research that has been done that someone tends not to quickly trust posts on social media accounts so that the results are not significant. The results of this study are supported by Melanie Tittle's 2020 research entitled "The effects Social Media Influencers' source credibility on thir ascribed opinion leadership and customers' purchase intention" with the results of hypothesis testing it is known that the value of t value and path coefficient is negative so that it has no effect and is not significant on purchase intention

### **Celebrity endorsers have a positive and significant effect on purchase intention with source credibility as a moderator variable**

Based on research conducted that celebrity endorsers have a positive and significant effect on purchase intention with source credibility as a moderator variable, it is known that people believe

in celebrities or relatives who reconcile scarlett products so that they make someone interested in buying them because they have seen reviews from others. The results of this study are supported by Jason Weismueller et al's 2018 research entitled "Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media" with the results of this research hypothesis test showing celebrity endorser support how advertising disclosure and source credibility on purchase intention have a positive and significant effect.

## CONCLUSION

Based on the results of research conducted using primary data using smart pls on the outer model which includes Convorgent validity with a value greater than 0.5 so it is valid, Discriminant validity has a loading value of each indicator greater than cross loading so the value is valid. The inner model includes R-square which has a value of more than 0.67 so that it is said to be strong and moderate. In the hypothesis test, hypothesis one, hypothesis two, hypothesis three, and hypothesis five have a t-statistic  $> 1.96$  and a p-value  $< 0.05$  so they can be accepted. there is a negative value in the third hypothesis with a t-statistic value of  $1.120 < 1.96$  and a p-value of  $0.131 < 0.05$  so the hypothesis is rejected, the p-value is  $0.131 < 0.05$  so the hypothesis is rejected Pls predict the RMSE and MAE values equally, showing a lot of medium predictive power. The limitations of this study are due to the location of the study is very narrow and the number of respondents used is small and the variables used in this study are very limited so it is necessary to add other variations that can affect purchase intention in future studies.

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