



# THE INFLUENCE OF PERSONAL BRANDING IN THE ESTABLISHMENT OF SOCIAL MEDIA INFLUENCER CREDIBILITY AND THE EFFECT ON BRAND AWARENESS AND PURCHASE INTENTION

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## ABSTRACT

The purpose of this study is to analyze the phenomenon of Personal Branding, on the credibility built by social media influencers in the formation of Brand Awareness and Purchase Intention. This study uses a quantitative approach that uses the figure of Kiki Siantar as the research case and the followers of Kiki Siantar as research respondents. The method used in this research is purposive sampling with non-probability sampling and snowball sampling. The results of this study found that there is a positive and significant influence between Personal Branding in the formation of Influencer Credibility. In addition, it was also found that the credibility built by a social media influencer has a positive and significant influence in building Brand Awareness and Purchase Intention on Hellolilo products in the minds of Kiki Siantar's followers. And also found that Brand Awareness has a higher influence on purchasing decisions than Influencer Credibility.

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## 1. Introduction

increase in the emergence of new entrepreneurs in Indonesia increases competition, especially in the increasingly challenging creative industry. Not only that, the number of new entrepreneurs who seize opportunities with the internet makes it easier for new entrepreneurs to find information on the latest industrial developments. So that they can realize there is a business opportunity and start to build a business or a new brand.

Another factor that supports business development in Indonesia is increasingly advanced is the rate of population growth. Based on BPS data, the total population growth from 2010-2020 increased by 1.25%. Based on BPS data, Indonesia's economic growth in 2020 is -2.07%. According to economist Dorajatun Kuntjoro Jakti, every 1% of economic growth will provide around 375,000 new jobs (Darman, 2013). Meanwhile, unemployment in Indonesia in August 2020 increased to 7.07% compared to the unemployment rate in August 2019 which was 5.34 percent (bps.go.id, 2020). If so, no matter how high Indonesia's economic growth is, it will certainly not be enough to meet the demand for jobs. This lack of job opportunities will force the productive workforce to be forced to be independent and become entrepreneurs.

The number of competitors in the competition for local brands in Indonesia makes business people have to be smart in capturing and taking advantage of opportunities. Competitive strategy is also needed in order to be able to win the ongoing competition. Especially in today's digital era, where marketing and sales online or via the internet have become commonplace due to the increasing number

of internet users among the community. The use of social media, blogs or websites can also be used as a mainstay weapon in marketing products, this is because it is seen from the number of potential consumers who are also active users of social media.

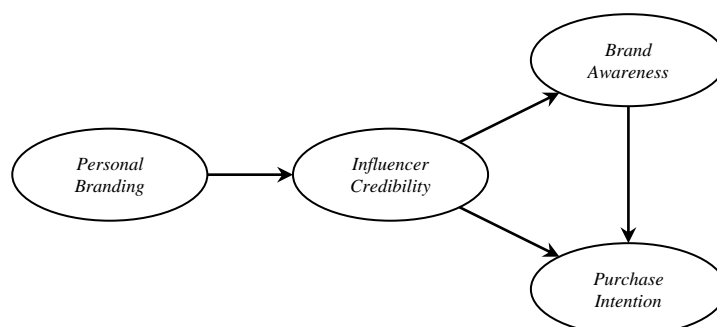
Based on data from *wearesocial.sg*, it was found that the number of active internet users in the world was 4.66 billion and social media users were 4.2 billion with details of year-on-year growth for internet users as much as 7.3% and social media users as many as 13.2%. In Indonesia alone, according to research data from APJII (Association of Indonesian Internet Service Providers), internet users at the end of 2014 reached 88.1 million with a total proportion of users, namely 51% of female users and 49% of male users.

Damian Ryan (2014), shows that one way to do digital marketing is to use influencers who are useful to spread information about the products being marketed. These influencers review products and disseminate information and educate their followers about the products they receive. The reviews given by influencers also vary, can be a good review or a bad one, this depends on the experience felt by the influencers. These influencers are figures who are considered experts in certain fields and they tend to have loyal followers and believe what the influencers say. So it can be said that most of the online consumers have put their hearts on these influencers. Based on this, establishing positive relationships with influencers can be an option to pave a positive path for product marketing.

Marketing by using influencers is expected to influence and also increase Brand Awareness of a brand, both brands that have been in the market for a long time and brands that are new and not widely known. For example, nowadays many local brands are still new, so this new brand is needed to make decisions to be able to increase Brand Awareness of their products and brands. Marketing by using influencers is expected to be the answer in providing positive value to brands.

## 2. Methods

The research object focuses to see the relationship or influence between Personal Branding and Influencer Credibility on Brand Awareness and Purchase Intention. The research model proposed is as follows:



**Fig 1.** Research Model

- a. **Relation of Personal Branding and Influencer Credibility**  
 Personal Branding is becoming a new skill that all professionals need today. Personal relationships and a good reputation in the reality of economic networks can help professional workers to be able to climb the career ladder (Powell, 2003). Khedher (2019), states that an individual who successfully sees himself as an entrepreneur for himself, who is responsible for his personal work identity believes that if he has invested in building a personal brand, later he will have advantages in terms of human capital, social capital and models. economy.

Dittmore's research (2012) also explains that there is a positive relationship between a person's performance in his field and the credibility of the source in this case being an endorser. This shows that when consumers perceive positive information about an endorser in their workplace, they tend to consider the endorser as a more credible source than others.

H1: Personal Branding has a positive and significant effect on Influencer Credibility

b. Relation of Influencer Credibility and Brand Awareness

The use of influencers as a marketing strategy to build brand image is common. By using influencers as a marketing medium, the goal is to expand Brand Awareness, reach new target audiences, and increase sales conversions. Brands that invest in influencer marketing aim to collect brand mentions from influencers, which can increase Brand Awareness among targeted consumers and consequently drive sales. Kotler et al. (2013), defines Brand Awareness as the strength of a brand in memory and how easy it is for consumers to remember a brand. Brand repetition in building Brand Awareness is an effort that does not happen instantly. This requires continuous continuity. This method can be achieved by using influencers with good credibility on social media. Given that Brand Awareness is one of the main objectives of marketing with influencers and plays an important role in buying behavior, therefore a hypothesis arises to focus this research on Brand Awareness.

H2: Influencer Credibility has a positive and significant effect on Brand Awareness

c. Relation of Influencer Credibility and Purchase Intention

Cooke and Sheeran (2004) emphasize that the relationship between consumer attitudes and intentions is usually more consistent when consumers are highly engaged. Using a preferred influencer results in a positive attitude towards the brand and hence increases purchase intention. Further research understands attitudes toward influencers as a direct predictor of purchase intention (Bergkvist & Zhou, 2016). Sharma and Gil (2015) stated that in general promotion using influencers can create a realistic situation among customers that they have to make a purchase decision. This is also in line with the opinion of research conducted by Wilson (2020) which states that celebrity endorsers are able to influence consumers to buy.

H3: Influencer Credibility has a positive and significant effect on Purchase Intention

d. Relation of Brand Awareness and Purchase Intention

According to Karimi et al. (2015), purchasing decisions involve understanding customers about product wants and needs based on available sources, determining purchase objectives, and evaluating alternatives, with the decision to buy based on subsequent behavior. Consumers make purchasing decisions based on their product knowledge and experience (Rachmawati, 2020).

Kotler et al. (2013) emphasizes that there is a hierarchy of consumer behavior that causes purchases. Purchasing decision-making process refers to more consistent actions to meet needs. One of the variables that influence the consumer's decision to make a purchase is Brand Awareness. Brand Awareness is an emotional perception that connects consumers with certain brands (Ambali & Bakar, 2014; J. A. J. Wilson & Liu, 2010). According to Bang et al. (2014), Brand Awareness includes the symbolic meaning associated with certain brand attributes. In addition, Brand Awareness helps consumers to choose products or services in difficult situations to differentiate products or services because they have the same quality (Nurhayati & Hendar, 2020)

H4: Brand Awareness has a positive and significant effect on Purchase Intention

Meanwhile, based on the time dimension of the research, this research is classified as a cross sectional time dimension, which means the research is conducted at a certain time. Based on

calculations using the Cochran formula, the number of samples needed is 385 people (Sugiyono, 2019). The sampling method in this study uses non-probability sampling which in this technique the sampling is not done randomly. The method used is purposive sampling, which is a non-probability sampling technique in which each population element is selected based on certain considerations with the aim of obtaining a sampling unit that has the desired characteristics. In addition, the snowball sampling method is also used in which samples are taken in succession, starting from a small sample size and then getting bigger.

### 3. Result and Discussion

After testing the reliability and validity, it was found that the average variance extracted (AVE) value for the Personal Branding variable was below 0.5. This causes the need for an outer loading test to eliminate one or more indicators to be able to increase the average variance extracted (AVE) value. After the indicators PB1, PB3 and PB6 were removed, the actual research validity test was carried out again. The results of the convergent validity test are carried out by observing the value of the AVE. In the table below, it can be seen that the AVE value of each variable has a value above 0.5 so it can be concluded that each construct explains more than half of the indicator variance (F. Hair Jr et al., 2014)

The results of the outer loading test in the actual research, although there are two (2) items from the Personal Branding variable and the Influencer Credibility variable which have an outer loading value below 0.708 (PB4 and IC1), both items are maintained as long as the AVE value has met the criteria (F. Hair Jr et al., 2014)

**Table 1.**  
Evaluation Results of Measurement Models

| Construct and Item   | Outer Loading |
|--|---------------|
| <b>Personal Branding (AVE=0,541, CR=0,824)</b>   |               |
| PB2 Kiki Siantar (@mmehuillet) has a unique post in every message conveyed   | 0,790         |
| PB4 Kiki Siantar (@mmehuillet) always consistently displays the theme discussed in every photo on social media   | 0,613         |
| PB5 Kiki Siantar (@mmehuillet) has a unique post in every message conveyed   | 0,748         |
| PB7 Kiki Siantar (@mmehuillet) has a unique post in every message conveyed   | 0,778         |
| <b>Influencer Credibility (AVE=0,538, CR=0,823)</b>  |               |
| IC1 The knowledge that Kiki Siantar (@mmehuillet) has about beauty and lifestyle makes me interested to see about the products from the brands posted by her | 0,657         |
| IC2 The post from Kiki Siantar's social media (@mmehuillet) gave an important consideration for me to buy the product  | 0,763         |
| IC3 I feel confident to buy the product that Kiki Siantar uses (@mmehuillet) even though I am new to the product and brand                                   | 0,791         |
| IC4 Kiki Siantar (@mmehuillet) shows sincerity in every social media post  | 0,718         |
| <b>Brand Awareness (AVE=0,590, CR=0,852)</b>   |               |
| BA1 Kiki Siantar (@mmehuillet) helped me identify Hellolillo Brand products  | 0,773         |
| BA2 I can easily distinguish and recognize Hellolillo Brand products   | 0,732         |
| BA3 I know the types of products sold by Brand Hellolillo products   | 0,756         |
| BA4 I can remember in detail the product characteristics of the Hellolillo Brand   | 0,810         |
| <b>Purchase Intention (AVE=0,584, CR=0,849)</b>  |               |
| PI1 It occurred to me to buy local products after seeing the photos through Kiki Siantar's social media (@mmehuillet)  | 0,785         |
| PI2 I am interested in buying local products that have been reviewed by Kiki Siantar (@mmehuillet)   | 0,768         |
| PI3 I'm starting to buy local products that have been reviewed by Kiki Siantar (@mmehuillet) because they fit my style                                       | 0,750         |
| PI4 I'm sure to buy local products because I collaborate with Kiki Siantar (@mmehuillet)   | 0,752         |

Information : AVE=Average Variance Extracted; CR=Composite Reliability

The next test is internal consistency reliability where the test is carried out by considering the value of composite reliability. A variable is declared reliable if composite reliability are above 0.7 to

0.95 (F. Hair Jr et al., 2014)). The test results from the actual research are shown in the table 1 which shows composite reliability values are above 0.7 so that reliability testing can be concluded to have reliable test results.

The next validity test is discriminant validity by observing the value of Fornell-Lacker. The value of the Fornell-Lacker results for each variable in the actual research can be seen in the table 2.

**a. Model Feasibility Test (F Test)**

The statistical F test basically shows whether the combined impact on the dependent variable is from all the independent factors included in the model (Ghozali, 2016). When the F value shows a value below 0.05, the regression model can be used to predict the dependent variable. Or that is, independent factors affect the dependent variable simultaneously.

**Table 2.**  
Fornell Lacker correlation Table

| Variable                    | Correlation (Fornell Lacker Criterion) |                             |                        |                         |
|-----------------------------|--|-----------------------------|------------------------|-------------------------|
|                             | Brand Awareness (BA)                   | Influencer Credibility (IC) | Personal Branding (PB) | Purchase Intention (PI) |
| Brand Awareness (BA)        | 0,768                                  |                             |                        |                         |
| Influencer Credibility (IC) | 0,67                                   | 0,734                       |                        |                         |
| Personal Branding (PB)      | 0,604                                  | 0,705                       | 0,736                  |                         |
| Purchase Intention (PI)     | 0,722                                  | 0,726                       | 0,581                  | 0,764                   |

Structural model testing is done by collinearity test using variance inflation factor (VIF). A VIF value of 5 or more indicates a potential problem with collinearity between the construction indicators assessed (F. Hair Jr et al., 2014). The ideal VIF value should be around and below 3. Based on the VIF value in the table 3, it is known that each research variable has a variance inflation factor (VIF) < 3. Based on the results obtained, it can be stated that the variables used in this study are not have a problem of collinearity between variables.

**Table 3.**  
Collinearity Statistics (VIF)

|                             | Brand Awareness (BA) | Influencer Credibility (IC) | Personal Branding (PB) | Purchase Intention (PI) |
|-----------------------------|----------------------|-----------------------------|------------------------|-------------------------|
| Brand Awareness (BA)        | -                    | -                           | -                      | 1.814                   |
| Influencer Credibility (IC) | 1.000                | -                           | -                      | 1.814                   |
| Personal Branding (PB)      | -                    | 1.000                       | -                      | -                       |
| Purchase Intention (PI)     | -                    | -                           | -                      | -                       |

Another structural evaluation of the model that can be done is to use the R<sup>2</sup> test. The value of R<sup>2</sup> is used to measure the effect of the independent variable on the dependent variable, where the value of R<sup>2</sup> with a value of 0.25 is declared to have a weak influence, a value of 0.5 is declared to have a moderate effect and a value of 0.75 has a strong influence (F. Hair Jr et al., 2014).

**Table 4.**  
Values of R2 of Endogenous Variables

|                             | R Square (R <sup>2</sup> ) |
|-----------------------------|----------------------------|
| Brand Awareness (BA)        | 0.449                      |
| Influencer Credibility (IC) | 0.498                      |
| Purchase Intention (PI)     | 0.628                      |

Furthermore, the T-statistics test will be used to answer the hypothesis of this study, which will be used to test the significance of the influence between the variables in this research model. T-statistics test was conducted to determine how far the influence of the independent variable in explaining the

dependent variable. With the results of the T-statistics test, it can be seen which variables have a significant effect on other variables.

The test results used to test the hypothesis in this study is to see the value of significance and coefficients on the proposed hypothesis. By comparing the value of T-statistics with T-table, it can be used to assess the relationship between variables and whether there is a significant effect. If the T-statistics value is greater than the T-table value of 1.64 (one tailed), then the relationship between variables can be declared significant. After the significance is known, the magnitude of the effect can be seen by using the path coefficient value. The analysis uses a one-tailed hypothesis test with a significance value of 5%, so if the p-values are less than 0.05, it can be concluded that there is a significant effect between the variables tested. If all the conditions are met then the hypothesis can be said to be supported. Based on data processing carried out using Smart PLS, the path coefficient values, T-statistics, and P-values are obtained which are shown in the table below.

**Table 5.**  
Standardized Path Coefficient (p-values)( $\alpha=0.05$ )

|    | Hypothesis   | Path Coefficient | T-Statistics | P-Value | Results   |
|----|--|------------------|--------------|---------|-----------|
| H1 | Personal Branding (PB) -> Influencer Credibility (IC)  | 0.705            | 25.109       | 0.000   | Supported |
| H2 | Influencer Credibility (IC) -> Brand Awareness (BA)    | 0.670            | 19.833       | 0.000   | Supported |
| H3 | Influencer Credibility (IC) -> Purchase Intention (PI) | 0.439            | 8.836        | 0.000   | Supported |
| H4 | Brand Awareness (BA) -> Purchase Intention (PI)        | 0.428            | 8.772        | 0.000   | Supported |

Source: *Data Processing Results*

Based on the results in table 5 then an explanation of the hypothesis is formulated as follows:

- a. Hypothesis Test 1, Personal Branding is stated to have a positive and significant effect on Influencer Credibility.

Based on the results in table 5, hypothesis H1 has a t-statistics value for the Personal Branding variable on the Influencer Credibility variable, which is 25.728. This value is greater than the T-table value of 1.645. Then the significance value for hypothesis H1 is 0.000. Because the t-statistics value is greater than the t-table value and the significance value is less than 0.05, it can be interpreted as having a significant effect. Then the path coefficient value for the H1 hypothesis is 0.705, which means it has a positive direction in accordance with the direction of the hypothesis. So it can be concluded that the Personal Branding variable has a significant positive effect on the Influencer Credibility variable. This means that the better the Personal Branding that a person does, the better the formation of their credibility in the eyes of others.

The findings from this study strengthen the previous theoretical exposure from the results of research conducted by Kucharska & Mikolajczak (2018) which states that personal brands can positively affect their personal performance. Based on these results, it can be interpreted that the hypothesis H1 is supported.

- b. Hypothesis Test 2, Influencer Credibility is stated to have a positive and significant effect on Brand Awareness.

Based on the results of p there is table 5, hypothesis H2 has a t-statistics value for the Influencer Credibility variable to the Brand Awareness variable is 20.750. This value is greater than the T-table value of 1.645. Then the significance value for hypothesis H2 is 0.000. Because the t-statistics value is greater than the t-table value and the significance value is less than 0.05, it can be interpreted as having a significant effect. Then the path coefficient value for the H2 hypothesis is 0.670 which means it has a positive direction in accordance with the direction of the hypothesis. So it can be concluded that the Influencer Credibility variable has a significant positive effect on

the Brand Awareness variable. This means that the better the credibility of a person as an influencer, the higher the Brand Awareness given to a product.

The findings of this study strengthen the previous theoretical exposure from the results of research conducted by Ugwuanyi (2015) and Rahman (2018) which state that endorser credibility has a significant positive effect on Brand Awareness of a brand. Lou & Yuan (2019) explains that followers' trust in influencers affects Brand Awareness and Purchase Intention. Based on these results, it can be concluded that the hypothesis H2 is supported.

- c. Hypothesis Test 3, Influencer Credibility is stated to have a positive and significant effect on Purchase Intention

Based on the results in table 5, hypothesis H3 has a t-statistics value for the Influencer Credibility variable to the Purchase Intention variable is 9.033. This value is greater than the T-table value of 1.645. Then the significance value for hypothesis H3 is 0.000. Because the t-statistics value is greater than the t-table value and the significance value is less than 0.05, it can be interpreted as having a significant effect. Then the path coefficient value for the H3 hypothesis is 0.439, which means it has a positive direction in accordance with the direction of the hypothesis. So it can be concluded that the Influencer Credibility variable has a significant positive effect on the Purchase Intention variable. This means that the better the credibility of a person as an influencer, the higher the intention to purchase a product.

The findings of this study strengthen the previous theoretical exposure from the results of research conducted by Chetioui et al. (2020) and Jain et al. (2019) which states that Influencer Credibility has a positive influence on the consumer Purchase Intention variable. Based on these results, it can be concluded that the hypothesis H3 is supported.

- d. Hypothesis Test 4, Brand Awareness is stated to have a positive and significant effect on Purchase Intention

Based on the results in table 5, hypothesis H4 has a t-statistics value for the Brand Awareness variable to the Purchase Intention variable which is 8.653. This value is greater than the T-table value of 1.645. Then the significance value for hypothesis H4 is 0.000. Because the t-statistics value is greater than the t-table value and the significance value is less than 0.05, it can be interpreted as having a significant effect. Then the path coefficient value for the H4 hypothesis is 0.428, which means it has a positive direction in accordance with the direction of the hypothesis. So it can be concluded that the Brand Awareness variable has a significant positive effect on the Purchase Intention variable. This means that the better the Brand Awareness of a product, the higher the purchase intention of the product.

The findings of this study strengthen the previous theoretical exposure from the results of research conducted by Rachmawati et al (2020) and Lee et al. (2019) which states that there is a positive and significant influence on Brand Awareness and Purchase Intention. Based on these results, it can be concluded that the H4 hypothesis is supported.

- e. Analysis of Direct Effects and Indirect Effects

Based on the discussion in the previous sub-chapter where all hypotheses were approved, it can be concluded that the Brand Awareness variable partially mediates the Influencer Credibility variable on the Purchase Intention variable. By knowing the path coefficient value of each variable, calculations can be made to find out how much mediation is shown in the table below.

**Table 5.**  
Direct & Indirect Effect

| Path Coefficient<br>(Direct Effect)<br>(IC → PI) <sup>2</sup> | Path Coefficient<br>(Indirect Effect)<br>(IC → BA) × (BA → PI) |
|---|--|
| 0,19272   | 0,28676  |

#### 4. Conclusions

This study aims to explore how Personal Branding affects the credibility of social media influence, and how it affects Brand Awareness and Purchase Intention. There are four hypotheses tested in this research model. Respondents' data collection was continued with data analysis using the PLS-SEM approach to answer research questions. The conclusions drawn from the results of empirical testing are as follows: Personal Branding is stated to have a positive and significant effect on Influencer Credibility, Influencer Credibility is stated to have a positive and significant effect on Brand Awareness., Influencer Credibility is stated to have a positive and significant effect on Purchase Intention., Brand Awareness is stated to have a positive and significant effect on Purchase Intention. This study has limitations in terms of sampling, namely using an online questionnaire that was conducted when the Covid-19 outbreak was still valid. The state of the emotional aspect or mood when filling out the questionnaire can also change the results of filling out the questionnaire. The second limitation of this study is the pre-test results of the Personal Branding research instrument which initially consisted of eight dimensions in this study, but only a few items from each dimension passed the pre-test and were used to represent each dimension, so that each dimension was not adequately represented. Further studies can be conducted to examine the eight dimensions proposed by Montoya (2002). It is believed that with the increase in the number of characteristics that can be examined, the assessment of the Personal Branding variable can become more precise. Then the third limitation in the context of this research is that it only involves followers of Kiki Siantar (@mmehuillet), so it cannot generalize to the entire wider market. Therefore similar research can examine other mega influencers. A further limitation is that the research respondents were selected using a non-probability sampling procedure with purposive sampling and snowball sampling, which did not provide equal opportunities for each population unit studied. This right allows for errors in sampling that do not always reflect the market as a whole. Consequently, it is necessary to test with a larger sample size and to investigate the necessary additional factors.

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