



The Effect of Social Media Marketing, Influencer Marketing, and Consumer Engagement on Purchase Intention in Local Cosmetic Products

Shandy Lim¹, Erilia Kesumahati²

^{1,2}Department of Management, Faculty of Business and Management, Universitas Internasional Batam

ARTICLE INFO

Article history:

Received Nov 26, 2022

Revised Dec 03, 2022

Accepted Dec 17, 2022

Keywords:

Social Media Marketing

Purchase Intention

Consumer Engagement

Influencer Marketing

Marketing Activities

ABSTRACT

This study aims to analyze the impact of social media marketing, influencer marketing, and consumer engagement on purchase intention in local cosmetic products. This study used quantitative methods and data collected by questionnaire technique. The respondent's study included as many as 226 people living in Batam City on the condition that they purchased local cosmetic products. Four hypotheses were formulated and tested using t-test analysis. The results showed that influencer marketing and consumer engagement significantly positively affected purchase intention. Meanwhile, the impact of social media marketing on purchase intentions was insignificant.

This is an open-access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Shandy Lim,
Faculty of Business and Management,
Universitas Internasional Batam,
Jl. Gajah Mada, Kota Batam, 29426, Indonesia
Email: Limcbx@gmail.com

INTRODUCTION

With the rapid development of the internet, providing information to the public has become more accessible. Likewise, the internet can help community development, especially in Indonesia. There has been much progress in Indonesia regarding technology or the internet. Among 15 countries in Asia Pacific, Indonesia ranks third after China and India. Based on a survey (Statista, 2021), the number of internet users in Indonesia is 202.6 billion people. From last year to this year, there has been an increase of 15.5 percent or 27 million internet users in Indonesia. According to We Are Social (2021), it is estimated that Indonesians, on average, spend three hours and fourteen minutes on social media.

As social media technology has grown in popularity over the last decade, websites worldwide have been able to create online communities, and sharing opinions has become more accessible, including user-generated content Voramontri & Klieb (2019). Several social media websites, such as Instagram, Facebook, and Twitter, have become popular due to this development, with a combined monthly active user base of more than 4 billion Tankovska (2021). As a result of the presence of this platform, each individual is allowed to interact with network users around the world to find, produce, and share images, ideas, and news related to themselves, topics, or products of interest to them Voramontri & Klieb (2019). Social media is not just a place for people to express themselves; it is also where they get information Febriana & Yulianto (2018).

Social media provides a broad reach for content that circulates quickly Simić & Vesna (2019). The social media trend has made online marketing a lot more relevant. It is becoming increasingly crucial for brands to put their stuff on social media Binwani & Ho, (2019).

Based on data from the Ministry of Industry in 2016-2020, cosmetics sales in Indonesia have increased, reaching an average of 5.56% yearly. There is no doubt that cosmetics are an essential part of society beauty formulas are constantly evolving thanks to technological advances so that you can enhance your look Binwani & Ho (2019). As a result, cosmetics are always in demand worldwide Binwani & Ho (2019). Regarding global beauty and personal care consumption, Asia Pacific contributes 32% of the total Doan (2019). In addition, cosmetic brands have realized the potential of social media and are increasingly displaying their products on this platform Binwani & Ho (2019). According to Lu (2021), Online promotions made nearly 90% of respondents interested in buying cosmetics.

Furthermore, 73% of cosmetic marketers believe that social media will significantly impact their businesses if they invest time and resources into promoting their products online Buffer (2019). According to a study conducted by Cooley & Parks (2019), Instagram and YouTube are the most popular sources of information about cosmetic products among millennials. Social media marketing is crucial for companies because consumers are now online Bismo et al., (2019). Social media marketing allows companies to directly reach online consumers that aren't reachable through conventional advertising Herhold (2018). There are many reasons why cosmetic brands are represented on social media platforms, one of which is to provide good communication between brands and consumers Mangold & Faulds (2009). As well as building consumer engagement through social media, consumers' engagement also contributes to increasing their purchase intent.

The presence of influencers can help companies promote products Kristiani & Pipiyanti (2020). The popularity of influencers and their broad reach makes it a wise business decision to promote their products and services via influencers who match their branding scheme, have a large following, and match their target market De Veirman et al., (2017). The following is data obtained from internal research by Kompas using the online crawling method at Shopee and Tokopedia official stores.

Table 1. Total Sales Revenue

Sales Revenue January-March 2022	
Maybelline	53.2 billion
Make Over	27.1 billion
Luxcrime	24.3 billion
Wardah	15.7 billion
Focallure	14.4 billion

Source: Kompas.co.id (2022)

The data includes 1135 product listings from January to March 2022. The sales volume figure is the result of rounding. We can see that the Maybelline brand from the United States is in the top position with IDR 53.2 billion, and the local brand Make Over is in second place with a total of IDR 27.1 billion. Apart from Make Over, there is another local brand, Luxcrime, with total sales of IDR 15.7 billion. As we can see from the data above, local cosmetic brands still need to compete because of social media marketing, influencer marketing, and consumer engagement. This research is also to develop the study of Munawar et al., (2020) to add a trust variable. Therefore additional variables were added to expand this research, and consumer engagement variables as interaction variables between external consumers and organizations through various online or offline channels that can create trust.

Brands are increasingly using social media for sales, customer engagement, and communication Aji et al., (2020). Information and opinions can be shared in two-way communication through this platform. Consumers regard social media as more honest because it

conveys a brand's identity rather than trying to control it Aji et al., (2020). As a result, the brand impression is enhanced, commitment is influenced, and purchase intentions are increased Aji et al., (2020). The research results of Aji et al., (2020) show that social media marketing is crucial in increasing consumer purchase intention. According to research from Rudyanto (2018), social media can be used as a marketing tool because it can increase consumer purchase intention. Apart from having a viral influence, social media can also be a place for consumers to share experiences and other information related to brands, products, or services Rudyanto (2018). Marketing strategies on social media influence consumer engagement and purchase intentions Rudyanto (2018). Research from Toor (2017) says that social media marketing can spread messages quickly or go viral, and attracting consumer attention quickly can increase purchase intention. In social media platforms such as Facebook, something can go viral, and this viral effect can motivate consumers to place a positive attitude toward purchase decisions Toor (2017). According to the results of research Sijabat et al., (2020), social media marketing Affects consumer purchase intentions. Providing active promotions through social media, email, direct messages, and chat as a means of communicating with consumers and answering their questions more quickly and efficiently influences consumer purchasing intentions, according to Sijabat et al., (2020).

H1: Social media marketing has a positive effect on consumer engagement.

Social media brings a change that supports customers in collecting product information and allows them to talk to experienced customers before making purchasing decisions Imtiaz et al., (2019). Nowadays, consumers check out reviews and ratings on social media Imtiaz et al., (2019). The main goal of marketers is to spread positive content among the community by getting people to share their good experiences Imtiaz et al., (2019). People can create their platforms and express their thoughts on social media Choedon et al., (2020). Currently, companies have the opportunity to use social media not only as a platform for brand promotion but also to engage with consumers Imtiaz et al., (2019). Through social media, brands and customers can interact in an informative and friendly way Choedon et al., (2020). Therefore, social media marketing positively affects consumer engagement as well. In a study, by Ashley & Tuten (2015), Social media engages 78% of marketers. A study found that the goal is to increase consumer engagement through social media. According to Pütter (2017), consumer engagement can be enhanced through the use of social media. To promote their products and brands, companies use social media as a platform Bismo et al., (2019). Consumer engagement in marketing is about the interaction between buyers and vendors and encouraging potential customers to participate in the process Farrok & Abeysekara (2016). This interaction will not occur without the participation and involvement Farrok & Abeysekara (2016). Social media marketing directly influences consumer engagement, loyalty, and satisfaction as a result of eWOM Farrok & Abeysekara (2016). It is crucial not only to build and maintain a long-term customer relationship through direct sales but also to integrate other channels with customers, such as email, social media, and virtual communities, to build and maintain a long-term relationship with them Farrok & Abeysekara (2016).

H2: Social media marketing has a positive effect on purchase intention.

More than half of consumers claim they have "liked" the brand's Facebook page. Additionally, 73% say that social media sites influenced their current visit Imtiaz et al., (2019). Research from Imtiaz et al., (2019) states that consumer engagement is customers who are satisfied or loyal and emotionally attached to the brand. In the purchasing decision process, customer engagement affects the emotional bond between the brand and the customer, which allows brands to convince customers to buy their products Barhemmati & Ahmad (2015). If done appropriately and efficiently, consumer engagement can influence consumer buying behavior Toor (2017). Many marketing experts have studied consumer engagement, mainly through social media. A study by Prabowo et al., (2020) show that consumer engagement is significant to the purchase intention variable because the previous experience will help buy the goods and services needed. According to research by Tanzaretha & Rodhiah (2021), interactions between consumers and brands lead to

consumer engagement tactics to provide a comprehensive brand experience. Continuous communication by the brand can offer the main points for consumers, who will think this is a positive side of their experience with the brand Tanzaretha & Rodhiah (2021).

H3: Consumer engagement has a positive effect on purchase intention.

Influencer marketing on social media has become an essential marketing tool for businesses all over the world Yaacob et al., (2021). There are so many social media platforms, like Instagram, Facebook, and Youtube, that ordinary people can become social media influencers. The results of research by Yaacob et al., (2021) show that influencer marketing positively impacts purchase intentions. A consumer usually purchases products after being influenced by social media influencers Yaacob et al., (2021). With more and more internet being used, influencer marketing may survive and develop as a viable alternative to traditional advertising Yaacob et al., (2021). Research by Dwidienawati et al., (2020) Studying other consumers' experiences online reduces perceived risk and enhances buyer trust, so consumers gather information before making decisions online. Influencers who give customer reviews and endorsements are considered reliable sources Dwidienawati et al., (2020). Because of the risk and uncertainties, trust is essential when transactions are online Dwidienawati et al., (2020). Consumers are unlikely to carry out online transactions if they do not trust sellers Dwidienawati et al., (2020). A study by Lisichkova & Othman (2017) states that whenever an influencer recommends a product that closely matches consumers' needs, goals, and interests, the higher the purchase intention to buy the product. The study by Kusuma & Santika (2017) states that the attractiveness and credibility of influencer marketing significantly influence consumer purchase intention to buy advertised products.

H4: Influencer marketing has a positive effect on purchase intention.

RESEARCH METHOD

This research was carried out based on developing a theory, not solving problems Indriantoro & Supomo (2013). This research aims to improve knowledge and discover new research theories. Theory development is the expected goal of the results of this study. According to the characteristics of the problem, this study is based on two variables, the independent variable, and the dependent variable. The purpose of this study is to utilize the causal-comparative research of Indriantoro & Supomo (2013), to investigate whether variables are likely to have a relationship with existing problems and identify factors that could be the cause. The independent variables in this study are social media marketing, consumer engagement, and influencer marketing. This study examines purchase intention as the dependent variable.

The population is the whole object with specific characteristics that will be used in research. Therefore, the sample is part of the research and study population. The population of this research is the people of Batam City who are female and have bought local cosmetic products. The purpose of a questionnaire is to collect data by asking respondents to answer a series of questions or to provide written responses Sugiyono (2014). According to Hair et al., (2014) the sample size should be 100 or greater. Therefore, samples were collected with a ratio of 1:10 based on the total number of research questions. The total number of questions in this study was 21 questions. Thus, the required sample is $21 \times 10 = 210$ respondents. The study will use 250 respondents to make sure respondents' answers aren't invalid. The data was collected by using Google Forms to send questionnaires online. There are two parts to the questionnaire. Firstly, the question asks for general data about the respondent, such as their name, age, and gender. The second part of the report focuses on research questions relating to the variables examined.

Research Model

The following is the proposed research framework based on theories and previous research:

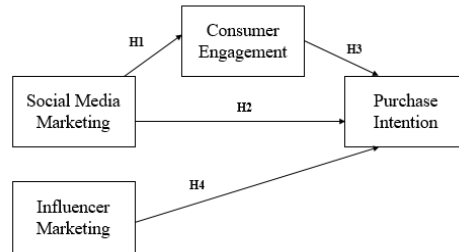


Figure 1. Research Framework

RESULTS AND DISCUSSIONS

Validity Test

The validity Test can be interpreted as a test of accuracy. This test aims to assess whether the tools used to measure a study are appropriate Sugiyono (2017). The data collected through a questionnaire is used to determine the suitability level of a questionnaire and whether it matches the concept of the research being carried out. According to Ghazali (2018), An instrument must achieve an *Average Variance Extracted (AVE)* value of 0.5 to be considered valid and meet the convergent validity requirements. Therefore, every instrument that has passed 0.5 can be said to have good validity. The output data shows that the variable correlation value is more than 0.3 and the significance value is less than 0.05, so the test results are declared valid.

Reliability Test

The reliability test determines the level of consistency of respondents in answering questionnaires distributed to measure variables in a study by Hair et al., (2014). The test requires at least two questions representing the variables being tested and that the questions have been declared valid. The test can only be carried out if the conditions are met. Based on Cronbach's alpha test results, When Cronbach's alpha > 0.7, a variable is considered reliable Ghazali (2015). The output data below shows that the overall value is > 0.7, so the data can be processed further.

Table 2. Reliability Test Result

Variable	Cronbach Alpha	Result
Social media marketing (SMM)	0,910	Reliable
Consumer engagement (CE)	0,966	Reliable
Purchase intention (PI)	0,964	Reliable
Influencer marketing (IM)	0,983	Reliable

Source: Primary Data Processed (2022)

Linearity Test

The linearity test is a test conducted to determine whether the model's specifications are correct or not. The variable is declared significant if the significance level is 0.05 Ghazali (2018). A linearity test was carried out on social media marketing, consumer engagement, and influencer marketing variables. The test result indicates that the variable has a significant value of 0.000 which means <0.005. Thus, social media marketing variables can be concluded that consumer engagement and influencer marketing have a linear relationship with purchase intention.

Table 3. Linearity Test Result

Model	ANOVA		
	Sum of Squares	F	Sig
Regression	3752,475	172,325	,000
1 Residual	1602,091		
Total	5354,566		

source: Primary Data Processed (2022)

Multicollinearity Test

The multicollinearity test determines if there's a correlation between independent variables. The Variance Inflation Factor (VIF) can also assess multicollinearity. For example, Multicollinearity doesn't exist between the independent variables when the tolerance value is >0.1 , and the VIF value is <10 Ghozali (2018).

Table 4. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Social media marketing	0,480	2,084
Consumer engagement	0,365	2,738
Influencer marketing	0,619	1,616

Source: Primary Data Processed (2022)

In this test, the VIF value was <10 , and the tolerance value was >1 . As a result, the independent variables don't show any multicollinearity.

Heteroscedasticity Test

Heteroscedasticity refers to whether the residuals of a regression model differ in variance from one another. It is called homoscedasticity if the variance between residuals remains the same and heteroscedasticity if it differs. A heteroscedasticity test can be performed using a scatter plot and a Glejser test. When the output correlation is greater than 0.05, there is no heteroscedasticity problem, while when the output correlation is less than 0.05, there is a heteroscedasticity problem Ghozali (2018).

Table 5. Heteroscedasticity Test Result

Sample	Variable	Significant
226	Social media marketing	0,131
	Influencer marketing	0,722
	Consumer engagement	0,164

As a result of the Glejser test, the regression model does not exhibit heteroscedasticity. A scatterplot can also be used to test for heteroscedasticity. In this study, the regression model used does not have a problem with heteroscedasticity if there is no visible pattern and the points are evenly distributed.

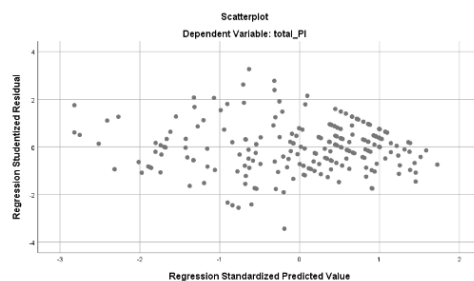


Figure 2. Scatterplot Test Result

As seen in the above image of the Scatterplot test results, the dots are spread above, below, and around the number 0. Therefore, the regression model has no heteroscedasticity based on the scatter plot results.

Discussion

The social media marketing t-value is -5.654 based on t-test results. A study of the effect of social media marketing on purchase intentions is insignificant. As found by Yaacob et al., (2021) and Binwani & Ho (2019), social media marketing alone does not affect purchase intention significantly. T-test results show a calculated t-value of 15.572 for social media marketing. The result is that social media marketing significantly impacts consumer engagement. Media and post content types greatly influence online customer engagement. Furthermore, the more influential social media marketing is, the more engaged customers are. As a result, the research results align with previous research by Rudyanto (2018). Using the t-test, influencer marketing has a t-value of 15.572, which means a significant impact of influencer marketing on purchase intentions. Therefore, influencer marketing is capable of increasing purchase intentions for local cosmetics. As a result, this study supports the findings of Watung et al., (2022).

CONCLUSION

This study analyze the effects of social media marketing, influencer marketing, and consumer engagement on purchase intentions for local cosmetic products. According to the first hypothesis, social media marketing does not significantly impact the purchase intention for local cosmetic products. Based on the second hypothesis, engagement with local cosmetic products significantly positively affects purchase intentions. Based on the third hypothesis, influencer marketing significantly impacts purchase intentions for local cosmetic products. In the fourth hypothesis, social media marketing contributes to a significant increase in customer engagement. It is possible to explain 69.7% of the purchase intention variable by the variable social media marketing, Customer engagement, and Influencer marketing. There are 30.3% of factors that aren't included in the model that explains the rest. A few variables that haven't been included are EWOM based on research by Dash & Piyushkant (2020), brand equity from research by Aji et al., (2020), online consumer reviews from research by Yaacob et al., (2021), and so on.

Future studies can add other independent variables to understand the elements that influence consumer purchase intention. There are some examples of variables that aren't included, such as EWOM from Dash & Piyushkant (2020), brand equity from research by Aji et al., (2020), online consumer reviews from research by Yaacob et al., (2021), etc. Future research should also increase the number of respondents for maximum results.

References

- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91-104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Areeba Toor, M. H. and T. H. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: A study on female apparel. *Management Science Letters*, 9(7), 1093-1104. <https://doi.org/10.5267/j.msl.2019.3.015>
- Barhemmati, N., & Ahmad, A. (2015). Effects of Social Network Marketing (SNM) on Consumer Purchase Behavior through Customer Engagement. *Journal of Advanced Management Science*, 3(4), 307-311. <https://doi.org/10.12720/joams.3.4.307-311>
- Binwani, K. J., & Ho, J. S. Y. (2019). Effects of Social Media on Adolescents. *International Multilingual Academic Journal*, 1(2), 1-10.
- Bismo, A., Putra, S., & Melysa. (2019). Application of Digital Marketing (social media and email marketing) and its Impact on Customer Engagement in Purchase Intention: A case study at PT. Soltius Indonesia. *Proceedings of 2019 International Conference on Information Management and Technology, ICIMTech 2019*, 1(August), 109-114. <https://doi.org/10.1109/ICIMTech.2019.8843763>
- Buffer. (2019). *State of social 2019 [online]*. <https://buffer.com/state-of-social-2019>
- Choedon, T., Business, I., Course, C., & Lee, Y. (2020). The Effect of Social Media Marketing Activities on Purchase Intention with Brand Equity and Social Brand Engagement: Empirical Evidence from Korean Cosmetic Firms. *지식경영연구*, 21(3), 141-160. <https://doi.org/10.15813/kmr.2020.21.3.008>
- Christy Ashley and Tracy Tuten. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, Vol. 32(1)(6), 461-469. <https://doi.org/10.1002/mar>
- Compas.co.id. (n.d.). Data Penjualan Kosmetik Wajah: Brand Lokal Kuat Bersaing. *Compas.Co.Id.* <https://compas.co.id/article/data-penjualan-kosmetik/>
- Cooley, D., & Parks-Yancy, R. (2019). The Effect of Social Media on Perceived Information Credibility and Decision Making. *Journal of Internet Commerce*, 18(3), 249-269. <https://doi.org/10.1080/15332861.2019.1595362>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828. <https://doi.org/10.1080/02650487.2017.1348035>
- Doan, E. Z. (2019). *Size of the cosmetics market in the Asia Pacific region from 2015 to 2020 (in billion U.S. dollars)*. <https://www.statista.com/statistics/550547/cosmetic-market-size-asia-pacific/>
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Farrok, F., & Abeysekara, N. (2016). Influence of social media marketing on customer engagement. *International Journal of Business and Management Invention*, 5(12), 115-125. www.ijbmi.org
- Febriana, M., & Yulianto, E. (2018). Pengaruh Online Consumer Review Oleh Beauty Vlogger Terhadap Keputusan Pembelian. *Jurnal Administrasi Bisnis (JAB)*, 58(1), 1-9.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 Edisi Ke-9 (Edisi Ke-9)*. Universitas Diponegoro.
- Ghozali Imam, H. L. (2015). Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. *BP Undip. Semarang*.
- Herhold, K. (2018). *The Importance of Digital Marketing in 2018*. Retrieved from *Business 2 Community*. <https://www.business2community.com/digital-marketing/theimportance-of-digital-marketing-in-2018-02101555>
- Hootsuite (We are Social). (2021). *Indonesian Digital Report 2021 – Andi DwiRiyanto, Dosen, Praktisi, Konsultan, Pembicara: E-bisnis/Digital Marketing/Promotion/Internet marketing, SEO, Technopreneur, Fasilitator Google Gapura Digital yogyakarta*.
- Imtiaz, R., Ul Ain Kazmi, S. Q., Amjad, M., & Aziz, A. (2019). The impact of social network marketing on consumer purchase intention in Pakistan: A study on female apparel. *Management Science Letters*, 9(7), 1093-1104. <https://doi.org/10.5267/j.msl.2019.3.015>
- Indriantoro Nur, dan Supomo, B. (2013). *Metodologi Penelitian Bisnis Untuk Akuntansi & Manajemen*. Yogyakarta: BPFE.

- Joe F Hair Jr, Marko Sarstedt, Lucas Hopkins, V. G. K. (2014). *Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research*.
- Kristiani, N., & Pipiyanti, N. W. L. (2020). *The Effects of Content-Influencer Marketing on Consumer Attitude to Brand (A Case Study on SkinnyIndonesian24 in Bukalapak E-Commerce Company)*. 145(Icebm 2019), 433–438. <https://doi.org/10.2991/aebmr.k.200626.073>
- Kusuma, M., & Santika, I. (2017). Pengaruh Celebrity Endorser, Brand Image Dan Kualitas Produk Terhadap Niat Beli Sepeda Motor Honda Vario 125 Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 6(4), 255210.
- Lisichkova, N., & Othman, Z. (2017). *The Impact of Influencers on Online Purchase Intent*. May 2017, 1–64. <http://www.diva-portal.org/smash/get/diva2:1109584/FULLTEXT01.pdf>
- Lu, Z. (2021). *The influence of social media marketing on the behavior of consumers purchasing cosmetic product -A comparative study of China and Sweden The influence of social media marketing on the behavior of consumers purchasing cosmetic product – A comparative stud*. December 2020.
- Mangold, W. G., & Faulds, D. J. (2009). *Social media: The new hybrid element of the promotion mix*. *Business Horizons*. <https://isiarticles.com/bundles/Article/pre/pdf/190.pdf>
- Munawar Asep, Hurriyati, R. (2020). Ekonomi dan Kebijakan Publik Indonesia PENGARUH PEMASARAN JEJARING MEDIA SOSIAL TERHADAP NIAT BELI KONSUMEN (Survei pada Mahasiswa STIE Wikara). *Jurnal Ekonomi Dan Kebijakan Publik Indonesia*, 7(1), 77–87.
- Prabowo, H., Sari, R. K., & Bangapadang, S. (2020). The Impact of Social Network Marketing on University Students' Purchase Intention and How It Is Affected of Consumer Engagement. *IJNMT (International Journal of New Media Technology)*, 6(2), 87–91. <https://doi.org/10.31937/ijnmt.v6i2.1243>
- Pütter, M. (2017). The Impact of Social Media on Consumer Buying Intention. *Journal of International Business Research and Marketing*, 3(1), 7–13. <https://doi.org/10.18775/jibrm.1849-8558.2015.31.3001>
- Raunaq Dash, & M Piyushkant. (2020). Effect of Social Media Advertisements on Consumer Purchase Intentions. *International Journal of Engineering and Management Research*, 10(5), 110–118. <https://doi.org/10.31033/ijemr.10.5.19>
- Rudyanto, R. (2018). Pengaruh Pemasaran Jejaring Media Sosial Dan Keterkaitan Konsumen Terhadap Niat Beli Konsumen. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(2), 177. <https://doi.org/10.25105/jmpj.v11i2.3126>
- Sijabat, D. C. S., Saputra, F. D., Ikhsan, R. B., & Yuniarty. (2020). The impact of social network marketing and customer engagement on purchase intentions in wedding service business. *Proceedings of 2020 International Conference on Information Management and Technology, ICIMTech 2020, August*, 97–102. <https://doi.org/10.1109/ICIMTech50083.2020.9211285>
- Simić Nataša, Petrović Vesna, A. D. (2019). *Advantages and disadvantages of advertising by social networks*. *Journal of Process Management. New Technologies*.
- Statista. (2021). *Instagram: distribution of global audiences 2021, by age group*. february 1. <https://www.statista.com/statistics/325587/instagram-global-age-group/>
- Sugiyono, P. D. (2014). Populasi dan sampel. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*, 291, 292.
- Sugiyono, P. D. (2017). Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D. Penerbit CV. Alfabeta: Bandung, 225.
- Tankovska, H. (2021). *facebook - statistics & facts*. <https://www.statista.com/topics/751/facebook/>
- Tanzaretha, C., & Rodhiah, R. (2021). Experience Quality, Customer Brand Engagement, Brand Performance and Brand Loyalty to Purchase Intention. *Budapest International Research and Critics Institute (BIRCI-Journal)*, 2396–2405. <https://doi.org/10.33258/birci.v5i1.3841>
- Voramontro, D., & Klieb, L. (2019). Impact of social media on consumer behaviour Duangruthai Voramontro * and Leslie Klieb. *Int. J. Information and Decision Sciences*, 11(3), 209–233. <https://www.inderscience.com/jhome.php?jcode=ijids>
- Watung, M., Massie, J. D. D., & Ogi, I. W. J. (2022). M. Watung ., J. D. D. Massie ., I. W. J. Ogi . PENGARUH ELECTRONIC WORD OF MOUTH DAN CELEBRITY ENDORSER DENGAN BRAND IMAGE TERHADAP PURCHASE INTENTION PEMBELIAN TIKET ONLINE (STUDI PADA SITUS TRAVELOKA) INFLUENCE OF ELECTRONIC WORD OF MOUTH AND C. 10(1), 1181–1191.
- Yaacob, A., Gan, J. L., & Yusuf, S. (2021). the Role of Online Consumer Review, Social Media Advertisement and Influencer Endorsement on Purchase Intention of Fashion Apparel During Covid-19. *Journal of Content, Community and Communication*, 14(8), 17–33. <https://doi.org/10.31620/JCCC.12.21/03>