



# THE INFLUENCE OF ENDORSEMENT AND INFLUENCER CREDIBILITY ON PURCHASE INTENTION MEDIATED BY ADVERTISING REMINDERS AT FIT-S911 BEAUTY CENTER BEAUTY CLINIC

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## Abstract

*Beauty business is any type of business related to beauty products or services to enhance appearance. Similarly, it causes increasing market needs and interests. Today's beauty clinics are increasingly fierce competition, where appearance is one of the main focuses of everyone, thus forcing beauty clinic owners to compete to use different business strategies to maintain the beauty clinics they have. The need for beauty is useful for increasing consumer confidence. Data were obtained through questionnaires distributed randomly. The analysis technique used is SEM using AMOS software version 5. From the results of the analysis, it is obtained that Endorsment and Influencer Credibility affect purchase intention, Endorsment and Influencer Credibility affect advertising reminders and Endorsment and Influencer Credibility positively significantly affect purchase intention mediated by advertising reminders.*

**Keywords:** *Endorsement, influencer credibility, purchase intention, ad reminder*

## 1. INTRODUCTION

Beauty business is any type of business related to beauty products or services to beautify your appearance. This also causes increasing market needs and interest. Today's beauty clinics have increasingly fierce competition, where appearance has become one of everyone's main focuses, forcing beauty clinic owners to compete to use different business strategies to maintain the beauty clinics they own. The need for beauty is useful for increasing consumers' self-confidence. Based on data from the Fit-s 911 Beauty Clinic survey, Indonesian women, especially in the BSD area, want to have a clean, healthy face, a clean white body, fresh and healthy. The Fits-911 Beauty Center clinic was founded in January 2022, at that time the clinic owner often posted all the treatments available at the Fits-911 Beauty Center clinic, and also carried out these treatments regularly, accompanied by relatives of the clinic owner who were invited to endorse treatment at the Fits-911 Beauty Center clinic. Consumer behavior in the beauty sector seems to be changing from not really caring about appearance to paying attention to appearance and feeling it is important to take care of themselves and often relying on artists who are their idols.

Consumers are now increasingly smart and selective in buying beauty treatments, from consumer habits they compare one product or another, as well as one treatment with another, both in terms of price, type of treatment, use or function of the treatment and also the effectiveness of the treatment. Therefore, companies must be ready to follow new maintenance trends and equipment technology in order to improve the quality of a product and be competitive. The influence of advertising sometimes has a big influence on the image of a company's brand, both in the service sector and in other fields. On the other hand, several companies in the advertising services sector have no effect in improving brand image or consumer behavior. For example, the Glamshine Aesthetic Clinic where there are so many endorsements to advertise the treatments available at the clinic, but in reality almost only 5% of clients who come ask about the treatments carried out by the endorser, whereas when the owner of the beauty clinic advertises Treatment Nearly 30% of clients come and ask about the treatment carried out by the owner. Meanwhile, from the clinic where the author works, namely Fits-911 Beauty Center, the owner of the clinic almost every week carries out treatment trials and advertises them via Instagram, almost 80% of clients come by asking about the treatment carried

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out by the clinic owner, while friends of the company owner who are invited come to the clinic. for treatment and also advertising it on Instagram accounts, around 40% of clients ask about the treatment carried out by the endorser. on the other hand. Clinics with big names find it easier to get customers, for example Oriskin, they don't have endorsements, only from advertisements displayed on social media, be it Instagram or other social media. Many clients come and ask about good treatments for clients' facial clinics and ask about treatments that are distributed via social media. On the other hand, in the two clinics where the author works, endorsements do not have much influence on consumer behavior in terms of purchasing service products uploaded by endorsements related to the treatment carried out. Meanwhile, when the clinic owner carries out treatment and uploads it to social media accounts, including Instagram, the social media Instagram account always questions the actions taken by the clinic owner and wants to take the same action, and most customers make repeat purchases, thereby increasing the clinic's turnover.

**2. HYPOTHESIS DEVELOPMENT**

Alalwan (2018) said that for marketers there is a challenge in how companies can design social media advertising to successfully attract customers' attention and motivate them to buy their brand. Advertising is also used as a reminder for customers about product differences and for long-term relationships with products/services and helps build brands to create brand loyalty. Advertising functions as the main tool to create product awareness in the minds of potential consumers which will influence purchasing decisions (Amandeep et al, 2017). Oseifrimpong et al (2019) said that consumers easily associate themselves with products through advertising media, which helps them remember the messages conveyed and influences their purchasing intentions, both in the short and long term.

**H1: Endorsements have a positive effect on advertising reminders**

The physical attractiveness, intelligence and charisma of an influencer are things that consumers consider. Hani et al (2018) believe that when marketers use supporting influencers who have famous and beautiful faces, it turns advertising into an unforgettable experience for consumers. Hani et al (2018) said that the attractiveness of an influencer has a positive effect on advertising reminders (ad recall) because people tend to remember advertisements in the jewelry industry by looking at elegance, fame and beauty and marketers also choose influencers who have a beautiful face in promoting jewelry. Many studies have identified attractiveness as an important indicator of advertising effectiveness and has a major impact on consumer attitudes towards advertising and brands (Mansour & Diab, 2016).

**H2: Influencer credibility has a positive influence on advertising reminders**

Monsour & Diab (2016) say that the attractiveness of influencers has become an important factor through increasing use as product and service advocates and many studies have identified attractiveness as an important indicator of advertising effectiveness. Munnukka et al (2016) said that influencer credibility in advertising is considered very important when recipients have little or no information other than the advertising message. Hani et al (2018) according to their research that the credibility of influencers influences ad reminders, if the influencer's credibility is good, then people will easily remember the message in the ad because the influencer in the ad makes the ad remembered by consumers. Based on the explanation above, the following hypothesis can be obtained:

**H3: Endorsements have a positive influence on buying interest**

According to Osei-Frimpong et al (2019), favorable credibility and sources increase attention and positive feelings towards advertisements, messages contained in advertisements that direct consumers to purchase intentions. According to Munnukka et al (2016) that celebrities are most often used as supporters in advertising because they can attract attention to advertising messages, increase positive evaluations and quickly influence consumer attitudes and will generate intentions to buy. Mansour & Diab (2016) say that the attractiveness of influencers has become an important factor through their increasing use as product and service endorsers. Many studies have identified attractiveness as an important indicator of advertising effectiveness. Hani et al (2018) that the match



up theory shows a match between supporting influencers and consumers, there must be a match between the celebrity and the product. This means that there is a complementarity between celebrities, products and advertising. As a result, influencer-based advertising is sought to influence consumers' willingness to buy. Based on the explanation above, the following hypothesis can be obtained:

**H4: Influencer credibility has a positive influence on purchasing interest**

Chne & Lee (2018) say that influencer credibility can influence consumers' consumption attitudes and influence their willingness to buy, as a result, influencers who have high credibility generally have more significant influence. Osei-frimpong et al (2019) said that an influencer's personality includes attractiveness and a compatibility effect. For example, an attractive influencer will have a positive effect on a cosmetic brand. The greater the effectiveness with the influencer's support for the brand, increasing attention and positive feelings towards the advertisement and the message in the advertisement. and will be able to drive increased intent to purchase. Credibility here consists of two components of trust and expertise, trust refers to the perception of honesty, integrity and trustworthiness of a supporter, while expertise refers to the knowledge, skills or experience that the influencer is considered to have and trusted influencers seem to have more power to persuade than influencers. The trustworthiness and expertise possessed by influencers have been found to positively influence attitudes and product purchase intentions (Schouten & Verpaget 2019). Chin et al (2019) say that if a communicator is a product and is seen as credible, then consumers are more likely to think positively about the brand and increase consumers' interest in buying, in other words, the trust, expertise and attractiveness that a person has. Supporting influencers and the brand of a product/service are important factors in increasing the persuasiveness of a message.

**H5: Advertising reminders have a positive influence on purchase intention**

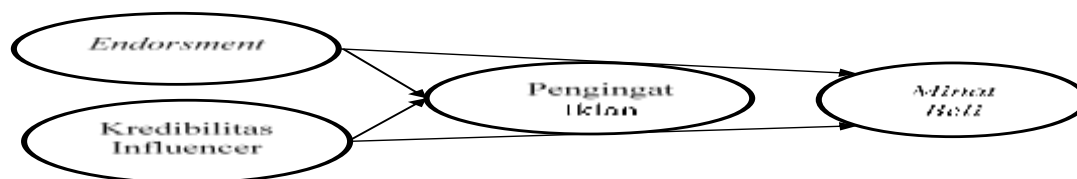
Zipporah & Mberia (2018) said that there needs to be a match between the supporting influencer and the brand being supported, influencing the tendency towards advertising, which in turn influences attitudes towards brand purchase intentions, confidence in being able to make a purchase comes from the credibility and profitability attached to the influencer as a supporter. It can be concluded from the hypothesis which states that supporting influencers have a significant and positive influence on brand awareness. This positive means that companies are more likely to create good celebrity supporters for their products. Using influencers is believed to be able to influence consumer purchasing decisions and increase product sales.

**H6: Purchase interest is positively influenced by endorsements mediated by advertising reminders**

The results show how consumers' perceptions of the credibility of the supporting influencer and the credibility of the advertisement can influence their buyer intentions through creating a positive attitude towards the advertisement and attitude towards the brand to be advertised. Attitude towards the advertisement has a positive indirect effect that is stronger than the direct effect credibility can build on purchase intention. (Young, M., et al. 2018). Celebrity endorsements in advertising are very common because they help build trust with current and potential customers, increase the brand's chances of being remembered, and attract new audiences (Zipporah&Mberia, 2018)

**H7: Purchase interest is positively influenced by influencer credibility**

The conceptual framework underlying this research can be described as follows:



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*Sumber: Peneliti, 2024*

**3. RESEARCH METHODS**

The research uses quantitative methods, where this research uses hypothesis testing. Where questionnaire data is obtained from the results of respondents filling out questionnaires, while secondary data is obtained through internet sources, journals and books related to the research being studied. In this study, the researcher intends to examine the influence of influencer attractiveness and endorsement on purchase interest mediated by advertising reminders. In this research, we will describe and explain how the attractiveness and credibility of celebrity endorsements influence purchasing interest mediated by advertising reminders. The population taken in this study were all customers of beauty clinics in the BSD area for the period January 2023 - December 2023. This research used a sample of 211 respondents. The number of samples is determined based on the theory of Hair (2018), where the sample is determined by multiplying the number of indicators by 5-10 observations. According to Hair (2010: 176), to obtain the appropriate goodness of fit, it is recommended to measure the minimum sample by multiplying each parameter. with 5-10 observations. The sample used in this research was 211 respondents, namely customers at the Fit - S911 Beauty Center beauty clinic.

**Tabel 1 Definisi Operasional variabel**

| <b>Variabel</b>                  | <b>Definisi Operasional</b>  | <b>indikator</b>   |
|----------------------------------|--|--|
| Credibility<br>Celebrity<br>(X1) | Referring<br>on the perceived honesty, integrity and trustworthiness of<br>a supporter   | 1. Honesty<br>2. Concern<br>3. Credibility   |
| Attractiveness<br>(X2)           | The attractiveness of an influencer can be in the form of<br>body style and appearance<br>physique   | 1. Facial Expressions<br>2. Body Style<br>3. Appearance  |
| Reminder<br>Advertisement<br>(Z) | The media used by consumers to share text, images,<br>sound, video and information with other people are<br>attributes that have comparative elements that are used in<br>business activities which can be in the form of photos,<br>numbers, letters, colors and other elements | 1. Comprehensive<br>advertising<br>2. Advertising style on<br>social media<br>3. Advertising on<br>social media is useful<br>4. Product Name<br>Brand name |
| Purchase<br>Interest (Y)         | Something that arises after receiving stimulation from the<br>product he sees, then the desire to buy and own it arises so<br>that it has an impact on an action   | 1. Referential interest<br>2. Preferential interest<br>3. Exploratory interest<br>4. Attention<br>5. Interest<br>6. Desire,<br>7. Confidence<br>Decision   |



## 4. RESULTS AND DISCUSSION

### 4.1 Validity test

Table 2 Validity Test Results

| Variable       | Rhitung | Rtabel | Kriteria     | Keputusan |
|----------------|---------|--------|--------------|-----------|
| PI <--- END    | 1,027   | 0,5    | <i>Valid</i> | Worn      |
| PI <--- INFL   | 0,199   | 0,5    | <i>Valid</i> | Worn      |
| MB <--- PI     | 0,61    | 0,5    | <i>Valid</i> | Worn      |
| MB <--- END    | 0,207   | 0,5    | <i>Valid</i> | Worn      |
| MB <--- INFL   | -0,102  | 0,5    | <i>Valid</i> | Worn      |
| X1#1 <--- END  | 1       | 0,5    | <i>Valid</i> | Worn      |
| X1#2 <--- END  | 1,33    | 0,5    | <i>Valid</i> | Worn      |
| X1#3 <--- END  | 1,291   | 0,5    | <i>Valid</i> | Worn      |
| X1#4 <--- END  | 1,184   | 0,5    | <i>Valid</i> | Worn      |
| X2#4 <--- INFL | 1       | 0,5    | <i>Valid</i> | Worn      |
| X2#3 <--- INFL | 1,331   | 0,5    | <i>Valid</i> | Worn      |
| X2#2 <--- INFL | 1,346   | 0,5    | <i>Valid</i> | Worn      |
| X2#1 <--- INFL | 1,587   | 0,5    | <i>Valid</i> | Worn      |
| Z1 <--- PI     | 1       | 0,5    | <i>Valid</i> | Worn      |
| Z2 <--- PI     | 1,004   | 0,5    | <i>Valid</i> | Worn      |
| Z3 <--- PI     | 0,825   | 0,5    | <i>Valid</i> | Worn      |
| Z4 <--- PI     | 0,871   | 0,5    | <i>Valid</i> | Worn      |
| Y5 <--- MB     | 1       | 0,5    | <i>Valid</i> | Worn      |
| Y4 <--- MB     | 1,121   | 0,5    | <i>Valid</i> | Worn      |
| Y3 <--- MB     | 1,068   | 0,5    | <i>Valid</i> | Worn      |
| Y2 <--- MB     | 1,093   | 0,5    | <i>Valid</i> | Worn      |
| Y1 <--- MB     | 0,993   | 0,5    | <i>Valid</i> | Worn      |

Source: Processed data, 2024

After testing the validity of the instrument consisting of 19 statement items with an r-table of 0.50, it was found that all of the statement items were declared valid with the r-xy value obtained from calculating the statement items greater than the r-table of 0.50 .

### 4.2 Reliability Test

Table 3 Reliability Test

|                     |                              |
|---------------------|------------------------------|
| Total Item Variance | 9,949                        |
| Varians Total       | 13.279                       |
| R11                 | 1,055                        |
| <b>Reliability</b>  | <b>Very High Reliability</b> |

Source: Processed data, 2024

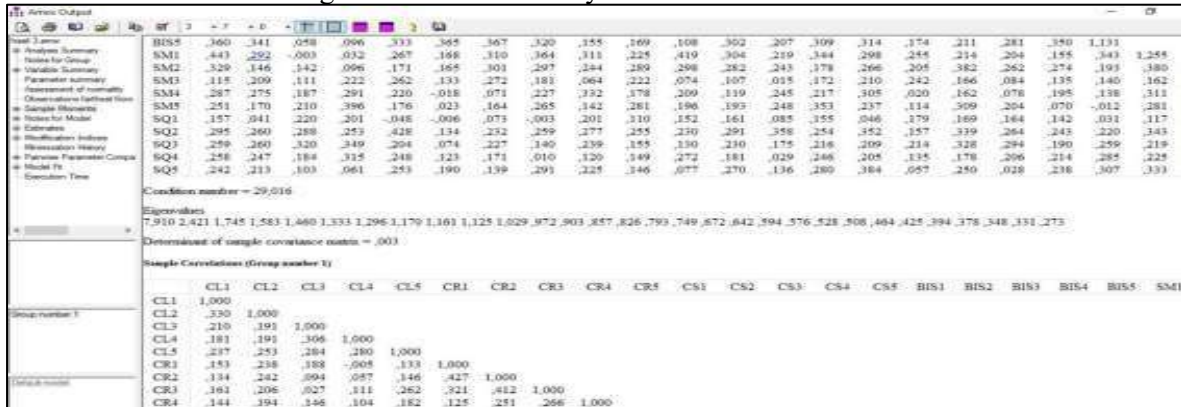
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Based on the calculation results in table 3, the Cronbach's Alpha value is  $1.055 \geq 0.60$ . So the statement instrument in the questionnaire is declared reliable for all statement items. With this, the items from the questionnaire statements can be used for further data measurement.

**4.3 Multicollinearity Test**

Figure 1 Multicollinearity Test



Source: Data processed, 2024

Based on Amos' output, the value of the determinant sample of covariance matrix is 0.03, which shows that there are indications of multicollinearity and singularity problems in the data that will be used for further analysis.

**4.4 Normality test**

Table 4 Normality Test

| Variable     | min | max | skew   | c.r.   | kurtosis | c.r.   |
|--------------|-----|-----|--------|--------|----------|--------|
| Y1           | 2   | 5   | -0,245 | -1,451 | 0,009    | 0,027  |
| Y2           | 2   | 5   | 0      | -0,003 | -0,379   | -1,123 |
| Y3           | 2   | 5   | 0,039  | 0,23   | -0,444   | -1,317 |
| Y4           | 1   | 5   | -0,363 | -2,152 | 0,312    | 0,926  |
| Y5           | 2   | 5   | -0,222 | -1,315 | 0,051    | 0,152  |
| Z4           | 2   | 5   | -0,185 | -1,094 | -0,095   | -0,283 |
| Z3           | 1   | 5   | -0,565 | -3,352 | 1,358    | 4,027  |
| Z2           | 1   | 5   | -0,503 | -2,981 | 0,422    | 1,252  |
| Z1           | 1   | 5   | -0,375 | -2,222 | -0,516   | -1,531 |
| X2#1         | 1   | 5   | -0,502 | -2,98  | -0,727   | -2,156 |
| X2#2         | 1   | 5   | -0,779 | -4,622 | 0,353    | 1,047  |
| X2#3         | 1   | 5   | -0,292 | -1,73  | -0,77    | -2,282 |
| X2#4         | 1   | 5   | -1,035 | -6,135 | 1,058    | 3,137  |
| X1#4         | 1   | 5   | -0,232 | -1,375 | -0,757   | -2,245 |
| X1#3         | 1   | 5   | -0,529 | -3,134 | 0,57     | 1,689  |
| X1#2         | 1   | 5   | -0,428 | -2,54  | 0,588    | 1,742  |
| X1#1         | 1   | 5   | -1,194 | -7,082 | 2,706    | 8,023  |
| Multivariate |     |     |        |        | 180,79   | 51,663 |

Source: Data processed, 2024



Based on table 4.13, it can be seen that most of the Manifest Variables in the c.r skew and c.r multivariate columns have values  $\geq \pm 2.58$ , so it can be concluded that this research data is normally distributed, both univariately and multivariately.

**Tabel 5 Uji Hipotesis**

|                      |      |                                | Estimate | S.E.  | C.R.   | P   |
|----------------------|------|--------------------------------|----------|-------|--------|-----|
| Advertising reminder | ←    | <i>endorsement</i>             | 1,027    | 0,216 | 4,755  | *** |
| Advertising Reminder | <--- | <i>Kredibilitas Influencer</i> | 0,199    | 0,132 | 1,507  | *** |
| Purchase Interest    | <--- | Pengingat Iklan                | 0,61     | 0,106 | 5,768  | *** |
| Purchase Interest    | <--- | <i>Endorsment</i>              | 0,207    | 0,18  | 1,15   | *** |
| Purchase Interest    | <--- | <i>Kredibilitas Influencer</i> | -0,102   | 0,099 | -1,037 | *** |

Source: Data processed, 2024

Based on the results of the analysis carried out using SEM, the results are in table 5. It shows that endorsements have a positive effect on advertising reminders, because the p value is  $<0.05$ . So, hypothesis 1 is accepted, influencer credibility has a positive effect on advertising reminders, because the p value is  $<0.05$ . So, hypothesis 2 is accepted, Endorsement has a positive effect on advertising reminders, because the p value is  $<0.05$ . So, hypothesis 3 is accepted, Influencer Credibility has a positive effect on advertising reminders, because the p value is  $<0.05$ . So, hypothesis 4 is accepted, advertising reminders have a positive effect on purchase intention, because the p value is  $<0.05$ . So, hypothesis 5 is accepted, Advertising Reminder mediates the effect of Endorsement on Purchase Decisions, because the p value is  $<0.05$ . So, hypothesis 6 is accepted, Advertising Reminder mediates influencer credibility on Purchase Decisions, because the p value is  $<0.05$ . So, hypothesis 7 is accepted.

## 5. CONCLUSION

This research was conducted by the author with the aim of finding out and trying to test the influence of Influencer Endorsement and Credibility on purchase intention with advertising reminders as a mediating variable. The research sample used in this study was 211 respondents, namely customers at the Fit - S911 Beauty Center beauty clinic. Based on the results of the analysis and discussion described in the previous chapter, it can be concluded that the endorsement variable has a positive effect on purchase interest, the influencer credibility variable has a positive effect on purchase interest, the advertising reminder variable significantly mediates the effect of endorsement on purchase interest and the advertising reminder significantly mediates The influence of influencer credibility on purchasing interest.

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