THE INFLUENCE OF THE 4 FS (FAMILY, FRIENDS, FANS, AND FOLLOWERS) ON PURCHASING DECISIONS FOR WARDAH COSMETIC PRODUCTS (CASE STUDY: IN THE CITY OF BIREUEN)

Adnan[1], Nadhila Isara[2], Naufal Bachri[3], Rahmaniar[4]
[1,2,3,4] Faculty of Economics and Business, Universitas Malikussaleh
Email : adnan@unimal.ac.id[1], nadhila.210410161@mhs.unimal.ac.id[2], naufal.bachri@unimal.ac.id[3], rahmaniar@unimal.ac.id[4]
Correspondence Author: adnan@unimal.ac.id

Abstract

This research investigates the impact of the 4Fs Family, Friends, Fans and Followers on consumer purchasing decisions regarding Wardah cosmetic products in Bireuen City. In the context of the Fourth Industrial Revolution, evolving lifestyles and shifting consumer behaviours demand a more profound understanding of the role of social influences in marketing. A quantitative research design was employed, with data being gathered via survey questionnaires from 120 active users of Wardah products. The collected data were analysed using SPSS version 21. The findings indicate that the Family variable does not exert a statistically significant effect on purchasing decisions, as evidenced by a significance value of 0.378. Conversely, the Friends variable demonstrates a strong positive and significant influence, with a p-value of 0.001. In a similar vein, the Fans variable exerts a substantial influence on consumer decisions, attaining a significance level of 0.021. However, the Followers variable does not appear to influence purchasing behaviour, as reflected by a p-value of 0.921. The findings of this study indicate that interpersonal interactions, particularly with friends and fans, have a substantial impact on consumer preferences and decision-making processes. In contrast, the roles of family and followers appear to be relatively insignificant. The study offers valuable implications for marketers, emphasising the importance of leveraging peer and fan-based social dynamics when crafting targeted promotional strategies.

Keywords: *Family, Friends, Fans, Followers and Puchasing Decisions*
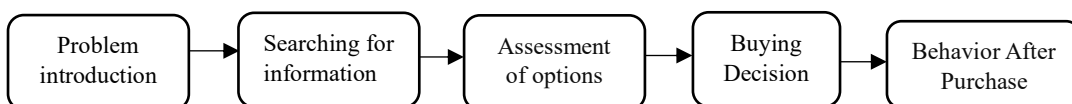
INTRODUCTION

The advent of the Fourth Industrial Revolution has dramatically reshaped human lifestyles, intertwining technological advancements with social interactions. This convergence has given rise to new patterns of consumer behavior, where decisions are no longer solely driven by traditional advertising but increasingly influenced by digital engagement and peer interactions. In response to this shift, the concept of *Marketing 4.0* has emerged as a strategic framework that integrates both offline and online touchpoints to build deeper relationships between brands and consumers. As highlighted by Wojciech in Darwin (2020), this approach emphasizes collaborative brand-building, wherein marketers and consumers jointly contribute to shaping a brand's image through various media platforms. In the digital era, transparency and accessibility have become critical. With vast amounts of information available through the internet, consumers are empowered to independently research and compare products before making purchasing decisions. Reviews, testimonials, and recommendations from multiple sources such as family, friends, or online communities play a decisive role in shaping consumer perceptions. This trend compels marketers to prioritize authenticity, maintain product quality, and cultivate consumer trust. A brand's reputation can be quickly elevated or diminished by public opinion, making it essential for companies to manage feedback proactively and leverage consumer-generated content as both promotional material and input for product development. Recent statistics further underscore the growing reliance on digital and social channels in consumer decision-making. According to Reportal (2024), search engines (40.5%), social media advertisements (36.2%), and product review websites (26.8%) are among the top platforms consumers use to discover new products. Moreover, *word-of-mouth* recommendations (29.9%) and social media comments (34.7%) highlight the influential role of peer opinions in shaping brand perceptions.

As Ricci in Suriyok & Ishak (2022) notes, these forms of digital and interpersonal recommendations significantly aid buyers in navigating the decision-making process. Kotler and Armstrong, as cited in Soetanto et al. (2020), along with Permatasari & Hidayat (2023), define purchasing decisions as a series of actions wherein consumers evaluate, choose, and acquire products to satisfy their needs and preferences. These decisions are not isolated but are influenced by a variety of external factors, particularly social circles and digital communities. In this context, Indonesia's beauty industry presents a compelling case study. The sector has witnessed exponential growth over the past decade, driven by heightened consumer awareness of skincare and personal grooming. Munira et al. (2020) describe cosmetics as formulations designed not only to enhance physical appearance but also to promote skin health. The increasing demand for beauty products from 2010 to 2023, as reported by TechnoBusiness.com, reflects the sector's robust expansion and intensifying competition. One standout player in this landscape is Wardah, a pioneering local cosmetics brand developed by PT Paragon Technology and Innovation. Distinguished as the first halal-certified cosmetics brand in Indonesia, Wardah has successfully positioned itself among Muslim women and broader consumer segments through ethical branding and innovative marketing. The brand actively harnesses the power of social media to engage consumers sharing makeup tutorials, skincare advice, and user-generated testimonials to enhance brand connection and credibility. Jashari & Rrustemi (2019) affirm that visual content such as photos and videos on social media significantly influences consumers' motivation to purchase. Nevertheless, the competitive landscape of Indonesia's beauty market is becoming increasingly saturated with both domestic and global brands. In such an environment, socially-driven marketing relying on close personal networks and trusted community figures gains strategic importance. Recommendations from family, friends, and other consumers serve as powerful catalysts in shaping purchasing behavior. Compas.co.id (2022) reports that Wardah ranked fourth among the top-selling cosmetic brands in 2022, with sales reaching 15.7 billion rupiah. While this reflects the brand's strong market presence, it also signals the need for continuous innovation in marketing strategies. Building trust through credible, socially validated recommendations remains a vital tactic for maintaining and growing brand loyalty in a highly competitive and socially dynamic market.

LITERATURE REVIEW
Purchasing Decisions

In the process of purchasing decisions, consumers are often influenced by family, friends, fans, and followers. Therefore, to achieve effective marketing strategies, it is important for entrepreneurs (sellers) to understand consumer behavior. According to Lestari (2022) in Ndruru et al. (2025), purchasing decisions are activities undertaken by customers to decide whether or not to buy a product. Purchasing decisions are activities performed by customers to make a purchase of a product. A purchasing decision is a final decision made by a customer to purchase a service or goods, along with a number of specific considerations (Geni *et al*, 2019 ; Akbar *et al*, 2025 ; Azmi *et al,* 2023). Adnan (2018) states that consumer behavior is the actions taken by consumers in obtaining, consuming, and spending on products and services, including the decision-making process that precedes and follows those actions. According to (Philip & Keller, 2019 ; Azizah *et al,* 2025 ; Fitri *et al,* 2018 ; Kamsiyah *at al,* 2024). The five stages of the consumer purchasing process are:

| Problem introduction | → | Searching for information | → | Assessment of options | → | Buying Decision | → | Behavior After Purchase |

1. Problem introduction : Consumers become aware of an unmet need or desire.
2. Searching for information : Consumers seek information about products or services that can fulfill their needs.
3. Assessment of options : Consumers compare various available options based on specific criteria.
4. Buying Decision: Customers make the choice to buy a specific product or service.
5. Behavior after purchase : Consumers evaluate their interaction with the product or service and assess their level of satisfaction.

Family

As asserted by Safira et al. (2022), the family unit occupies a pivotal role within societal structures, functioning as the preeminent purchasing collective. This familial unit serves as a seminal reference group, exerting a substantial influence on the purchasing decisions of its individual constituents. As posited by Sumarwan (cited in Fitriyah, 2019), the family is defined as a social unit comprising two or more individuals connected by either marriage or blood relations. Such relations may include parents, children, or grandchildren, and the interactions and shared experiences

of these individuals contribute to mutual influence in both product selection and consumption behaviour. Foxman et al. emphasise that a multitude of demographic and socioeconomic factors, including age, gender, and household income, have the capacity to influence the dynamics of family decision-making. Meanwhile, Tjiptono (as referenced in Lestari, 2023) outlines specific indicators of familial influence on consumer behaviour. These include the purchasing experiences of family members, information shared within the family, and the personal opinions or recommendations offered by relatives. These elements underscore the importance of familial context in shaping consumer preferences and guiding purchasing choices.

Friends

Astuti and Malau (2020) posit that within peer groups, communication naturally occurs around various topics, including product usage. Individuals frequently engage in the exchange of personal experiences and reviews, which have been shown to exert a substantial influence on purchasing behaviour. The dissemination of favourable reviews amongst peers has been demonstrated to serve as a catalyst for heightening consumers' inclination to procure a given product. Conversely, unfavourable feedback has been shown to prompt a re-evaluation of purchasing decisions by prospective buyers. This viewpoint is corroborated by Wiridjati and Roesman (2018), who observe that consumers typically place greater trust in information or recommendations obtained from friends than in those provided by family members or sales representatives, particularly in the context of cosmetic products. Opoku (cited in Ashari & Sudarwanto, 2022) identifies two main types of influence within peer relationships: normative influence, relating to social expectations, and informational influence, involving the sharing of knowledge and experiences. In their 2017 study, Zhang et al. provided a more detailed analysis of specific indicators of peer influence. These indicators include seeking friends' opinions, valuing their suggestions, selecting products based on peer recommendations, and the overall impact of friends in shaping purchase decisions. These findings underscore the pivotal role that peer interactions play in the consumer decision-making process.

Fans

According to Syafruddin Chan in Veronica & Paramita (2019), fans are categorised as gold customers, which is a group of customers who make the greatest contribution to the company due to their loyalty and high emotional attachment to certain brands or figures. Situmorang (2020) adds that fan engagement is influenced by emotional factors-such as life motivation and inspiration-as well as the role of social media as the main platform for expressing support. Social media allows for more intense interaction between fans and the object of their admiration, which in turn strengthens the relationship. Furthermore, according to Rossiter in Wardani & Dermawan (2023), the characteristics of fans can be measured through four indicators, namely visibility, credibility, attraction, and power, all of which demonstrate the strategic role of fans in shaping social perceptions and decisions.

Followers

According to the Cambridge Dictionary in Ginting (2023), in the context of social media, followers refer to individuals who choose to view and follow the posts of others on social networking platforms where one can share information and/or opinions. According to Jashari & Rrustemi (2019), the factors related to followers include: reviews, photos, and videos on social media. According to Hariyanti (2018) and Shimp in Pratiwi (2022), the indicators related to followers are as follows: messages/information, encouragement, trust, respect, and similarity with the audience.

Hypotheses

The hypotheses in this research are as follows:
H1:   Family has a positive and significant influence on the purchasing decision of Wardah cosmetic products in Bireuen city
H2:   Friends have a positive and significant influence on the purchasing decision of Wardah cosmetic products in Bireuen city
H3:   Fans have a positive and significant influence on the purchasing decision of Wardah cosmetic products in Bireuen city
H4:   Followers have a positive and significant influence on the purchasing decision of Wardah cosmetic products in Bireuen city

METHOD

In this research, the subjects are Wardah consumers who actively use social media and have purchased or used Wardah products at least once. To obtain data and information for preparing and completing this research, the researcher has chosen Bireuen city as the research location. The sampling method used in this study is purposive sampling, where the researcher selects samples based on specific characteristics that align with the research needs. In this research, primary data was obtained by distributing questionnaires offline to 120 respondents. Data processing was conducted using descriptive analysis. Descriptive analysis is used to collect, process, analyze, and present quantitative data descriptively. This analysis describes or depicts the data as it is. The measurement scale used is a 5-point ordinal scale (1 for strongly disagree and 5 for strongly agree).

RESULTS AND DISCUSSION

According to Bahri (2023), validity testing is a scale that indicates the level of accuracy or precision of an instrument in measuring what it is intended to measure. In research, each statement or question included in a questionnaire functions as an instrument used to assess how well each item reflects the concept being studied. A valid instrument ensures that the data collected truly represents the variables of interest, thereby strengthening the credibility and relevance of the research findings.

| Family Variable (X_1)			
Statement	$R_{calculated}$	R_{table}	**Validity**
1	0,866	0,1793	Valid
2	0,857	0,1793	Valid
3	0.827	0,1793	Valid
Friends Variable (X_2)			
Statement	$R_{calculated}$	R_{table}	**Validity**
1	0,854	0,1793	Valid
2	0,793	0,1793	Valid
3	0,916	0,1793	Valid
4	0,900	0,1793	Valid
Fans Variable (X_3)			
Statement	$R_{calculated}$	R_{table}	**Validity**
1	0,620	0,1793	Valid
2	0,912	0,1793	Valid
3	0,897	0,1793	Valid
4	0,909	0,1793	Valid
Followers Variable (X_4)			
Statement	$R_{calculated}$	R_{table}	**Validity**
1	0,708	0,1793	Valid
2	0,889	0,1793	Valid
3	0,892	0,1793	Valid
4	0,837	0,1793	Valid
5	0,830	0,1793	Valid
Purchasing Decision (Y)			
Statement	$R_{calculated}$	R_{table}	**Validity**
1	0,715	0,1793	Valid
2	0,884	0,1793	Valid
3	0,908	0,1793	Valid
4	0,900	0,1793	Valid

The table presented above displays the computed r values for each of the statements, both for independent and dependent variables, exceed the r value found in the table. Therefore, it can be concluded that all statements from each variable are valid.

Variable	Cronbach Alpha	Constant	Remarks
Family (X_1)	0,808	0,60	Reliable
Friends (X_2)	0,889	0,60	Reliable
Fans (X_3)	0,864	0,60	Reliable
Followers (X_4)	0,889	0,60	Reliable
Purchasing Decision (Y)	0,876	0,60	Reliable

The findings from the Cronbach's Alpha reliability test demonstrate that the research variables exhibit a strong level of reliability, as indicated by a value exceeding 0.60. Therefore, the measurement instruments used in this study can be considered reliable.

Normality Test

According to Zainuddin & Aditya (2024), the normality test is one of the important classical assumptions in quantitative data analysis. This assumption refers to the distribution of data that is normally distributed. The normality test is conducted to assess if the residuals in the regression model follow a normal distribution. Normality assessment is carried out visually using graphs by examining how the data points are distributed in relation to the diagonal line.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Y
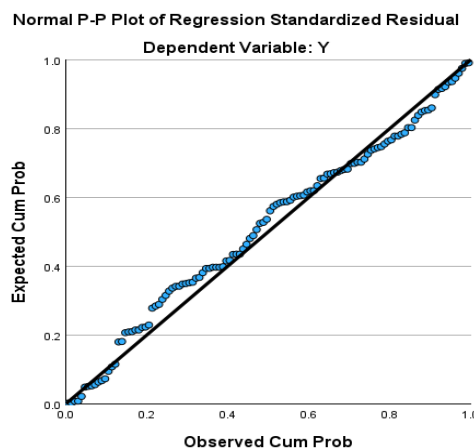
The information visualization on the plot shows a distribution that is concentrated around the diagonal line and does not exhibit significant deviations; thus, the assumption of data normality is considered fulfilled. Meeting this requirement allows for hypothesis testing in the research using parametric statistical methods. Additionally, data normality can also be statistically verified through the results of the Kolmogorov-Smirnov test.

| One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.59285845
Most Extreme Differences	Absolute	.075
	Positive	.052
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)[c]		.094
a. Test distribution is Normal.		
b. Calculated from data.		

The two-tailed Asymp. Sig. value is 0.094. Residual data is deemed to be normally distributed when the significance level exceeds 0.05. From the above testing, it can be concluded that both the dependent and independent variables have significance values above 0.05, indicating that the residual information is considered to follow a normal distribution. To support the outcomes of this one-sample Kolmogorov-Smirnov statistical test, a normality test was also conducted using a histogram graph. Below is the histogram graph:
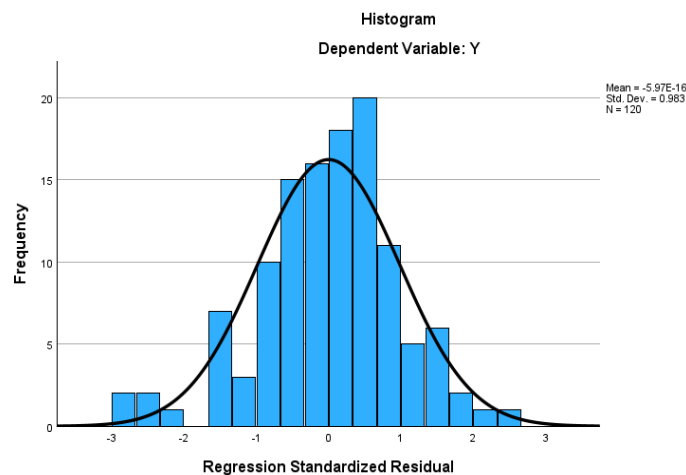
The histogram shows that the bars (histogram) follow the diagonal line. Additionally, the curved line in the histogram is symmetric, indicating that the shapes of the left and right sides are the same. Therefore, it can be inferred that all normality tests satisfy the requirement of normality.

Heteroskedasticity Test

According to Zahriyah et al. (2021), the heteroskedasticity test is used to determine whether there is a deviation from the classical assumption of heteroskedasticity, specifically whether there is an inequality of variance of the residuals for each observation in the regression model. If the variance of the residuals is constant for each observation, this condition is referred to as homoskedasticity. To detect the presence of heteroskedasticity, one can observe the pattern in the scatterplot between SRESID and ZPRED, as shown in the following image:
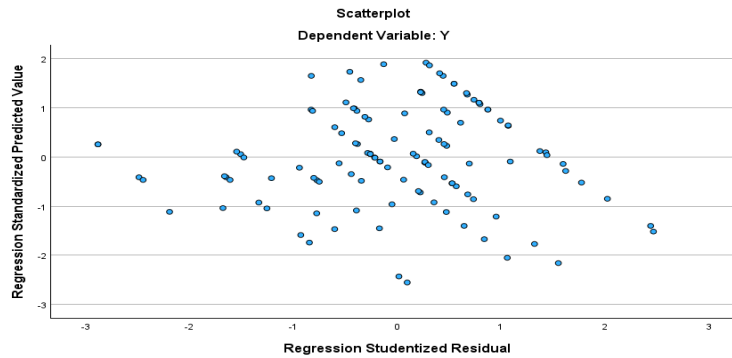
The data points are scattered in a random manner and do not create a distinct pattern, such as a line, curve, or narrowing spread pattern. This random distribution pattern indicates that there are no heteroskedasticity issues in the regression model, thus fulfilling the assumption of homoskedasticity.

Multikolinearity Test

The multicollinearity assessment is performed to determine if a linear relationship exists among the independent variables in the regression model. One method that can be used to detect multicollinearity is by examining the tolerance value and the Variance Inflation Factor (VIF). If the tolerance value exceeds 0.1 and the VIF is below 10, it can be inferred that the regression model does not have multicollinearity problems.

Variable	Tolerance	VIF
Family (X_1)	0.942	1.061
Friends (X_2)	0.863	1.158
Fans (X_3)	0.388	2.575
Followers (X_4)	0.400	2.503
a. Dependent Variable: Y		

1. The VIF for the variable "family" is $1.061 < 10$, and the tolerance value is $0.942 > 0.1$. Therefore, the variable "family" is stated to have no multicollinearity issues.
2. The VIF for the variable "friends" is $1.158 < 10$, and the tolerance value is $0.863 > 0.1$. Therefore, the variable "friends" is stated to have no multicollinearity issues.
3. The VIF for the variable "fans" is $2.575 < 10$, and the tolerance value is $0.388 > 0.1$. Therefore, the variable "fans" is stated to have no multicollinearity issues.
4. The VIF for the variable "followers" is $2.503 < 10$, and the tolerance value is $0.400 > 0.1$. Therefore, the variable "followers" is stated to have no multicollinearity issues.

Data Analysis Method

Multiple Linear Regression Results

The regression equation can be observed from the coefficients test table based on the SPSS version 21 output for the four independent variables: family (X1), friends (X2), fans (X3), and followers (X4) in relation to the purchasing decision. This is shown in the following table:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.362	.512		2.660	.009
	Family	.059	.066	.072	.885	.378
	Friends	.350	.087	.343	4.025	<.001
	Fans	.279	.119	.297	2.336	.021
	Folllowers	.011	.115	.012	.099	.921
a. Dependent Variable: Keputusan Pembelian						

$$Y = 1.362 + 0.59 + 0.350 + 0.279 + 0.011$$

a. The constant is 1.362, indicating that when the independent variables do not change, the dependent variable will remain at 1.362.
b. The coefficient $b1 = 0.59$ suggests that a 1% increase in the family variable (X_1) will result in a 0.59 increase in the purchasing decision variable (Y).
c. The coefficient $b2 = 0.350$ suggests that a 1% increase in the family variable (X_2) will result in a 0.350 increase in the purchasing decision variable (Y).
d. The coefficient $b3 = 0.279$ suggests that a 1% increase in the family variable (X_3) will result in a 0.279 increase in the purchasing decision variable (Y).
e. The coefficient $b4 = 0.011$ suggests that a 1% increase in the family variable (X_3) will result in a 0.011 increase in the purchasing decision variable (Y).

Coefficient of Determination (R²)

The coefficient of determination is used to evaluate how well the model explains the variation in the dependent variable. Its value ranges from zero to one. If the R² value is low, it indicates that the independent variables explain only a small portion of the variation occurring in the dependent variable. Conversely, if the value is close to one, it means that the independent variables almost entirely account for the changes in the dependent variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526ᵃ	.277	.252	.60308
a. Predictors: (Constant), *Folllowers (X_4), Fans (X_3), Friends (X_2), Family (X_1)*				

The outcome of the coefficient of determination analysis presented in the table above indicates that the adjusted R² value stands at 0.252. This indicates that the independent variables, namely family, friends, fans, and followers, explain 25.2% of the changes in the dependent variable, which refers to the purchasing decision. Meanwhile, the remaining 72.3% is influenced by additional elements not included in the model.

Partial Test (T-Test)

The validity of the hypotheses proposed by the author is tested partially with the following criteria:
- If the probability > 0,05 then the hypothesis is rejected.
- If the probability < 0,05 then the hypothesis is accepted

1. If the calculated t-value (t_{count}) is greated than be table t-value (t_{table}), than variable X can explain variable Y, or in other words, there is a significant influence between the two variable being studied.
2. If the calculated t-value (t_{count}) is less than the table t-value (t_{table}), this implies that variable X does not influence variable Y, indicating that there is no significant connection between the two variables under investigation. To determine the ttable value, the following formula will be used:
$T_{table} = (\alpha/2 ; 120-k-1)$

= (0,05/2 ; 120-4-1)
= (0,025 ; 115
= 1.98081

According to the findings from the formula mentioned above, the t_{table} value used in this study is 1.98081. The outcomes of the t-test are displayed in the table below:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.362	.512		2.660	.009
	Family	.059	.066	.072	.885	.378
	Friends	.350	.087	.343	4.025	<.001
	Fans	.279	.119	.297	2.336	.021
	Folllowers	.011	.115	.012	.099	.921

1. The significance value of the Family variable (X1) on Purchasing Decision (Y) is $0.378 > 0.05$, and the calculated t-value (t_{count}) is $0.885 < 1.98081$. Thus, it can be concluded that there is no influence of family on Wardah cosmetic purchasing decisions, which means the hypothesis is rejected.
2. The significance value of the Friends variable (X2) on Purchasing Decision (Y) is $0.001 < 0.05$, and the calculated t-value (t_{count}) is $4.025 > 1.98081$. Thus, it can be concluded that there is an influence of friends on Wardah cosmetic purchasing decisions, which means the hypothesis is accepted.
3. The significance value of the Fans variable (X3) on Purchasing Decision (Y) is $0.021 < 0.05$, and the calculated t-value (t_{count}) is $2.336 > 1.98081$. Thus, it can be concluded that there is an influence of fans on Wardah cosmetic purchasing decisions, which means the hypothesis is accepted.
4. The significance value of the Followers variable (X4) on Purchasing Decision (Y) is $0.921 > 0.05$, and the calculated t-value (t_{count}) is $0.099 < 1.98081$. Thus, it can be concluded that there is no influence of followers on Wardah cosmetic purchasing decisions, which means the hypothesis is rejected

CONCLUSION
1. Family does not have a significant influence on purchasing decisions for Wardah cosmetic products in Bireuen City. This is indicated by a significance value of $0.378 > 0.05$ and a computed t-value of $0.885 < 1.98081$. This means that recommendations or opinions from family members do not significantly affect consumers' decisions to purchase Wardah products.
2. Friends have a positive and significant influence on purchasing decisions for Wardah cosmetic products in Bireuen City. Having a significance level of $0.001 < 0.05$ and a computed t-value of $4.025 > 1.98081$, indicate that peer influence plays a crucial role in encouraging consumers to purchase Wardah products.
3. Fans also show a significant influence on purchasing decisions for Wardah cosmetic products in Bireuen City. Having a significance level of $0.021 < 0.05$ and a computed t-value of $2.336 > 1.98081$, it can be concluded that support and recommendations from fans or communities have a meaningful impact on purchasing decisions.
4. Followers do not have a significant influence on purchasing decisions for Wardah cosmetic products in Bireuen City. Having a significance level of $0.921 > 0.05$ and a computed t-value of $0.099 < 1.98081$ indicate that the number of followers on social media does not directly affect consumers' purchasing decisions.

SUGGESTION
1. It is recommended that Wardah develop programs that strengthen experiences, communication, and emotional connections among family members regarding their products, such as family sharing programs or beauty classes, or testimonial programs from families. For example, advertisements could feature family experiences, such as a mother and child using Wardah products together, making the family experience feel more relatable.
2. Furthermore, it is suggested that Wardah launch programs like "Ask Your Friend" or "Wardah Talk" to encourage consumers to share or inquire about products with friends, using formats such as polls or comment sections on social media.

3. The Wardah brand should enhance the visibility and accessibility of positive reviews by ensuring that positive feedback from fans is easy to find and access for potential consumers. Wardah could create a user-friendly official website with integrated testimonial features, such as a dedicated page or section for each product that displays positive reviews in real-time.
4. The Wardah brand also needs to establish programs that encourage followers to become more active, trustworthy, and influential through community strategies, quality information, and emotional approaches. For instance, they could implement user-generated content programs, such as hosting product review competitions with opportunities to win prizes.

RESEARCH IMPLICATIONS

This research has implications for the advancement of knowledge both theoretically and managerially, particularly in the field of marketing, especially in understanding the influence of reference groups on purchasing decisions. The limitations of this study lie in the lack of diversity among respondents, and the research only measures four independent variables: family, friends, fans, and followers. Although these variables are still relevant, there are other factors that may also influence consumers' purchasing decisions.

REFERENCES

Adnan. (2018). Pengaruh Perilaku Konsumen terhadap Keputusan Pembelian Susu Morinaga di Kota Lhokseumawe. *Jurnal Visioner & Strategis*, *7*(2).

Akbar, F., Chalirafi, C., Mariyudi, M., & Rahmaniar, R. (2025). Pengaruh Live Streaming, Discount Dan Cash On Delivery Terhadap Keputusan Pembelian Pengguna Tiktok Shop Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Malikussaleh. *JIIC:Jurnal Intekek Insan Cendikia*, *2*(5), 10603–10607. https://jicnusantara.com/index.php/jiic

Ashari, A. A., & Sudarwanto, T. (2022). *Pengaruh Teman Sebaya Dan Media Sosial Terhadap Keputusan Pembelian pada Produk Lip Cream The Influence of Peer Group and Social Media on Purchase Decision of Lip Cream Product*. *09*, 170–182.

Astuti, R., & Malau, R. (2020). *Pengaruh Komunikasi Teman Sebaya (Peer Group) terhadap Keputusan Pembelian Produk Kosmetik Wardah Pada wanita usia 20-35 di Kota Bandung.* 1–23.

Azizah, N., Bahri, S., Bachri, N., Nur, R., & Sinurat, I. (2025). Faktor-Faktor yang Mempengaruhi Perilaku Konsumen pada Produk Jiniso di Kabupaten Bireuen. *JIMU: Jurnal Ilmiah Multi Disiplin*, *03*(02), 3031–9498.

Azmi, N., Chalirafi, Edyansyah, T., & Rahmaniar. (2023). Pengaruh strategi pemasaran terhadap keputusan pembelian konsumen pada toko tia azka grosir dan eceran di kota lhokseumawe. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, *1*(2), 1–9. https://ip2i.org/jip/index.php/

Darwin, M. (2020). The Effect of Communication Strategy in Marketing 4.0 to Purchase Decision Through Brand Advocacy in Shopee E-Commerce. *Http://Journal.Stiemb.Ac.Id/Index.Php/Mea/Article/View/482*, *4*(2), 375–396. http://journal.stiemb.ac.id/index.php/mea/article/view/482

Fitriyah, N. (2019). Pengaruh Kelompok Acuan dan Keluarga terhadap Keputusan Pembelian. *Jurnal Pendidikan Tata Niaga*, *1*(3).

Fitri, A., Bachri, N., & Abubakar, R. (2018). Pengaruh Kemampuan Inovasi terhadap Keputusan Pembelian Roti Bantal melalui Daya Tarik Produk dan Daya Tarik Promosi sebagai Variabel Mediasi di Kota Banda. *Urnal Manajemen Indonesia (J-MIND)*, *2(1)*, 31–4.

Geni, B. Y., Santony, J., & Sumijan. (2019). Prediksi Pendapatan Terbesar pada Penjualan Produk Cat dengan Menggunakan Metode Monte Carlo. *Jurnal Informatika Ekonomi Bisnis*, *1*(4), 15–20. https://doi.org/10.37034/infeb.v1i4.5

Ginting, S. A. P. (2023). *KEPUASAN MENGAKSES AKUN TIKTOK @vmuliana (Studi Motif dan Kepuasan Pada Followers dalam Mengakses Akun TikTok @vmulia*.

Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen. *Jurnal Manajemen Dan Inovasi (MANOVA)*, *1*(2), 14–23. https://doi.org/10.15642/manova.v1i2.350

Jashari, F., & Rrustemi, V. (2019). The Impact of Social Media on Consumer Behavior in Kosovo. *SSRN Electronic*

Journal, *VII*(1), 1–21. https://doi.org/10.2139/ssrn.2850995

Kamsiyah, Jullimursyida, T. Edyansyah, & Naufal Bachri. (2024). Pengaruh Affiliate Marketing, Live Streaming Dan Program Flash Sale Terhadap Keputusan Pembelian Produk Somethinc Secara Online Pada Mahasiswa Universitas Malikussaleh. *JIMU:Jurnal Ilmiah Multidisipliner*, *2*(04), 1050–1059. https://doi.org/10.70294/jimu.v2i04.488

Lestari, A. T. (2023). *Pengaruh Keluarga, Gaya Hidup, Pembelajaran Terhadap Keputusan Pembelian Smartphone Xiaomi Di Kabupaten Kabumen*. Putra Bangsa.

Munira, Fardilla, C., Zakiah, N., & Nasir, M. (2020). Pengaruh Lama Pemakaian Sediaan Kosmetik Bedak Padat Terhadap Cemaran Mikroba. *Indonesian Journal of Pharmacy and Natural Product*, *3*(1), 1–7.

Ndruru, M. W., Karim, A., & Tampubolon, H. (2025). *YUME : Journal of Management Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian Dengan Perilaku Konsumen Sebagai Variabel Intervening*. *8*(1), 446–454.

Permatasari, A. N. I., & Hidayat, A. M. (2023). Pengaruh Social Media Marketing Tiktok dan Kualitas Produk terhadap Keputusan Pembelian Produk Camille Beauty. *Jurnal Informatika Ekonomi Bisnis*, *5*, 350–355. https://doi.org/10.37034/infeb.v5i2.250

Philip, K., & Keller. (2019). *Manajemen Pemasaran (13th ed.)*. Erlangga. Jakarta.

Pratiwi, Erdiansyah, R. (2022). *Pengaruh Lifestyle, Selebgram dan Costumer Review Terhadap Keputusan Pembelian di Media Sosial Instagram (Studi Eksplanatif pada Followers Selebgram Palembang @Jihannabila)*. 238–247.

Safira, Budiyono, & Estuti. (2022). *Analisis Gaya Hidup, Persepsi Dan Kelompok Acuan Terhadap Keputusan Pembelian*. *14*(2), 77–92.

Situmorang, N., & B. (2020). *Tingkat fanatisme penggemar musik pop Korea (K-Popers) terhadap budaya K-Pop pada komunitas EXO-L Pekanbaru*.

Soetanto, J. P., Septina, F., & Febry, T. (2020). Pengaruh Kualitas Produk Dan Keragaman Produk Terhadap Keputusan Pembelian Produk Amondeu. *Performa*, *5*(1), 63–71. https://doi.org/10.37715/jp.v5i1.1303

Suriyok, K., & Ishak. (2022). *(Studi Pada Pengguna Smartphone Redmi Di Desa Spandi , Kecamatan*.

Veronica, M., & Paramita, S. (2019). *Eksploitasi Loyalitas Penggemar Dalam Pembelian Album K-Pop*. *2*(2), 433. https://doi.org/10.24912/kn.v2i2.3920

Wardani, I., & Dermawan, R. (2023). Pengaruh Brand Image, Korean Wave, Fanatisme dan Brand Ambassador terhadap Keputusan Pembelian. *Ekonomis: Journal of Economics and Business*, *7*(2), 1114. https://doi.org/10.33087/ekonomis.v7i2.1357

Wiridjati, W., & Roesman, R. R. (2018). Fenomena Penggunaan Media Sosial Dan Pengaruh Teman Sebaya Pada Generasi Milenial Terhadap Keputusan Pembelian. *Jurnal Manajemen Dan Pemasaran Jasa*, *11*(2), 275–290. https://doi.org/10.25105/jmpj.v11i2.2950

Zahriyah, A., Suprianik, Parmono, A., & Mustofa. (2021). Ekonometrika Teknik Dan Aplikasi Dengan SPSS. In *Mandala Press*. Mandala Press.

Zainuddin, I., & Aditya, W. (2024). *ANALISIS REGRESI DAN ANALISIS JALUR UNTUK RISET BISNIS MENGGUNAKAN SPSS 29.0 & SMART-PLS 4.0* (Issue July). EUREKA MEDIA AKSARA. http://fe.unisma.ac.id/MATERI AJAR DOSEN/EKOMETRIK/AriRiz/MA Uji Normalitas.pdf%0Ahttps://adalah.co.id/uji-asumsi-klasik/

Zhang, T. (Christina), Abound Omran, B., & Cobanoglu, C. (2017). Generation Y's positive and negative eWOM: use of social media and mobile technology. *International Journal of Contemporary Hospitality Management*, *29*(2), 732–761. https://doi.org/10.1108/IJCHM-10-2015-0611