

The Role of Influencer Marketing, Online Customer Reviews, and Brand Image in Forming purchase Decisions for Daviena Skincare on TikTok

Rofi'atul Fadhiilah¹, Sugeng Purwanto^{2*}

^{1,2}Management study program, Faculty of Economics and Business, National Development University
"Veteran" East Java

Email: Rofiatulfadilah208@gmail.com, Sugengpurwanto.mnj@upnjatim.ac.id

Abstract

Keywords:

Brand Image, Influencer
Marketing, Purchase
Decisions, Online Customer
Reviews, TikTok

This study is directed to examine the influence of modern marketing factors, which include influencer marketing strategies, online reviews, and brand image in the consumer decision-making process on the purchase of Daviena Skincare products through the social media platform TikTok. This study uses survey methods in a quantitative approach. The research subjects involved as many as 130 respondents who had experience buying Daviena products, so it was considered relevant to be used as a research sample through TikTok with purposive sampling techniques. The research data was obtained through the distribution of questionnaires and analyzed using the Partial Least Square (PLS) approach. The results of the study indicate that influencer marketing, online customer reviews, and brand image have a positive influence on purchasing decisions. This fact shows how essential it is to implement a digital marketing strategy that focuses on the use of social media as the main means of reaching consumers that involves collaboration with influencers and the use of consumer reviews, as well as a strong brand image that can improve consumer purchase decisions.

INTRODUCTION

The transformation of digital technology in the current era has a significant influence on changes in people's social behavior. One of the tangible forms of this phenomenon is the increase in the number of internet users in Indonesia from year to year. Goodstats (2024) notes that to date the number of internet users in the country has reached 185.3 million people. Interestingly, almost all of these users, which are around 99%, access the internet through smartphone devices. emphasized that *mobile devices* are not only a means of communication, but have transformed into the main means of society in obtaining information, conducting economic transactions, and establishing social interactions. This condition also opens up opportunities for the development of social media as a virtual space that dominates the digital activities of modern society.

Figure 1.1 Number of Internet Users in Indonesia



Source: Goodstats.id, 2024

Among various social media platforms, *TikTok* has emerged as one of the applications with the highest level of popularity in Indonesia. Indonesia's position is recorded as the country with the second largest number of *TikTok* users in the world. This fact confirms that the existence of *TikTok* is no longer limited to entertainment functions and short video sharing platforms, but has evolved into a space with a wider role, but has also evolved into a strategic medium that businesses use to reach consumers more effectively. With the characteristics of creative, interactive, and easily viral content, *TikTok* is a potential forum to build brand image while increasing product sales.

One of the sectors that has gained great benefits from the use of social media is the beauty industry, especially skincare products. The rapid development of this industry is inseparable from the increasing public awareness of the urgency of maintaining self-care while paying attention to appearance as part of lifestyle. Daviena *Skincare* as an example of a local brand using *TikTok* as a promotional medium as well as a means to build a *brand image*. Through this digital marketing strategy, Daviena seeks to expand market reach, increase proximity to consumers, and strengthen customer loyalty. However, in practice, Daviena is not completely free from challenges. The phenomenon of negative reviews from @dokterdetektif accounts highlighting Daviena's product claims has an impact on declining consumer confidence and also affects sales. This condition shows that consumers' purchasing decisions are influenced by various external factors, including the effectiveness of influencer marketing, the quality of consumer reviews (*online customer reviews*), and the brand image developed by the company.

Referring to the background that has been written, the purpose of this research is to empirically examine the impact of influencer marketing, *online customer reviews*, and *brand image* in influencing the purchase decision of Daviena Skincare products on the *TikTok* application as an example of a rapidly growing social media platform. It is hoped that the findings of this study can contribute to the enrichment of academic literature related to consumer behavior in the digital era, as well as offer practical recommendations for business people, especially in the *local skincare* industry, in designing marketing tactics that are more effective, credible, and relevant to modern consumer dynamics.

LITERATURE REVIEW

Marketing

Marketing is all activities that are done to convey a product or service to consumers. The American Marketing Association states that marketing is an organizational activity that consists of the process of creating and spreading value, with the ultimate goal of providing benefits and benefits to customers, as well as managing relationships with them strategically to provide benefits not only to the organization, but also to the stakeholders involved (Saleh and Said, 2020).

Marketing Management

Sudarsono (2020) explained that marketing management is a process of activities to plan, implement (organize, direct, coordinate) and supervise all organizational marketing activities with the aim that the achievement of organizational goals can take place optimally, effectively, and efficiently.

Influencer Marketing

Sudha & Sheena quoted by Maszudi (2023) defines *influencer marketing* as a strategic process that focuses on identifying and engaging individuals who have a significant influence on certain audience groups, so that they can play a role in product campaigns with the main goal of strengthening brand image, encouraging increased sales, and strengthening the relationship between consumers and companies. Furthermore, Rossiter & Percy in the study of Alifa & Saputri (2022) stated that the effectiveness of *influencer marketing* can be measured through four indicators, including *visibility, credibility, and attractiveness*.

Online Customer Reviews

According to research by Ichsan et al. (2020), consumer reviews are the opinions and experiences that consumers have about the services and products they receive from a company. According to Khammash (2020:79) in Kanitra & Kusumawati (2020), *Online Customer Reviews* can be understood as a medium for consumers to see reviews from other consumers about a product, company service and the way a company produces. The *Online Customer Review Indicator* In a study conducted by Putri, Wandebori (2020:257) The *online customer review indicator* consists of three main aspects, namely the credibility of the source, the quality of the opinion, and the valence of the review.

Brand Image

Based on the opinion of Sutyono & Brata (2020), brand image is understood as a representation of brand identity that is attached to a product and is aimed at consumers. This identity plays an important role in providing a clear differentiator between the product and other products offered by competitors. As for the *Brand Image Indicator* according to Anggi (2021), the indicators of *brand image* are, Ease of consumer recognition, Satisfaction in using products, Pride in using quality brands.

Purchase decision

In simple terms, a purchase decision is a step taken by an individual in determining his choice of the product offered by the seller, where this action reflects the direct involvement of the consumer in the process of choosing, considering, and finally deciding to buy a particular product, where at the final stage the consumer actually realizes his choice (Malohing, 2021), "Thomson (2022) explains that the purchase

decision can be measured through four main indicators. First, the products that consumers choose must be relevant to their needs. Second, the product has benefits and is considered important for consumers. Third, there is accuracy in decision-making when buying products. Fourth, the tendency of consumers to make repurchases of the same product.

The Influence of *Influencers* on Purchase Decisions

Based on previous research conducted by Agustin and Amron (2022), it was found that Influencer Marketing has a significant impact on the purchase decision of *skincare products through TikTok social media*. These findings show that the existence of influencers has an important role in shaping consumer interest and decision to buy products. In line with that, research conducted by Komang Lola Yasinta and Romauli Nainggolan (2023) also proves the same thing, namely that Influencer Marketing has a significant impact on purchase decisions, especially on *Somehinc brand skincare products in Surabaya*. These results reinforce empirical evidence that influencer-based marketing strategies can be a decisive factor in improving consumer purchasing decisions in the *skincare industry*.

The Influence of *Online Customer Reviews* on Purchase Decisions

Based on the results of research conducted by (Novitasari and Asep, 2022), it was found that *online customer reviews* have an influence on purchase decisions on the *Tokopedia* marketplace platform. This states that consumer reviews available online can be an important example of factors that influence consumer consideration in determining product choices before making a purchase transaction. These results are also in line with the research conducted by (Latief & Ayustira, 2020), *Online Consumer Review* has a significant impact partially on the decision to purchase online cosmetics at Sociola.

The Influence of *Brand Image* on Purchase Decisions

Based on previous research conducted by Elva Fazirah and Ari Susanti (2022) which stated that *Brand Image* influences purchasing decisions. In line with research conducted by (Albertyano Gilang Garut and Sugeng Purwanto, 2023) proves that positive perceptions of brands have a significant impact on consumers' tendency to make purchase decisions.

HIPOTESIS

Based on previous research, the theoretical basis and the description of the framework above, the following hypotheses can be formulated:

H1: Allegedly *Influencer Marketing* has a positive effect on the purchase decision of Daviena Skincare.

H2 : Allegedly *Online Customer Reviews* has a positive effect on the purchase decision of Daviena Skincare.

H3 : Allegedly *Brand Image* Positive Effect on Daviena Skincare Purchase Decision

RESEARCH METHODS

This research was conducted with a quantitative approach through a survey method to obtain empirical data regarding the relationship between the variables studied. The population in

this study is consumers who have purchased Daviena *Skincare* products through *the TikTok application*, with a sample of 130 respondents determined using *purposive sampling* techniques based on certain criteria, namely respondents who are at least 17 years old, have a *TikTok account*. have seen ads and reviews of Daviena products on the platform, and have experience buying Daviena products. The research instrument is in the form of a questionnaire with a *five-point Likert* scale designed to measure respondents' perceptions, attitudes, and assessments of research variables. The data obtained was then analyzed using *the Partial Least Square* (PLS) method with the help of *SmartPLS software*, which was chosen because it was able to test research models with latent variables comprehensively even though the data did not have to be distributed normally. In this study, there are three independent variables, namely influencer marketing (X1), *online customer reviews* (X2), and *brand image* (X3), which are assumed to affect the dependent variable in the form of purchase decisions (Y).

RESULTS OF RESEARCH AND DISCUSSION

Measurement Model (*outer model*)

Tabel 1. Outer Loadings

	Influencer Marketing (X1)	Online Customer Review (X2)	Brand Image (X3)	Purchase Decision (Y)
x1.1	0.870			
x1.2	0.843			
x1.3	0.837			
x2.1		0.733		
x2.2		0.779		
x2.3		0.836		
x3.1			0.830	
x3.2			0.794	
x3.3			0.864	
y1.1				0.771
y1.2				0.835
y1.3				0.734
y1.4				0.861

Source : *Output Smart PLS 3.0*

Based on Table 1, the validity of the indicator is tested through the value of Factor Loading and T-Statistic. The indicator is declared valid if the loading factor is more than 0.5 and/or the T-Statistic exceeds 1.96 ($\alpha = 0.05$). The results of the analysis showed that all indicators in the variables of *Online Customer Review*, *Influencer Marketing*, *Brand Image*, and *Purchase Decision* had a loading factor above 0.5 and a T-Statistic value above 1.96. Thus, all indicators have met convergent validity. In addition, the results of Cross Loading also show that the loading value of

each indicator is greater in the variables it measures compared to other variables, so the validity of the indicator can be said to be good.

Tabel 2. Composite Reliability

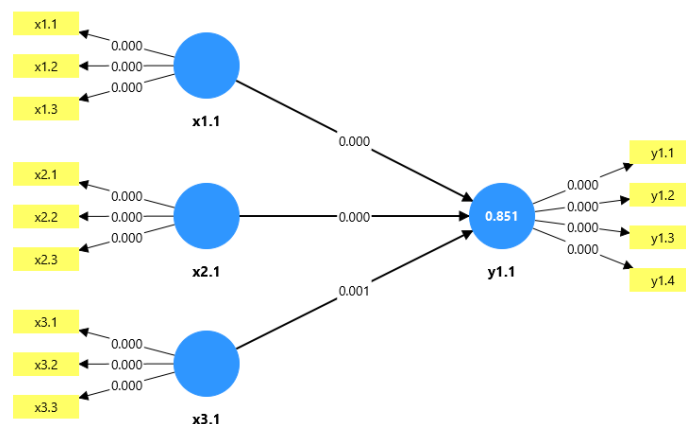
	Composite reliability (rho_a)
Online Customer Review (X1)	0.886
Influencer Marketing (X2)	0.827
Brand Image	0.869
Purchase Decision (Y)	0.878

Source: *Output Smart PLS 3.0*

Based on the results of the *Composite Reliability* test, a score of 0.886 was obtained for the *Influencer Marketing* variable, 0.827 for the *Online Customer Review* variable, 0.869 for the *Brand Image* variable, and 0.878 for the *Purchase Decision* variable. The four variables each showed a value that exceeded the minimum reliability standard of 0.70. Thus, it can be concluded that all variables used in this study meet the reliability criteria, so that the research instrument can be trusted in measuring the set construct.

Inner model

Figure 1. PLS Structural model



Source: *Output Smart PLS 3.0*

Table 3. R-Square Value

Variable Dependency	R-Square	Interpretasi
Purchase Decision	0.652	Strong models (65.2%)

Source: *Output Smart PLS 3.0*

The determination coefficient (R^2) obtained of 0.851 indicates that this research model has a high ability to explain the phenomenon of consumer purchase decisions. In particular,

the independent variables consisting of *Online Customer Reviews*, *Influencer Marketing*, and *Brand Image* were able to contribute 85.1% to the variation of purchase decisions. The remaining 14.9% is explained by other factors that are not included in this study variable, which may come from internal consumer aspects such as personal motivation or external aspects such as the social environment and market trends.

Table 4. Test Hypothesis

	Original sample (O)	T-statistics (O/STDEV)	P values	Information
Influencer Marketing Towards Purchase Decisions	0.335	3.874	0.000	Accepted
Online Customer Review of Purchase Decisions	0.309	3.727	0.000	Accepted
Brand Image Towards the purchase decision	0.348	3.467	0.001	Accepted

Source: *Output Smart PLS 3.0*

Hypothesis 1: *Influencer Marketing* (X1) has a positive effect on Purchase Decision (Y), acceptable, with path coefficients of 0.335, and a T-statistic value of 3.874 greater than the value of $Z \alpha = 0.05$ (5%) = 1.96, then Significant (positive).

Hypothesis 2: *Online Customer Review* (X2) has a positive effect on the Purchase Decision (Y) is acceptable, with a path coefficients of 0.309, and a Tstatistic value of 3.727 greater than the value of $Z \alpha = 0.05$ (5%) = 1.96, then Significant (positive).

Hypothesis 3: *Brand Image* (X3) has a positive effect on the Purchase Decision (Y) is acceptable, with a path coefficients of 0.348, and a Tstatistic value of 3.467 is greater than the value of $Z \alpha = 0.05$ (5%) = 1.96, then Significant (positive).

DISCUSSION

The Influence of Influencer Marketing on Purchase Decisions

The results of this study show that influencer marketing through *the TikTok* platform has a significant influence on the purchase decision of Daviena *Skincare* products. These findings confirm that the existence of influencers not only functions as a means of promotion, but also as a party that is able to foster consumer trust in products. The popularity and credibility that an influencer has makes consumers more confident in the reviews they convey compared to conventional advertising. This is because influencer reviews are considered more authentic, personalized, and represent a real experience in using the product.

In addition, the level of popularity of an influencer is also an important factor that determines the amount of influence on consumer behavior. The more known and trusted the influencer, the greater the opportunity for consumers to follow their recommendations. This mechanism shows that consumers tend to view influencers as *role models* or role models, so any recommendations they provide have the potential to drive higher purchase intent. Thus, the popularity that influencers have can be an important capital in forming a positive image of the product.

In the context of using *TikTok*, the platform provides an interactive space that allows influencers to convey messages in a creative, engaging, and easily accessible way to a wide audience. Content that is packaged in a simple, entertaining, and relatable style makes product reviews feel closer to the everyday life of consumers. This has implications for increasing buying interest, because consumers feel more connected to the product through the experience delivered by influencers. Thus, influencer marketing has proven to be an important role in improving *Daviena's* skincare product purchase decisions through a combination of popularity, trust, and effective delivery on social media.

The descriptive analysis in this study shows that popularity is the most influential indicator of purchasing decisions. Popularity reflects the level of consumer recognition and trust in an influencer. The higher the popularity it has, the stronger the position of influencers in shaping a positive image of the product and influencing the perception of potential buyers. Thus, this factor has become a dominant aspect of social media-based marketing strategies.

Interestingly, even influencers with a micro category that have a follower count of around 100,000 people are still able to provide effective product reviews. Their delivery is more personalized, clear, and convincing makes the information provided feel authentic in the eyes of the audience. This proves that popularity is not only determined by the number of followers, but also by the credibility and quality of the content generated, thus encouraging consumers to be more confident in making purchasing decisions.

The findings of this study are related to the results of previous studies. Research conducted by Dhea Nova & Sugeng Purwanto (2023) revealed that *influencer marketing* has a significant impact on consumer purchase decisions. This shows that the presence of influencers in a marketing strategy is able to influence consumer mindsets and behaviors in determining product choices. In line with that, research conducted by Cindy Septia Pratiwi & Agus Purnomo (2022) also strengthens these findings by proving that there is a positive and partially significant relationship between *influencer marketing* and purchasing decisions. Thus, these two previous studies provide an empirical foundation that supports the results of current research, revealing that influencer marketing has a very important role in encouraging consumers to make a decision to buy a product. The existence of influencers, with their popularity and credibility, is able to build trust while influencing the way consumers view the products being promoted.

The Influence of *Online Customer Reviews* on Purchase Decisions

The results of this study show that the existence of *Online Customer Reviews* has a considerable and significant influence on the decision-making process of consumers in purchasing Daviena *Skincare products*. This shows that reviews written by consumers not only serve as a form of expression of personal opinions, but also have strategic value as one of the effective marketing communication instruments. Reviews spread on digital media have their own appeal because they are considered more objective and represent a real experience than promotions from manufacturers.

Descriptive analysis shows that the most dominant indicator is the valence review, which is the positive or negative nature of a review. Positive reviews play a big role in fostering confidence in the quality and benefits of Daviena products, thereby increasing consumer confidence to make a purchase. On the other hand, negative reviews, although relatively small, can still raise doubts. However, since positive reviews are more predominant, they are less significant in purchasing decisions.

It is understandable that if a product gets more positive reviews from consumers, then the tendency of potential buyers to decide to make a purchase will also be greater. This happens because positive reviews are able to build good perception, increase trust, and give confidence to consumers that the product is worth buying. Positive reviews generally contain satisfactory experiences from previous users, both regarding product quality, perceived benefits, and service received. This kind of information creates a sense of trust and confidence in potential consumers that the products they are going to buy are in line with expectations. On the other hand, if the reviews that appear are dominated by negative comments, it can reduce consumer confidence and ultimately weaken their intention to buy the product.

The findings of this study are also consistent with the results of research conducted by Bela et al. (2023), which prove the positive influence of *online customer reviews* on purchase decisions. The study emphasized that reviews from other consumers have high credibility because they are considered more honest and objective than information that comes directly from the company. The existence of positive reviews has been proven to strengthen consumer confidence and trigger them to make a purchase, thus clarifying the importance of the role of online reviews in the decision-making process.

In addition, research conducted by Perdana Argi & Supriyono (2024) also supports this finding by showing that *online reviews* have a significant influence on increasing consumer buying interest. The research underscores that consumers tend to rely on other people's experiences as a consideration before making a purchase, especially in the digital era that is loaded with information flows. This further confirms that consumer reviews are one of the external factors that greatly determine purchasing behavior, including in the context of Daviena Skincare products on the TikTok platform.

The Influence of Brand Image on Purchase Decisions

The results of this study show that *Brand Image* has a significant influence on the purchase decision of Daviena *Skincare products*. A positive brand image has been proven to increase consumer confidence in the quality, safety, and reliability of the products offered. With a good perception of the brand, consumers feel calmer in choosing the product because they have obtained psychological assurance that the product is worth using.

Brand image also plays an important role as an identity that distinguishes Daviena from various competing brands in the *skincare industry*. This identity is not only visually or symbolically differentiated, but also represents the value and reputation inherent to the brand. Therefore, *brand image* is a crucial element that not only encourages the first purchase, but also contributes to shaping consumer loyalty in the long run.

The findings of the descriptive analysis in this study show that the most dominant indicator is the sense of 'pride in using quality brands'. Many consumers feel more confident, safe, and satisfied when using products that have a positive image. This shows that the existence of a *brand image* is not just a symbol, but also provides emotional value for consumers that influences their shopping decisions.

This means that the higher the positive image that Daviena has managed to build, the greater the tendency of consumers to choose and buy its products. A positive brand image is usually formed from good product quality, consumer trust in safety and benefits, to the company's consistency in maintaining its reputation. When consumers judge a brand to have a good image, it can lead to a stronger sense of trust and confidence, which encourages them to make a purchase.

On the other hand, if a brand has a negative image, this will have an impact on decreasing consumer buying interest. A bad image can be caused by negative consumer experiences in the past, issues related to product quality, and unsatisfactory service. This condition will directly reduce the level of trust in the brand, so that potential consumers feel hesitant to buy the product. Thus, brand image is one of the key factors that determine whether or not a company succeeds in attracting consumers.

The findings in this study are in line with the results of a study conducted by Albertyano Gilang & Sugeng Purwanto (2024). The study states that there is a positive influence between brand image and purchase decisions. This means that the better the brand image displayed, the more likely consumers are to choose the product over competitors' products. This shows the importance of companies in building and maintaining a strong brand image in order to compete in the market.

In addition, the results of this study are also supported by the findings of Elva Fazirah & Ari Susanti (2022) which prove that brand image contributes significantly to driving consumer purchase decisions. According to the study, brand image not only functions as a product identity, but also as a representation of the values and trust instilled in consumers. With a positive brand image, consumers will

feel more confident in choosing products, because they consider that the product has reliable quality and benefits.

LIMITATIONS OF THE RESEARCH

During the research process, researchers found several limitations that directly affected the course of the research. This limitation is important to be observed and used as evaluation material by future researchers, so that similar research in the future can be carried out better and perfectly. Considering that this research certainly still has shortcomings, there is a need for continuous improvement in subsequent studies. Some of the limitations in question include:

1. The number of respondents, which is only 130 people, is certainly still insufficient to describe the real situation.
2. During the data collection process, researchers found that the information conveyed by respondents through questionnaires sometimes did not fully reflect their opinions in real terms. This condition can occur due to differences in mindset, point of view, and understanding among respondents. In addition, the factor of honesty in providing answers also affects the validity of the data obtained.
3. This study only tested the influence of influencer marketing, online customer reviews, and brand image on purchase decisions. In fact, there are other factors that can also influence purchasing decisions, such as price, product quality, brand trust, promotion, and brand loyalty that have not been researched.

CONCLUSION

Based on the test results using PLS analysis to test the influence of *online customer reviews* and *influencer marketing* on the purchase decision of Daviena skincare products on TikTok, the following conclusions can be drawn:

1. *Influencer marketing* has contributed to the decision to purchase Daviena skincare products on the TikTok application. This shows that the higher the popularity of influencers in delivering reviews, the more consumers will make purchasing decisions.
2. *Online customer reviews* have contributed to the decision to purchase Daviena skincare products on the TikTok application. This shows that the more positive reviews from consumers who have used the product, it will increase the purchase decision of consumers.
3. *Brand image* has a contribution to the decision to purchase Daviena skincare products on the TikTok application. This shows that the more positive Daviena's brand image as a safe, quality, and trusted skincare product, the more it will increase purchasing decisions from consumers.

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