



The Influence of Brand Image on Customer's Purchase Intention in Awkarin's Instagram Account as Endorser and Influencer

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Abstract

Social media is a part of people's lives today. People from different levels and circles use social media. Businesses that do not maximize social media at the moment having a hard time following the society's update. One of Instagram's most unique features and provides a marketing advantage over other social media is Instagram Stories, or Instastories. This study aims to the influence of brand image on purchase intention in Awkarin's Instagram social media as an endorser and influencer. The research method used is a quantitative approach and the data collection technique used in this study is a closed questionnaire. The data analysis technique used is Structural Equation Modeling (SEM). The results showed that there was a significant influence between brand image and purchase intention, between endorser and brand image. In addition, there is no significant effect between endorser and purchase intention, there is an influence between endorser and

Keywords: Endorser; Brand Image; Purchase Intention; Instagram; social media.

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1. Introduction

The public's need for the internet has driven new industries to focus their efforts on the internet. E-commerce is an industry that depends on the use of the internet. One of the most popular new media is the use of social networks. Social networking through the internet or more commonly known as social media (SocMed), is a communication media that can be accessed using the internet.

One of the social media that is often used by the public, especially Indonesia, is Instagram. While Facebook focuses on community, Twitter focuses on microblogging, Instagram focuses on sharing moments through photos, images, and videos.

With its content focus, Instagram opens up opportunities for each user to do advertising. This activity is called endorsement. Endorsement is a collaborative activity between two parties, namely brand/product owners and Instagram account users. This activity is often carried out by Instagram users who have many followers and are in the spotlight on social media. It is known as endorser. With the endorsement made by endorser, it is expected that their followers will see and buy or at least recognize the brand/product that being endorsed (Hartini, 2016) [1].

One of Instagram's most unique features and provides a marketing advantage over other social media is Instagram Stories, or Instastories which was released in August 2016. Instastories is a feature on Instagram that allows users to upload content within 24 hours. The contents can be in the form of photos, videos, or live broadcasts or better known as streaming. The presentation of Instastories content is also different from the other social media mobile application. Instastories provide full content on the screen for 15 seconds for each story, while other social media users have to scroll to see the available content (Daniel Belanche, Isabel Cenjor, & Alfredo Pérez-R, 2019) [2].

Endorsements on social media is attractive and often trusted by their followers. It has the ability in creating an engaging content for their followers. The endorser can be their role model, whatever endorser has and does will be followed by teenage fans. Endorsement activities cannot be separated from the presence of the endorser or the person who does the endorsement. Jeniver Novalina in her research quotes Dwayne Hal Dean that brand endorsement has a positive influence on the image of a brand. Celebrity endorsements and brand image also have a positive influence on purchase intention in a brand (Ramlawati, 2020) [3].

2. Literature Review

2.1. New Media

New media is a product of communication technology on digital media. New media includes the emergence of computers and technology and communication networks, namely the internet. New media has developed from the beginning of the new media era, at the beginning of the new media era various things called new media include the internet, websites, computers, CDs and DVDs. At the moment, many of the things mentioned earlier are outdated. The internet is now getting faster, either in 4G or 5G. There are many social media websites, computers and smartphones are getting more sophisticated. Things that were considered new at old times, they

are not anymore now (Leila Green, 2010) [4]. The presence of new media is understood solely as a consequence of communication technology which makes the boundaries of previously existing media platforms blurred. The new media is certainly not understood in only one form of technical and communication technology alone. Moreover, the emergence of internet media as one of the new media. Media integrity raised by new media also has a small social impact in people's lives. In McQuails' understanding, new media is not just a technology device. According to him, new media also has implications for the communication process that accompanies it. In addition, its existence which is different from the existing media also brings consequences, either directly or indirectly.

2.2. Social Media, Characteristics and Functions

The existence of the media with all its advantages has become a part of human life. The times have produced a variety of media, one of them is social media. Social media is media on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds. Basically, some experts who study the internet can see that social media on the internet is a picture of what happens in the real world, such as plagiarism (Rulli Nasrullah, 2016) [5].

Social media has several different characteristics from other types of media. There are limitations and special characteristics that specially belong to social media. The following are some of the characteristics of social media, namely: 1) Network; social media network is built from the social structure formed in the network or the internet. 2) Information; becomes the important entity from social media as there are activities from creating the contents to doing information-based interactions. 3) Archives; for social media users, archives are a character that explains that information has been stored and can be accessed at any time and through any device. 4) Interaction; the basic character of social media is the formation of a network between users. 5) Social Simulation; social media is characterized as the medium of the society in the virtual world. Interactions that occur on social media describe the reality that occurs, yet the interactions are sometimes completely different. 6) User Generated Content; this characteristic shows that the contents on social media are fully owned and based on users and account owners. This user-generated content indicates that social media audiences are not only producing their own content but also consuming content produced by other users. 7) Sharing; sharing is another character of social media, not only producing and consuming content but also actively share and develop the content of its users (Rulli Nasrullah, 2016) [6]. Here are some other social media functions: 1) Searching for news, 2) Getting entertainment 3) Online communication. The ease of accessing social media is used to communicate online, such as chatting, status sharing, informing the news and distributing invitations. 4) Mobilizing the community. 5) Sharing tools. Social media is often used as a medium to share useful information for many people, from one person to many others

2.3. Instagram

Instagram comes from the word "instant" or "insta", just like the polaroid camera which used to be known as "instant photos". Instagram can also display photos instantly in its display. As for the word "gram" comes from the word "telegram", where the way the telegram works is to send information to other people quickly. Likewise

with Instagram which can upload photos using the internet network, so that the information submitted can be received quickly. That is reason why Instagram comes from the word “instant-telegram”. According to Bambang, Instagram is an application from a smartphone specifically for social media which is one of the digital media that has almost the same function as Twitter, but the difference lies in the taking photos in a form or place to share information with users. Instagram can also provide inspiration for the users and can also increase creativity, as Instagram has features that can make photos more beautiful, more artistic and has better quality (Atmoko, 2012) [7].

2.4. Celebrity Endorser

In the marketing concept, there is one thing that must be considered by marketer, that is marketing communication. It is important as we do not only focus on the product to be produced, but how do we communicate it well so that it can be accepted by consumers. One of the marketing communication media that is very popular and often used today is advertising. It is the marketer’s job to design these ads as creative as possible. One way is to use a brand endorser. Brand endorser is a party hired by the company to advertise its products. This brand endorser can come from ordinary figures or famous figures (celebrities). Brand endorsers here usually act as opinion leaders where their job is to provide information to others and try to influence them. Celebrity endorser according to Shimp (2010, p.329) [8] is an actor or actress, entertainer, athlete who is widely known by many people for their success in their respective fields to promote the advertized product. According to Sutisna (2009, p. 329) [9] the use of opinion leaders is quite effective in building a feeling of similarity for consumers. The endorsers that are often used by companies are celebrities, as the information delivered by interesting sources or famous figures will be able to attract more attention (Kotler & Keller, 2009, p.132) [10]. According to Hansudoh (2012, p.109) [11], the use of celebrity endorser as communicator who have certain characteristics can influence the positive attitudes or responses to the product

2.5. Endorsment

Endorsement is a marketing activity that uses influencers or opinion leaders on social media who can influence potential buyers to market a brand or product (Jason, 2020) [12]. Endorsment has an important role in marketing strategy through social media, such as Instagram, Youtube and Twitter. This online promotion has proven to be very effective on social media (Karina Sokolova, 2019) [13]. Endorsement activities on the social media cannot be separated from endorsers, both celebrities and influencers. Endorsers, especially influencers, share content on their social media related to their respective interests. Some social media user accounts who see the influencer’s content will be interested and follow and interact with the influencer. When there are many accounts that follow and interact with these social media accounts, the influencer will be in the midst of a large community and trusted by the public. This influencer position becomes an attraction for brand or product owners who want to promote their product/brand (Jason, 2020) [14].

2.6. Brand Image

Brand image can be defined as a perception that arises in the minds of consumers when remembering a brand of

a particular product. The definition of a brand is as follows: “A brand is a sign in the form of pictures, names, words, letters, numbers, color arrangement or a combination of these elements that have distinguished features used in the activities of trading goods or services”. The American Marketing Association in Kotler and Keller (2012, p.258) [15] defines a brand as a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. According to Kotler and Armstrong (2012, p.275) [16], a name, term, sign, symbol, design or a combination of these that identifies the products or services of one sell or group of sellers and differentiates them from those of competitors. Brand is a name, term, sign, symbol, design or a combination thereof to mark the products or services of one seller or group of sellers and to differentiate them from those of competitors.

2.7. Purchase Intention

Purchase intention (willingness to buy) is part of the behavioral component in the attitude of consuming. Consumer’s purchase intention is the stage where consumers form their choices among several brands that are incorporated in the choice set, then in the end make a purchase on an alternative they like the most or the process that consumers go through to buy an item or service based on various considerations. The definition of purchase intention according to Kotler and Keller (2009:15) [17], “Purchase intention is a form of consumer behavior in response to objects that indicate the consumer’s desire to make a purchase”. According to Durianto and Liana (2004:44) [18], “Purchase intention is something related to consumer plans to buy certain products and how many units of product are needed in a certain period”. Based on the description above, it can be concluded that purchase intention is a mental statement from consumers that reflects the plan to purchase a number of products with certain brands. A product is said to have been consumed by consumers if the product has been decided by the consumer to be purchased. The personal characteristics of consumers that are used to process stimuli are very complex, and one of them is the urge or motivation to buy.

3. Constrain/Limitation

The limitation of this research is that it only looks at Awkarin and endorsed brands in Awkari's account. The data taken is the response of respondents who follow Awkarin's account on Instagram social media.

4. Research Method

Due to the limitations of the researcher to reach the entire population, the researcher study only some part of the population as research subjects or also called samples. The sampling technique used in this study is a non-probability sampling technique through purposive sampling where the sampling technique is adjusted to the objectives of the study. In the research setting using Instagram social media accounts because this social media account has a worldwide user growth and has grown significantly in the last four years (2018-2022) and is related to the endorsement phenomenon that has occurred on Instagram social media accounts in recent times. The data collection technique used in this study was a closed questionnaire. Questionnaire is a method of collecting data by giving questions to respondents by distributing a list of questions or questionnaires (Noor, 2016). In this study, the questionnaires distributed to respondents will be distributed online using the Google

Form application in order to obtain respondents more broadly, not limited to certain areas. To collect data efficiently through questionnaires, researchers must know for sure the variables to be measured and what is expected from the respondents (Iskandar, 2008). There are four core components of a questionnaire, namely the research subject, an invitation for respondents to participate in answering questions actively and objectively, the instructions for filling out the questionnaire, and the existence of questions or statements along with places to fill in the answers (Noor, 2016). In the first part, respondents will be asked questions to provide demographic information including gender and age. In the next section, respondents will answer questions about their experiences related to the use of celebrity endorser advertisements on social media and respondents' experiences with purchasing the products used. Next is the measurement of indicators of each variable, where in this study there are 4 (four) variables, namely consumer perceptions of celebrity endorsers, brand image, brand trust, and purchase purchase intention. From each variable there are research indicators which are then developed into question items in the questionnaire. The respondents in this study were social media users who know the celebrity endorser Awkarin. The description is based on their profiles, including gender, age, education, occupation, and domicile of 229 respondents

5. Results

Descriptions of respondents based on gender, age, education, occupation, and monthly expenses are presented below

Table 1: Respondent Profile Description

| Responden's Profile | Category | Frequency | Percentage |
|-----------------------------|------------------------------------|------------------|-------------------|
| Sex | Male | 83 | 36,24% |
| | Femal | 146 | 63,76% |
| Age | under 17 y.o. | 3 | 1,31% |
| | 17 - 25 y.o. | 186 | 81,22% |
| | abive 25 y.o. | 40 | 17,47% |
| Education Backgorund | Senior High School Students | 49 | 21,40% |
| | Senior High School Graduate | 10 | 4,37% |
| | University Students | 60 | 26,20% |
| | Diploma | 35 | 15,28% |
| | Bachelor | 75 | 32,75% |
| Job | Students | 57 | 28,5% |
| | Civil Servants | 22 | 11% |
| | Private Employee | 58 | 29% |
| | Entrepreneur | 43 | 21,5% |
| | Others | 20 | 10% |
| City Domicile | JABODETABEK | 141 | 61,57% |
| | Bandung | 1 | 0,44% |
| | Surabaya | 0 | 0,00% |
| | Jogya | 15 | 6,55% |
| | Others | 72 | 31,44% |

5.1. Identification of Research Variables

The description of the respondent's response data can be used to enrich the discussion section. Through the description of the response data, it can be seen how the condition of each dimension or indicator of the research variable is. To make it easier to interpret the variables being studied, the respondents' responses were categorized based on the respondent's response scores. The principle of categorization of the average score of respondents' responses is adjusted to Sugiyono's statement (2009; 135) which is based on the maximum score range and the minimum score divided by the number of categories desired using the following formula

$$\text{Category Score Range} = \frac{\text{Maximum Score} - \text{Minimum Score}}{\text{number of categories}}$$

Table 2: Guidelines for the category of respondent's answer scores

| Description / Interval | Category | |
|--------------------------|--------------|------------|
| | Number | Percentage |
| Maximum Score | 5 | 100% |
| Minimum Score | 1 | 20% |
| The number of categories | 5 Categories | |
| 20,00% - 35,99 % | Bad | |
| 36,00% - 51,99% | Very Bad | |
| 52,00% - 67,99% | Deficient | |
| 68,00% - 83,99% | Good | |
| 84,00% - 100,00% | Very Good | |

Source: Primary Data Processed

5.2. Description of Consumer perception of Celebrity Awkarin

The variable consumer perception of celebrity endorser Awkarin is measured using 10 (ten) indicators. Descriptions of respondents' assessments of the consumer perception variable towards celebrity endorsers Awkarin are presented in Table 3 as follows:

Table 3: Descriptive Statistics of Consumer Perception of the Celebrity Endorser Awkarin

| Variable | Dimension | Indicator | Answer's Frequency | | | | | Mean | Category |
|---|---------------------|-----------|--------------------|-----|-----|----|----|--------|-----------|
| | | | SA | A | N | D | SD | | |
| Consumer Perception of the Celebrity Endorser Awkarin | Attractiveness | X11 | 39 | 114 | 71 | 4 | 1 | 76,24% | Good |
| | | X12 | 46 | 116 | 61 | 6 | 0 | 77,64% | Good |
| | | X13 | 46 | 140 | 40 | 3 | 0 | 80,00% | Good |
| | | X14 | 40 | 80 | 82 | 22 | 5 | 71,18% | Good |
| | Trustworthiness | X21 | 32 | 75 | 101 | 21 | 0 | 70,31% | Good |
| | | X22 | 24 | 53 | 129 | 18 | 5 | 66,38% | Deficient |
| | | X23 | 30 | 69 | 112 | 16 | 2 | 69,52% | Good |
| | | X24 | 23 | 57 | 124 | 21 | 4 | 66,46% | Deficient |
| | Endorsers' Attitude | X31 | 30 | 81 | 95 | 23 | 0 | 70,31% | Good |
| | | X32 | 32 | 87 | 86 | 23 | 1 | 71,00% | Good |
| | | X33 | 26 | 82 | 80 | 38 | 3 | 67,86% | Deficient |
| | Mean Variable | | | | | | | 71,72% | Good |

The table shows that respondents have a good perception of celebrity endorsers Awkarin, this is indicated by the average value of the variable of 71.72% which is in the range of 68.00% - 83.99% (good category). The indicator of consumer perception of celebrity endorser Awkarin which is considered the highest by respondents is X12 (stylish endorser), with an average approval value of 80.00%. Meanwhile, the indicator of consumer perception of celebrity endorser Awkarin which is considered the lowest by respondents is X22 (the endorser can be trusted), with an average approval value of 66.38%.

5.3. Brand Image Variable Description

Brand image variable is measured using 3 (three) indicators. Description of respondents' assessment of the brand image variable is presented in Table 4 as follows:

Table 4: Descriptive Statistics Variable Brand Image

| Variable | Indicator | Answer's Frequency | | | | | Mean | Category |
|---------------|-----------|--------------------|----|-----|----|----|--------|-----------|
| | | SA | A | N | D | SD | | |
| Brand Image | Z11 | 14 | 80 | 119 | 15 | 1 | 67,95% | Deficient |
| | Z12 | 13 | 82 | 115 | 17 | 2 | 67,60% | Deficient |
| | Z13 | 9 | 69 | 134 | 15 | 2 | 65,94% | Deficient |
| Mean Variable | | | | | | | 67,16% | Deficient |

Source: SPSS 21 Data Processing

Table 4 shows that respondents think that their perception of the brand image variable is deficient, this is indicated by the average value of the variable of 67.16% which is in the range of 52.00% - 67.99% (deficient category). The brand image indicator that is considered the strongest by the respondents is Z11 (reliable product), i.e. with an average approval value of 67.95%, while the brand image indicator that is considered the weakest by the respondent is Z13 (attractive product), namely the approval value. an average of 65.94%.

4.4 Purchase Intention Variable Description

The purchase intention variable is measured using 3 indicators. Descriptions of respondents' assessments on the Purchase Intention variable are presented in Table 6 as follows:

Table 5: Descriptive Statistics of Purchase Intention Variables

| Variable | Indicator | Answer Frequency | | | | | Variable | Category |
|--------------------|-----------|------------------|-----|-----|----|-----|----------|-----------|
| | | SA | S | N | SA | STS | | |
| Purchase Intention | Y1 | 22 | 104 | 84 | 17 | 2 | 71,09% | good |
| | Y2 | 12 | 79 | 108 | 27 | 3 | 66,11% | deficient |
| | Y3 | 10 | 55 | 119 | 39 | 6 | 62,10% | deficient |
| Mean Variable | | | | | | | 66,43% | deficient |

Source: SPSS 21 Data Processing

Table 5 shows the assessment of respondents have deficient purchase intention. This is indicated by the average value of the variable of 66.43% which is in the range of 52.00% - 67.99% (deficient category). The indicator of purchase intention that rated the highest by respondents was Y1 (willing to consider buying a product when I was looking for a similar product), with an average approval value of 71.09%, while the indicator of purchase intention that rated the lowest by respondents was Y3 (willingness to buy products), with an average approval value of 62.10%.

4.5 Structural Equation Modelling (SEM) Results

In accordance with the research objective, that is to study the influence of Awkarin's celebrity endorser, brand image and brand trust on purchase intention, a series of relevant quantitative analysis to the research objectives is conducted. The respondent's answer score data is still in the form of an ordinal scale, so that the data can be processed. First, the ordinal data is converted to an interval scale through the method of successive interval, which is then processed using structural equation modeling with the alternative method of partial least squares.

In structural equation modeling, there are two types of models formed, namely measurement models and structural models. The measurement model explains the proportion of variance of each manifest variable (indicator) that can be explained in the latent variable. Through the measurement model, it will be known which indicator is more dominant in the formation of the latent variable.

After the measurement model of each latent variable is outlined, then a structural model will be described which will study the influence of each independent latent variable (exogenous latent variable) on the dependent latent variable (endogenous latent variable).

In this study, there are 7 (seven) latent variables with 22 (twenty-two) indicators. The celebrity endorsement variable consists of 3 (three) dimensions and 13 (thirteen) indicators, the brand trust variable, the brand image variable and purchase intention consists of 3 (three) indicator variables each. The researcher use SmartPLS 3.0 from each indicator and to test the constructs of variable reliability under study.

4.6 Hypothesis Test

In testing the hypothesis, it can be seen from the T-statistical value and probability value. To test the hypothesis by using statistical values, for alpha 5% the t-statistic value used is 1.96. So the criteria for acceptance/rejection of the hypothesis are that Ha is accepted and H0 is rejected when the t-statistic > 1.96. To reject/accept the hypothesis using probability then Ha is accepted if the p value <0.05

Table 6: The results of testing the hypothesis of a direct relationship

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|----------------------------|------------------------|-----------------------------------|--------------------------------|-----------------|
| Brand Image (Z) -> Purchase Intention (Y) | 0,264 | 0,268 | 0,080 | 3,314 | 0,001 |
| Endorser (X) -> Brand Image (Z) | 0,628 | 0,628 | 0,038 | 16,699 | 0,000 |
| Endorser (X) -> Purchase Intention (Y) | 0,062 | 0,058 | 0,072 | 0,859 | 0,390 |

The influence between brand image and Purchase Intention is significant with a T-statistic of 3.314 (> 1.96) or P Values of 0.001 (< 0.05). The original sample estimate value is positive, which is 0.606 which indicates that the direction of the relationship between brand image and purchase intention is positive. Thus this study states that ‘Brand image has an influence on Purchase Intention’.

The influence between endorsers and brand image is significant with a T-statistic of 16.699 (> 1.96) or P Values of 0.000 (< 0.05). The original sample estimate value is positive, which is 0.628 which indicates that the direction of the relationship between the endorser and the brand image is positive. Thus this study states that ‘Endorser has an influence on Brand Image’The influence between Endorsers and Purchase Intentions is not significant with a T-statistic of 0.859 (< 1.96) or P Values of 0.390 (> 0.05). Thus this study states that ‘Endorser has no influence on Purchase Intention’.The influence between Endorsers and Purchase Intention through Brand Image is significant with a T-statistic of 3.199 (> 1.96) or P Values of 0.001 (< 0.05). The original sample estimate value is positive, which is 0.166 which indicates. Thus, this study states that ‘Endorser with Purchase Intention through Image have a significant influence’.

Table 10: The results of testing the hypothesis of an indirect relationship

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ((O/STDEV)) | P Values |
|---|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Endorser (X) - > Brand Image (Z2) -> Purchase Intention (Y) | 0,166 | 0,169 | 0,052 | 3,199 | 0,001 |

6. Discussion

Brand Image has an influence on Purchase Intention, meaning that a certain impression of a brand can arise after seeing, hearing the goods offered with a good or good image, so consumers tend to repeat purchases of that brand compared to other brands. For this reason, the high and low brand image has a positive impact on Purchase Intention. Endorser have an influence on Brand Image, meaning that endorsers with good popularity can contribute to brand image building. The Endorser has no influence on Purchase Intention, this means that the popularity of the endorser alone is not enough to increase consumer purchase intention in a brand. Endorser with Purchase Intention through Brand Image has a significant influence, endorsers help raise brand image with their popularity. With the increase in brand image, consumers' Purchase Intention in the brand also increases along with their image

With the development of the internet, social media is now part of new media technology that cannot be separated from society. With the current number of social media users, especially Instagram, marketing activities are also increasing and adapting to follow the development of social media. brand/product owners must start following current developments if they want to buy from their brand/product. brand/product owners also cannot arbitrarily carry out marketing activities, in this case endorsements, to certain celebrities. according to the statement above, endorsement through certain celebrities will not significantly increase the purchase intention of their brand/product. brand/product owners should improve the brand image of their brand/product. With a good brand image, endorsement activities will increase purchase intention from the brand/product.

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