

STRATEGIES TO INCREASE PURCHASE INTENTION OF LOCAL BRAND IN INDONESIA: A STUDY OF SOCIAL MEDIA MARKETING AND THE ROLE OF INFLUENCERS

Strategi Meningkatkan Minat Beli Brand Lokal di Indonesia: Kajian Pemasaran Sosial Media dan Peran Influencer

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Abstract

Based on Hypefest and Katadata research in 2023, the growth of local brands in Indonesia is currently not matched by an optimal marketing strategy, because consumer purchase intention in local brands is still relatively low. Utilization of marketing through social media is expected to make the image of local brands more famous so as to increase consumer purchase intention, especially generations Y and Z. Optimizing marketing through social media by using influencers to introduce a product massively. The data collection technique was purposive sampling using a questionnaire, which collected 135 respondents who had never made purchases of local Indonesian brands and were active users of Instagram social media and were also generations Y and Z. The results of the study show that the first hypothesis is that there is a significant influence between social media marketing variables on consumer purchase intention. The second hypothesis is that there is a significant influence between social media marketing variables on consumer purchase intention which is moderated by the influencer variable. This proves that in the current digital era, social media is the main platform for marketing a product which will be strengthened by using the right influencers to expand the marketing of a brand. This research has limitations, namely only discussing local brands, especially in the fashion sector, so that further research can expand the local brand sector.

Keywords: Purchase Intention, Social Media Marketing, Influencer, Local Brand in Indonesia.

Abstrak

Pertumbuhan brand lokal di Indonesia saat ini tidak diimbangi dengan strategi pemasaran yang optimal, karena minat beli konsumen terhadap brand lokal masih tergolong rendah. Pemanfaatan pemasaran melalui sosial media diharapkan dapat membuat citra dari brand lokal semakin terkenal sehingga dapat meningkatkan minat beli konsumen khususnya generasi Y dan Z. Mengoptimalkan pemasaran melalui sosial media dengan menggunakan influencer untuk memperkenalkan suatu produk secara massif. Teknik pengumpulan data purposive sampling dengan menggunakan kuesioner, yang terkumpul sebanyak 135 responden yang belum pernah melakukan pembelian terhadap brand lokal Indonesia serta pengguna aktif media sosial Instagram dan juga merupakan generasi Y dan Z. Hasil penelitian menunjukkan bahwa hipotesis pertama yaitu terdapat pengaruh yang signifikan antara variabel pemasaran sosial media terhadap minat beli konsumen. Hipotesis kedua yaitu terdapat pengaruh yang signifikan antara variabel pemasaran sosial media terhadap minat beli konsumen yang dimoderasi oleh variabel influencer. Hal ini membuktikan bahwa pada era digital saat ini media sosial merupakan platform utama dalam memasarkan suatu produk yang akan diperkuat dengan penggunaan influencer yang tepat untuk memperluas pemasaran dari suatu brand. Penelitian ini memiliki keterbatasan yaitu hanya membahas brand lokal khususnya pada bidang fesyen, sehingga penelitian selanjutnya dapat memperluas sektor brand lokal.

Kata Kunci: Minat Beli, Pemasaran Sosial Media, Influencer, Lokal Brand di Indonesia.

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Introduction

The digital era has changed marketing activities, for example the use of social media has an impact on the extent of communication and information dissemination (Manuella and Sander, 2022). As social media natives, millennials and generation Z are very familiar with this product group. It is said that the dominance of local products arises because of phenomena, such as information openness and easy access to this information with existing technological developments (Anggrenita and Sander, 2022). Social media is defined as a set of platforms that are internet and technology based and enable the exchange of content created by users. Currently, the function of social media is not only a means of exchanging content, more than that it is used for marketing and also enhancing brands (Anggrenita and Sander, 2022). The use of social media marketing has no time, place, media and more affordable costs (Laksamana, 2018). Social media provides significant opportunities for companies to engage individual consumers. Social media also has a contribution to consumer communication, CRM, and consumer engagement (Majeed, et.al, 2021). In addition, the existence of social media marketing can influence consumers to make purchases (Majeed, et.al, 2021; Majdi, 2020; Alalwan, 2018; Wijanto and Halim, 2017). The more attractive marketing on social media of a brand will increase consumer desire to make purchases of a product. Consumer purchase intention is a conscious desire of consumers to plan or make purchases of a product (Han, et.al, 2020).

A social media influencer is someone with a large number of followers and has some expertise in certain areas, such as beauty or fashion, food and beverages, health and lifestyle, travel, and so on. (Han, et.al, 2020). Social media influencers are required to manage their personal branding independently. Because personal branding currently functions as a marketing communication tool for individuals to manage their characteristics so as to maintain their image in the market. Influencers are required to manage their image effectively to maintain and grow the number of followers on their social media (Taillon, et.al, 2020). Building and increasing the number of followers and activeness in managing online presence is important for influencers because popularity and influence are usually measured by the number of active followers' engagement on social media, including the number of comments, shares, or likes on content (V.C and Veirman, 2016). Social media influencers will become representatives for brands that collaborate with them and are effective in brand support (Mansour and Diab, 2016) and influencers are basically seen as sources of information that can be trusted about the products or companies they support. consumer. Credibility is an important factor that must be considered in influencer endorsements, because the effectiveness of the message will be stronger when the credibility of the endorser is higher. Several studies have begun to investigate influencer effects on consumer behavior (Pick, 2021; Alfarraj et.al, 2021; Li and Peng, 2021)

The growth of various social media, especially Instagram, has also been taken advantage of by the Government of Indonesia by carrying out the "Bangga Buatan Indonesia / Proud Made in Indonesia" campaign as a form of government support to increase public awareness of local Indonesian brands (Limanseto, 2022). The digital era has changed marketing activities, where the use of social media has an impact on the extent of communication and information dissemination. As social media natives, millennials and generation Z are very familiar with this product group. It is said that the dominance of local products arises because of phenomena, such as information openness and easy access to this information with existing technological developments (Riani, 2020). Slowly several business sectors began to stretch including the fashion business sector. The development of the fashion business in Indonesia is currently quite encouraging, because now local Indonesian brands are starting to be popular with most Indonesian people. Lots of local products appear, but what you can feel the most is the presence of fashion products (Dahono, 2021).

Absolutely, this gives positive results for local Indonesian brands because based on research by MarkPlus it finds that the tendency of consumers to buy local products is increasing driven by several factors, including during the pandemic online marketing has become the focus of local product businesses intensifying marketing and promoting on social media and as well create a variety of interesting content (Dahono, 2021). However, this business development is not accompanied by strong local product competitiveness in the market, especially in the fashion brand sector in Indonesia. (Mid Solusi Nusantara, 2022)

With the increasing development of current technology accompanied by trends in its use, it is an important point to be able to understand how to use this technology in an effort to increase public awareness of local products. Therefore, the use of social media by creating various content is currently supported by the existence of "influencers" or what are known as influencers. Influencers are considered capable of influencing their followers through digitally uploading photos, videos and information posted in feeds and stories on social media (Riani, 2020; V.C and Veirman, 2016). This study aims to determine the effect of social media marketing on consumer purchase intention in local Indonesian products moderated by influencer variables, with the following research design:

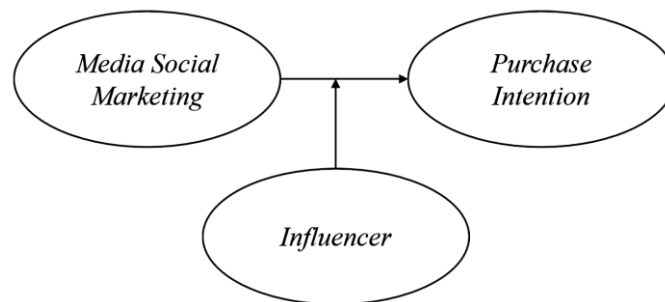


Figure 1. Research Design
Source: Data Processed by Researchers, 2023

Research Methods

This study uses a quantitative approach where data sources are obtained using primary data and secondary data. The primary data in this study were obtained from a structured questionnaire (questionnaire) filled out by the respondents. The measurement scale is a Likert scale with a measurement range of 1-5. (Purwanto, 2021). Secondary data was collected from several sources, namely books, journals, literature related to the problem, and information obtained and accessed via the internet (website). Sampling used a purposive sampling technique with the criteria of consumers of Y and Z generations who had never purchased local Indonesian products where there were 135 respondents (Hair, et.al, 2014). In this study, there were three variables, among others, the independent variable, namely social media marketing, the dependent variables namely purchase intention and influencers as moderating variables, with the indicator items used are as follows:

Table 1. Research Instruments

Variables	Indicators	Sources
<i>Social Media Marketing</i> (X)	Entertainment	
	Content from the brand's social media is entertaining content	
	The social media content posted by the brand looks interesting	
	Interaction	
	The brand's social media allows me to share information with others	(Laksamana, 2018; Alalwan, 2018; Anggrenit dan Sander, 2022)
	I can have conversations or exchange opinions with other people through the brand's social media	
	I easily express opinions through the brand's social media	
	Trendiness	
	The content displayed on the brand's social media is the latest information	
	The brand's social media content is very much following the 'trend'	
Customization		
I want to convey information about the brand, product or service from the brand's social media to my friends		
I want to upload content from the brand's social media on my personal social media		
<i>Influencer</i> (Mod)	Attractiveness	
	I think the social media content posted by these influencers is good	
	In my opinion, the social media content posted by these influencers is interesting	
	In my opinion, the social media content posted by these influencers is visually appealing	
	Expertise	
	In my opinion, the influencer has expertise in the recommended product/brand area	(V.C dan Veirman, 2016; Taillon, 2020; Han, et.al, 2020)
	In my opinion, the influencer has extensive knowledge in the recommended product/brand area	
	In my opinion, the influencer has experience in the recommended product/brand area	
	In my opinion, the influencer has the ability in the recommended product/brand area	
	Prestige	
In my opinion, the social media content created by these influencers is prestigious		
In my opinion, the social media content created by these influencers seems premium		
<i>Purchase Intention</i> (Y)	Transactional	
	I will buy this brand over other available local brands	(Majeed, et.al, 2021; Velice dan Sander, 2022)
	No matter what, I will buy this brand	
	Preferential	
	I intend to purchase these brands in the future	
	This brand caught my eye quickly	
	This brand comes to my mind when I have to buy local brand	
Referential		
I am willing to recommend the brand to others to buy		

Source: Data Processed by Researchers, 2023

Data Analysis Technique

Data processing uses a statistical tool, namely SmartPLS by testing the outer and inner models which aims to estimate a research model and test the presence or absence of influence between latent variables. In testing the outer model, validity and reliability tests were carried out. The instrument is declared valid if it meets convergent validity with an AVE value of > 0.5 for each variable and discriminant validity with a cross loading value for each variable must be > 0.7 . Meanwhile, the reliability test must meet the criteria for a composite reliability value that must be > 0.7 (Purwanto, 2021). In the inner model test, the coefficient of determination test is carried out by looking at the R2 value and testing the hypothesis using the criterion $p < 0.05$, so the hypothesis can be stated as significant. (Purwanto, 2021)

Results and Discussion

Respondent Profile

Based on the results of distributing questionnaires that have been carried out to 135 respondents, the following is a presentation of the respondent's data in this study.

Table 2. Respondent Profile

Indicators	Descriptions	Freq	%
Genders	Male	65	48%
	Female	70	52%
Ages	13 - 25 years (Z gen)	89	66%
	26 - 40 years (Y gen)	46	34%
Domicile	Jabodetabek	84	62%
	Others	51	38%
Average income	< 1.000.000	29	21%
	1.000.000 - 5.000.000	67	50%
	5.000.000 - 10.000.000	30	22%
	> 10.000.000	9	7%
	Total	135	100%

Source: Data Processed by Researchers, 2023

From table 2 above, it is known that the respondents in this study were dominated by women, namely 52%, but not much different from male respondents, namely 48%. These results indicate that local Indonesian products, especially in the fashion sector, are no longer only targeting women's fashion, but men's fashion has also begun to develop a lot in Indonesia. If seen from the age comparison, this respondent is dominated by generation Z with an age range of 13-25 years, namely 66% and the millennial generation, with an age range of 26-40 years, namely 34%. It is proven that Indonesian local products target more the younger generation (Z and Millennials) which is appropriate because internet penetration is also dominated by the younger generation. While most of the research respondents live in Jabodetabek by 62% and the rest live in other cities such as West Java, East Java, Central Java, North Sulawesi, North Sumatra, and Bangka Belitung by 38%, with an average opinion dominated by the range of 1-5 million is 50% which is in line with the number of respondents who are dominated by generation Z with an age range of 13-25 years.

Data Measurement

Based on the results of data processing that has been done, the following is a test of validity, reliability, and the coefficient of determination for each variable tested.

Table 3. Data Analysis

Variables	Validity		Reliability	Coefficient of Determinant
	CL	AVE	CR	R ²
Purchase Intention	0,785 – 0,880	0,665	0,908	
Social Media Marketing	0,783 – 0,884	0,709	0,936	
Influencer	0,756 – 0,949	0,717	0,953	0,609

CL = Cross Loading ; CR = Composite Reliability

Source: Data Processed by Researchers, 2023

Based on table 3 above, it can be seen that in the validity test all the variables in this study have met the requirements where it can be seen that the cross-loading value on all variables is greater than 0.7 and the AVE value is greater than 0.5 meaning that the variable social media marketing, social influencers media and consumer purchase intention have met the validity test requirements (Ghozali, 2006)

In the reliability test, by looking at the composite reliability value where in table 2 the overall value is greater than 0.7 (Ghozali, 2006) which means that the social media marketing variables, social media influencers and consumer purchase intentions have fulfilled the reliability test requirements. While the coefficient of determination is 0.609 or 60.9% where this value means that the consumer purchase intention variable is influenced by social media marketing and social media influencer variables by 60.9% while 39.1% consumer purchase intention is influenced by variables outside of this research.

Hypothesis Testing

Based on the results of data processing that has been done, the following is the result of hypothesis testing.

Table 4. Hypothesis Testing

Hypothesis	t-statistics	p-value	Results
H1 : Social Media Marketing > Purchase Intention	14,071	0,000	Sig
H2 : Influencer (mod) > Social Media Marketing > Purchase Intention	3,943	0,000	Sig.

Source: Data Processed by Researchers, 2023

Based on table 4 above, the results obtained for the p-value of the two hypotheses are smaller than 0.05, thus meaning that the first hypothesis is that social media marketing has a significant effect on purchase intention. And the second hypothesis, social media marketing has a significant effect on purchase intention which is moderated by influencers.

Discussion

Based on the results of data processing that has been carried out by researchers, it can be seen that the first hypothesis of the study, namely social media marketing, has a significant influence on consumer purchase intention because the value of the t-statistic is $14,071 > 1.96$ or a p-value of $0.000 < 0.05$ (Hair, et.al, 2014). The results of this study are in line with previous research (Majeed, et.al, 2021; Han, et.al, 2020; Majdi, 2020; Laksamana, 2018; Wijanto and Halim, 2017) where social media marketing has a significant influence on consumer purchase intention, because the more creative and attractive marketing through social media in this digital era will attract consumers to make purchases. In this study, the respondents are generation Z and millennials where the characters of these two generations are very familiar with the digitalization era as seen by the active use of social media such as Instagram or Tiktok. So, this also has an impact on the world of marketing, especially on local brands of fashion products in Indonesia, which currently use social media as the main media (Riani, 2020) in marketing their products because they are in accordance with the main target consumers, namely generation Z and Millennials (Dahono, 2021). The creativity of uploaded content must also be adjusted to the product and its target consumers to increase consumer interest in the product. Furthermore, the content presented by a brand must have direct or indirect interaction with the audience and follow the trends that are developing at that time. The more interested consumers are in uploaded content, these triggers increased consumer purchase intention as well. For example, one of the local fashion brands that maximizes the function of social media, especially Instagram, is Erigo. Erigo is widely known by millennials and Z generations due to aggressive social media marketing activities such as active and consistent uploading of content, which serves to increase consumer awareness through information conveyed about the brand. Erigo's social media content is also two-way, meaning that Erigo actively invites Instagram followers to react to their posts on social media, for example by asking followers for input regarding product models, doing live session and holding giveaway activities to their followers on Instagram. In addition, content design that is made simply but with captions that can attract consumers' attention is also one of Erigo's ways to maximize the functions of the social media used. The strategy undertaken by Erigo has proven to be effective in influencing consumer purchase intention in the products they offer, so that this strategy can also be followed by other local brands that have smaller business scales, of course, readjusted to the target market and the characteristics of a brand.

Furthermore, in the second hypothesis of this study, namely social media influencers have a moderating influence between social media marketing variables on consumer purchase intention because the t-statistic value is $3.943 > 1.96$ or p-value $0.000 < 0.005$ (Hair, et.al, 2014). The results of this study are in line with previous studies (Aw, et.al, 2022; Alfarraj et.al, 2021; Li and Peng, 2021; Pick, 2021; Taillon, et.al, 2020; Mansour and Diab, 2016) The result of this study proves that influencers have influence to strengthen or weaken consumer interest in purchasing a product. Social media and influencers are two things that cannot be separated. Social media requires influencers to accelerate the growth of social media as well as assist in marketing activities such as promotions and sales. Meanwhile, influencers need social media to be able to develop and build a strong personal brand. Therefore, influencers have an important role in strengthening or weakening consumer interest in a brand. Because the more famous the figure of an influencer is, the more consumers' interest in buying a brand will increase. This is because consumers have considerations for the figure of the influencer, for example in terms of the credibility that the influencer has whether it is good or not. Besides that, the image of the influencer is also a consideration for consumers to make a purchase because if the influencer has a bad image, then credibility will be questioned. Not only from credibility or image, the influencer's way of promoting a product such as content, visuals, creativity and way of speaking will also be considered by consumers to make a purchase. Evidence where influencers strengthen or weaken their influence on consumer purchase

intention is the Erigo brand. Since Erigo was launched in 2010 to 2019, the development of the Erigo brand has tended to be slow due to not using influencers properly to promote its brand, so that in 2018 Erigo experienced losses. However, in early 2020 Erigo's marketing strategy changed, namely by collaborating with various well-known influencers in Indonesia such as Raffi Ahmad, Nagita Slavina, Denny Sumargo, Gading Martin and so on. The results of the collaboration with various influencers were able to influence the growth of Erigo's social media with an increase in followers from 324,000 followers to 2.4 million followers. In addition to the increase in the number of followers on Instagram, there was an increase in sales of Erigo products by more than ten times, and even got the MURI record as the brand that sold the most products in one hour. This indicates the strong influence of influencers in increasing consumer purchase intention.

Conclusions and Recommendations

Based on the results of the research that has been done, it can be concluded that the first hypothesis is that social media marketing has a significant effect on purchase intention. And the second hypothesis, social media marketing has a significant effect on purchase intention which is moderated by influencers. This study has limitations, namely first, research sampling focused on local brands in the fashion sector only, so that further research can expand the scale of a wider research subject such as combining several sectors, namely food and beverages, fashion to beauty products. Second, the research variables studied were only social media marketing, influencers, and consumer purchase intention, so that future research can add variables such as brand awareness, advertising or promotion which also have an influence on consumer purchase intention.

For this reason, local brands in Indonesia, especially in the fashion sector, can use social media platforms to introduce and promote the products they market in order to attract consumer purchase intention. Optimizing social media can be done by creating promotional content that is entertaining, following current trends, and presenting not too much information so that there is no misunderstanding of the audience's perception. Apart from the Instagram platform, businesspeople can also use other social media such as Tiktok. To support marketing through social media, the use of influencers is one way to optimize the dissemination of information widely. Therefore, businesspeople must be able to choose the right influencer according to the image of the brand and the target market of the product. Influencer criteria can be seen from the influencer's personal branding, engagement from the social media used, the influencer's credibility and knowledge of the business to be promoted, interaction with the audience to the number of followers on the influencer's social media accounts. Finally, social media marketing methods and selecting the right influencers must be followed by thorough market research by businesspeople.

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