

THE INFLUENCE OF INFLUENCER MARKETING AND SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS AT TEANOL CAFÉ, JELUTUNG BRANCH, JAMBI CITY

Lusiana Pransisca Br S¹⁾, Novita Ekasari²⁾, Novita Sari³⁾

^{1,2,3)} Universitas Jambi, Jambi, Indonesia

Corresponding author: lusiana.simarmata17@gmail.com

Abstract

This study aims to determine the effect of Influencer Marketing and Social Media Marketing on Purchasing Decisions at Café Teanol, Jelutung Branch, Jambi City. This study uses quantitative methods and data collection techniques by distributing questionnaires using a Likert scale. The type of data used is primary data obtained from filling out questionnaires via Google Forms. The data analysis method used is multiple linear analysis using SPSS version 27. The sample in this study were consumers who made purchases at Café Teanol, Jelutung Branch, Jambi City, as many as 98 respondents with a purposive sampling method. The results show that Influencer Marketing and Social Media Marketing have a positive and significant effect on purchasing decisions both simultaneously and partially, and the variable that dominates in influencing is Influencer Marketing. Suggestions for Café Teanol Jelutung Branch are expected to improve and choose Influencers with more social media accounts to increase consumer trust, teanol is also expected to encourage consumers to share product posts on café teanol so that more people know about the posts, and teanol is expected to increase consumer satisfaction to have a good experience and will make consumers tell their experiences to potential consumers so that purchasing decisions occur

Keywords: Purchasing Decisions, Social Media Marketing, Influencer Marketing

Introduction

The culinary industry in Indonesia has seen significant growth in recent years, driven by increasing public awareness of quality living and balanced lifestyles. This has led to a rising demand for high-quality and innovative food products. According to Marsum (2005), a café offers a casual dining atmosphere and typically provides indoor and outdoor seating (Fawzy et al., 2023). In line with this trend, Jambi City has also experienced rapid growth in its culinary sector. To attract customers, café owners often design their spaces to match current trends and customer preferences offering Instagrammable spots, free Wi-Fi, and live music.

This growing trend has encouraged many entrepreneurs in Jambi to enter the café business, intensifying competition. To stand out, business owners must understand customer needs, wants, and preferences. Strategic marketing and personalized experiences are essential to capturing consumer attention and influencing purchasing decisions. As the number of cafés continues to rise in Jambi, competition becomes tougher. Success in this market requires providing excellent service to ensure customer satisfaction, repeat visits, and positive word-of-mouth, all of which are key to sustaining and growing the business.

Table 1. List of Cafes in Jelutung, Jambi City

No	Cafe Name	Address
1.	Kopi Ketje	Jl. DI Panjaitan, Jelutung, Jelutung District, Jambi City
2.	Cafeka	Jl. H, Agus Salim No 15, Handil Jaya, Kec. Jelutung, Jambi City
3.	Kohvi Cafe	Jl. H. Moh. Bafadal, Cemp. White, District. Jelutung, Jambi City
4.	Atlantiz Resto & Cafe	Jelutung, Jelutung District, Jambi City
5.	Goffe Cafe	Jl. Gajah Mada No. 1-2, Lb Bandung, District. Jelutung, Jambi City

One of the popular cafés in Jambi is Teanol Café, a franchise specializing in Thai street tea. Unlike typical cafés that focus on coffee, Teanol offers a sweet, cold Thai tea made with sugar and condensed milk. Inspired by traditional Thai flavors, this unique offering sets it apart from others. The Jelutung branch is one of the largest in Jambi, featuring a spacious, elegant venue with affordable prices, a concert-like live music stage, and even an in-house salon. Teanol mainly targets young consumers, especially students and university students who enjoy hanging out with friends at cafés. Teanol has a strong social media presence, with 6,090 Instagram followers and 4,148 on TikTok. They regularly post content aligned with current trends, promote new products, and offer special discounts on selected days.

Table 2. List of visitors to the Jelutung branch of Teanol 2023-2024

2023		2024	
January	-	January	947
February	-	February	824
March	-	March	897

April	-	April	759
May	-	May	741
June	-	June	706
July	-	July	718
August	-	August	686
September	-	September	793
October	-	October	679
November	79	November	-
December	1138	December	-
Total	1.217		7.750

The table clearly shows that there has been a change in the number of visitors to Cafe Teanol over the years. In addition, the new Teanol branch of Cafe was opened in November 2023, which shows the company's ability to grow.

Table 3. Teanol Jelutung sales data 2023-2024

2023		2024	
January	-	January	35.050.000
February	-	February	30.500.000
March	-	March	33.200.000
April	-	April	28.095.000
May	-	May	27.430.000
June	-	June	26.060.000
July	-	July	26.560.000
August	-	August	25.375.000
September	-	September	29.340.000
October	-	October	24.900.000
November	1.900.000	November	-
December	40.110.000	December	-
Total			302.460.000

Based on table above, it can be seen that teanol experienced a very good increase in December 2023 by reaching a revenue figure of 40,110.00 million rupiah and was able to survive with its sales even though it experienced a decline and an increase that was not so good amidst the many cafes in Jambi City. Teanol Cafe, Jelutung Branch, Jambi City is one example of a culinary business that has succeeded in taking advantage of this business opportunity.

Purchasing decisions involve evaluating various product options before selecting one. According to Kotler and Keller (in Papilaya & Kramadibrata, 2023), this is the stage where consumers actually buy a product. Buchari Alma (2016) notes that these decisions are influenced by factors such as the economy, technology, politics, price, location, and promotions.

One marketing strategy that can influence buying decisions is influencer marketing. Influencer marketing uses trusted public figures to promote products, significantly shaping consumer perception and choices. A 2020 study by Influencer Marketing Hub revealed that 63% of consumers trust influencer recommendations over traditional ads. Social media is a key platform for influencers to connect with audiences and build trust through engaging content.

Similarly, social media marketing uses platforms like Instagram and TikTok to build brand awareness and drive sales. According to Alhadid & Alhadeed (2021), it involves both direct and indirect efforts to promote brands via blogging, networking, and content sharing. Hootsuite (2020) found 71% of consumers are more likely to buy products seen on social media. As of January 2024, 49.9% (around 139 million people) of Indonesia's population actively uses social media, making it a powerful marketing tool.

Both marketing strategies are closely related. Influencer marketing can strengthen the impact of Social Media Marketing by promoting products through social media platforms. Conversely, Social Media Marketing can expand the reach of influencer marketing by sharing interesting and relevant content. Based on the explanation and data that have been processed and presented previously, the researcher is interested in conducting research on "The Influence of Influencer Marketing and Social Media Marketing on Purchasing Decisions at Cafe Teanol, Jelutung Branch, Jambi City".

Methods

This research employs a quantitative approach, which is rooted in the positivist philosophy and is considered a scientific method due to its empirical, objective, measurable, rational, and systematic nature (Sugiyono, 2019). The purpose of this method is to test hypotheses that have been formulated beforehand and to examine specific populations or samples. The data, collected through structured questionnaires, is numerical and analyzed statistically to describe situations, identify relationships, test hypotheses, make predictions, and understand emerging patterns or potential issues. The study utilizes both primary and secondary data. Data, in this context, refers to unprocessed material that must be analyzed to yield meaningful insights, either qualitatively or quantitatively (Siregar, 2013). Primary data is collected directly from respondents through questionnaires distributed via Google Forms. These were answered by visitors of Teanol Café in Jelutung, Jambi, and designed using a Likert scale ranging from 1 to 5 to measure their attitudes, opinions, and perceptions about certain phenomena (Sugiyono, 2013). Meanwhile, secondary data is obtained from previously published sources such as journals, books, and relevant online materials, rather than directly from respondents (Sugiyono, 2017).

The data collection method refers to the techniques or procedures used by researchers to gather the necessary information to achieve the objectives of the study. In this research, two primary methods were employed: literature review and questionnaires. The literature review was conducted by referring to credible and valid sources to strengthen the theoretical foundation of the study. This included analyzing and reviewing materials such as books, journals, theses, articles, and other relevant data obtained from the internet and various academic sources. This process helped to support and contextualize the research topic. The second method used was the questionnaire. According to Sugiyono (2018), a questionnaire involves presenting a set of written questions to respondents to gather their responses. In this study, the questionnaire was designed to obtain data from selected respondents based on specific criteria. The questions were directly related to the study's variables: influencer marketing, social media marketing, and purchase decisions. Each question offered multiple-choice answers and was scored using a Likert scale. The Likert scale, developed by Rensis Likert, is used to measure individuals' attitudes, opinions, and perceptions toward social phenomena. According to Sugiyono (2018), this scale translates abstract variables into measurable indicators, which are then used to create structured items in the questionnaire. This research applied a Likert scale ranging from five to seven points, with responses varying from "strongly agree" to "strongly disagree." The questionnaire was distributed online using Google Forms, which allowed the researcher to share the link with respondents who met the sample criteria. This digital format ensured efficient data collection and facilitated easier access for participants.

According to Sugiyono (2019), a population refers to the entire group or set of elements that share similar characteristics. More broadly, it can be understood as a generalization area consisting of individuals or objects with specific traits determined by the researcher for analysis, from which conclusions can be drawn. In this study, the population includes all consumers of Teanol Café, specifically at the Jelutung branch in Jambi City, who have previously made a purchase. Although the total number of consumers is considered unlimited or unknown, available data from the café indicates that 8,967 individuals have visited and purchased products at this location. The sample, as defined by Sugiyono (2019), represents a subset of the population that possesses the same characteristics. This study uses a non-probability sampling method, specifically purposive sampling. According to Sugiyono (2013), purposive sampling is a technique where samples are selected based on specific criteria set by the researcher. In this case, the sample consists of consumers who have purchased products at Teanol Café's Jelutung branch and are active on social media. Data was collected using a questionnaire distributed through Google Forms. Based on Slovin's formula, the final sample size determined for this study is 98 respondents.

This study involves two main variables that guide the research framework. The independent variables, which are factors believed to influence the outcome, consist of Influencer Marketing (X1) and Social Media Marketing (X2). These variables represent external marketing strategies that are expected to affect consumer behavior. On the other hand, the dependent variable, which is the focus of the influence, is the Purchase Decision (Y1). This variable reflects how consumers respond to the marketing efforts and is used to assess the impact of both Influencer Marketing and Social Media Marketing on their decision to buy products.

The data analysis in this study was conducted using IBM SPSS Statistics 27. The analysis involved inputting the results from the operationalized variables to be tested. Descriptive analysis was used to present a summary of the data, mainly through the mean, which represents the average value of the respondents' answers. This study applied a quantitative approach, based on the positivist philosophy, to examine specific samples using research instruments. The data was analyzed statistically to test the established hypotheses. To support the analysis, both Microsoft Excel and IBM SPSS 27 were used.

In this study, instrument testing was conducted using IBM SPSS Statistics 27. The validity test aimed to evaluate the accuracy of each variable by comparing the calculated correlation coefficient (r count) with the critical value (r table) at a 5% significance level. A question was considered valid if the r count exceeded the r table. The reliability test examined the consistency of the measurement tool, determining that the data was reliable if Cronbach's Alpha was greater than 0.60.

To ensure the appropriateness of the regression model, classical assumption tests were performed, which included the normality test, multicollinearity test, and heteroscedasticity test. The normality test checked whether the data followed a normal distribution, assessed using a histogram and normal probability plot. The multicollinearity test examined whether there was a correlation between the independent variables. If the tolerance value was greater than 0.1 or the Variance Inflation Factor (VIF) was less than 10, multicollinearity was not present. The heteroscedasticity test aimed to determine whether the variance of residuals remained constant across observations. The Glejser test was used, and the absence of heteroscedasticity was confirmed if the significance level was greater than 0.05.

Lastly, hypothesis testing was conducted to determine if the independent variables had a significant effect on the dependent variable. This involved the F-test, which examined the joint influence of X1 and X2 on Y, the t-test, which evaluated the individual impact of each independent variable on Y, and the coefficient of determination (R^2), which measured the proportion of variance in the dependent variable explained by the independent variables. A higher R^2 value, closer to 1, indicated a stronger explanatory power of the model.

Results and Discussion

The respondents in this study were customers of Teanol Café, Jelutung branch, who had visited the café at least once. A total of 98 respondents were sampled for the study. The characteristics of these respondents were categorized based on gender, age, occupation, income, and social media ownership.

The respondents in this study included both male and female customers. Of the 98 respondents, 41 were male, making up 41% of the total, while 57 were female, comprising 57% of the sample. The higher proportion of female respondents can be attributed to the fact that women tend to spend more time socializing with friends or family, and they often perceive cafés as places for relaxation and aesthetic enjoyment, which aligns with the environment provided by Teanol Café.

Occupation is a significant factor in this study because it often influences the needs and purchasing decisions of customers. Among the respondents, 57 were employed, representing 57% of the total, while 41 were students, making up 41% of the sample. Those who were employed were more likely to have higher incomes and greater purchasing power compared to students. Additionally, employed individuals tend to visit cafés for both productivity and leisure purposes, such as working while enjoying food and beverages.

The age range of the respondents in this study was divided into three categories: 17-20 years, 21-25 years, and over 25 years. The majority of respondents, 48%, were between the ages of 21-25 years. This group, which primarily consists of Generation Z and young Millennials, is more likely to frequent cafés for socializing and leisure activities. The café is particularly popular among this age group due to the influence of social media promotions and peer recommendations, which often drive their decisions to visit places like Teanol Café.

Income or monthly allowance is another crucial characteristic in this study as it directly correlates with purchasing behavior. The majority of respondents, 50%, had a monthly income or allowance exceeding IDR 1,500,000. This aligns with the higher number of employed respondents in the study, as they typically have a larger disposable income. People with higher incomes tend to visit cafés more frequently, as they have the financial ability to enjoy such leisure activities.

Social media ownership plays an important role in this study, as it helps to understand how social media marketing influences the respondents' decisions to visit Teanol Café. Among the respondents, the majority were users of Instagram and TikTok, with many owning multiple social media accounts. This reflects the popularity of Instagram and TikTok among younger generations, who often engage with influencer marketing and online promotions related to the café. Social media platforms are significant drivers of brand awareness and customer engagement, particularly for Teanol Café, which leverages these channels for its promotions.

The frequency of visits to Teanol Café varied among the respondents. Of the 98 respondents, 49 had visited the café more than three times, making up 49% of the sample. 32 respondents had visited 2-3 times, while 17 respondents had visited only once. This data indicates that Teanol Café has a solid base of repeat customers, with many returning frequently, suggesting customer satisfaction and loyalty.

Based on the descriptive analysis in Table above, the average respondent score for the Purchase Decision variable was 413, categorized as "High" or "Agree." The highest score, 428, was for the statement: "I made a purchase at Teanol Café based on recommendations from others," showing the influence of recommendations on purchase decisions. The lowest score, 397, was for the statement: "I make repeat purchases at Teanol Jelutung."

The validity test showed a sample size (N) of 98, with a two-tailed significance level of 0.05. The degrees of freedom (df) were calculated as $98 - 2 = 96$, resulting in an r-table value of 0.199. All statements in variables X1 (Influencer Marketing), X2 (Social Media Marketing), and Y (Purchase Decision) were valid, as their r-count values exceeded the r-table value of 0.199.

Reliability testing ensures that an instrument is trustworthy for data collection (Sugiyono, 2019). A variable is considered reliable if the Cronbach's Alpha value is greater than 0.6. The results showed that Influencer Marketing (X1) had a Cronbach's Alpha of 0.657, Social Media Marketing (X2) scored 0.704, and Purchase Decision (Y) scored 0.690 all indicating reliable instruments.

The classical assumption tests in this study included normality, multicollinearity, and heteroscedasticity tests. The normality test, conducted using the One Sample Kolmogorov-Smirnov method in SPSS, produced an Asymp. Sig. value of 0.200, which is greater than 0.05. This indicates that the data are normally distributed. The multicollinearity test showed that the Tolerance values for both Influencer Marketing and Social Media Marketing were 0.939, and the VIF values were 1.065. Since Tolerance is above 0.10 and VIF is below 10, there is no indication of multicollinearity between the independent variables. The heteroscedasticity test revealed significance values of 0.745 for Influencer Marketing and 0.601 for Social Media Marketing, both greater than 0.05. This confirms that the regression model does not suffer from heteroscedasticity.

The multiple linear regression analysis shows that influencer marketing and social media marketing significantly affect purchase decisions. The regression equation is $Y = 4.492 + 0.638X_1 + 0.371X_2$, indicating both variables have a positive influence. The F-test result ($48.955 > 3.940$, sig. 0.000) confirms a simultaneous effect, while the t-tests (6.297 for influencer marketing, 5.839 for social media marketing) show each variable has a significant individual impact. The R^2 value of 0.508 means 50.8% of purchase decisions are explained by these two factors.

The results of this study show that Influencer Marketing and Social Media Marketing have a positive and significant effect on purchase decisions at Teanol Café, Jelutung branch, in Jambi City. This is supported by an F-value of 48.955, which is greater than the F-table value of 3.940, with a significance value of $0.000 < 0.05$. These findings indicate that the better Teanol's influencer and social media marketing strategies, the higher the consumer purchase decisions. This aligns with the study by Magfirah et al. (2024), which also found a positive influence of these marketing strategies on purchase decisions. Influencer marketing helps build trust and persuade consumers, while social media marketing strengthens customer relationships, both leading to increased purchases.

The study shows that both influencer marketing and social media marketing positively and significantly influence purchase decisions at Teanol Café, Jelutung branch. Influencer marketing, with a t-value of 6.297 (greater than 1.985), enhances consumer trust and encourages repeat purchases. Similarly, social media marketing, with a t-value of 5.839 (greater than 1.985), boosts brand visibility and consumer engagement, leading to higher purchase intent. These findings align with Magfirah et al. (2024), confirming that both marketing strategies significantly impact consumer buying behavior.

The study shows that influencer marketing has a more dominant impact on purchase decisions at Teanol Café, Jelutung branch. Influencers, trusted by their followers, can significantly influence the reputation of a product, leading to higher purchase intent. This aligns with the findings of Magfirah et al. (2024), which indicate that effective influencer marketing builds consumer trust and boosts purchase decisions. Therefore, Teanol Café should prioritize influencer marketing as a key strategy to attract customers and increase sales.

Conclusion

The results of the study lead to the following conclusions: Influencer marketing and social media marketing both have a significant simultaneous impact on purchase decisions. On a partial level, both influencer marketing and social media marketing influence purchase decisions at Teanol Café, Jelutung branch. Specifically, influencer marketing has a positive and significant impact on purchase decisions, indicating that the better the influencer choice, the more it encourages consumers to make purchases. Similarly, social media marketing positively influences purchase decisions, showing that effective social media promotions help consumers decide to buy at Teanol Café. Among these factors, influencer marketing has the strongest influence on purchase decisions at the café.

References

- Angela, N., & Yoedjadi, M. G. (2019). Pemanfaatan media sosial oleh komunitas historia Indonesia. *Prologia*, 3(2), 393-400.
- Ariesandy, P., & Zuliestiana, D. A. (2019). Pengaruh Social Media Marketing Melalui Instagram Terhadap Minat Beli Konsumen Ladyfameshop. *eProceedings of Management*, 6(2).
- Ariesta, I., & Zuliestiana, D. A. (2019). Pengaruh Social Media Marketing Melalui Facebook Terhadap Minat Beli Produk Kartu Halo Pt. Telkomsel West â€“Jabodetabek. *eProceedings of Management*, 6(2).
- A Yaumil Anugrah Magfirah, Agung Widhi Kurniawan, Muhammad Ilham Wardhana Haeruddin, (2024). Pengaruh Influencer Marketing Dan Social Media Marketing Terhadap Keputusan Pembelian Brand Uniqlo Pada Generasi Z (Studi Pada Mahasiswa Prodi Manajemen FEB UNM)
- Burgess, E. (2016). 11 essential stats for influencer marketing in 2016. <http://www.ion.co/11-essential-stats-for-influencer-marketing-in-2016>
- Carissa, T., & Aruman, A. E. (2019). Pengaruh sales promotion dan influencer marketing terhadap minat membeli dalam mobile legends. *Lontar: Jurnal Ilmu Komunikasi*, 7(2), 45-55.
- Fawzy, I., Sumowo, S., & Saidah, N. (2023). Pengaruh Lokasi, Harga Dan Pelayanan Terhadap Kepuasan Pelanggan Pada Stasiun Cafe Balung Jember. *Jurnal Mahasiswa Entrepreneurship (JME)*, 2(1), 47. <https://doi.org/10.36841/jme.v2i1.2625>
- Herman, H., Maszudi, E., Hamid, R. S., Dewintari, P., & Aulia, A. (2023). Peran Influencer Marketing Online Customer Review dan Content Marketing dalam Keputusan Pembelian Pada Sosial Instagram.

- Jesya (*Jurnal Ekonomi dan Ekonomi Syariah*), 6(2), 1348-1358.
- Kurniasari, M., & Budiarmo, A. (2018). Pengaruh social media marketing, brand awareness terhadap keputusan pembelian dengan minat beli sebagai variabel intervening pada J. Co Donuts & Coffee Semarang. *Jurnal Ilmu Administrasi Bisnis*, 7(3), 152-159.
- Larika, W., & Ekowati, S. (2020). Pengaruh citra merek, harga dan promosi terhadap keputusan pembelian handphone Oppo. *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*, 1(1), 128-136.
- Lee, J. Y., Yang, Y. S., Ghauri, P. N., & Park, B. Il. (2022). The Impact of Social Media and Digital Platforms Experience on SME International Orientation: The Moderating Role of COVID-19 Pandemic. *Journal of*
- Lubis, E. E., & Fauzi, V. P. (2016). Pemanfaatan instagram sebagai social media marketing er-corner boutique dalam membangun brand awareness di kota pekanbaru (Doctoral dissertation, Riau University).
- Papilaya, Y., & Kramadibrata, B.S.(2023). Pengaruh Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Aerostreet: Studi Pada Konsumen Aerostreet Kedoya Utara. *Jurnal Riset Rumpun Ilmu Ekonomi*, 2(2), 21-35.
- Praditasetyo, D., & Saputri, M. E. (2021). Pengaruh Social Media Marketing Melalui Aplikasi Tiktok Terhadap Keputusan Pembelian Online Pada Shopee Indonesia. *eProceedings of Management*, 8(5).
- Putri, J. N. P., Listyorini, S., & Budiarmo, A. (2023). The Influence Of Influencer Marketing And Brand Image On Purchasing Decisions (Study On Consumers Of Pond's Products In Semarang City). *Jurnal Ilmu Administrasi Bisnis*, 12(3), 922-923.
- Putri, S. M., & Rosmita, R. (2024). Pengaruh Influencer Marketing Terhadap Minat Beli Konsumen Pada Toko Sneakerspku9. *JIABIS: Jurnal Ilmu Administrasi Bisnis dan Sosial*, 2(1), 86-97.
- Ramadhanti, P., & Zaini, A. (2021). Pengaruh Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian Di Bites Cake Malang. *Jurnal Aplikasi Bisnis*, 7(1), 93-96.
- Ratri, D. (2022). Influencer Marketing: Definisi, Manfaat, Tips, dan Cara Memilihnya. *Bisnis Lain Pemasaran*. <https://qontak.com/blog/influencer-marketing/>
- Sahir, S. H. (2023). Pengaruh Influencer Marketing dan Social Media Marketing terhadap Minat Beli Produk Skincare pada Masyarakat Generasi Z Kecamatan Pancur Batu (Studi pada Konsumen Produk Skincare Merek Ms Glow).
- Salhab, H. (2024). Social media marketing — Rise of social media influencer marketing and Instagram. 8(8), 1–13.
- Satriyo, B., Indriana, Y., & Ridlo, M. (2021). Pengaruh Social Media Marketing, E-Service Quality, dan Review Content terhadap Minat Beli pada UMKM Produk Organik. *Jurnal Ilmu Manajemen*, 9(4), 1563-1571.
- Simbolon, P. S. (2022). Pengaruh Influencer Marketing dan Sales Promotion Terhadap Minat Beli Di Aplikasi Shopee. Galang Tanjung, 2011,1–13.<http://repository.uhn.ac.id/handle/123456789/6456%0Ahttp://repository.uhn.ac.id/bitstream/handle/123456789/6456/>
- Soetanto, J. P., Septina, F., & Febry, T. (2020). Pengaruh Kualitas Produk Dan Keragaman Produk Terhadap Keputusan Pembelian Produk Amondeu. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, 5(1), 63-71.
- Sudha, M., & Sheena, K. (2017). Consumer Decision Process: Impact of Influencer s in the Fashion Industry. *SCMS Journal of Indian*
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Cv Alfabeta
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Cv Alfabeta
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Cv Alfabeta Terhadap Keputusan Pembelian Kosmetik Madame Gie (Studi Kasus Pada Siswi SMA N 1 Peranap) (Doctoral dissertation, Universitas Islam Riau). Terhadap Keputusan Pembelian Produk Scarlett Whitening Pada Mahasiswa FEB UNESA. *Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan*, 1(2), 164-174.
- Uyuan, S. N. (2022). Pengaruh Influencer Marketing Dan Brand Awareness Terhadap Keputusan Pembelian Produk Scarlett Whitening Pada Mahasiswa FEB UNESA. *Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan*, 1(2), 164-174.
- Welyza, W. (2023). Pengaruh Citra Merek Dan Selebriti Endorser Kosmetik Terhadap Keputusan Pembelian Kosmetik Madame Gie (Studi Kasus Pada Siswi SMA N 1 Peranap) (Doctoral dissertation, Universitas Islam Riau).
- Winasis, C. L. R., Widiyanti, H. S., & Hadibrata, B. (2022). Determinasi Keputusan Pembelian: Harga, Promosi Dan Kualitas Produk (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(4), 399-410.
- Wirapraja, A., Hariyanti, N. T., & Aribowo, H. (2023). Kajian Literatur Dampak dan Pengaruh Digital Influencer Marketing terhadap Perkembangan Strategi Bisnis. *KONSTELASI: Konvergensi Teknologi dan Sistem Informasi*, 3(1), 37-47.