

THE INFLUENCE OF SOCIAL MEDIA MARKETING, ONLINE CUSTOMER REVIEW, AND PRICE ON PURCHASE INTENTION IN DIGITAL CREATIVE SKILLS CLASS ON INSTAGRAM IN GENERATION Z OF JAMBI CITY

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Abstract

The purpose of this study was to test and analyse social media marketing, online customer reviews, and price on the purchase intention of Digital Creative Skill classes on Instagram in Generation Z Jambi City. Data was collected using a questionnaire consisting of 17 statements. The population in this study was Instagram users who knew about the Digital Creative Skill class among Generation Z in Jambi City, with a research sample size of 96 respondents and a sampling technique using purposive sampling. The analysis method used in this research is multiple linear regression analysis. The results of the study show that social media marketing, online customer reviews, and price partially and simultaneously have a positive and significant effect on purchase intention in the Digital Creative Skill class. It was found that the price variable in this study is the most dominant variable influencing purchase intention in the Digital Creative Skill class.

Keywords: Social Media Marketing; Online Customer Review; Price; Purchase Intention; Digital Creative Skills; Instagram

Introduction

The development of the digital and creative industries is currently growing rapidly as a result of the development of digital technology. Based on the Indosat & Twimbit (2023), Indonesia's digital economy was recorded to reach IDR 1,408 trillion in 2022 and is projected to increase to IDR 3,216 trillion in 2027. According to the Central Statistics Agency (2023), Indonesia's Generation Z is the population with the highest population of 89.05 million people, or around 33% of the population. Consistent with the findings of the 2023 DataIndonesia survey, 34% of Generation Z has an interest in the creative digital industry sector.

As many as 51.9% of Indonesian Generation Z access Instagram, making Instagram the favorite social media of Generation Z Indonesia (Databoks, 2024). Generation Z as digital natives is a generation that fully experiences the digital era from an early age, choosing Instagram as their favorite social media. According to data from Instagram, the reason Generation Z chooses Instagram is because of its social networking solutions that can satisfy Generation Z's requirements and preferences. Quoted from the Adobe report: Creative Trends 2024, 72% of people aged 18-25 years are inspired to start a new hobby or learn creative skills as a direct effect of exposure to content on social media, one of which is Instagram.

This is used by digital creative industry players by using Instagram as a platform to promote Digital Creative Skill classes. The form of the Digital Creative Skill class is Digital Product. Various things that can be distributed through digital networks, including books, software, movies, and music are called Digital Products (Laudon & Laudon, 2016). Digital Creative Skills which include various creative abilities in the use of digital technology to create interactive visual, audio, and video content, in this case include graphic design, photography, videography, animation and motion graphics, 3D design, UI/UX design, application and website development, digital illustration, social media content creation, digital copywriting, and other digital creative skills

Digital Creative Skill class providers offer training classes or online courses that have a high level of flexibility for users because they are in the form of videos that can be accessed anytime and anywhere. The development of the industry in Generation Z towards digital creativity and high Instagram users opens up great opportunities for industry players to offer their classes on Instagram. Some of the providers of this class that can be found on Instagram include rubricgraphic, sekolahdesain_id, habiskerja_id, tembatbelajar.id, dibimbing.id, skilvul, jayjay.school, unpix.id, myskill, skillacademy, inipagi, creativesid_, muslimcreatorclass, and edutify.

Niswatussolihah et al. (2023), said that one factor influencing shopper interest is social media marketing. Using different social media platforms to run marketing campaigns is known as social media marketing (Gunelius, 2011). In this way, Digital Creative Skill industry players can disseminate information quickly and efficiently to consumers

To reduce consumer doubts about a product or service, additional information is needed that can be found in previous consumer reviews. Online Customer reviews are factors that can affect purchase interest (Hidayat & Yoestini, 2023). This allows consumers to make better product choices

Price is one of the important elements that affect buying interest (G. A. Putri et al., 2023). Pricing must be considered if you want to increase consumer interest in making purchases because price can be the main

consideration for consumers in choosing products to buy. According to Afandi et al. (2024), price can be the main determinant of consumer interest in making purchases.

Literature Review

Stimulus Organism Response

This theory was put forward by Hovland et al. in 1953 where the object of this theory is a human being whose soul contains elements such as attitudes, opinions, behaviors, cognition, affection and conquest. Based on this theory, the reaction that arises is a specific response to a specific stimulus so that one can expect and estimate the correspondence between the message and the recipient's reaction (Effendy, 2003).

Social Media Marketing

Social media marketing is the optimization of technology with the internet network by creating engaging content that encourages readers to visit the company's website from social media and encourages consumers to share it with other users (Simamora et al., 2023). According to Gunelius (2011), there are five 4 indicators of Social Media Marketing, namely: (1) Content Creation; (2) Content Sharing; (3) Connecting; (4) Community Building.

Online Customer Review

Online customer reviews are assessments made by consumers on several features of a product (Mo et al., 2015). According to Sugiarti & Iskandar (2021) Online customer reviews are data that consumers provide to businesses as a post-purchase product evaluation. According to (Putri & Wandebori, 2016) There are five indicators of online customer reviews, namely: (1) Source Credibility; (2) Argument Quality; (3) Perceived usefulness; (4) Valence Review; (5) Quantity of Review.

Price

According to Kotler et al. (2023) Price is the sum of all the value consumers sacrifice to enjoy the benefits of owning or utilising a good or service. Price can also be understood as the cost of an item or the value exchanged by the buyer to gain profit from owning or utilising the item (Daryanto, 2011). According to Kotler et al. (2020) there are four price measurement indicators, namely: (1) Price Affordability; (2) Price Suitability with Benefits; (3) Price Conformity with Product Quality; (4) Price Competitiveness with Competitors.

Purchase Intention

According to Kotler & Keller (2016) Buying interest is the behaviour shown by consumers as a form of reaction to a good or service that describes the desire to buy by consumers. Mneurut Ferdinand (2014) There are four indicators for measuring buying interest, namely: (1) Transactional Interest; (2) Referential Interest; (3) Preferential Interest; (4) Polarative Interest. Based on the above explanation, the research thoughts can be described as follows:

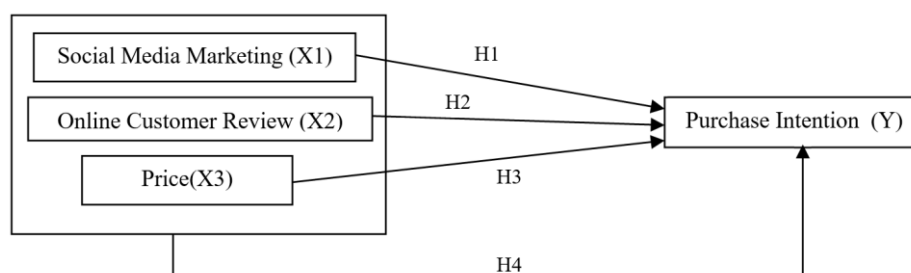


Figure 1. Conceptual Framework

Methods

This study uses a quantitative descriptive approach to analyze and explain independent variables, namely Social Media Marketing (X1), Online Customer Review (X2), Price (X3), and dependent variables, namely Buying Interest (Y). Descriptive research focuses on efforts to answer problems factually according to the actual situation (Soendri, 2010). The quantitative approach allows for objective measurements through numerical data analysis. It is called a quantitative method because it uses statistics for analysis, and research data is numerical (Sugiyono, 2022).

The population in this study is Instagram users in generation Z of Jambi City who have an interest in Digital Creative Skills and use the Cochran formula in determining the number of samples because the population size is unknown, so the number of samples is $96.04 = 96$ samples. Sample withdrawal using a non-probability sampling method with a purposive sampling technique. Data collection through Google Forms produces ordinal data scales with Likert measurement scales (Sugiyono, 2022), The Likert scale is a tool used to measure how individuals and groups respond to social events.

Descriptive and quantitative analysis are the data analysis techniques that are employed. Descriptive analysis aims to explain or show the collected data in its original form without attempting to make broad

generalizations or inferences (Sinambela & Sinambela, 2021). With the use of IBM SPSS Statistic 26 software, which includes instrument tests, traditional assumption tests, and hypothesis tests, the data analysis method employed multiple linear regression analysis.

Results and Discussion

Respondent Characteristic

The majority of respondents in this study were women (55.2%) with an age range dominated by 19-24 years (93.7%). In terms of employment, most of the respondents had the status of students/students (68%) which is in line with the last level of education, where the majority came from high school/vocational/MA equivalent (68.8%). In addition, most of the respondents had an income level below Rp1,000,000 (36.5%) which indicates that the respondents were still dependent on their parents' financial support or did not have a fixed income. From this data, it gives an idea that the Digital Creative Skill class on Instagram attracts the interest of Generation Z in Jambi City, who are still studying, and have financial limitations, but are interested in developing skills in the digital field to support education, career preparation or business in the future.

Descriptive Analysis of Variables

The variables were described to discuss the reactions of 96 respondents to the statements in the questionnaire related to the variables being studied. The results of this description describe the responses of respondents who filled out the questionnaire in this study.

Variable Social Media Marketing (X1)

Table 1. Descriptive Statistics of Social Media Marketing Variable (X1)

Statement	Score					Mean	TCR (%)	Category
	1	2	3	4	5			
Content published on Instagram attracts attention	0	0	7	55	34	4,28	85,63	Very Good
Content shared on Instagram makes it easy to find out class offers	0	0	6	39	51	4,46	89,37	Very Good
Instagram makes it easy for users to interact and ask questions about class information	0	0	12	47	37	4,26	85,2	Very Good
Instagram can build a community of like-minded interests	0	0	10	43	43	4,34	86,87	Very Good
Average Accumulation						4,34	86,77	Very Good

Source: Results of processing questionnaire data, 2025

It is well known that respondents' average score answers to the Social Media Marketing (X1) variable is 4.34 with a Respondent Achievement Level (TCR) of 86.77% which is included in the Very Good category. Furthermore, Social Media Marketing (X1) in this study based on respondents' answers, is in the Very Good category on all statement items 1-4.

Variable Online Customer Review (X2)

Table 2. Descriptive Statistics of Online Customer Review (X2)

Statement	Score					Mean	TCR (%)	Category
	1	2	3	4	5			
Reviewers have sufficient experience and knowledge	0	0	20	48	28	4,08	81,67	Good
Many reviews were found that explained in detail	0	1	17	42	36	4,18	83,54	Good
Available reviews can explain the benefits of the class	0	0	9	45	42	4,34	86,88	Very Good
Positive reviews make it more interesting to buy this class	0	0	6	43	47	4,43	88,54	Very Good
The more reviews, the greater the buying interest	0	0	13	40	43	4,31	86,25	Very Good
Average Accumulation						4,27	85,38	Very Good

Source: Results of processing questionnaire data, 2025

It is well known that respondents' average score answers to the Online Customer Review (X2) variable is 4.27 with a Respondent Achievement Level (TCR) result of 85.38% which is included in the Very Good category. Furthermore, the Online Customer Review (X2) in this study based on respondents' answers, is in the category of Good in statement items 1-2 and Very Good in items 3-5.

Variable Price (X3)**Table 3.** Descriptive Statistics of Price (X3)

Statement	Score					Mean	TCR (%)	Category
	1	2	3	4	5			
The price offered is according to the budget you have	0	1	15	51	29	4,13	82,50	Good
The cost is reasonable given the advantages that will be realized	0	0	8	49	39	4,32	86,45	Very Good
The cost of the goods and services is commensurate with their quality	0	0	12	49	35	4,23	84,79	Good
The prices offered are more attractive than similar classes from other providers	0	1	17	51	27	4,08	81,66	Good
Average Accumulation						4,19	83,85	Good

Source: Results of processing questionnaire data, 2025

It is well known that respondents' average score answer to the Price variable (X3) is 4.19 with a Respondent Achievement Level (TCR) result of 83.85% which is included in the Good category. Furthermore, the price (X3) in this study is based on respondents' answers, in the category of Good in items 1, 3, and 4, Very Good in item 2.

Variable Purchase Intention (Y)**Table 4.** Descriptive Statistics of Purchase Intention (Y)

Statement	Score					Mean	TCR (%)	Category
	1	2	3	4	5			
Interested in buying after seeing previous consumer information and reviews	0	1	12	48	35	4,22	84,38	Good
Will recommend to friends if the price and reviews are appropriate	0	0	12	52	32	4,2	84,17	Good
Prefer this class over similar classes from other providers	0	0	13	55	28	4,15	83,12	Good
Interested in knowing more about this class	0	0	9	44	43	4,35	87,08	Very Good
Average Accumulation						4,23	84,69	Good

Source: Results of processing questionnaire data, 2025

It is well known that respondents' average score answer to the Buying Interest (Y) variable is 4.23 with a Respondent Achievement Level (TCR) result of 84.69%. which is included in the Good category. Furthermore, Buying Interest (Y) in this study based on respondents' answers, is in the category of Good in items 1-3 and Very Good in item 4.

Multiple Linear Regression Test

Multiple linear regression analysis is used to determine the relationship between dependent and dependent variables in regression models. In this study, IBM SPSS Statistics 26 software was used.

Table 5. Multiple Linear Regression Test Result

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	1,844	1,484
X1	0,185	0,091
X2	0,205	0,084
X3	0,448	0,092

Source: Processed data, 2025

Based on Table 5, the regression model can be obtained as follows:

$$Y = 1,844 + 0,185 (X1) + 0,205 (X2) + 0,448 (X3)$$

The regression equation above means that:

1. A constant value of 1.844 with a positive value means that if Social Media Marketing, Online Customer Review, and Price do not influence Purchase Intention, the Purchase Intention value will be constant at 1.844.

2. The coefficient value of social media marketing regression (X1) has a positive value for Purchase Intention, which is 0.185. This shows that with the addition of one Social Media Marketing unit (X1), Purchase Intention will increase by 0.185.
3. The coefficient value of the Online Customer Review regression (X2) has a positive value on Purchase Intention (Y), which is 0.205. This shows that with the addition of one unit of Online Customer Review (X2), Purchase Intention will increase by 0.205.
4. The price regression coefficient value (X3) has a positive value on Purchase Intention (Y), which is 0.448. This shows that with the addition of one unit of Price (X3), the Purchase Intention will increase by 0.448.

Partial Test (T-Test)

The T-test is used to test how significant the influence of one independent variable separately or partially, in explaining the dependent variable, namely Purchase Intention. It is known t table 1.1661 from ((df) = n – 2) then df = 96-2 = 94 and $\alpha = 0.05$.

Table 6. T Test Result
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,844	1,484		1,243	0,217
X1	0,185	0,091	0,173	2,027	0,046
X2	0,205	0,084	0,247	2,443	0,016
X3	0,448	0,092	0,450	4,882	0,000

a. Dependent Variable: Y

Source: Processed data, 2025

From Table 6, it is known that t count Social Media Marketing (X1) 2,027 > t table 1,986 and significance 0.046 < 0.05, then H1 is accepted, the Social Media Marketing variable (X1) affects Purchase Intention. Furthermore, t count Online Customer Review (X2) 2,443 > t table 1,986 and significance 0.016 < 0.05, then H2 is accepted, the Online Customer Review variable (X2) has an effect on Purchase Intention and t count price (X3) 4,882 > t table 1,986 and significance 0.000 < 0.05, then H3 is accepted, Variable price (X3) affect Purchase Intention.

Simultaneous Test (F Tes)

The F test was used to test the influence of independent variables on the dependent variable, namely Purchase Intention. It is known that F table 2.70 and $\alpha=0.05$.

Table 7. F Test Result
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	218,761	3	72,920	38,365	.000 ^b
Residual	174,864	92	1,901		
Total	393,625	95			

Source: Processed data, 2025

Based on Table 7. F count 38.365 > F table 2.70 and sig 0.000 < 0.05, then H4 is accepted Social Media Marketing (X1), Online Customer Review (X2), and Price (X3) simultaneously have a significant effect on the Purchase Intention variable.

Determination Test

The R test is used to measure the ability of the independent variable to explain the dependent variable by looking at the R Square value.

Table 9 Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 ^a	0,556	0,541	1,37866

a. Predictors: (Constant), Harga (X3), *Social Media Marketing* (X1), *Online Customer Review* (X2)

Based on Table 9, the R square coefficient value is 0.556, which means that 55.6% of Purchase Intention can be explained by the variables Social Media Marketing (X1), Online Customer Review (X2), and Price (X3). In comparison, the other 44.4% is explained by other factors not included in this study.

Discussion

The Influence of Social Media Marketing on Interest in Buying Digital Creative Skills Class on Instagram

Based on the Partial Test, Hypothesis 1 is accepted. Generation Z of Instagram users in Jambi City show interest in the field of Digital Creative Skills through exposure to content on social media, which increases trust in the classes offered. The results of descriptive statistics show that the Social Media Marketing variable has a TCR of 86.77% (very good category). However, the effect on buying interest is relatively low compared to the other two variables, with a contribution of only 19.8% based on the value of the partial regression coefficient (Beta). These findings show that marketing strategies through Instagram are good enough, but they still need to be optimized to be more effective in driving buying interest. The low influence can be caused by the characteristics of the respondents, the majority of whom are still students or college students, so that the purchase decision has not been fully influenced by the promotional content. Therefore, class providers need to adjust their social media marketing strategies to be more relevant to the characteristics of Generation Z in Jambi City. The findings of this study support those of other research showing that social media marketing increases buying interest by (Ramadhan et al., 2023) and (Aji et al., 2020).

The Influence of Online Customer Reviews on Buying Interest in Digital Creative Skills class on Instagram

Based on the Partial Test, Hypothesis 2 is accepted. The descriptive statistical analysis results showed that the Online Customer Review variable obtained a TCR value of 85.38%, this falls under the heading of extremely good. This indicates that previous consumer reviews provide a positive perception of the quality and service of the Digital Creative Skill class, both in terms of quantity, specifications, and the credibility of the reviews. The influence of this variable on buying interest was recorded at 28.3% based on the partial regression coefficient (Beta), higher than Social Media Marketing. This means that online reviews available on Instagram and the class provider's website are important considerations for Instagram users from Generation Z in Jambi City in making purchase decisions. The correlation between the quality of reviews and the quality of the products offered plays an important role in shaping trust and preferences. Therefore, class providers need to maintain service quality while managing online reviews optimally, in order to encourage higher buying interest from the target market of Generation Z. The findings of this study support those of earlier research showing that online customer reviews positively impact buying interest, as reported by Hidayat & Yoestini (2023) and Ramadhan et al. (2023).

The Effect of Price on Buying Interest in Digital Creative Skill class on Instagram

Based on the Partial Test, Hypothesis 3 is accepted. An assessment of the Price variable by Generation Z Instagram users in Jambi City showed a TCR value of 83.85%, which is included in the good category. This illustrates how respondents' financial capacity and expectations for the caliber of the course materials and the advantages they will receive are used to determine the cost of the Digital Creative Skill course. The results of the partial test indicated that Price had the greatest influence on buying interest, which was 51.7%. These findings indicate that price is the main consideration for Generation Z, the majority of whom are students or college students with an income of less than IDR 1,000,000 per month. Despite having a high interest in improving skills, budget constraints make the price factor very crucial in determining their buying interest in the Digital Creative Skill class. Therefore, an affordable pricing strategy that is in accordance with the value offered is an important element in increasing the buying interest of Digital Creative Skill classes in this segment. The findings of this investigation are consistent with those of other research projects by Amanda et al. (2021) and (Putri & Nofri, 2023), which found that price positively influences buying interest.

The Influence of Social Media Marketing, Online Customer Reviews, and Prices on Buying Interest in Digital Creative Skills class on Instagram

Based on the Simultaneous Test, Hypothesis 4 is accepted, it can be concluded that Social Media Marketing, Online Customer Reviews, and Prices have a positive and significant effect on Buying Interest. From the three variables, namely Social Media Marketing, Online Customer Reviews, and Prices which are stimuli in this study, to the organism, namely Instagram users in generation Z of Jambi City, it provides an overview of the response that the increase in Buying Interest in the Digital Creative Skill class can be simultaneously influenced by the visualization of informative content displayed from active interaction on Instagram social media of the Digital Creative Skill class provider through Social Media Marketing, consumer trust in the Digital Creative Skill class formed after seeing previous customer testimonials or reviews and assessing the suitability of the Price with the benefits offered which can ultimately form a positive perception in the eyes of consumers towards the Digital Creative Skill class. The findings of this study are consistent with those of a prior study by Niswatussolihah et al. (2023), which found that online customer reviews and social media marketing significantly influence buying interest. Similarly, in the study by (Putri & Nofri, 2023).

Determination of the Most Dominant Variable

The most dominant independent variable for buying interest was identified by comparing the value of the regression coefficient (Beta). The results of the partial test indicated that the Price variable (X3) had the

greatest influence with a Beta coefficient of 0.450 (51.7%), followed by Online Customer Review (X2) of 0.247 (28.3%) and Social Media Marketing (X1) of 0.173 (19.8%). These findings show that the appropriate price offer is more influential in encouraging the buying interest of Generation Z of Jambi City towards the Digital Creative Skill class. This correlates with the characteristics of the respondents, the majority of whom are students, have the last education of SMA/SMK/MA, and do not have a fixed income. Amid the need for skills development for the future, budget constraints make price a key consideration in purchasing decisions. Field observations show that the variation in class prices on Instagram ranges from IDR 100,000–IDR 1,500,000, which reflects the differentiation of facilities and benefits. Classes with more affordable prices are considered relevant for beginners, while classes with higher prices are aimed at participants who want to deepen their skills more intensively. The findings of this investigation are consistent with those of a prior research carried out by Nugraha et al. (2024) that in the three independent variables in his research, the Price variable is the most dominant factor in influencing Buying Interest, as shown by the regression coefficient value (Beta) of 0.582 on Buying Interest on the Go-Ride service.

Conclusion

1. Based on the results of the Partial Significance Test (t-test), Social Media Marketing (X1), Online Customer Review (X2), and Price (X3) have a positive and significant effect on Buying Interest (Y). Furthermore, simultaneously (test f), the variables of Social Media Marketing (X1), Online Customer Review (X2), and Price (X3) have a significant effect on Buying Interest (Y).
2. The most dominant variable affecting Buying Interest (Y) was the Price variable (X3), with a regression coefficient significance value (Beta) of 0.450, which had a positive value. So it can be interpreted that the better the price offer, the higher the Buying Interest in the Digital Creative Skill class on Generation Z Instagram users in Jambi City.

Suggestion

1. For digital creative skill industry players, social Media Marketing shows the lowest influence on buying interest, so class providers are advised to improve the quality of Instagram content, such as class snippets, participant project results, and interaction through polls, quizzes, or Q&A. Collaboration with influencers in the field of digital creative can also increase the appeal of promotions. Price is the most dominant factor, so class providers can apply price clusters according to the benefits offered. Providing more classes at affordable prices, but still relevant to the needs of the industry, can reach Generation Z, who have financial limitations.
2. For further researchers, the researcher is then advised to add other variables relevant to buying interest, such as online customer ratings, discounts, brand trust, and content quality, to produce a more comprehensive analysis. Model development can also include purchase decision variables to understand the consumer's end-to-end process. In addition, increasing the number of responders is advised, especially from the working age group, as well as to enrich the characteristics of respondents, such as the duration of daily social media use and price range preferences, so that the data obtained is more in-depth and representative.

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