

THE INFLUENCE OF INFLUENCER MARKETING ON PURCHASE INTENTION IN VENTELA SHOES ON TIKTOK SHOP INDONESIA, MEDIATED BY BRAND IMAGE

M. Yofi Febrianto ¹⁾, Novita Ekasari ²⁾, Ade Perdana Siregar ³⁾

^{1,2,3)} Faculty of Economics and Business, Universitas Jambi, Jambi, Indonesia

Corresponding author: myofifebrianto@gmail.com

Abstract

This study examines the effect of influencer marketing on purchase intention for Ventela shoes on the TikTok Shop platform, with brand image serving as a mediating variable. The rapid expansion of social media, particularly TikTok, has driven businesses to utilize influencer marketing strategies to attract consumers and enhance brand perception. This research aims to provide empirical evidence on the role of influencer marketing in shaping brand image and increasing consumers' purchase intention. Data were collected through a questionnaire consisting of 16 statement items representing influencer marketing, brand image, and purchase intention constructs. The study population included active TikTok users who had seen Ventela shoe promotions by influencers. A total of 112 respondents were selected using a purposive sampling technique based on predetermined criteria. Data analysis involved descriptive analysis to outline respondent characteristics and inferential analysis using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to test the proposed hypotheses. The findings reveal that influencer marketing has a positive and significant impact on both brand image and purchase intention. Additionally, brand image was confirmed to mediate the relationship between influencer marketing and purchase intention for Ventela shoes on TikTok Shop

Keywords: Digital Marketing, Inflencer Marketing, Brang Image, Purchase Intention, Tiktok Shop

Introduction

The development of digital technology has brought significant changes to the buying and selling activities of individuals and businesses. Various businesses that previously relied on conventional marketing are now shifting to online marketing through e-commerce. Syarif et al., (2023) explain that e-commerce is a product and service marketing platform that utilizes electronic devices and technological networks. The presence of e-commerce allows consumers to transact without face-to-face meetings, while also facilitating product information searches, price comparisons, and a more efficient purchasing process. This has resulted in changes in consumer behavior, which is increasingly dependent on digital technology to meet their needs (Nasikhin et al., 2024)

In Aliyanti & Moumtaza, (2023) Social commerce is a marketing activity that This transformation has driven the emergence of a social media-based digital marketing trend known as social commerce. social commerce is a marketing activity that utilizes visual and text content shared through social media to attract consumer interest. Fitri & Syaefulloh, (2023) added that this concept allows for direct interaction between sellers and buyers while facilitating transactions without the need for additional applications. One platform widely used in social commerce practices is TikTok, which through its TikTok Shop feature allows consumers to make purchases directly through video content or live broadcasts (Aghivirwiati, et al2024)

The development of TikTok Shop has encouraged the use of influencers as an effective digital marketing strategy. (Hardini., et al 2023) define influencers as individuals who have the ability to influence their followers through knowledge, authority, and social proximity, while Hariyanti Ni, (2018) asserts that influencer posts can influence their followers' attitudes and decisions. Influencer marketing strategies are widely used by brands to strengthen their image and expand market reach. One local Indonesian shoe brand that implements this strategy is Ventela, a canvas shoe manufacturer from Bandung founded in 2017. It actively utilizes TikTok and influencers to enhance its presence and brand image in the national market (ventela, 2025)

Several previous studies have shown that influencer marketing plays a crucial role in building brand image and increasing consumer purchase intention. Maretha, et al (2024) stated that influencers are able to convince their followers through product excellence representation and positive reviews, which impacts brand image and purchase intention. Similar findings were presented by (Kharisma., et al 2025) who emphasized that influencer credibility, expertise, and attractiveness significantly influence brand image and purchase intention. Furthermore, Nurbasary, (2024) highlighted that influencer content tends to be perceived as authentic, thus increasing consumer trust. The relationship between influencers, brand image, and purchase intention is also strengthened by research by Agustina & Sari, (2021), (Baghel, 2024) and (Hasnah et al., 2024).

However, previous research has also shown inconsistent results regarding the effectiveness of influencer marketing. Wirandamukti & Setyaning, (2025) emphasized that trust and fit between influencers and products are key factors in influencing consumer attitudes, particularly among Generation Z and millennials.

Meanwhile, Permatasari & Wahyudi, (2024) found that influencer popularity can increase purchase intention, but this does not always translate into positive brand perceptions. This suggests that the success of influencer marketing is determined not only by popularity but also by the influencer's ability to build trust and value alignment with the product. Therefore, this study focuses on the following questions:

1. How does influencer marketing influence purchase intention for Ventela shoes on TikTok Shop?
2. How does influencer marketing influence brand image for Ventela shoes on TikTok Shop?
3. How does brand image influence purchase intention for Ventela shoes on TikTok Shop?
4. How does influencer marketing influence purchase intention for Ventela shoes, as mediated by brand image on TikTok Shop?

Literature Review

Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) serves as the theoretical foundation for this research, explaining the relationship between influencer marketing, brand image, and consumer purchase intention. IMC is defined as a strategic process in marketing management that emphasizes integrated planning and the integration of various forms of marketing communications to deliver brand messages consistently and effectively to consumers (Estaswara & Said, 2024). This integration encompasses elements of advertising, sales promotion, public relations, personal selling, and digital marketing, with the goal of building a strong brand image and long-term relationships with consumers.

Influencer marketing is positioned as part of an integrated marketing communications strategy within the IMC framework. Utilizing influencers enables the delivery of authentic and consistent brand messages through digital media, contributing to the formation of a positive brand image and ultimately influencing consumer purchase intention. Therefore, IMC is used as a grand theory explaining the causal relationship between variables, where influencer marketing (X) plays a role in shaping brand image (Z) and impacts consumer purchase intention (Y) through an integrated marketing communications process.

Influencer Marketing

An influencer is an individual on social media who has a large following and is perceived as being able to influence audience attitudes and behavior. In marketing, influencers are used as a brand communication channel to convey messages to specific consumer segments Sugiarto, et al (2021) Influencer marketing refers to a promotional strategy that involves influential individuals in disseminating marketing content to support a product or brand through social media (Hariyanti Ni, 2018). According to Athaya & Irwansyah, (2021) influencer marketing is measured through six main indicators: expertise, trustworthiness, credibility, sponsorship disclosure, parasocial relationships, and suitability. Expertise and comprehensiveness are the level of knowledge influencers perceive consumers to explain products clearly, informatively, and easily understood, thereby helping consumers build confidence in the promoted product (Marivan & Masnita, 2022). Trustworthiness refers to consumers' perceptions of an influencer's honesty, consistency, and integrity in delivering product reviews, which plays a crucial role in influencing consumer attitudes and purchasing intentions (Angelina, et al 2024). Meanwhile, credibility relates to consumers' level of trust in promotional messages delivered by influencers, which are considered capable of shaping a positive brand image in consumers' minds (Umardi, Hamsani, & Reniati, 2023).

In addition to these indicators, sponsorship disclosure reflects the extent to which consumers clearly perceive the transparency of the collaboration between the influencer and the brand, as this openness contributes to building trust in both the influencer and the promoted brand (Athaya & Irwansyah, 2021). Parasocial relationships describe the emotional attachment consumers feel toward influencers, leading consumers to be more receptive to product recommendations and develop positive attitudes toward the brand (Labib Rifa'i & Abdurrahman, 2024). Congruence refers to the suitability between the values, character, and image of an influencer and the promoted brand as perceived by consumers, which can increase consumer engagement and encourage purchasing interest (Athaya & Irwansyah, 2021).

Based on previous studies, influencer marketing is able to influence consumer responses through persuasive and credible communication. Effective influencer marketing can encourage purchase intention and shape positive brand perceptions. Therefore, the following hypotheses are proposed: H1 Influencer marketing has a positive effect on purchase intention, H2 Influencer marketing has a positive effect on brand image.

Brand Image

Brand image is a collection of associations and impressions formed in the minds of consumers about a brand, thus creating an emotional bond between consumers and the brand (Hasnah et al., 2024). Brand image is related to how consumers view a product or brand based on its quality, reputation, and user experience, which in turn influences consumer purchase intention (Siahaan., et al 2025) Positive perceptions of a brand will be stronger if supported by direct user experience or information obtained from other parties, thus forming a consistent assessment of a particular brand (Sugiarto Maulana et al., 2021); (Maulana et al., 2021)

Consumer perception of brand image is formed through several interrelated indicators. In (Verdiansyaf., et al 2024), functional indicators reflect assessments of a product's performance, quality, and benefits. The emotional dimension describes feelings that arise when consumers interact with a brand, such as satisfaction,

pleasure, or pride. The symbolic dimension shows the brand's association with certain values, social status, and identity in the consumer's mind. The experiential dimension relates to the impressions consumers obtain while using the product, both in terms of aesthetics and comfort. Furthermore, the corporate dimension reflects perceptions of the company's reputation, ethics, and responsibility, while the user dimension describes the image of the individual associated with the brand. Overall, brand image is an important construct formed from consumers' cognitive and affective evaluations, which plays a role in building loyalty and driving purchase intention. A positive brand image reflects favorable consumer perceptions that can increase confidence and preference toward a brand, which ultimately influences purchase intention. Therefore, the following hypothesis is proposed: H3 Brand image has a positive effect on purchase intention.

Purchase Intention

Purchase intention is a consumer's behavioral tendency to select and consider various product alternatives before making a purchase decision (Handayani, 2023). Purchase intention can also be understood as a consumer's desire to purchase a product, influenced by previous experiences, whether in the information search process, use, or consumption of a particular product (Tarigan., et al 2023). Purchase intention develops through a gradual process that begins with consumer attention to a product's existence, followed by interest due to information deemed relevant and useful. Next, consumers begin to feel a desire to own the product, accompanied by deeper consideration, until finally making a purchase decision when their level of confidence in the product strengthens (Pratiwi, Hermawati, & Kurniawati, 2023).

Purchase intention indicators reflect the level of consumer readiness and motivation in the purchasing decision-making process. These indicators include consumer tendencies to make purchases, recommend products to others, have preferences for certain products, and actively seek additional information as a basis for product evaluation and assessment (Tjiptono, 2015). Thus, purchase intention is a crucial variable in understanding consumer behavior and formulating effective marketing strategies for a brand. Influencer marketing may also affect purchase intention indirectly through the formation of a positive brand image. Therefore, the following hypothesis is proposed: H4 Brand image mediates the effect of influencer marketing on purchase intention.

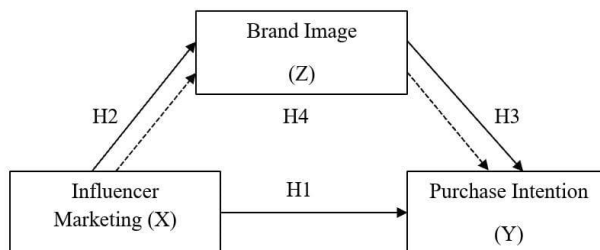


Figure 1. Proposed Conceptual Framework

Methods

In this study, the researcher applied a quantitative approach with data analysis tools using Smart-PLS 4. This study is based on the positivist paradigm and hypothesis testing is examined through statistical data analysis tools. The type of causal research used is aimed at investigating the relationship between independent variables, dependent variables and mediating variables (Sugiyono, 2019). This study uses a population of all Indonesian TikTok Shop consumers who have been exposed to Ventela shoe promotions through Influencer marketing on the TikTok platform. A non-probability sampling method with a Purpose sampling technique is used in selecting respondents based on certain criteria. The criteria in this study are, having an account on the TikTok application, having seen Ventela shoe promotions on the TikTok shop application, aged 18-36 years and domiciled in Indonesia. In this study, the sample determination used the hair formula and obtained 112 respondents. This study uses a closed questionnaire as a numerical data collection tool, the questionnaire will be distributed online and shared through social media platforms and the responses will be evaluated using a 5-level Likert scale.

Results and Discussion

Demographics

This study involved 112 participants aged 18-36 from various regions in Indonesia. All respondents were active TikTok users and had watched promotional content for Ventela shoes posted by influencers through the TikTok Shop feature.

Tabel 1. Respondent Characteristics

Category	Amount	Presentation
Gender	Male	78 69,6%
	Female	34 30,4%
Total	112	100%
Age	18 – 25	67 59,8%
	26 – 35	34 30,4%

	>36	11	9,8%
Total		112	100%
Have seen a promotion for Ventela shoes by an influencer on TikTok Shop	Yes	112	100%
	No	0	0%
Total		112	100%
Have account on TikTok shop	Yes	112	100%
	No	0	0%
Total		112	100%
Ever added Ventela shoes to your TikTok shopping cart	Yes	66	58,9%
	No	46	41,1%
Total		112	100%

The composition of respondents based on gender shows that the number of male respondents is greater than female. Of the total sample used, 69.4% are male respondents as shown in Table 5.1. Then, fans of Ventela shoes are dominated by young people aged 18-25 years with a percentage of 59%, and of the 112 respondents, 100% are TikTok application users and have seen promotional content for Ventela shoes made by influencers and 58.9% of respondents have added Ventela shoes to the TikTok shop cart and 41% have never added Ventela shoes to the TikTok shop cart.

Table 2. Respondent's Region of Origin

City	Number of Respondents	Presentation
Jambi	44	39.3%
Jakarta	1	0,9%
Jojakarta	13	11,6%
Bandung	1	0,9%
Bogor	2	1,8%
Malang	4	3,6%
Semarang	9	8%
Padang	12	10%
Kerinci	11	9,8%
Bekasi	4	3,6%
Bogor	2	1,8%
Surabaya	3	2,7%
Tangerang	4	3,6%

Judging from the distribution of domicile areas, the majority of respondents came from Jambi Province. The number of respondents from this region reached 44 people, equivalent to 39.3% of the total research sample. In addition to Jambi, there are several other cities that also contributed as respondents' areas of origin, such as Yogyakarta with 12 respondents (10.7%), Malang with 12 respondents (10.7%), Semarang with 11 respondents (9.8%), and Bogor, Tangerang, and Bandung each ranging from 0.9% to 3.6%. This diversity of respondents' areas of origin indicates that the study has reached several major cities in Indonesia. Although the distribution of respondents is not entirely even, this study still obtains a fairly broad picture of consumer perceptions from various regions regarding influencer marketing, brand image and purchasing interest in Ventela shoes on TikTok Shop.

Test Convergent Validity

To assess indicator validity, the outer loading value is used as the basis for testing. Outer loading analysis aims to ensure that each indicator accurately measures the intended variable. An indicator is considered to meet the criteria if its outer loading value is greater than 0.70, as stipulated by (Hair et al, 2021)

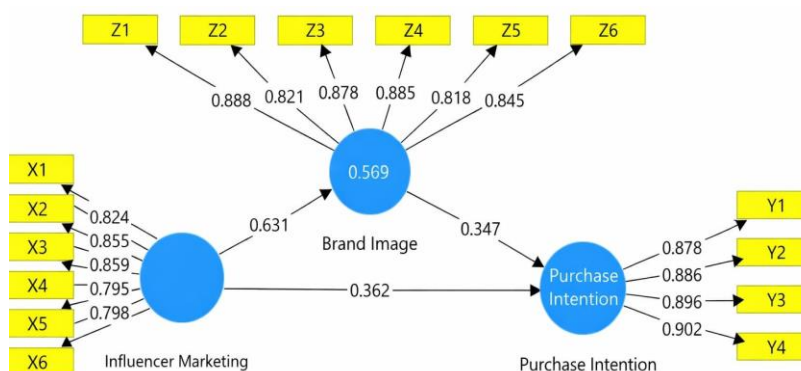


Figure 2. Research Model of The Study

Based on the results presented in Figure 2, all indicators for each research variable showed outer loading values exceeding the minimum limit of 0.70. Thus, these indicators are declared valid and suitable for use in this study.

Convergent Validity

Convergent validity is conducted by evaluating the outer loading and Average Variance Extracted (AVE) values. The AVE value is used to assess the extent to which a construct can explain the variance of the indicators it measures. The test is considered valid if the outer loading value is >0.70 , and an AVE value greater than 0.50 is considered good (Hair et al., 2021).

Table 3. Average Variance Extracted (AVE) Assessment

Variabel	Average variance extracted (AVE)
Influencer Marketing (X)	0.690
Brand image (Z)	0.733
Purchase Intention (Y)	0.793

The AVE test results presented in Table 3 indicate that all research variables have AVE values above 0.50. This indicates that the constructs in this study have met the requirements for convergent validity.

Discriminant Validity

Based on the results of the cross-loading analysis, all indicators used in this study showed the highest loading values on the variables that were the target of their measurement. In the Influencer Marketing variable (X), indicators X1 to X6 have consistently higher loading values when associated with the Brand Image (Z) and Purchase Intention (Y) constructs. This confirms that the indicators in the Influencer Marketing variable work well in describing this construct and do not lead to the measurement of other constructs. Similar findings are also seen in the Brand Image construct (Z). Indicators Z1 to Z6 have dominant loading values on Brand Image compared to values on other constructs. This consistency indicates that all indicators for Brand Image have a strong ability to differentiate themselves from other constructs, thus meeting the criteria for discriminant validity. Furthermore, for the Purchase Intention construct (Y), indicators Y1 to Y4 also showed the highest loading values for the Purchase Intention variable. The stable range of values, which was larger than the loadings for Influencer Marketing and Brand Image, indicated that these indicators accurately reflected respondents' levels of purchase intention without any overlap between variables. Overall, the cross-loading test results demonstrated that all indicators passed the discriminant validity test. Thus, each indicator more strongly represented its respective construct, confirming the research instrument's suitability and accuracy for use in the subsequent structural analysis phase.

Reliability Test

Reliability testing was conducted to ensure that the research indicators were stable and consistent in representing the latent constructs. Reliability evaluation in this study was conducted through composite reliability and Cronbach's alpha measurements.

Table 4. Composite Reliability

Variabel	Cronbach's alpha	(rho_a)	(rho_c)	(AVE)
Influencer Marketing (X)	0.910	0.915	0.930	0.690
Brand image (Z)	0.927	0.930	0.943	0.733
Purchase Intention (Y)	0.913	0.918	0.939	0.793

A value between 0.60 and 0.70 indicates acceptable research, while a value >0.70 indicates excellent (Hair et al., 2021). Based on Table 5.10, the composite reliability and Cronbach's Alpha scores in this study are excellent, with an average score >0.70 .

R-Square

The test results show that the R-square value for the Brand Image variable is 0.399 with an Adjusted R-square of 0.393, meaning that influencer marketing explains 39.9% of the variation in Brand Image. Meanwhile, the Purchase Intention variable has an R-square value of 0.409 with an Adjusted R-square of 0.399, indicating that influencer marketing and Brand Image simultaneously explain 40.9% of the Purchase Intention variable. Based on the guidelines of Hair et al., (2021), an R-square value of 0.25 is in the weak category, 0.50 is in the moderate category, and 0.75 is in the strong category. Therefore, the R-square value obtained in this study is in the moderate category and indicates that the structural model has adequate explanatory power in describing the relationship between the research variables.

Q-Square

Based on the results of the predictive relevance (Q^2) test, the Brand Image variable showed a Q^2 value of 0.382, while the Purchase Intention variable obtained a Q^2 value of 0.317. These values indicate that this research model has good predictive ability because all Q^2 values are in the positive category. This finding aligns with the opinion of Hair et al. (2021).

F-Square

The f-square calculation results show that influencer marketing has a relatively small but still significant impact on purchase intention, with an f^2 value of 0.133. Conversely, the influence of influencer marketing on brand image shows an f^2 value of 0.663, which indicates a very large influence and is a dominant factor in the research model. Brand image also has a small influence on purchase intention with a value of 0.122, so it still plays a role even though the effect is not large. Overall, influencer marketing is proven to be a major factor in shaping brand image, and both influencer marketing and brand image are factors that drive consumer purchase intention.

Discussion

Influencers have a positive and significant influence on purchase intention for Ventela shoes in Indonesia.

H1: Influencer marketing has been shown to have a significant influence on purchase intention, as indicated by a t-statistic of 4.131 with a p-value of 0.000. This finding indicates that influencer marketing strategies can increase consumer purchase intention. This research finding aligns with previous studies showing that influencer trust, credibility, and expertise play a significant role in shaping consumer attitudes and purchase intention. Wirandamukti and (Wirandamukti & Setyaning, 2025) emphasized that trust is a key factor influencing Generation Z and millennials' attitudes toward influencers. Furthermore, Maretha et al., (2024) and Kharisma et al., (2025) found that positive reviews, credibility, and influencer appeal can strengthen brand image and drive purchasing decisions. Nurbasary et al. (2024) also stated that influencer content is perceived as more authentic than company promotions, thus increasing consumer confidence. Further empirical support is provided by Sari et al. (2024), Simanjuntak and Simanjuntak & Saputra, (2024) and Umardi et al. (2023), who concluded that influencer credibility and creativity significantly increase consumer purchase intention.

Influencer marketing has a significant influence on the brand image of Ventela shoes on TikTok Shop Indonesia

H2: The effect of influencer marketing on brand image is significant, with a t-statistic of 10.941 and a p-value of 0.000. This indicates that influencer marketing makes a strong contribution to brand image formation. These findings are consistent with previous research showing that influencer marketing plays a role in shaping brand image. Agustina & Sari, (2021) stated that trust, expertise, and compatibility between influencers and audiences can strengthen brand image. Furthermore, Sari et al. (2024) emphasized that influencer endorsements contribute to brand image formation and increased purchase intention. Similarly, Baghel et al. (2024) concluded that a positive brand image increases consumer trust and influences purchasing decisions.

Brand image significantly influences purchase intention for Ventela shoes on TikTok Shop Indonesia.

H3: Brand image has a significant influence on purchase intention, as evidenced by a t-statistic of 3.651 and a p-value of 0.000. This confirms that brand image contributes to increasing consumer purchase intention. This research finding aligns with previous studies showing that a positive brand image plays a crucial role in building consumer trust and increasing purchase intention. Hasnah et al. (2024) and Simanjuntak & Saputra, (2024) emphasized that a strong brand image can foster consumer confidence in a product. Similarly, Permatasari & Wahyudi, (2024) stated that brand image directly influences consumer trust and indirectly drives purchase intention. Thus, a strong brand image is a key factor in increasing consumer confidence and purchase intention for Ventela shoes..

Brand image has a significant influence in mediating the relationship between influencer marketing and purchasing interest in Ventela shoes in TikTok Shop Indonesia.

H4: The mediation test results show a t-statistic of 3.378 with a p-value of 0.001, thus concluding that brand image significantly mediates the relationship. Because both the direct and indirect effects are significant, the resulting mediation is classified as partial mediation. This means that influencer marketing still has a direct influence on purchase intention, but this influence is strengthened by the role of brand image. This finding supports prior studies indicating that brand image functions as a mediating variable in the relationship between influencer marketing and purchase intention. Alamayreh., et al (2025) highlight that influencer credibility and attractiveness contribute to the formation of a positive brand image, which subsequently enhances consumers' purchase interest. Similarly, (Trihudyatmanto, 2023) explain that influencer marketing increases purchase intention through the development of a favorable brand image, as a strong brand image strengthens consumer confidence in online purchasing. In line with this, Amelia et al. (2025) demonstrate that influencer support on TikTok Shop influences purchase decisions both directly and indirectly through brand image. Therefore, influencer marketing not only directly affects purchase intention but also exerts an indirect effect through brand image as a mediating variable.

Conclusion

1. Influencer marketing has been shown to have a positive and significant effect on consumers' purchase intention toward Ventela shoes on TikTok Shop Indonesia. Influencers who demonstrate high

- competence, honesty, and credibility are able to strengthen consumers' confidence in product information, thereby increasing their intention to purchase.
2. Influencer marketing also has a positive and significant influence on the formation of brand image. Influencers who are competent, credible, and aligned with the product contribute to the creation of a favorable brand perception, which helps strengthen Ventela's brand image in consumers' minds.
 3. Brand image has a positive and significant effect on purchase intention. Positive brand perceptions, reflected in assessments of product quality, design, and value, enhance consumer trust and interest, leading to a higher purchase intention.
 4. Brand image plays a significant mediating role in the relationship between influencer marketing and purchase intention. The influence of influencer marketing becomes stronger when supported by a positive brand image, indicating that brand image acts as an intermediary that reinforces the impact of influencer marketing on consumers' purchase intention on TikTok Shop.

References

- Agustina, W., & Sari, W. P. (2021). Pengaruh Influencer Marketing Tiktok terhadap Brand Image Bittersweet by Najla. *Prologia*, 5(2), 356. <https://doi.org/10.24912/pr.v5i2.10211>
- Alamayreh, E. M., Fadhil, K., & Issam, N. (2025). How the Influencer Characteristics Impact Purchase Intentions: The Brand Image Mediation Effect. *Journal of Posthumanism*, 5(7), 922–928. <https://doi.org/10.63332/joph.v5i7.2860>
- Aliyanti, F. E., & Moutmaza, F. Z. (2023). Pengaruh Social Media Marketing, Influencer Marketing dan Brand Image pada Aplikasi Tiktok Terhadap Keputusan Pembelian pada Produk Busana Muslim. *Ajie*, 07, 14–22. <https://doi.org/10.20885/ajie.vol7.iss1.art3>
- Angelina, A., Cham, B., & Tjokrosaputro, M. (2024). Local Fashion Purchase Intention: the Role of Attractiveness, Trustworthiness and Expertise of Influencers. *International Journal of Application on Economics and Business (IJAEB)*, 2(3), 2987–1972. <https://doi.org/10.24912/ijaeb.v2i3.50-62>
- Athaya, F. H., & Irwansyah, I. (2021). Memahami Influencer Marketing: Kajian Literatur Dalam Variabel Penting Bagi Influencer. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(2), 334–349. <https://doi.org/10.47233/jteksis.v3i2.254>
- Baghel, D. (2024). Influencer Authenticity As A Catalyst For Brand Trust: Analyzing Its Impact On Consumer Perception. *ShodhKosh: Journal of Visual and Performing Arts*, 5(6), 2732–2745. <https://doi.org/10.29121/shodhkosh.v5.i6.2024.3329>
- Estaswara, H., & Said, M. (2024). Literature Review: Definition of Integrated Marketing Communication (IMC) in Indonesian Journals (2019-2022). *International Journal Of Multidisciplinary Research And Analysis*, 07(10), 4846–4857. <https://doi.org/10.47191/ijmra/v7-i10-33>
- Fitri, T. A., & Syaefulloh, S. (2023). Pengaruh Influencer Marketing Dan Viral Marketing Terhadap Purchase Intention Melalui Online Customer Review pada Fashion Terkini di Tiktok Shop. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 17(6), 3946. <https://doi.org/10.35931/aq.v17i6.2821>
- Gusti Ayu Aghivirwati. (2024). Pengaruh Brand Image Dan Kepuasan Terhadap Purchase Intention Pada Tiktok Shop (Studi Pada Generasi Zilenial). *RELASI: JURNAL EKONOMI*, 20(2), 268–281. <https://doi.org/10.31967/relasi.v20i2.708>
- Hair et al. (2021). *Multivariate Data Analysis (Sixth Edition)*. Gedrag & Organisatie (Vol. 19). <https://doi.org/10.5117/2006.019.003.007>
- Handayani, H. (2023). Implementasi Sosial Media Influencer terhadap Minat Beli Konsumen: Pendekatan Digital Marketing. *Jesya*, 6(1), 918–930. <https://doi.org/10.36778/jesya.v6i1.1023>
- Hardini, R., Iffa Nurani, M., Larasayu, F., & Permana, E. (2023). Strategi pemasaran bisnis kuliner menggunakan influencer di media sosial instagram pasca pandemi. *Jurnal Riset Pendidikan Ekonomi*, 8(2), 134–148. <https://doi.org/10.21067/jrpe.v8i2.8718>
- Hariyanti Ni. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen. *Jurnal Manajemen Dan Inovasi (MANOVA)*, 1(2), 14–23. <https://doi.org/10.15642/manova.v1i2.350>
- Hasnah, H., Irzami, M. F., Ramdhani, M. Y. H. A., Bilisani, M. A., Yudhistira, M. K. H., & Purnawijaya, B. M. (2024). Pengaruh Viral Marketing dan Brand Image terhadap Keputusan Pembelian Kahf di Tiktok Shop. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 23(3), 257–265. <https://doi.org/10.14710/jspi.v23i3.257-265>
- Kharisma Putri Amelia, Annisa Sekar Ningrum, & May Dedu. (2025). The Influence of Content Marketing and Influencer Endorsement on Purchase Decision Through Brand Image Mediation. *Journal Transnational Universal Studies*, 3(5), 1–10. <https://doi.org/10.58631/jtus.v3i5.159>
- Labib Rifa'i, M., & Abdurrahman, A. (2024). Pengaruh Karakteristik Influencer Marketing terhadap Niat Beli Online Konsumen pada Platform Tiktok. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 03(01), 121–131. <https://doi.org/https://journal.uji.ac.id/selma/index>
- Maretha, S. D., Yani, M., & Nugroho, T. T. (2024). Analysis Of The Content Marketing, Influencer Marketing, Brand Image And Price Perception On Purchase Decisions For Wardah Skincare Product On The Tiktok. *International Journal Multidisciplinary (IJMI)*, 1(3), 153–167. <https://doi.org/10.61796/ijmi.v1i3.185>

- Marivan, S. A., & Masnita, Y. (2022). Kredibilitas Social Media Influencer Marketing terhadap Minat Beli: Hedonisme Sebagai Moderasi. *Jurnal Ilmiah Manajemen Dan Bisnis*, 23(2), 130–145. <https://doi.org/10.30596/jimb.v23i2.11304>
- Nasikhin, M. A. K., Tyas, S. N., Syaikhudin, A. Y., & Sundari, A. (2024). Pengaruh Live Streaming, Online Review Customer Dan Influencer Marketing Terhadap Minat Beli Pada Aplikasi Tiktok Shop (Studi Pada Mahasiswa Universitas Islam Darul Ulum Lamongan). *Jurnal Arimbi (Applied Research In Management And Business)*, 4(2). <https://doi.org/10.53416/aeimbi.v4i2.297>.
- Nurbasary, A. (2024). The Influence Of Influencer Marketing And Brand Image On The Tiktok App On Fast Fashion Product Purchase Decisions Pengaruh Influencer Marketing Dan Citra Merek Pada Aplikasi Tiktok Terhadap Keputusan Pembelian Produk Fast Fashion. *Management Studies and Entrepreneurship Journal*, 5(2), 8676–8691. <https://doi.org/10.37385/msej.v5i2.5741>
- Permatasari, H. I., & Wahyudi, L. (2024). The Effect of Influencer Endorsement, Online Customer Reviews, and Brand Image to Purchase Intention Mediated by Customer Trust in Online Shopping Activities on Tiktok. *Journal of Organizational and Human Resource Development Strategies*, 1(01), 35–51. <https://doi.org/10.56741/ohds.v1i01.682>
- Pratiwi, D., Hermawati, A., & Kurniawati, D. (2023). Pengaruh Content Marketing, Influencer, Dan Free Ongkir Terhadap Minat Beli Konsumen Produk Fashion Pada Tiktokshop. *JIMP : Jurnal Ilmiah Manajemen Pancasila*, 3(1), 1–11. <https://doi.org/10.35814/jimp.v3i1.4654>
- Siahaan, F. S., Beryansyah, B., Purnawan, L., Hasan, R., & Priscillia, A. S. (2025). Impact of Influencer Endorsement on Purchase Decision. *International Journal of Management and Digital Business*, 4(1), 19–31. <https://doi.org/10.54099/ijmdb.v4i1.1291>
- Simanjuntak, T. W., & Saputra, A. (2024). Pengaruh Brand Image, Content Influencer dan Live Streaming Tiktok terhadap Minat Beli Skincare Skintific di Batam. *Arus Jurnal Sosial Dan Humaniora*, 4(2), 619–628. <https://doi.org/10.57250/ajsh.v4i2.543>
- Sugiarto Maulana, Y., Hadiani, D., & Wahyuni, S. (2021). Pengaruh Penggunaan Influencer Instagram Terhadap Citra Merk Dan Dampaknya Terhadap Peningkatan Penjualan. *Perwira Journal of Economics & Business*, 1(2), 1–7. <https://doi.org/10.54199/pjeb.v1i2.47>
- Sugiyono, P. D. (2019). metode penelitian pendidikan (kuantitatif, kualitatif, kombinasi, R&D dan penelitian pendidikan). *Metode Penelitian Pendidikan*, 67, 18.
- Syarif, M. I., Hannum, M., Wahyuni, S., & Nurbaiti. (2023). Potensi Perkembangan E-Commerce Dalam Menunjang Bisnis di Indonesia. *Journal of Computers and Digital Business*, 2(1), 11–14. <https://doi.org/10.56427/jcbd.v2i1.30>
- Tarigan, E. B., Nofiawaty, N., & Rosa, A. (2023). Pengaruh Influencer Marketing terhadap Minat Beli Produk Skincare Ms Glow: Al-Kharaj : *Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(3), 1618–1629. <https://doi.org/10.47467/alkharaj.v6i3.4067>
- Tjiptono, F. (2015). *Strategi Pemasaran (Edisi Keempat)*. Yogyakarta: CV Andi Offset.
- Trihudyatmanto, M. (2023). Efek Life Style dan Influencer Marketing Terhadap Keputusan Pembelian Yang di Mediasi oleh Variabel Brand Image. *Jurnal Akuntansi, Manajemen Dan Perbankan Syariah*, 3(6), 83–96. <https://doi.org/10.32699/jamasy.v3i6.6825>
- Umardi, T., Hamsani, H., & Reniati, R. (2023). The Effect of Influencer’s Credibility and Product Prices on The Purchase Intention of Maybelline Products in The Tiktok Shop Application. *Journal of Management Science (JMAS)*, 6(3), 331–339. <https://doi.org/10.35335/jmas.v6i3.223>
- ventela. (2025). Ventela official. Retrieved from <https://vt.tokopedia.com/t/ZSH7ENPxcHQdT-QOkNb/>
- Verdiansyaf, A., Satika Lesmana, C., & Febriansyah, R. (2024). Brand Lokal Aerostreet Membangun Branding Image Melalui Tiktok. *Jurnal Paris Langkis*, 5(1), 120–131. <https://doi.org/10.37304/paris.v5i1.14336>
- Wirandamukti, P., & Setyaning, A. N. A. (2025). The Influence of TikTok Influencers on Consumer Purchase Intention: A Case Study on TikTok Shop Users. *Formosa Journal of Multidisciplinary Research*, 4(3), 1397–1408. <https://doi.org/10.55927/fjmr.v4i3.128>