

## THE INFLUENCE OF DIGITAL MARKETING CONTENT ON THE PURCHASE DECISION (STUDY ON ERIGO PRODUCT USERS IN SEMARANG CITY)

Salma Fadhiila Zahrani<sup>1)</sup>, R.A Marlien<sup>2)</sup>



### AFFILIATION:

Stikubank University, Semarang<sup>1)2)</sup>

### CORRESPONDENCE:

salmafadhiilazahrani@mhs.unisban  
k.ac.id<sup>1)</sup>

### ARTICLE HISTORY

Received:

10 March 2023

Revised:

25 March 2023

1 April 2023

Accepted:

3 April 2023



THIS ARTICLE IS AVAILABLE IN:

<http://ejournal.stiepena.ac.id/index.php/fe>



This work is licensed under a Creative  
Commons Attribution-ShareAlike 4.0  
International (CC BY-SA 4.0)

**Abstract:** As a well-known local clothing brand, Erigo has its online marketing method to increase product sales to attract a large number of consumers. This study aims to analyze the influence of Content Marketing, Influencer Marketing, and Online Customer Reviews on Purchase Decisions on Erigo products. The research population is consumers who have purchased clothing products from Erigo, which was taken from 110 respondents who live in the city of Semarang and used a purposive sampling research method. The results of the study state that influencer marketing and online customer reviews influence purchasing decisions, in contrast to content marketing which does not influence purchasing decisions. Simultaneously content marketing, influencer marketing and online customer reviews influence purchasing decisions.

**Keywords :** content marketing, influencer marketing, online customer reviews, purchase decision

### INTRODUCTION

The clothing business is now in great demand by many people, the clothing needs of humans are now a trend/style of dress as their fashion, because fashion is an individual way to express himself, the good appearance of each individual is a reflection that there is self-confidence (Safitri and Basiya, 2022). There are many local brands whose products are not far behind from foreign brands. One of them is the Ergo brand which is quite well known in foreign countries.

The development of the internet is increasing, as business people need to take a digital business approach to influence consumers in making purchasing decisions. Online marketing or what is commonly referred to as digital marketing is considered the result of evolutionary marketing. Evolution occurred as companies used digital media channels for most of their marketing (Sánchez-Franco et al, 2014). As a fairly well-known brand, Erigo creates online marketing methods so that their products are more in demand by the public.

There are several ways of online marketing that can influence consumers to buy, namely the use of content marketing. Content Marketing is a marketing strategy by producing content that aims to provide information to targets (consumers) that are persuasive, on the products being marketed (Lieb, 2011). Previous research has found that content marketing has a positive impact on purchasing decisions (Fadhilah and Saputra, 2021; Shadrina and Sulistyanto, 2022). However, according Huda, Karsudjono and Darmawan (2021) content marketing has no effect.

There are other factors of online marketing that can influence purchasing decisions, namely influencer marketing. Sari et al., (2021) declared influencer is a person who is able to convey the message addressed by the brand to its followers. Influencer this helps raise awareness and influence their (their audience/followers) buying decisions. Previous research has found that influencer marketing has a positive impact on purchasing decisions (Lengkawati and Saputra, 2021; Pratiwi and Patrikha, 2021). However, according Putri and Marlien (2022) states that influencer marketing has no effect.

Online customer reviews is also an important factor that will influence buying decision. Online customer reviews as information for buyers about products, which are reviews given by consumers to sellers or online stores that contain information relating to the evaluation of a product after consumers make a purchase (Iduozee, 2015). Previous research has found that online customer reviews are a factor influencing purchasing decisions (Melati and Dwijayanti, 2020; Sari et al, 2021). However, according Ghoni and Soliha (2022) that online customer reviews have no effect. Therefore, this study aims to find out how digital marketing influences from content marketing and influencer marketing, as well as online customer reviews on purchasing decisions on Erigo product.

## **Literature Review and Hypotheses**

### **Buying decision**

Purchasing decision is a process in which the consumer passes through five stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, which begins long before the actual purchase is made and has an impact long after that (Kotler and Keller, 2012).

There are 4 indicators according (Kotler and Keller, 2012) deciding to purchase: determination on a product, the habit of buying a product, giving recommendation to others, and making repeat purchases.

### **Content Marketing**

Content marketing is defined as a marketing strategy for distributing, planning, and creating attractive content with the aim of attracting targets and encouraging them to become customers of a company (Karr, 2016). Karr (2016) identified 5 indicators that are considered in creating content marketing: reader cognition (easy to understand and easy to remember), sharing motivation (content able to explain products), persuasion (liked and trustworthy), decision making (content can help consumers in make decisions), factors (content in accordance with product expectations). Research result Fadhilah and Saputra (2021), as well as research Shadrina and Sulistyanto (2022) states that Content Marketing has a positive and significant influence on purchasing decisions.

*H1 : Content Marketing has a positive effect on purchasing decisions*

### **Influencer Marketing**

Backaler (2018), influencer is someone who becomes a center of information to share ideas and knowledge related to certain topics so that they can attract the attention of their audience. There are 3 indicators in influencer marketing: reach (measured by the number of followers), resonance (content uploaded gets a lot of responses), relevance (influencers' appearance and personality similarities with consumers). Research result Pratiwi and Patrikh (2021), as well as research Lengkawati and Saputra (2021) states that influencer marketing influences purchasing decisions.

*H2: Influencer marketing has a positive effect on purchasing decisions.*

### **Online Customer Reviews**

Online Customer Reviews are one of several factors that determine a person's buying decision, indicating that people can take a number of reviews as an indicator of the popularity of a product or the value of a product that will affect the willingness to buy a product (Lackermair et al., 2013). There are 4 indicators before deciding to buy a product in the Online Customer Review (Lackermair et al., 2013), namely: awareness, frequency, comparison, and effect. Research results Melati and Dwijayanti (2020), as well as research Sari, Efendi and Septiani (2021) state that online

customer reviews have a positive and significant effect on purchasing decisions.

*H3: Online Customer Reviews have a positive effect on purchasing decisions.*

## Research Methods

The population used in this study were all consumers who had purchased products from Erigo, the number of which was not known by using Cochran's formula:

$$n = \frac{Z^2 pq}{e^2}$$

Samples taken 100 samples or more to be representative of the population. The sampling technique used in this study is purposive sampling with several criteria, namely the respondent is a user of Erigo products, the respondent has purchased Erigo products more than 1 time and the respondent is from the city of Semarang.

### Instrument Test

Test the adequacy of the sample using the KMO test, namely test carried out to measure the feasibility of a sample from a factor analysis, the desired value KMO must be > 0.5. After that, to find out whether an indicator is valid or not through the loading factor value, if the loading factor is <0.4 then the item is said to be invalid so it needs to be aborted and cannot be included in the test if the loading factor is > 0.4 then the item is said to be valid (Ghozali, 2018).

Reliability test for indicates the extent to which a measurement result is relatively consistent if the measurement is repeated twice or more times the results remain the same, it is called reliable. Correlation of Cronbach's Alpha test value > 0.7, it is said that the questionnaire measuring instrument is declared reliable.

### Goodness Of Fit (GoF) Test

The next step is to test the F test and the coefficient of determination F test to show how all the independent variables (X) included in the model have a simultaneous effect on the dependent variable (Y), the research model will be called feasible if it has a significant value  $F < 0.05$ . The coefficient of determination ( $R^2$ ) explains the magnitude of the proportional variation of the dependent variable which is explained by the independent variable.

### Data analysis

The analytical method with multiple linear regression analysis is an equation model to be able to explain the relationship between one dependent variable (Y) and two or more independent variables (X) which are expressed as follows  $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$ .

To test the hypothesis for - each independent variable on the dependent variable required regression analysis t test. A partial test (t test) is used to determine the effect of each independent variable on the dependent variable, the test used in this study uses a significance level of 0.05 (5%) (Ghozali, 2018).

## Results And Discussion

### Validity test

Based on the results of testing the validity test of the questionnaire, in table 1 the variable KMO test results show > 0.5 so that variable adequacy is fulfilled. Then, for the results of the Loading factor test or the feasibility test, all indicators have a test result of > 0.4. So it can be concluded that all questions are valid and can be tested. The results of validity testing are presented in table 1 below:

Table 1. Validity Test

Variable	KMO (>0.5)	Sig	Indicator	Loading Factor (>0.4)	Results
Content Marketing	.890	0.000	X <sub>1.1</sub>	0.853	Valid
			X <sub>1.2</sub>	0.860	Valid
			X <sub>1.3</sub>	0.913	Valid
			X <sub>1.4</sub>	0.843	Valid
			X <sub>1.5</sub>	0.743	Valid
			X <sub>1.6</sub>	0.725	Valid
Influencer Marketing	0.839	0.000	X <sub>2.1</sub>	0.883	Valid
			X <sub>2.2</sub>	0.898	Valid
			X <sub>2.3</sub>	0.859	Valid
			X <sub>2.4</sub>	0.898	Valid
Online Customer Reviews	0.877	0.000	X <sub>3.1</sub>	0.718	Valid
			X <sub>3.2</sub>	0.889	Valid
			X <sub>3.3</sub>	0.908	Valid
			X <sub>3.4</sub>	0.888	Valid
			X <sub>3.5</sub>	0.824	Valid
Buying decision	0.725	0.000	Y <sub>1</sub>	0.647	Valid
			Y <sub>2</sub>	0.848	Valid
			Y <sub>3</sub>	0.810	Valid
			Y <sub>4</sub>	0.810	Valid

Source : Processed primary data, 2023

### Reliability Test

Based on table 2, each variable shows the results obtained have a Cronbach's Alpha test value > 0.7. This means it can be concluded that the results of the reliability test on all variables from the questionnaire measuring tool are stated to be reliable and can be used as a measuring tool for researchers. The results of the reliability test are presented in table 2 below:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Rate of Thumb	Results
Content Marketing	0.904	0.7	Reliable
Influencer Marketing	0.907	0.7	Reliable
Online Customer Reviews	0.890	0.7	Reliable
Buying decision	0.771	0.7	Reliable

Source : Processed primary data, 2023

### F test

The test results of the F test are presented in table 3 below:

Table 3. F Test Results

Model	DF	F	Sig
Regression	3	21,636	.000
residual	106		
Total	109		

Source : Processed primary data, 2023

Based on the simultaneous test results in table 3 above, it shows that the F value with a significant value (sig) of 0.000 < 0.05, so it can be concluded that all independent variables Content Marketing, Influencer Marketing, and Online Customer Review have a simultaneous effect on the dependent variable buying decision.

### Coefficient of Determination (R<sup>2</sup>)

The results of testing the coefficient of determination (R<sup>2</sup>) are presented in table 4 below:

Table 4. The coefficient of determination ( $R^2$ )

R Square	Adjust R Square
.380	.362

Source : Processed primary data, 2023

Based on the results of testing the coefficient of determination in table 4.11, it shows that the coefficient of determination (Adjust R square) is 0.362, which means that the effect of the independent variable (X) on the independent (Y) has a value of 36.2%. This means that the magnitude of the influence of the independent variables (Content Marketing, Influencer Marketing, and Online Customer Reviews) on the dependent variable (Purchasing Decisions) is 36.2% which is considered weak because it stays away from the coefficient value 1, while the remaining 63.8% is explained by other variables from outside the regression model. Even though the coefficient of determination is low, the F test has a significant value, so the next test can be carried out namely regression analysis.

### Regression Analysis

The results of the regression test are presented in table 5 below:

Table 5. Regression Test Results

Model	Betas	Sig	Hypothesis
Content Marketing ( $X_1$ )	.015	.890	Rejected
Influencer Marketing ( $X_2$ )	.474	.000	Accepted
Online Customer Review ( $X_3$ )	.209	.023	Accepted

Source : Processed primary data, 2023

The content marketing variable ( $X_1$ ) does not affect the purchasing decision variable (Y). These results explain that the marketing content that Erigo has created has not been able to influence consumer purchasing decisions as a whole. This is because the content provided is not easily understood and remembered by consumers, besides that the content cannot fully explain the product, and the content provided is different from product expectations.

The influencer marketing variable ( $X_2$ ) influences the purchasing decision variable (Y). These results explain that the influencer marketing that Erigo uses in promoting his products is much loved by the public, photos uploaded by influencers about products get a lot of like responses, thus attracting consumers to make purchases of Erigo products.

The online customer review variable ( $X_3$ ) influences the purchasing decision variable (Y). These results explain that the existence of online customer reviews is very helpful for consumers in obtaining product information from previous consumers and as a comparison of whether the product is good or not so that consumers decide to buy the product.

### Hypothesis Testing

Based on the results of hypothesis testing stated as follows:

#### Content Marketing Variables ( $X_1$ )

The results of testing the content marketing variable which has a significance value of 0.890 > 0.05 means that content marketing does not significant effect on purchasing decision variables. The hypothesis states that "Content Marketing has a positive and significant effect on Product Purchase Decision " **Rejected**.

H1 = Content Marketing does not affect Purchase Decisions.

#### Influencer Marketing Variable ( $X_2$ )

The results of testing the content marketing variable have a significant value of 0.000 < 0.05 which means that content marketing is significant. The hypothesis states that "Influencer Marketing is influential positive and significant on Product Purchasing Decisions" **Accepted**.

H2 = Influencer Marketing has a positive effect on Purchase Decisions.

#### Online Customer Review Variable ( $X_3$ )

The results of testing the content marketing variable have a significant value of 0.023 < 0.05 which means that content marketing has significant value. The hypothesis which states that

"Online Customer Reviews have a positive and significant effect on Product Purchase Decisions" is Accepted.

H3 = Online Customer Reviews have a positive effect on Purchasing Decisions.

## DISCUSSION

The characteristics of the respondents in the study illustrate that the majority of Erigo product users are men with an average age of 17-25 years, most of the students are dominated by income > Rp. 2,000,000. The answers from all 110 respondents stated that they had purchased and used products from Erigo with an average purchase of 2 times a year.

Based on the experience of the respondents, it can be explained that the majority of respondents know Erigo's products from social media because Erigo has broadened its overall promotion on social media. So from the experience of these respondents, they were interested in buying the product because of the promotion method carried out by Erigo, one of which was from the content they created and the influencers. Not only influencers, respondents were even interested in buying the product after seeing positive reviews from previous consumers who had purchased the product and had provided reviews in the review column on social media and e-commerce.

It can be seen from the experience of the respondents above, it can be concluded that most consumers choose to use Erigo products based on several factors that concern them such as interest in promotional methods, influencers and positive reviews of the product. These factors are assessed as a description of consumers when they will choose the product they want, and finally decide to make a purchase.

Content marketing does not affect the purchase decision. This research proves that the better marketing content carried out by the Erigo brand does not necessarily have a direct and significant impact on the creation of purchasing decisions for products. The factor that causes content marketing to not affect purchasing decisions is that there are answers from respondents who illustrate that the content provided by Erigo is not easy to understand and remember. The content created is also not able to explain the product clearly, so it does not meet the information needs of consumers when they want to buy a product. In addition, there are other factors that state that the content provided is not by the conditions/expectations of consumers for the product. There may be other factors that are considered in purchasing decisions that consumers pay more attention to before buying a product, namely product quality and price perception. Product quality is the first element that consumers see from a product to be considered for consumers to make purchases and prices are used as a benchmark for consumers of these products (Ummat and Hayuningtias, 2022).

Influencer marketing influences the purchase decision. This research proves that the existence of influencers in digital marketing who have integrity and are considered attractive by the public has an influence on consumer purchasing decisions. This is because the influencers that Erigo uses are popular with the public, product photos posted by influencers get a lot of likes, and the appearance that influencers use in their social media uploads about products attracts consumers to buy products. Because the role of celebrity endorser/influencer marketing in advertising a product is very important for companies, the better the influencer criteria used by a company, the higher the tendency of consumers to make purchasing decisions (Permana and Hayuningtias, 2022). Test results, this empirical is in line with the research (Lengkawati and Saputra, 2021), as well as research (Pratiwi and Patrikha, 2021) which states that influencer marketing has a positive and significant effect on purchasing decisions.

Online customer reviews have a positive and significant influence on purchasing decisions. This research proves that every consumer who is going to make a purchase, will make sure in advance how the reviews are from users who have already purchased the product by looking at the review comments on social media and in e-commerce before buying a product as a means of information for consumers. This is because respondents realize that with online customer reviews consumers can use them as a source of information and pay close attention to consumers as a comparison of products with one another and are the most important factors influencing consumers in choosing products, so consumers decide to buy products from Erigo. The empirical test results are in line with research (Melati and Dwijayanti, 2020) as well as (Sari et al., 2021) which states that online customer reviews have a positive and significant effect on buyer decisions.

## CONCLUSION

This study aims to find out how content marketing, influencer marketing and online customer reviews influence the purchasing decisions of Erigo products. Content marketing does not affect purchasing decisions. This shows that the better content marketing carried out by the Erigo brand does not necessarily have a direct impact on the creation of purchasing decisions for products. This is because the content marketing provided by Erigo still does not meet the information needs of consumers, and the content provided does not match their expectations of the product.

Then Influencer marketing influences purchasing decisions. shows that, the form of online marketing that Erigo creates through influencers, it encourages consumers to make purchasing decisions on Erigo products. This is because the influencers that Erigo uses are popular with the public, product photos posted by influencers get a lot of likes, and the appearance that influencers use in their uploads on social media about products, attracts consumers to buy products, so influencers that Erigo uses attract a lot of candidates. consumers to choose to buy products from Erigo

Online customer reviews influence purchasing decisions. shows that, positive reviews from previous Erigo consumers, it will influence potential new customers in deciding to purchase Erigo products. This is because respondents realize that with online customer reviews, consumers can use them as a source of information and pay close attention to consumers as a compare of products with one another and are the most important factors influencing consumers in choosing products so that consumers decide to buy products from Erigo.

## REFERENCES

- Amstrong, G., & Philip, K. (2012). *Dasar - Dasar Pemasaran* (A. Sindoro & B. Molam, Eds.; Jilid 1). Prehalindo.
- Azis, A. (2020). *E-book Digital Marketing Content*. Amikom Solo. <https://www.amikomsolo.ac.id/wp-content/uploads/2020/09/E-BOOK-DM.pdf>
- Backaler, J. (2008). *Digital Influence : Unleash the Power of Influencer Marketing to Accelerate Your Global Business*. Springer International Publishing. <https://doi.org/10.1007/978-3-319-78396-3>
- Brown, D., & Hayes, N. (2008). *Influencer Marketing, Who influences your customers?* Elsevier Ltd.
- Fadhilah, & Saputra, G. G. (2021). *Fadhilah dan Galih Ginanjar Saputra* (2021).
- Ferdinand, A. (2006). *Metode Penelitian Manajemen : Pedoman Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*.
- Filieri, R., & McLeay, F. (2014). E-WOM and Accommodation. *Journal of Travel Research*, 53(1), 44–57. <https://doi.org/10.1177/0047287513481274>
- Ghoni, M. A., & Soliha, E. (2022). *Jurnal Mirai Management*. *Jurnal Mirai Management*, Ghozali. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.). Universitas Diponegoro.7(2), 14–22. <https://doi.org/10.37531/mirai.v7i2.2007>.
- Ghozali. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.). Universitas Diponegoro.
- Gunelius, S. (2011). *Content Marketing For Dummies*. John Wiley & Sons Inc.
- Heni, W., Sari, P., Efendi, A., & Saptiani, F. (2021). Pengaruh Promosi, Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian (Studi Pada Pengguna Marketplace Shopee di Indonesia). [www.kompas.com](http://www.kompas.com)

- Huda, U. I., Karsudjono, A. J., & Darmawan, R. (2021). Pengaruh Content Marketing Dan Lifestyle Terhadap Keputusan Pembelian Pada Usaha Kecil Menengah Di Media Sosial. *Jurnal Komunikasi Bisnis Dan Manajemen*, 8(1).
- Iduozee, E. E. (2015). *School of Management The Credibility of Online Customer Reviews Case Lumene*.
- Pratiwi, M. I., & Patrikha, F. D. (2021). Pengaruh Gaya Hidup, Harga dan Infleuncer Terhadap Keputusan Pembelian di Rumah Makan Se'I Sapiku Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9.
- Khairinal. (2016). *Menyusun proposal skripsi, tesis, & disertasi*. Salim.
- Kotler, P., & Amstrong, G. (2018). *Prinsip - Prinsip Marketing Edisi Ke Tujuh (7th ed.)*. Salemba Empat.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran (Edisi 13 Jilid 2)*. Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran (12th ed.)*. Erlangga.
- Lackermair, G., Kailer, D., & Kanmaz, K. (2013). Importance of Online Product Reviews from a Consumer's Perspective. *Advances in Economics and Business*, 1(1), 1–5. <https://doi.org/10.13189/aeb.2013.010101>
- Lee, J., Park, D., & Han, I. (2011). The different effects of online consumer reviews on consumers' purchase intentions depend on trust in online shopping malls. *Internet Research*, 21(2), 187–206. <https://doi.org/10.1108/10662241111123766>
- Lengkawati, A. Sw., & Saputra, T. Q. (2021). Pengaruh Influencer Marketing Terhadap Keputusan Pembelian (Studi Pada Elzatta Hijab Garut).
- Lieb, R. (2011). *Content Marketing : Think Like a Publisher-How to Use Content to Market Online and Social Media*. Que Publishing.
- Melati, R. S., & Dwijayanti, R. (2020). Pengaruh Harga dan Online Customer Review Terhadap Keputusan Pembelian Case Handphone Pada Markrtplace Shopee (Studi Pada Mahasiswa Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 8. <https://forms.gle/t44jvKgVK6XAiZwi8>.
- Permana, F. Y., & Hayuningtias, K. A. (2022). Pengaruh Celebrity Endorser, Viral Marketing dan Brand Trust terhadap Keputusan Pembelian Sepatu Ventela. *SEIKO : Journal of Management & Business*, 5(2), 307. <https://doi.org/10.37531/sejaman.v5i2.1990>
- Pratminingsih, S. A., Astuty, E., & Mardiansyah, V. (2019). The Influence of Electronic Word of Mouth and Brand Image on Buying Decision. *Jour of Adv Research in Dynamical & Control System*, 11, 03(995–1002).
- Priyanto, D. (2015). *Analisis Korelasi, Regresi dan Multivariate dengan SPSS*. Gava Media.
- Pulizzi, J. (2014). *Epic Content Marketing : How To Tell A different Story, Break, Though The Clutter, And Win More Customers By Marketing Less*. McGraw-Hill.
- Putri, P. M., & Marlien, R. A. (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 25–36. <https://doi.org/10.36778/jesya.v5i1.510>
- Safitri, A. N., & Basiya, R. (2022). YUME : Journal of Management Pengaruh Brand Image, Lifestyle, dan Promosi Media Sosial Terhadap Keputusan Pembelian di Toko 3Second. *YUME : Journal of Management*, 5(2), 450–458. <https://doi.org/10.37531/yume.vxix.3463>
- Sari, D. K., Pebrianggara, A., & Oetarjo, M. (2021). *Buku Ajar DIGITAL MARKETING Diterbitkan oleh UMSIDA PRESS*. UMSIDA Press.

- Sari, W. H. P., Efendi, A., & Saptiani, F. (2021). Pengaruh Promosi, Online Customer Review, dan Online Customer Rating Terhadap Keputusan Pembelian (Studi Pada Pengguna Marketplace Shopee di Indonesia).
- Schiffman, L. G., & Kanuk, L. L. (2007). *Perilaku Konsumen (Edisi Kedua)*. PT. Indeks Gramedia.
- Shadrina, R. N., & Sulistyanto, Y. (2022). Analisis Pengaruh Content Marketing, Influencer dan Media Sosial Terhadap Keputusan Pembelian Konsumen (Studi pada Pengguna Instagram dan Tiktok di Kota Magelang). *DIPONEGORO JOURNAL OF MANAGEMENT*, 11(1). <http://ejournal-s1.undip.ac.id/index.php/dbr>.
- Silaen, S. (2018). Metodologi Penelitian Sosial Untuk Penulisan Skripsi dan Tesis. In *Media*.
- Singh, S., & Diamond, S. (2012). *Social Media Marketing For Dummies*. John Willwy & Sona, Inc.
- Sugiyono. (2014a). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2014b). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. . Alfabeta.
- Sugiyono. (2018). *Metode penelitian kuantitatif*. . Alfabeta.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis Dan Ekonomi*. Pustaka Baru Press.
- Sunyoto, D. (n.d.). *Metodologi Penelitian Akuntansi*. PT Refika Aditama Anggota Ikapi.
- Tjiptono, F. (2015). *Strategi Pemasaran (Edisi 4)*. Andi Offset.
- Umar, H. (2013). *Metode Penelitian Untuk Skripsi dan Tesis*. RajawaliUmmat, R., & Hayuningtias, K. A. (2022). Pengaruh Kualitas Produk, Brand Ambassador dan Persepsi Harga Terhadap Keputusan Pembelian Nature Republic. *Jurnal Ilmiah Akuntansi Dan Keuangan*, Vol. 4 No. 6.
- Yesiloglu, S., & Costello, J. (2021). Influencer marketing: building brand communities and engagement.
- Yusuf, A. (2021). The Influence of Product Innovation and Brand Image on Customer Purchase Decision on Oppo Smartphone Products in South Tangerang City. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(1), 472–481. <https://doi.org/10.33258/birci.v4i1.1629>
- Zhu, F., & Zhang, X. (Michael). (2010). Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics. *Journal of Marketing*, 74(2), 133–148. <https://doi.org/10.1509/jm.74.2.1>