International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Social Media Marketing And Celebrity Endorsers On Purchasing Decisions Of Skintific Moisturizer Products Among Generation Z In Palembang City

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Abstract

The development of the skincare industry in Indonesia is encouraging companies to take advantage of*social media marketing*And*celebrity endorser*as a strategy to influence consumer purchasing decisions. However, the decline in product sales*moisturizer*The scientific and inconsistencies in the results of previous research indicate the need for further study of the effectiveness of these two strategies. This study aims to analyze the influence*social media marketing*And*celebrity endorser*on product purchasing decisions*moisturizer*Scientific on Generation Z in Palembang City. The study used a quantitative approach with a causal descriptive design and cross-sectional method. The research sample consisted of 100 respondents selected using a purposive sampling technique. Data were collected through a Google Form-based questionnaire with a Likert scale and analyzed using IBM SPSS through validity and reliability tests, classical assumption tests, multiple linear regression, coefficient of determination tests, t-tests, and F-tests. The results showed that*social media marketing*positive and significant effect on purchasing decisions, as well*celebrity endorser*have a positive and significant effect on purchasing decisions. Simultaneously, both variables significantly influence purchasing decisions with a contribution of 40.1%, while the remainder is influenced by other factors outside the study. Thus, the implementation of an effective digital marketing strategy and the selection of*celebrity endorser*which is credible and can increase product purchasing decisions*moisturizer*Skintific on Generation Z in Palembang City.

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Keywords: Celebrity Endorser, Purchasing Decision, Social Media Marketing

INTRODUCTION

The beauty industry in Indonesia has experienced rapid development in recent years and is one of the sectors with promising growth prospects. This growth is driven by increasing public awareness of the importance of skincare, technology-based product innovations, and lifestyle changes that have made skincare a primary need, especially for the younger generation. Statista data (2023) shows that the market value of the Indonesian beauty industry continues to increase annually with a stable growth trend. This condition is reinforced by increasing public literacy regarding skin health, the development of digital-based beauty trends, and increasingly easy access to product information through various social media platforms.(FS Lestari & Lu, 2025)Thus, the skincare industry is not only growing in terms of product numbers, but also experiencing a shift in marketing patterns that are increasingly oriented towards digital technology.

This development is further supported by the high penetration of the internet and social media in Indonesia. The Central Statistics Agency (BPS) estimates that Indonesia's population will reach over 281 million people (2024), while the We Are Social report (2024) indicates that social media users have reached around 185 million. The large number of social media users has made digital platforms the primary medium for information seeking before consumers make a product purchase. Consumers no longer rely solely on information from companies, but also consider user reviews, influencer recommendations, and the experiences of other consumers shared on social media. This situation encourages skincare companies to utilize digital media as a marketing communication tool while building relationships with their consumers.(Angga & Rini, 2026).

In the context of consumer behavior, a purchasing decision is a process that involves searching for information, evaluating alternatives, and selecting a product that is deemed to provide the best benefits. The purchasing decision is the stage when consumers choose a brand after evaluating various available alternatives. This process is influenced by various factors, such as product quality, price, brand image, digital promotions, consumer reviews, and the use of celebrity endorsers. The more information consumers receive through social media, the more selective they become in determining which products to purchase. Therefore, companies are required to implement effective marketing strategies to influence consumer purchasing decisions amidst the increasingly competitive skincare industry.

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One of the digital marketing strategies widely implemented by skincare companies is social media marketing. Social media no longer serves solely as a promotional tool but also as a two-way communication tool that allows companies to build long-term relationships with their consumers. According to(ElAydi, 2018)Social media marketing is a marketing approach used by companies to create online consumer engagement through communication, collaboration, and relationship-building activities. This approach encompasses four main dimensions: context, communication, collaboration, and connection, which play a role in creating a positive experience for consumers. With the right social media marketing strategy, companies can increase brand awareness, expand market reach, and drive consumer purchasing decisions.

In addition to social media marketing, the use of celebrity endorsers is also a marketing communications strategy widely utilized by skincare companies. Celebrity endorsements are considered effective in increasing consumer attention, strengthening brand image, and building trust in the products being promoted.(Ohanian, 1990)explains that celebrity endorsement effectiveness is influenced by three main dimensions: trustworthiness, expertise, and attractiveness. These three dimensions determine a celebrity's credibility in delivering a marketing message. The higher the celebrity endorser's credibility, the greater the likelihood that consumers will trust the information conveyed, which can influence purchasing decisions.

Research shows that although Skintific is a market leader in skincare products in Indonesia, the implementation of its marketing strategy still faces various challenges. Observations of Skintific's social media content reveal that most posts focus on conveying product claims rather than providing educational information to consumers. Interactions also tend to be one-way, as consumer questions often go unanswered by the company. Furthermore, promotional content emphasizes sales activities rather than building emotional bonds with consumers. This indicates that the communication and connection dimensions of social media marketing have not been optimally implemented, potentially reducing the effectiveness of the company's digital marketing strategy.

Another phenomenon is also seen in the use of celebrity endorsers. Observations show that the celebrity endorser promoting Skintific moisturizer also promoted moisturizers from other brands at approximately the same time. This situation has the potential to raise consumer doubts about the endorser's honesty, consistency, and credibility in providing product recommendations. Furthermore, some consumers also believe that not all celebrity endorsers have adequate knowledge of skincare, making the information conveyed less credible. This situation suggests that selecting the wrong

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celebrity endorser can reduce the effectiveness of a company's marketing communications.

This phenomenon is also reflected in the decline in sales of Skintific moisturizers. Databoks (2024) shows that in 2024, the moisturizer category was the highest-selling product, accounting for 16.5%. However, in 2025, sales declined to 5.8%, with serums and essences taking over as the best-selling category. This decline indicates a shift in consumer preferences for skincare products and increased competition between brands. Furthermore, this situation also indicates that the company's digital marketing strategy has not been fully able to maintain consumer interest in Skintific moisturizers.

The urgency of this research is further strengthened when linked to the characteristics of Generation Z as a potential market segment. Based on data from the Palembang City Statistics Agency (BPS) (2026), the number of Generation Z reached approximately 383,100 people, or approximately 22% of the total population of Palembang City. This generation is a highly active group that uses social media as a primary source of information before purchasing a product. They tend to pay attention to consumer reviews, product ratings, influencer recommendations, and celebrity endorsers before making a purchasing decision.(Oktayandi & Widagdo, 2026)Therefore, understanding the influence of social media marketing and celebrity endorsers on Skintific moisturizer purchasing decisions among Generation Z is crucial for companies to develop more effective digital marketing strategies and maintain competitiveness amidst increasing competition in the skincare industry.

The research gap is also an important basis for conducting this research.(Pratiwi, 2025)found that social media marketing had a positive and significant effect on purchasing decisions. However, these results differ from research(Lutfia & Lukiana, 2021)which concluded that social media marketing had no effect on purchasing decisions. Differences in results were also found for the celebrity endorser variable.(D. Lestari et al., 2025)showed that celebrity endorsers have a positive influence on purchasing decisions, while research by Shanfi Maylita Inggasari and Retno Hartati (2022) showed that celebrity endorsers have no significant influence on purchasing decisions. The inconsistency of these research results suggests that the relationship between social media marketing, celebrity endorsers, and purchasing decisions requires further testing across different objects, locations, and respondent characteristics.

Based on the empirical phenomena, practical urgency, and the research gap, this study is crucial to analyze the influence of social media marketing and celebrity endorsers on the purchasing decisions of Skintific moisturizer among Generation Z in

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Palembang City. The results are expected to contribute to the development of digital marketing theory and provide input for companies in developing more effective marketing strategies tailored to the characteristics of Generation Z consumers.

METHODOLOGY

This study uses a quantitative approach with a causal descriptive research type that aims to analyze the influence of social media marketing and celebrity endorsers on the purchasing decisions of Skintific moisturizers in Generation Z. The study was conducted in Palembang City with a cross-sectional method, namely data collection was carried out once during the research period by distributing questionnaires to respondents. The study population was all Generation Z in Palembang City who had purchased Skintific moisturizer products. Because the population size was not known for certain, the sampling technique used non-probability sampling with a purposive sampling method, namely respondents were selected based on certain criteria, including women aged 18–29 years, domiciled in Palembang City, had purchased Skintific moisturizer, had seen product information through social media, and had witnessed product promotions by celebrity endorsers. The number of samples was determined using the Lemeshow formula so that a minimum requirement of 96 respondents was obtained which was then rounded up to 100 respondents (Lwanga & Lemeshow, 2006).

The data used consists of primary and secondary data. Primary data was obtained through the distribution of a Google Form-based questionnaire with a five-point Likert scale, while secondary data was obtained from books, scientific journals, official reports, and publications relevant to the research. The collected data were analyzed using IBM SPSS through instrument testing stages that include validity and reliability tests, followed by classical assumption tests consisting of normality tests, multicollinearity tests, and heteroscedasticity tests. Furthermore, multiple linear regression analysis was conducted to test the influence of social media marketing and celebrity endorsers on purchasing decisions, accompanied by testing the coefficient of determination (R^2), a t-test to determine the partial effect, and an F-test to test the influence of both independent variables simultaneously on purchasing decisions at a significance level of 5%.

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RESULTS AND DISCUSSION

Classical Assumption Test Results

1. Normality Test Results

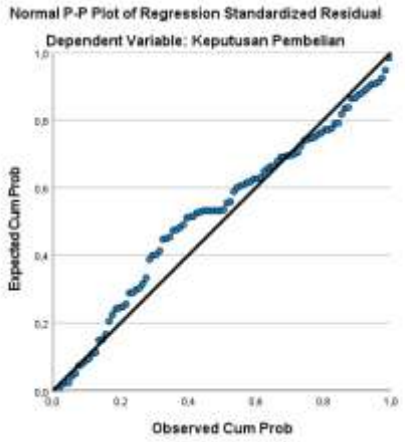
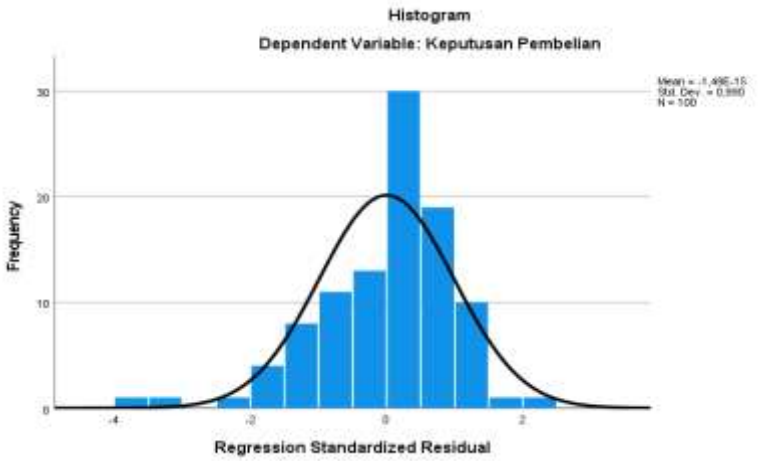


Figure 1 P-Plot Graph of Normality Assumption Test

Figure 1 shows that the data points are randomly distributed along the diagonal line and follow the direction of the line. Therefore, based on this figure and the fact that the conditions in the first decision are met, the data are normally distributed.



When standardized residuals are displayed as a histogram, they form a normally distributed curve. This means the residuals will cluster in the middle, with a peak at an average value of 0.000, as seen in the figure above.

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2. Multicollinearity Test Results

Table 1. Multicollinearity Test Results

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	*Social Media Marketing (X1)*	0.529	1,891
	Celebrity endorser (X2)	0.529	1,891
a. *Dependent Variable*: Purchase Decision (Y)			

*Source:*Primary Data Processed, 2026

Table 1 shows that each independent variable has a VIF value < 10 and a Tolerance value > 10, which supports the assumption of no multicollinearity.

3. Heteroscedasticity Test Results

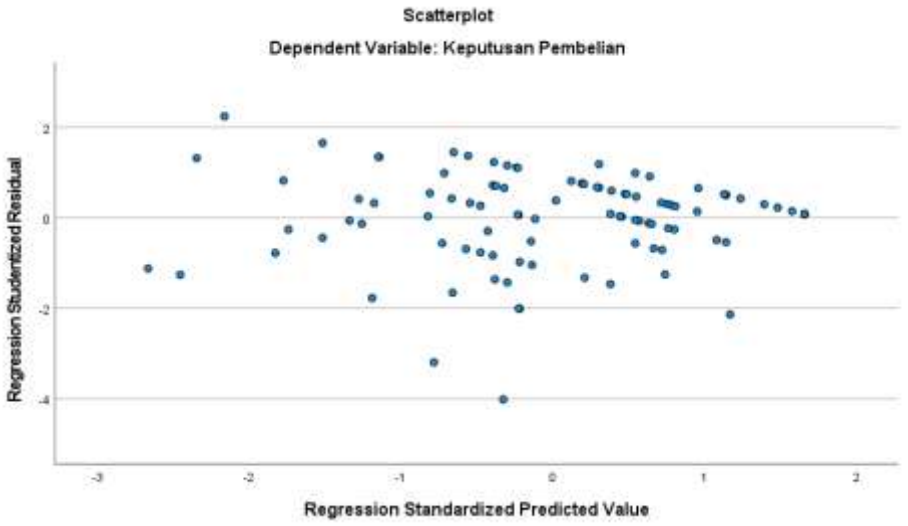


Figure 3. Scatter Plot Results of Heteroscedasticity Test

Figure 3 displays data points randomly distributed above and below the number 0 on the Y-axis. The scatterplot indicates that the regression model does not experience heteroscedasticity. Thus, this model can be used to predict the impact of social media marketing and celebrity endorsers on purchasing decisions.

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Analysis of Multiple Linear Regression Results

Table 2. Results of Multiple Linear Regression Analysis

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	*Std. Error*	*Beta*		
1	*(Constant)*	2,139	,290		7,382	,000
	Social Media Marketing (X1)	0.334	0.089	0.408	3,772	0,000
	Celebrity endorser (X2)	0.232	0.089	0.280	2,592	0.011
a. Dependent Variable: Purchase Decision (Y)						

*Source:*Primary Data Processed, 2026

Based on the results of the multiple linear regression analysis shown in Table 2, the following regression equation was obtained:

$$Y = 2.139 + 0.334X_1 + 0.232X_2 + e$$

Which mean:

1. The constant value obtained is 2.139, which means that if the independent variable has a value of 0 (constant), then the dependent variable has a value of 2.139.
2. The regression coefficient value of X1 is 0.334, which is positive. This positive value indicates that the Social Media Marketing variable has a positive influence on Purchasing Decisions, meaning that every 1 unit increase in the Social Media Marketing variable influences the purchasing decisions of Generation Z in Palembang City by 0.334, assuming that other variables are not examined in this study.
3. The regression coefficient value of X2 is 0.232, which is positive. This positive value indicates that the Celebrity endorser variable has a positive influence on Purchasing Decisions, meaning that a 1-unit increase in the Celebrity endorser variable will affect Generation Z's Purchasing Decisions in Palembang City by 0.232, assuming no other variables are examined in this study.

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Analysis of the Coefficient of Determination (R^2)

The coefficient of determination analysis is used to assess how well a model explains the variance of the dependent variable. The coefficient of determination ranges from 0 to 1. The closer it is to 1, the stronger it is, and vice versa.

Table 3. Results of the Analysis of the Coefficient of Determination (R2)

Model Summary[b]			
Model	R	R Square	Adjusted R Square
1	0.633	0.401	0.389
a. *Predictors*: (Constant), Celebrity Endoser (X2), Social Media Marketing (X1) b. *Dependent Variable*: Purchase Decision (Y)			

*Source:*Primary Data Processed, 2026

Table 3 shows that the R Square value is 0.401 or 40.1%, which means that the Social Media Marketing variable (X_1) and Celebrity endorser (X_2) contributes 40.1% to the Purchasing Decision (Y), while the remaining 59.9% is influenced by variables outside this study.

Hypothesis Test Results

1. Partial Test Results (t-Test)

Table 4. Results of Partial Test Analysis (t)

Coefficientsa			
Model		*t*	*Sig.*
1	(Constant)	7,382	0,000
	Social Media Marketing (X1)	3,772	0,000
	Celebrity endorser (X2)	2,592	0.011
a. *Dependent Variable*: Purchase Decision (Y)			

*Source:*Primary Data Processed, 2026

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Hypothesis Test 1

Based on the results of the partial test analysis (t-test) in Table 4, the Social Media Marketing variable (X_1) shows a significance value of 0.000, which is below the threshold of 0.05 (0.000 < 0.05). In addition, the calculated t value of 3.772 is greater than the t table of 1.985. Thus, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This means that the Social Media Marketing variable partially influences the Purchase Decision of Skintific Moisturizer Products among Generation Z in Palembang City.

Hypothesis Test 2

Meanwhile, the results of the t-test for the Celebrity endorser variable (X_2) shows a significance value of 0.000, which is also smaller than 0.05 (0.011 < 0.05). The calculated t value of 2.592 is higher than the t table of 1.985. Based on these results, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_2) is accepted. In other words, the celebrity endorser variable influences the purchasing decision of Skintific moisturizer products among Generation Z in Palembang City.

2. Simultaneous Test (F-Test)

The F test aims to see the significance of the combined influence of independent variables on the dependent variable.(Schindler, 2019). The following is the simultaneous test (F test) in this study.

Table 5. Results of Simultaneous Test Analysis (f)

ANOVA[a]			
Model		F	Sig.
1	Regression	32,487	0.000[b]

*Source:*Primary Data Processed, 2026

Hypothesis Test 3

Based on the results of the f-test analysis presented in Table 4, the calculated F value is 32.487 and the significance value is 0.000, which is smaller than the significance level of 0.05 (0.000 < 0.05). The f-table value based on the F distribution with df (2) and 97 degrees is 3.09. Because the calculated f is 32.487 > f-table 3.09, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_3) is accepted. This means that simultaneously, the variables of Social Media Marketing and Celebrity

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endorser influence the Purchase Decision of Skintific Moisturizer Products among Generation Z in Palembang City.

DISCUSSION

The Influence of Social Media Marketing on Purchasing Decisions of Skintific Moisturizer Products Among Generation Z in Palembang City

Based on the hypothesis test (t-test), the social media marketing variable has a positive and significant effect on the purchasing decision of Skintific moisturizer products among Generation Z in Palembang City. These results indicate that the research hypothesis is accepted, so it can be interpreted that if Skintific's social media marketing activities are better, then the purchasing decision for Skintific moisturizer products will also increase. Conversely, if marketing activities through social media are unable to provide interesting, relevant, and appropriate information to consumers' needs, then the tendency of consumers to make purchasing decisions will decrease. These findings indicate that social media is not just a promotional tool, but also a marketing communication channel that can shape perceptions, build trust, and encourage consumers in making decisions.

The findings of this study are in accordance with the social media marketing theory put forward by(Solis, 2010)which states that social media is a tool that allows companies to build communication, interaction, collaboration, and relationships to create positive experiences for consumers. The results of this study are also in line with research conducted by(Pratiwi, 2025)And(Sofiana et al., 2025)Which states that social media marketing has a positive and significant influence on purchasing decisions. However, the results of this study differ from those conducted by(Lutfia & Lukiana, 2021)Which states that social media marketing does not have a significant influence on purchasing decisions.

The Influence of Celebrity Endorsers on Purchasing Decisions of Skintific Moisturizer Products Among Generation Z in Palembang City

Based on the results of the hypothesis test (t-test), the celebrity endorser variable has a positive and significant effect on the purchasing decision of Skintific moisturizer products among Generation Z in Palembang City. These results indicate that the research hypothesis is accepted, so it can be interpreted that if the celebrity endorser used by Skintific is increasingly trusted, has expertise in conveying product information, and has an appeal that matches consumer characteristics, then the purchasing decision

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of Skintific moisturizer products among Generation Z in Palembang City will also increase. Conversely, if the celebrity endorser used is less able to build trust, does not have the ability to explain the product, and does not attract consumer attention, then the purchasing decision tends to decrease. These findings indicate that celebrity endorsers not only play a role as a promotional medium, but also as parties who are able to influence perceptions, build trust, and increase consumer interest in the promoted product.

The results of this study are in line with research conducted by (Koesworodjati & Dwiyanti, 2023)And(Sari & Supriyono, 2024)Which states that celebrity endorsers have a positive and significant influence on purchasing decisions. However, the results of this study differ from the research conducted by(Inggasari & Hartati, 2022)Which states that celebrity endorsers do not have a significant influence on purchasing decisions. This positive assessment is in line with the results of the hypothesis test which shows that celebrity endorsers have a positive and significant influence on purchasing decisions. This means that the better the celebrity endorser is at conveying product information and building a positive image, the higher the purchase decision for Skintific moisturizer products. Therefore, Skintific needs to continuously develop its strategy. Using trusted celebrities will make the information conveyed more easily believed by consumers. In addition, the expertise of celebrities in providing information about skincare products can increase consumer confidence in the benefits and quality of Skintific moisturizer. Appeals that match the characteristics of the target market can also attract consumer attention and create a positive perception of the product. The congruence between the celebrity image and the Skintific brand image needs to be maintained so that promotional messages can be received more effectively.

Discussion of the Effect of Simultaneous Significance

*Social media marketing*and celebrity endorsers simultaneously have a positive and significant influence on the purchasing decisions of Skintific moisturizer products among Generation Z in Palembang City. Purchasing decisions are influenced by social media marketing activities and the use of celebrity endorsers, which mutually support each other in building positive consumer perceptions of the product. Social media marketing is able to provide interesting information, build interactions, and create good relationships with consumers. Meanwhile, celebrity endorsers can increase customer trust, curiosity, and confidence in the promoted product. These two variables make Skintific's marketing strategy effective in influencing purchasing decisions, because

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consumers not only obtain complete information through social media but also gain confidence in the product through public figures who have credibility and a positive image. The more effective social media marketing activities supported by the use of appropriate celebrity endorsers, the higher the purchasing decisions of Skintific moisturizer products among Generation Z in Palembang City.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that the hypothesis model proposed in this study is proven to be able to explain the relationship between Social Media Marketing and Celebrity endorsers on Purchasing Decisions for Skintific moisturizer products among Generation Z in Palembang City. The results of the study indicate that Social Media Marketing has a positive and significant effect on purchasing decisions, so that the more effective the marketing strategy through social media implemented by the company, the higher the tendency of consumers to make purchases. In addition, Celebrity endorsers are also proven to have a positive and significant effect on purchasing decisions, which shows that the credibility, attractiveness, and expertise of celebrities in promoting products can increase consumer trust and purchasing interest. Simultaneously, Social Media Marketing and Celebrity endorsers have a significant effect on purchasing decisions for Skintific moisturizer products among Generation Z in Palembang City, so that both variables can be an effective marketing strategy in encouraging consumer purchasing decisions.

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