

The Impact of Marketing Through Instagram Social Media on Jiniso Product Purchasing Decision

Marketing Through
Instagram

Dian Rahayu

Department of Management, Faculty of Economic, Universitas Mercu Buana Yogyakarta,
Indonesia

E-Mail: dianrahayu2000@gmail.com

Titik Desi Harsoyo

Department of Management, Faculty of Economic, Universitas Mercu Buana Yogyakarta,
Indonesia

E-Mail: desi_harsoyo@mercubuana-yogya.ac.id

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ABSTRACT

This study aims to analyze the influence of advertising appeal, influencer marketing, and online customer reviews on purchasing decisions of Jiniso.id products on Instagram. The sample in this study consists of 100 respondents who have purchased Jiniso.id products online. The data collection technique used is a survey, with the research instrument being a questionnaire. The instrument test results indicate that the data in this study is proven to be valid and reliable. The classical assumption test states that the data in this study is normally distributed and produces a regression model free from multicollinearity and heteroscedasticity. The results of this study prove that advertising appeal has a positive and significant effect on purchasing decisions of Jiniso.id products on Instagram. Influencer marketing also has a positive and significant effect on purchasing decisions of Jiniso.id products on Instagram. However, online customer reviews do not have a positive and significant effect on purchasing decisions of Jiniso.id products on Instagram. These findings imply that further research should delve deeper into online customer reviews as an independent variable to achieve significant influence. The implications of this study for companies are to maintain and manage good online customer reviews to enhance consumer purchasing decisions.

Keywords: Social Media; Attractiveness of Advertising; Influencer Marketing; Online Customer Review; Purchase Decision.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh daya tarik iklan, influencer marketing, dan ulasan pelanggan online terhadap keputusan pembelian produk Jiniso.id di Instagram. Sampel dalam penelitian ini terdiri dari 100 responden yang pernah membeli produk Jiniso.id secara online. Teknik pengumpulan data yang digunakan adalah survei, dengan instrumen penelitian berupa kuesioner. Hasil uji instrumen menunjukkan bahwa data dalam penelitian ini terbukti valid dan reliabel. Uji asumsi klasik menyatakan bahwa data dalam penelitian ini terdistribusi secara normal dan menghasilkan model regresi yang bebas dari multikolinearitas dan heteroskedastisitas. Hasil penelitian ini membuktikan bahwa daya tarik iklan berpengaruh positif dan signifikan terhadap keputusan pembelian produk Jiniso.id di Instagram. Influencer marketing juga berpengaruh positif dan signifikan terhadap keputusan pembelian produk Jiniso.id di Instagram. Namun, ulasan pelanggan online tidak berpengaruh positif dan signifikan terhadap keputusan pembelian produk Jiniso.id di Instagram. Temuan ini mengimplikasikan bahwa penelitian selanjutnya perlu mengkaji lebih dalam mengenai ulasan pelanggan online sebagai variabel independen untuk mencapai pengaruh yang signifikan. Implikasi dari penelitian ini bagi perusahaan adalah untuk menjaga dan mengelola ulasan pelanggan online yang baik guna meningkatkan keputusan pembelian konsumen.

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INTRODUCTION

The current digital era has had a major impact on the advancement of information. The effectiveness and efficiency provided make users more comfortable in using digital technology. This development is also in line with the development of the internet, especially social media. Social media provides an opportunity for users to exchange information, criticism, suggestions, and opinions quickly without space and time constraints (Can & Alatas, 2019; Palalic et al., 2021). Innovative technology has facilitated easy access to social media through various platforms such as Instagram, Facebook, or others (Trad & Dabbagh, 2020). In Indonesia alone, many local brands utilize Instagram as an effective marketing channel. One of them is Jiniso.id, Jiniso.id is a local brand engaged in the clothing industry that sells and markets clothing products with superior products of contemporary jeans for women and men. With 1.3 million followers on Instagram, Jiniso.id is able to become a brand that is quite popular supported by the activeness of Jiniso.id in using Instagram.

According to Firmansyah (2018); Toha & Supriyanto (2023), purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process. Meanwhile, according to Harminingtyas et al. (2023), the factors that influence consumer purchasing decisions are brand image, advertising attractiveness and celebrity endorsers. Factors that influence consumer purchasing decisions are influencer marketing, application quality and online customer reviews. One of the factors that influences purchasing decisions is the advertising of attractiveness (Harminingtyas et al., 2023). The effect of advertising attractiveness on consumer purchasing decisions is supported by the results of previous research which explains that advertising attractiveness has a positive and significant effect on consumer purchasing decisions (Fang & Sukati, 2023). However, based on research by Sasongko & Setyawati (2022), it is clear that advertising attractiveness does not have a significant effect on purchasing decisions.

One of the factors that influence consumer purchasing decisions is influencer marketing. The influence of influencer marketing on consumer purchasing decisions is supported by previous research which explains that influencer marketing has a positive and significant influence on purchasing decisions (Fachmi & Sinau, 2022; Herman et al., 2023). However, based on research conducted by Trivedi & Sama (2020) and Guo et al. (2020), influencer marketing does not have a significant effect on purchasing decisions. One of the factors that influences consumer purchasing decisions is online customer reviews (Kang et al., 2020; Sudirjo et al., 2023). The influence of online customer reviews on consumer purchasing decisions is supported by the results of previous research which explains that online customer reviews have a positive and significant effect on consumer purchasing decisions (Febriantari et al., 2023; Faradita & Widjajanti, 2023). However, based on research by Herman et al. (2023), it is clear that online customer reviews do not have a significant effect on purchasing decisions. The research on consumer purchasing decisions will be implemented on Jiniso.id products through Instagram social media.

The urgency of this research is that Jiniso.id is one of the domestic fashion brands that has its own brand image in the community where its products are jeans with various models that are currently trending and are in demand by consumers. In addition to promoting its products on Instagram, Jiniso.id also collaborates with public figures, utilizing Instagram features such as live broadcasts, uploading feeds and stories that attract attention. This is achieved because Jiniso.id has implemented various marketing strategies that allow them to compete with other brands. Jiniso.id is able to maximize marketing through Instagram social media and also price their products carefully, creating an attractive perception for consumers and encouraging them to make purchases. Based

on the explanation of the background and existing phenomena, research was then carried out on the influence of advertising attractiveness, influencer marketing and online customer reviews on purchasing decisions for Jiniso.id products on Instagram social media. This research has a problem formulation, including whether the attractiveness of advertising has a positive and significant effect on purchasing decisions for Jiniso.id products on Instagram social media. Does influencer marketing have a positive and significant effect on purchasing decisions for Jiniso. id products on Instagram social media? and do online customer reviews have a positive and significant influence on purchasing decisions for Jiniso. id products on Instagram social media.

LITERATURE REVIEW

Purchasing decisions according to Irwansyah et al. (2021), can be interpreted as a cognitive process experienced by individuals to evaluate various options and make a decision on a product among many alternatives. This interpretation highlights the complex nature of consumer behavior, where many factors influence the final decision to purchase a product. Understanding this decision-making process is critical for businesses looking to optimize their marketing strategies and increase consumer satisfaction. The independent variables investigated in this study were advertising appeal, marketing influence, and online customer reviews, as identified by Chekima et al. (2020). Advertising attractiveness refers to the attractiveness and effectiveness of advertising in attracting consumer interest. Marketing influence encompasses the impact of various marketing strategies, including the role of influencers, in shaping consumer perceptions and behavior. Online customer reviews represent feedback and opinions shared by consumers on digital platforms, which significantly influence the decisions of potential buyers. These variables are critical in understanding the factors that drive consumer purchasing decisions, providing insights for businesses to adjust their marketing efforts more effectively (Aisyah et al., 2021).

Building a positive image of a brand and enabling product purchases is an important aspect of modern marketing strategy (Silvianita & Ichsan, 2023). A strong brand image fosters consumer trust and loyalty, so it is more likely that consumers will choose the brand over competitors. This positive perception can be fostered through a variety of marketing efforts, including attractive advertising, engaging content and effective customer service. By consistently providing value and maintaining a good reputation, brands can significantly increase their market presence and drive sales. Influencer marketing according to Athaya & Irwansyah (2021) is a strategic collaboration between brands and individuals who have influence and credibility on social media or other digital platforms. These influencers have the power to influence their followers' purchasing decisions because of their authenticity and expertise. By leveraging the reach and trust of influencers, brands can effectively promote their products and services to a wider audience, which often has a greater impact than traditional advertising methods. This approach not only helps increase brand visibility but also creates a more relevant and trustworthy brand image, thereby facilitating increased product purchases.

Online customer reviews are a modern form of word-of-mouth communication and marketing that significantly influence the purchasing decision-making process (Sutanto & Aprianingsih, 2016). These reviews provide potential buyers with first-hand information and opinions from other consumers, helping shape perceptions and inform purchasing decisions. Positive reviews can increase a brand's credibility and appeal, while negative reviews can deter potential customers. Therefore, managing online customer feedback and actively engaging with reviews is crucial for brands that want to maintain a positive image and encourage product purchases. When compiling a literature review, researchers must consider various aspects to ensure a comprehensive and effective synthesis. Key questions include what aspects should be included in a literature review, how information is synthesized, the organization and structure of the literature, and the style used in structuring the review. Additionally, it is important to consider cultural characteristics and their influence on consumer behavior and perceptions. Tactfully addressing these

considerations will ensure that the literature review is thorough, well-organized, and provides valuable insight into the research topic.

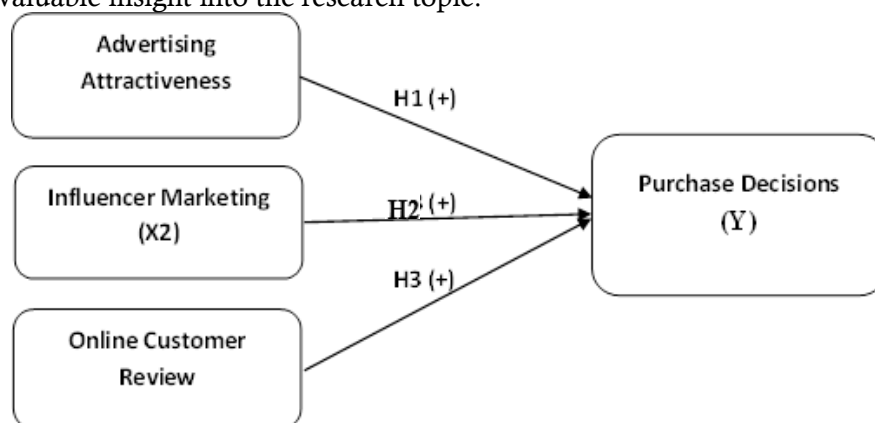


Figure 1. Research Model

H1: Advertising attractiveness has a positive and significant effect on purchasing decisions for Jiniso.id products on Instagram social media.

H2: Marketing influence has a positive and significant effect on purchasing decisions for Jiniso.id products on Instagram social media.

H3: Online Customer Review has a positive and significant effect on purchasing decisions for Jiniso.id products on Instagram social media.

METHOD

The type of research used in this research is quantitative research. This research uses casual research which aims to determine the causal relationship between the variables studied. In this research, researchers used data collection techniques with a survey method which can be used to obtain data from a particular natural place, namely through distributing questionnaires. The largest scale used in this research is the Likert Scale. The population taken is all consumers who have purchased ID Jiniso.id products. The sample in this research is Jiniso.id consumers throughout Indonesia with several considerations, namely 1) Respondents are consumers who have followed Jiniso.id Instagram, 2) Respondents have purchased Jiniso.id products in 2022-2023, 3) Minimum respondent 17 years old because at that age they are considered capable of answering their research questions objectively. The sampling method used in this research is non-probability sampling with a sampling technique using purposive sampling. Because the exact number of consumers who have purchased Jiniso.id products is unknown, the Lemeshow formula was used to determine the sample size so that the total sample used was 100 respondents. Responses are based on the number of women who buy Jiniso.id products the most, numbering 80 people. The majority of buyers who buy Jiniso.id products are aged 22-26 years with a total of 73 people. This research was largely dominated by 68 respondents who had their final education at Level High School. Data shows that there were 58 customers who purchased the Jiniso.id products studied.

RESULT

The validity of various factors that influence purchasing decisions, categorized into Advertising Attractiveness (X1), Influencer Marketing (X2), and Online Customer Reviews (X3), as well as the dependent variable Purchase Decision (Y). Each factor is assessed through several indicators: X1.1 to X1.5 for Ad Attractiveness, X2.1 for Purchase Decision. All indicators show a significance value of 0.000, which is far below the threshold of 0.05, confirming their validity. This shows that each aspect measured in these variables makes a significant contribution to understanding their impact on purchasing decisions.

Table 1. Validity Test Result

| Variable | | Sig | Criteria | Description |
|---------------------------------|------|-------|----------|-------------|
| Advertising Attractiveness (X1) | X1.1 | 0.000 | 0.05 | Valid |
| | X1.2 | 0.000 | 0.05 | Valid |
| | X1.3 | 0.000 | 0.05 | Valid |
| | X1.4 | 0.000 | 0.05 | Valid |
| | X1.5 | 0.000 | 0.05 | Valid |
| Influencer Marketing (X2) | X2.1 | 0.000 | 0.05 | Valid |
| | X2.2 | 0.000 | 0.05 | Valid |
| | X2.3 | 0.000 | 0.05 | Valid |
| Online Customer Review (X3) | X3.1 | 0.000 | 0.05 | Valid |
| | X3.2 | 0.000 | 0.05 | Valid |
| | X3.3 | 0.000 | 0.05 | Valid |
| | X3.4 | 0.000 | 0.05 | Valid |
| | X3.5 | 0.000 | 0.05 | Valid |
| | X3.6 | 0.000 | 0.05 | Valid |
| Purchase Decisions (Y) | Y.1 | 0.000 | 0.05 | Valid |
| | Y.2 | 0.000 | 0.05 | Valid |
| | Y.3 | 0.000 | 0.05 | Valid |
| | Y.4 | 0.000 | 0.05 | Valid |

Based on Table 1, the results of theoretical validity can be said that the significance value for each item is 0.000, which means it is smaller than 0.05 (5%), so it can be said that the questionnaire is declared valid.

Table 2. Reliability Test Results

| Variable | Cronbach's Alpha | Critical Value | Description |
|---------------------------------|------------------|----------------|-------------|
| Advertising Attractiveness (X1) | 0.705 | 0.60 | Reliable |
| Influencer Marketing (X2) | 0.733 | 0.60 | Reliable |
| Online Customer Review (X3) | 0.684 | 0.60 | Reliable |
| Purchase Decision (Y) | 0.819 | 0.60 | Reliable |

Table 2, The results of the reliability theory can be said to be that the Cronbach's Alpha value for the Advertising Attractive Service variable (X1) is 0.705, the Influence Marketing variable (X2) is 0.733, the Online Customer Review (X3) is 0.684, and the Purchase Decision variable (Y) is 0.819. The research results show that all these variables have a Cronbach's Alpha value > 0.6 , so it can be said that all the statements in the questionnaire are reliable to be used to measure all research variables.

Table 3. Normality Test Results After Using Exact Sig

| | |
|-----------------------------------|------------|
| N | 100 |
| Normal Parameters Mean | 0.0000000 |
| Normal Parameters Std. Deviation | 1.57559401 |
| Most Extreme Differences Absolute | 0.114 |
| Most Extreme Differences Positive | 0.106 |
| Most Extreme Differences Negative | -0.114 |
| Test Statistic | 0.114 |
| Asymp. Sig. (2-tailed) | 0.003 |
| Exact Sig. (2-tailed) | 0.135 |
| Point Probability | 0.000 |

Based on Table 3, it is known that the Asymp signature (2-tailed) after using the Exact Sig method is 0.135, which means it is greater than 0.05. So, it can be concluded that the remaining data in this study is normally distributed and the data is suitable for use. Therefore, the assumptions or normality required in the regression model have been met.

Table 4. Multicollinearity Test Result

| Model | Unst Coef Beta | Unst Coef Beta | Std. Coef Beta | T | Sig | Tolerance | VIF |
|------------|-------------------|-------------------|-------------------|--------|------|-----------|-------|
| (Constant) | -3.120 | 2.109 | | -1.479 | .142 | .362 | 2.759 |

| | | | | | | | |
|---------------------------------|------|------|------|-------|------|------|-------|
| Advertising Attractiveness (X1) | .468 | .133 | .411 | 3.520 | .001 | .414 | 2.415 |
| Influencer Marketing (X2) | .367 | .172 | .233 | 2.138 | .035 | .628 | 1.592 |
| Online Customer Review (X3) | .187 | .096 | .173 | 1.952 | .054 | .362 | 2.759 |

The results of the multicollinearity test show that the Variant Inflation Factor (VIF) in the Advertising Attractiveness variable is 2.759 with a tolerance value of 0.362, the Marketing Influence variable has a VIF value of 2.415 and a tolerance value of 0.414 and the Online Customer Review variable has a VIF value of 1.592 and a tolerance value of 0.628. These three variables have a VIF value < 10 and tolerance > 0.1 , so it can be said that there is no correlation between the individual variables (free) in this study or that multicollinearity does not occur.

The regression equation obtained, the meaning of the constant values and regression coefficients can be explained as the constant value (β_0) is negative, namely -3.120, meaning that if the variable value of advertising attractiveness, marketing influence and online customer service is considered non-existent or equivalent to 0 then the value of the purchasing decision variable (Y) returns to -3.120. The research coefficient value for the advertising attractiveness variable (β_1) is 0.411, which means that if the assessment of the advertising attractiveness variable (X1) increases by 1 unit, the assessment of the purchasing decision variable (Y) will increase by 0.411 units. The direction of influence of the advertising attractiveness variable on purchasing decisions is positive. The research coefficient value on the marketing influence variable (β_2) is 0.233, which means that if the assessment of the marketing influence variable (X2) increases by 1 unit, the assessment of the purchasing decision variable (Y) will increase by 0.233 units. The direction of influence of marketing variables on purchasing decisions is positive. The policy coefficient value of the online customer service variable (β_3) is 0.173, which means that if the online customer service variable (X3) increases by 1 unit, the assessment coefficient for the purchasing decision variable (Y) will increase by 0.173 units. The direction of influence of the online customer review variable on purchasing decisions is positive.

The following hypothesis results are obtained for the advertising attractiveness variable, the calculated t value was 3.520 and the probability or significance value was 0.001. Because the calculated t value of 3.520 is greater than the t table of 1.985 and the significance value is smaller than 0.05, H_0 is accepted and H_a is accepted. Hypothesis testing shows that advertising attractiveness has a positive and significant effect on purchasing decisions for Jiniso.id products on Instagram social media. For the marketing influence variable, the calculated ID value was 2.138 and the probability or significance value was 0.035. Because the calculated t value of 2.138 is greater than the t table of 1.985 and the significance value is smaller than 0.05, H_0 is accepted and H_a is accepted. Testing this hypothesis shows that the influence of marketing has a positive and significant effect on purchasing decisions for Jiniso.id products on Instagram social media. For the online customer review variable, the calculated value was 1.952 and the probability or significance value was 0.054. Because the calculated t value of 1.952 is smaller than the t table of 1.985 and the significance value is greater than 0.05, H_0 is accepted and H_a is accepted. Testing this hypothesis shows that online customer reviews do not have a positive and significant effect on purchasing decisions for Jiniso.id products on Instagram social media. Based on the description above, it can be concluded that partially the advertising attractiveness variable (X1) and marketing influence (X2) have a positive and significant effect on purchasing decisions (Y), while the online customer review variable (X3) partially has no effect. significant influence on purchasing decisions. (Y).

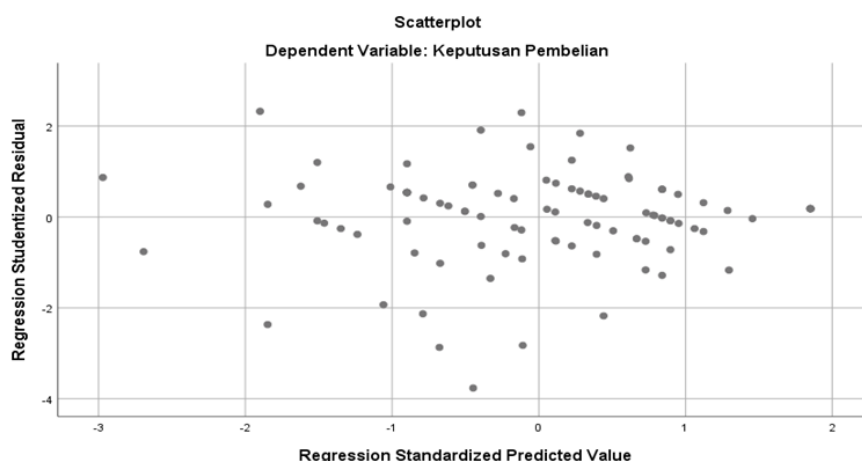


Figure 2. Scatterplot graph of heteroscedasticity test results

Figure 2, it can be concluded that the points are spread randomly and spread upwards and downwards above and below the number 0 on the Y axis, so they do not form a particular pattern. So, these results show that they are not heteroscedasticity problems.

Table 5. Coefficient of Determination

| Model | R | R Square | Adj. R Square | Std. Error |
|-------|-------|----------|---------------|------------|
| 1 | 0.726 | 0.526 | 0.512 | 1.600 |

The results of the Coefficient of Determination Test with an Adjusted R Square value of 0.512, it means that advertising attractiveness, marketing influence, and online customer reviews are on average 48.8% influenced by other variables outside this research. The calculated T value is 3.520 and the probability value or significance value is 0.001. Because the calculated t value of 3.520 is greater than the t table of 1.985 and the significance value is smaller than 0.05, H_0 is accepted and H_a is accepted. This means that the attractiveness of advertising has a positive and significant effect on purchasing decisions for Jiniso.id products on Instagram social media. The hypothesis results show that the more attractive the advertising promotion and the higher the attractiveness of a product, the higher the purchasing decision in the 'Strongly Agree' category. This proves that the attractiveness of existing advertisements, including interest in complaints about advertisements, uniqueness of advertisements, informative advertisements, offers have an influence on purchasing decisions for Jiniso.id products. The attractiveness of advertising influences purchasing decisions for Jiniso.id products on Instagram social media. Due to the use of attractive advertising, the Jiniso.id brand was able to achieve a significant increase in purchasing decisions. In this ever-evolving context, it is important for businesses to tap into the power of social media and effective marketing strategies to achieve long-term success and growth. The results of this research strengthen previous research conducted by Ahmad et al. (2019) and research by AlFarraj et al. (2021) which proves that advertising attractiveness has a positive and significant effect on purchasing decisions.

The calculated T value is 2.138 and the probability value or significance value is 0.035. Because the calculated T value of 2.138 is greater than the T table of 1.985 and the significance value is smaller than 0.05, H_0 is accepted and H_a is accepted. This means that marketing influence has a positive and significant influence on purchasing decisions for Jiniso.id products on Instagram social media. The hypothesis results show that the greater the consumer's potential, the more potential they have to make purchasing decisions. The use of influencer marketing is considered capable of encouraging consumers to immediately buy products. Based on the assessment of responses to the marketing influence variable, the overall average rating is 4.31, with the category Strongly Agree. This proves that the influence on marketing including trust, expertise and

attractiveness has an influence on purchasing decisions for Jiniso.id products. Influencer Marketing is a decision to purchase Jiniso.id products on Instagram social media because apart from providing quality content, the use of influencer marketing can also be used to attract the interest of many buyers in the product offering. This shows that there is consumer interest in Jiniso.id products due to promotions carried out by influencer marketing. Therefore, influencer marketing can be said to influence purchasing decisions for Jiniso.id products on Instagram social media. The results of this research strengthen previous research conducted by Waluya et al. (2019), and Al-Azzam & Al-Mizeed (2021) which proves that the influence of marketing has a positive and significant effect on purchasing decisions.

The calculated T value is 1.952 and the probability or significance value is 0.054. Because the calculated T value of 1.952 is smaller than the T table of 1.985 and the significance is greater than 0.05, then H_0 is accepted and H_a is accepted. This means that online customer reviews do not have a significant influence on purchasing decisions for Jiniso.id products on Instagram social media. The hypothesis results show that not all claims consider consumer reviews regarding Jiniso.id products to determine purchasing decisions. This research proves that online customer reviews are not a variable that influences purchasing decisions. Based on the assessment of responses to online customer response variables, the overall average rating is 4.38, with the category Strongly Agree, this does not appear to be able to influence the decision to purchase Jiniso.id products. Before consumers decide to buy a product, consumers choose to look for additional information about the product. This makes online customer reviews a source for consumers in looking for information about a product. This means that online buyers have to wait for online customer reviews provided by consumers to provide a general idea about the product. However, online customer receipts only influence purchase intentions, step by step, namely purchasing decisions have no effect. The results of this study strengthen previous research which stated that online customer reviews do not have a significant effect on purchasing decisions (Herman et al., 2023).

CONCLUSION

Based on research examining the influence of advertising attractiveness, marketing through influencers, and online customer reviews on purchasing decisions for Jiniso.id products on Instagram social media, several important results were found. This research uses an analytical approach and hypothesis testing to gain an in-depth understanding of the factors that influence consumer purchasing decisions. First, the attractiveness of advertising is proven to have a positive and significant influence on purchasing decisions for Jiniso.id products on Instagram. This means that the more attractive the advertisement displayed, the more likely consumers are to decide to buy the product. Research shows that elements in advertising such as attractive visual design, clear messages, and creative delivery of information can increase the attractiveness of advertising. When consumers feel interested in the advertisement they see, they are more likely to consider the product and ultimately make a purchase. This emphasizes the important role of advertising in marketing strategies on social media.

Second, marketing through influencers or influencer marketing also has a positive and significant influence on purchasing decisions for Jiniso.id products. Influencer marketing is a marketing strategy in which companies collaborate with individuals who have a large influence on social media to promote their products. This research found that the more often potential consumers see testimonial content from influencers they trust, the greater their incentive to purchase the product being promoted. Testimonials from influencers who have high credibility can create a sense of trust and interest in consumers, thereby increasing their likelihood of purchasing the product. This confirms the effectiveness of using influencers in increasing product sales on social media platforms such as Instagram.

However, the research results show that online customer reviews do not have a positive and significant influence on purchasing decisions for Jiniso.id products on Instagram. This means that the good and bad customer reviews found online do not directly influence

the consumer's decision to buy the product. There are several possible reasons why customer reviews do not have a significant impact. For example, consumers may trust content created by influencers more than regular customer reviews, or they may rely on information other than online reviews in their decision-making process. Overall, this research provides valuable insight into how various elements of marketing on social media can influence consumer behavior. Advertising and marketing appeal via influencers proved effective in increasing purchasing decisions, while online customer reviews did not have a significant impact. These findings can help companies design more effective marketing strategies on social media to increase sales of their products.

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