

The Influence of Social Media Influencers and Brand Image on Purchase Intention (A Study on Menantea Tea Beverage Products)

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Abstract

The current technological advancements offer significant societal benefits, particularly in communication, information access, and the business and economic domains. The food and beverage industry is undergoing substantial growth, particularly online culinary ventures that consistently hold promising opportunities for success. Given that food is a fundamental human necessity, this industry is deemed enduring. However, amidst the potential, businesses within the food and beverage sector need strategic approaches to survive and thrive amid escalating competition. In recent years, this industry has rapidly evolved, becoming a prevalent trend within society, securing a prominent position in the franchise business due to the increasing desire for entrepreneurial ventures. Consumer behavior, specifically purchase intention, is significantly influenced by various factors, including social media influencers and brand image. This study aims to investigate the impact of social media influencers and brand image on the purchase intention of Menantea tea beverages. Utilizing quantitative data collected through online questionnaires, the study focused on Generation Z and millennials familiar with social media influencer Jerome Polin, who intends to purchase Menantea tea in the near future. The analysis employed multiple linear regression using IBM SPSS 26, revealing a positive correlation between social media influencers, brand image, and purchase intention. Menantea should prioritize innovation, diversifying its tea offerings in line with contemporary trends and aligning with the expectations and needs of potential consumers. This approach ensures customer satisfaction, trust, and continued attention in a dynamic market landscape.

Keywords:

Influencer Social Media; Brand Image; Purchase Intention.

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Introduction

According to Data Industri.com (2022), the food and beverage industry experienced growth in the first quarter of 2022, with a quarterly increase of 2.56% and an annual increase of 3.75%. Online culinary businesses always have the potential to succeed, and besides being a fundamental human need, this industry will never die. It's also a promising business opportunity (Luthfa, 2022). Businesses in the food and beverage industry must be able to develop strategies to survive and compete with other companies due to increasing competition.

Marketers can use various forms of promotion, such as advertising, to inform potential customers about products before they decide to make a purchase. Promotional activities through advertising require a social media influencer or figure to convey information about the product, creating a positive perception for customers that ultimately influences their purchasing decisions. A social media influencer is someone with a considerable number of followers or audiences on social media (Sakinah, 2018). Social media influencers are trusted and liked by their followers, and what they use, convey, or can inspire or influence their followers, including promoting a product. Online sellers choose to promote through digital influencers because they directly connect with the target audience while maintaining direct communication with their followers (Childers et al., 2018).

In a study conducted by Kim et al. (2017), it was found that consumers who follow influencers on social media are more likely to have a positive attitude toward a brand and are more likely to make a purchase if the influencer's message is considered authentic and trustworthy. Another study by Chen et al. (2018) found that consumers exposed to influencer content are more likely to make a purchase if the content is considered informative and relevant. However, other research found that consumers who follow social media influencers tend to have a negative attitude toward a brand if the influencer's message is seen as too promotional or inauthentic (Kim et al., 2017).

In another study, it was found that consumers exposed to influencer content tend not to make a purchase if the content is considered spammy or lacking substance (Choi et al., 2019). On the other hand, modern consumers are less receptive to traditional advertising, but their attention is on social media, where they enjoy engaging content from social media influencers they follow. Social media influencers have the power to persuade their followers to buy the brands they promote (Childers et al., 2018). However, the impact of this influence on their followers doesn't always go smoothly.



In the research conducted by Utami (2022), Rachmy (2019), and Salsabila (2020), it was stated that social media influencers significantly influence purchase intention. However, different results were found in the studies by Nugroho (2022) and Wardhani (2020), stating that social media influencers do not significantly influence purchase decisions. In addition to social media influencers, consumers' purchase intentions are also based on several factors, including brand image.

With similar features and quality among products in the market, consumers need preferences in making purchase decisions. This is where the brand plays a significant role because it provides preferences for consumers in their time-limited decision-making. After purchase decisions are made based on brand preferences, consumers will experience the brand, which is the experience generated by consuming a particular brand, based on brand attributes referred to as brand identity, brand image, and positive brand experience. This will build customer trust, and when customer satisfaction is established, brand loyalty will follow, leading to an increase in the value of the brand.

In the research by Dewi et al. (2020), it was stated that brand image significantly influences purchase intention. The research by Sari and Nuvriasari (2018) found that the brand image variable positively influences purchase intention, while the study by Suandayana and Setiawan (2019) stated that there is a positive and significant influence of brand image on purchase intention. The research by Darmawan and Iriani (2021) also stated that the brand image variable influences purchase intention. Brand image significantly influences the purchase intention of the object under investigation. However, in the studies by Octavianus (2020) and Mardilanputra (2019), brand image was found to have no significant influence on purchase intention. Similarly, a study by Grewal et al. (1998) found that a negative brand image can lead to lower purchase intentions, especially when the product is perceived as low quality.

According to data from Social Blade (2022), Instagram analytics for @menantea.toko shows better results compared to competitors in the trendy tea beverage sector, such as Chatime @chatimeindo, Es Teh Indonesia @esteh.indonesia, and Haus! @haus.indonesia, as seen in Table 1.

Table. 1
Comparison of Menantea with Competitors

Brand	Number of Outlets	Year Founded
Menantea	200+	2021
Haus	197	2018
Chatime	389	2011
Es Teh Indonesia	945	2018

Source: Processed by researchers

In Table 1, it can be seen that Menantea is experiencing rapid branch growth despite being founded in 2021. This phenomenon is quite interesting and warrants further investigation. Most marketers use advertising as a form of promotion because advertising is an effective form of persuasive communication for consumers and the public (Arfianto, 2010).

Menantea is a contemporary beverage brand that is the result of a collaboration among young entrepreneurs, including Hendy Setiono (Founder of BabaRafi Enterprise), Sylvia (Founder of Kopi Soe), Bisma Adi Putra (Founder and CEO of Masakin Group), Jehian Panangian Sijabat, and Jerome Polin (Widia, 2021).

Figure 1.
Menantea with Jerome Polin



Source : Instagram.com

Menantea Toko's Instagram account, @menantea.toko, is an Instagram account that operates in the food and beverage sector. In March 2023, the account's followers reached 688,000 people. However, even though it is a new brand, Menantea continues to prove its good brand quality with various brand marketing strategies. As of June 2022, Menantea has been successful in marketing its contemporary beverage products, as evidenced by Menantea having succeeded in opening 200 branches in 69 cities in Indonesia, as mentioned on Instagram @menantea.toko. It cannot be denied the public's enthusiasm for Menantea can also be seen in its being named The Most Innovative Brand at IFRA (International Franchise, License and Business Concept Expo & Conference) 2021 (Sholehah, 2022). This also proves that

Menantea's marketing focuses on social media, especially through Instagram content, which is in line with the interests of the audience, especially Menantea's target audience. The presence of Instagram celebrities, or what are usually called social media influencers, can increase product sales. Social media influencers can become social media influencers for a product in order to persuade their followers. According to Sriyanto and Kuncoro (2019), companies use social media influencers to influence or invite consumers.

Literature Review

Social Media Influencers on Purchase Intention

Social media influencers are trusted and liked by their followers, so what they use, say, or can inspire or influence their followers, including promoting a product. Online sellers choose to promote through digital influencers because they connect directly with the target audience while maintaining direct communication with their followers (Childers et al., 2018). Social media influencers who are able to convey information well and clearly can be an important value for consumers to buy products (Chen et al., 2018). An Influencer is a public figure or well-known figure who supports a brand (Dewi et al., 2020).

Previous research conducted by Utami (2022), Rachmy (2019), and Salsabila (2020) stated that social media influencers have a positive influence on purchase intentions. However, different results in research by Nugroho (2022) and Wardhani (2020) state that social media influencers do not have a significant effect on purchase intentions.

H1: The more followers a Social Media Influencer has, the more positive influence it will have on Purchase Intention

Brand Image on Purchase Intention

Consumers have a strong brand image or strong brand image as one of the factors that influence their decision to buy something (Soim et al., 2016). A person's beliefs, ideas, and impressions of an object or product are called an image, and brand image is the consumer's perception of the brand image of the product to be consumed or used (Kotler: 2002). A strong brand image is very important in the purchasing decision-making process, namely information search (Soim et al., 2016).

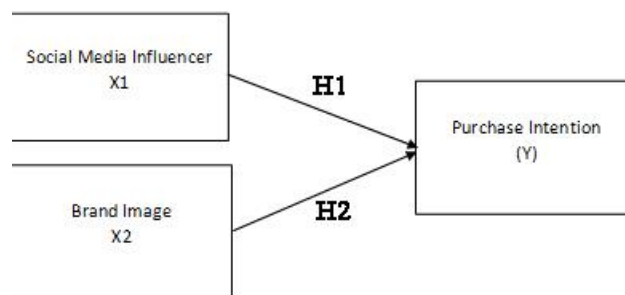
Previous research conducted by Dewi (2020), Sari & Nuvriasari (2018), Suandayana & Setiawan (2019), and Darmawan & Iriani (2021) state that brand image has a positive and significant effect on purchasing decisions. However, different results were shown in research from Octavianus (2020), which stated that brand image did not have a significant effect on purchase intentions. Likewise, Mardilanputra's (2019) research stated that brand image does not have a positive effect on purchase intentions.

H2: A good brand image has a positive effect on purchase intention

Research method

This type of research is a type of conclusive research that has the aim of testing a specific hypothesis, and the resulting data relationships will then be analyzed using quantitative analysis (Malhotra, 2009, p. 90). The analysis model used in this research is based on the research objectives and hypotheses as follows:

Figure 2.
Research design



Source: Processed by researchers

The population used in this research is the millennial generation and Generation Z, who are followers of Menantea's Instagram and know the influencer, Jerome Polin. The population in this study is infinite, meaning the population is unknown. The sampling technique used in this research is non-probability sampling with a purposive sampling method. The total number of samples in this study was 220 samples with certain criteria.

The data collection method used in this research is a questionnaire method. The author uses a Likert scale in measuring variables. Data were analyzed using multiple linear regression tests, t-tests, F tests, and R² tests.

Data analysis and result

Results

Table. 2
Normality test

		<i>Unstandardized Residual</i>
<i>N</i>		220
<i>Normal Parameters</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	2.12007121
<i>Most extreme differences</i>	<i>Absolute</i>	.055
	<i>Positive</i>	.0331
	<i>Negative</i>	-.055
<i>Test Statistic</i>		.055
<i>Asymp. Sig. (2-tailed)</i>		.200

Source: Processed by researchers

From the results of the normality test using the Kolmogorov-Smirnov method in Table 2, it can be seen that the significance value of asymmetry (asym. sig.) is 0.200, which is greater than the specified significance value of 0.05. Therefore, it can be concluded that the data in this study is normally distributed.

Multicollinearity Test

Table. 3

Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Influencer Social Media (X1)	.886	1.129
Citra Merek (X2)	.886	1.129

Source: Processed by researchers

From the results of the multicollinearity test recorded in Table 3, it can be concluded that the variables Social Media Influencer (X1) and Brand Image (X2) meet the criteria with a tolerance value greater than or equal to 0.01 and a Variance Inflation Factor (VIF) value that is smaller than or equal to 10. Therefore, the independent variables in this study can be considered free from multicollinearity problems.

Heteroscedasticity Test

Table. 4

Heteroscedasticity Test Results

Model	Sig.
(Constant)	.442
Influencer Social Media (X1)	.074
Citra Merek (X2)	.075

Source: Processed by researchers

Based on Table 4, all variables have sig values. Geysers exceeds 0.05. So that heterodasticity does not occur in this research.

Multiple Linear Regression Analysis

Table. 5

Multiple Linear Regression Analysis Test Results

Variable	Unstandardized B	Coefficients Std. Error
(Constant)	9.362	3.187
Influencer Social Media (X1)	0.138	0.053
Citra Merek (X2)	0.327	0.037

Source: Processed by researchers

Based on the results of data processing in the table, the results of the multiple linear regression equation are as follows:

$$Y = 9.362 + 0.138 (X1) + 0.327 (X2)$$

Based on this equation, it can be described as follows:

1. Constant Value (a)

The constant value has a positive value of 9.362. This positive sign indicates that there is a unidirectional relationship between the independent variable and the dependent variable. Thus, if all independent variables, including social media influencers and brand image, have a value of 0 percent or have not changed, then the purchase intention value will be 9,362. This means that purchase intentions still occur even though there are no social media influencer factors or brand image. However, it can be influenced by other variables such as word of mouth, outlet interior, product taste, product quality, and other variables.

2. Social Media Influencer coefficient value (X1)

The regression coefficient for social media influencers (X1) has a positive value of 0.138. This shows that if social media influencers experience an increase of 1%, then purchase intention will increase by 0.138, assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. The better social media influencers are improved, the higher the consumer's purchase intention to buy Menantea tea products.

3. Brand Image coefficient value (X2)

The regression coefficient for brand image (X2) has a positive value of 0.327. This shows that if social media influencers experience an increase of 1%, then purchase intention will increase by 0.327, assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. The better the brand image is improved, the higher the consumer's purchase intention to buy Menantea tea products.

t-test

Table. 6

t Test Results

Variable	t	Sig.
(constant)	2.938	0.004
Influencer Social Media	2.604	0.010
Citra Merek	8.900	0.000

Source: Processed by researchers

Based on the results of the t-test calculations in Table 6, the following results were obtained:

1. H1 is accepted because the significance value is 0.010, which is smaller than 0.05. This means that Social Media Influencers influence Purchase Intention.
2. H2 is accepted because the significance value is 0.000, which is less than 0.05. This means that Brand Image influences Purchase Intention.

F test

Table. 7

F Test Results

Model	Some of Squares	Df	Mean Square	F	Sig.
1 Regression	520.497	2	260.248	57.372	.000
Residual	984.340	217	4.536		
Total	1504.836	219			

Source: Processed by researchers

Based on the data in Table 7, the significance value of 0.000 is lower than the alpha significance level set at 0.05. Therefore, it can be concluded that the alternative hypothesis (H_a) is accepted. This indicates that there is a joint positive influence between the Social Media Influencer and Brand Image variables on Purchase Intention.

Test R2

Table. 8

R2 Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.588	0.346	0.340	2.12982

Source: Processed by researchers

Based on Table 8, it can be seen that the R-value is 0.588, while the R2 value is 0.346. Therefore, from this test, a multiple linear regression calculation was obtained, and a coefficient of determination value of 0.346 was obtained, or it could be converted into an R2 percentage of 34.6%. The significance of this value is the implication that the Social Media Influencer and Brand Image variables influence the intention to purchase menantea tea drinks by 34.6%, and the remaining 63.4% is influenced by other variables outside the model included in this research, such as word of mouth, outlet interior, product taste, product quality and so on are thought to influence the purchase intention variables studied by other researchers.

Result

The Influence of Social Media Influencers on Purchase Intention

The results of this research prove that the social media influencer variable has a positive effect. This shows that if social media influencers increase, purchasing intentions will also be higher. These results prove that the first hypothesis, namely, "Social media influencers have a positive influence on Purchase Intentions for the Menantea Brand," is true.

This is in accordance with the answers of the majority of respondents who answered in agreement with the statement of the Social Media Influencer variable, which includes the ability to trust and credibility, receive support from other people, change important aspects of one's life, be trustworthy, and be reliable. So, a high level of Social Media influence can increase Purchase Intention.

When related to the characteristics of the respondents, female respondents aged 17-22 years, predominantly students and college students, are the respondents who dominate this research because they are from Generation Z, which tends to be internet literate, and many of them are followers of Jerome Polin. This is supported by the attractive appearance of the influencer Jerome Polin himself, so this can attract attention, especially from female respondents. This advantage can be used as marketing material for the use of social media influencers that Menantea wants to use.

Social media influencers in this study were measured using the Visibility, Credibility, Attraction, and Power indicators. Based on respondents' answers to the social media Influencer variable, the power indicator with the statement item "Influencer Jerome Polin on Menantea products can improve the Menantea brand image" has the highest average value of 4.47, which means that the statement item has the greatest influence on the formation of attractive social media influencers in the minds of respondents. In this case, the power in question is the assessment of Jerome Polin's followers. It can be concluded that respondents agree that the power displayed by Jerome Polin can influence respondents' purchasing intentions to buy Menantea products.

This is in accordance with research conducted by Utami (2022), Rachmy (2019), and Salsabila (2020), who concluded that social media influencers have a significant influence on purchase intentions. The better the figure of the social media influencer, the greater the consumer's purchasing intention. Social media influencers reflect marketing that is attractive to consumers. However, different results were found in research conducted by Nugroho (2022) and Wardhani (2020), which stated that social media influencers did not have a significant effect on purchase intentions.

The Influence of Brand Image on Purchase Intention

The results of this research prove that the brand image variable has a positive effect. This shows that if social media influencers increase, purchasing intentions will also be higher. These results prove that the first hypothesis, namely "Brand Image has a positive influence on Purchase Intentions for the Menantea Brand," is true.

When consumers increasingly remember the Menantea brand, consumers will include the Menantea brand in every choice of tea drink they buy so that consumers' purchase intentions towards the Menantea brand will be higher. This is because consumers tend to buy brands that they already know; in this case, consumers will choose or buy Menantea Tea drinks.

If it is related to the characteristics of the respondents, female respondents aged 17-22 years, predominantly students and university students, are the respondents who dominate this research because they are from Generation Z, which tends to like new things, such as food and drinks. This is supported by the uniqueness of the Menantea product itself, so that it can attract attention, especially from female respondents. Currently, consumers are more familiar with Freshtea Fruit Flavored Tea Products. Menantea uses fresh fruit in making their fruit-flavored tea products; this shows that Menantea does not use preservatives or synthetic flavors like those used in Freshtea.

Brand image in this study was measured using the indicators Strength of Brand Association, Favorability of Brand Association, and Uniqueness of Brand Association. Based on respondents' answers to the brand image of the Uniqueness of Brand Association indicator, the statement item "Menantea Tea Drinks have good quality" has the highest average value of 4.5, which means that the statement item has the greatest influence in forming the brand image. Interesting in the minds of respondents. In this case, the Uniqueness of Brand Association referred to is the assessment of Menantea followers. It can be concluded that the respondent agrees that the Uniqueness of the Brand Association displayed in the Menantea brand image can influence the respondent's purchasing intention to buy Menantea products.

This is in accordance with research conducted by Dewi (2020), Sari & Nuvriasari (2018), Suandayana & Setiawan (2019), and Darmawan & Iriani (2021) who stated that if the brand image is better and in line with consumer perceptions, it will most likely increase consumer purchasing intentions. However, different results were shown in research from Octavianus (2020), which stated that brand image did not have a significant effect on purchase intentions. Likewise, Mardilanputra's (2019) research stated that brand image does not have a positive effect on purchase intentions.

Brand image has a more significant influence than social media influencers on consumer preferences for products, showing the importance of building a strong brand image in marketing strategy. Social media influencers

may have a temporary impact, but a positive and consistent brand image tends to build a stronger brand identity and spark long-term consumer loyalty. An influencer's fit with the brand is also an important factor in their influence. Even though there are contextual differences, brand image remains a more influential foundation in influencing consumer purchasing intention preferences.

Conclusion

Based on the research results and discussion results presented in the previous chapter, the conclusions of the research entitled The Influence of Social Media Influencers and Brand Image on Purchase Intentions (Study on Menantea Tea Drink Products) are as follows:

1. Social media influencers have a positive influence on purchase intentions for Menantea tea drinks.
2. Brand image has a positive effect on purchase intention for Menantea tea drinks.

From the research results above, there are still weaknesses, so the researchers suggest:

1. For further research, it is hoped that open questions will be asked in order to get a broader and more detailed picture of the object being studied.
2. The method of distributing questionnaires in this research was carried out online, which means that researchers cannot control the seriousness of respondents in answering the questionnaire. Suggestions for further research are to distribute questionnaires offline so that the data obtained is more accurate.
3. Social media influencer variables and brand image are variables that have a significant influence on the intention to purchase menantea tea drinks. Thus, researchers provide input to Menantea management to improve and maintain its brand image and attract other social media influencers to market Menantea's own products. Menantea can carry out marketing strategies according to what potential consumers, especially women, are interested in selecting social media influencers who have attractive looks for marketing the Menantea brand, especially Menantea tea drinks, and can encourage potential consumers to have high purchasing intentions.

4. This research can be a role model for consumer behavior, especially in purchasing intentions for Menantea tea beverage products, which are influenced by social media influencers and brand image.

5. This research only tests social media influencer variables and brand image on purchase intention. Furthermore, the findings in the research show that purchase intention can be influenced by other variables besides social media influencer variables and brand image. So, suggestions for future research could involve other variables that can influence purchase intentions or use other methods for more detailed analysis and explanation.

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