

**THE INFLUENCE OF DIGITAL MARKETING, INFLUENCER MARKETING ON
PURCHASE INTENTION THROUGH CONSUMER ATTITUDE MEDIATION
(SURVEY OF GEN Z USERS OF SHOPEE APPLICATION IN SLEMAN
DISTRICT)**



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Abstract

The rapid development of digital technology has significantly changed consumer behavior, especially among Generation Z in Indonesia. This study aims to examine the effect of digital marketing and influencer marketing on purchase intention, with consumer attitudes as a mediating variable, in the context of Shopee application users in Sleman Regency. Data were collected through a survey aimed at Generation Z consumers who actively use the Shopee platform. This study uses a quantitative approach with the Structural Equation Modeling (SEM) method with Partial Least Squares (PLS) version 4.0 to analyze the relationship between variables. The results of the study indicate that digital marketing and influencer marketing positively influence consumer attitudes and purchase intentions. In addition, consumer attitudes are proven to significantly mediate the relationship between marketing strategies and purchase intentions. This study provides theoretical contributions to the understanding of digital marketing dynamics as well as practical implications for e-commerce platforms in increasing consumer engagement through targeted digital and influencer marketing strategies.

Keywords: Digital Marketing, Influencer Marketing, Consumer Attitudes, Purchase Intentions

INTRODUCTION

Digital transformation has brought about fundamental changes in global consumer behavior, including in Indonesia (AL-Zubaidie & Al-balaghee, 2024). The digital era has shifted the way consumers interact with brands and make purchases, especially with the emergence of e-commerce platforms such as Shopee (Novitasari, 2022). Generation Z, as a generation born into a digital environment, shows a strong preference for online shopping, driven by the convenience and accessibility of digital technology (Kim et al., 2021). However, amidst increasingly fierce competition, marketers must understand how digital marketing strategies and influencers influence consumer purchase intentions, which have emerged as influential tools in shaping consumer attitudes and marketing strategies (Garg & Bakshi, 2024). Digital marketing has become a key tool for companies to reach consumers effectively, leveraging social media, data-driven content, and interactive communications (Shafwah et al., 2024). On the other hand, influencer marketing is emerging as an increasingly popular strategy, where individuals with a large influence on social media promote products to their followers (Li et al., 2022). The success of influencer marketing depends on the credibility, appeal, and emotional connection built with the audience (Ilieva et al., 2024). Good service quality and attractive promotional offers also play an important role in encouraging consumers to make purchases (Erpurini & Janah, 2022). In addition, the integration of safe and efficient payment methods also influences consumer purchasing intentions (Hannu & Johannisson, 2020).

Gen Z in Indonesia can spend up to 50% of their income on lifestyle items, such as food and drinks, body and beauty care, holidays or entertainment, and digital screens. They are the youngest generation to have just started working (Jurnal et al., 2022). Generation Z and Millennials are generations that are highly influenced and involved in online shopping activities (Nurmalia et al., 2024). Social media users who have a large number of fans and followers, most of whom are Millennials (between 1980 and 1994) and Generation Z (between 1995 and 2012), who can build strong relationships and can influence their preferences and behaviors, because they influence consumer decision-making, they are very often used by brands to reach their target audience (Daimi & Tolunay, 2021).

Shopee continues to dominate the Indonesian e-commerce market. This is indicated by the number of visitors which is greater than other e-commerce, so Shopee occupies the first position as the e-commerce with the highest number of visitors. Based on the data obtained, in 2023 Indonesian people will choose Shopee compared to other e-commerce platforms (databox, 2023). Based on existing data, Shopee is an e-commerce with a marketplace category that recorded the highest number of site visits in Indonesia throughout 2023. From January to December 2023, the Shopee site overall received around 2.3 billion visits, far surpassing its competitors. In addition to excelling in the number of visits, Shopee also recorded the highest visit growth. Throughout 2023, the number of visits to the Shopee site increased by 41.39%. In contrast, visits to the Tokopedia site fell by 21.08%, Lazada fell by 46.72%, and Bukalapak fell by 56.5%. The only Shopee competitor that recorded positive growth was BliBli, with an increase of 25.18% (databox, 2023).

In this situation, one of the strategies used to reach a wider market and develop the company is digital marketing. Shopee is one of several e-commerce businesses that have taken advantage of this change in consumer behavior to enter the Indonesian market. One of the main factors causing this shift in consumer behavior is the high internet access owned by more than half of the Indonesian population. Customers now prefer to shop through e-commerce because of the convenience offered, such as saving time and energy. In addition to being a platform where buyers can shop, Shopee also provides opportunities for sellers to run their businesses. Shopee offers various features, such as ShopeeMall which sells products from well-known companies as well as goods produced directly from factories, ShopeePay for electronic payments, and various promotional and discount programs. Overall, digital marketing and the effective use of influencers can improve consumer attitudes and encourage their purchase intentions. However, negative views of digital marketing or influencers can hinder consumer purchase intentions, so the level of purchase intentions can vary. User satisfaction plays an important role in determining their attitudes and intentions to continue using the Shopee application with the various services offered. Thus, consumer satisfaction can influence their attitudes, which means that if consumers feel satisfied, this will create a feeling of pleasure and encourage them to make repeat purchases (Ihsanilma & Kartini Harahap, 2023).

Although numerous studies have demonstrated the effectiveness of digital marketing and influencers in influencing consumer behavior, there is still a gap in understanding the mediating role of consumer attitudes in the context of e-commerce (Shafwah et al., 2024). Therefore, this study aims to analyze the influence of digital marketing and influencers on purchase intention, with consumer attitudes as a mediating variable, on Shopee users in Sleman Regency. This study not only provides theoretical insights into the dynamics of digital marketing but also offers practical implications for e-commerce companies in developing more effective marketing strategies.

REVIEW OF LITERATURE

Digital Marketing

Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, email, Adwords, or social networks. Digital marketing is the use of the internet and the use of other interactive technologies to create and connect information between companies and consumers in the form of websites, search engine marketing, web banners, social networks, viral marketing, and email marketing. Digital marketing is an application of the internet that is connected through digital technology related to traditional communication methods that aim to achieve marketing goals (Shafwah et al., 2024). It serves to increase the company's knowledge of consumers, such as their behavior, the values they adhere to, and the level of consumer loyalty which can then combine targeted communications and online services that suit the needs of each individual. Digital marketing can also be interpreted as the application of digital technology to connect, interact, and communicate with customers to meet their needs and wants. Effective digital marketing can increase consumer interest and participation in purchasing e-commerce products (Chaffey et al., 2022).

Influencer Marketing

Influencer marketing, or marketing through social media influencers, has become a popular approach for businesses to reach potential customers and promote products and brands. Social media influencers are social media users who have gained a significant network of followers by posting media content. These influencers often build trusting

relationships and play a significant role in engaging their followers, making them an ideal group for endorsements and product placement (Farivar 2022). Influencers or celebrities are used by sellers to advertise their products because messages delivered by interesting sources will get more attention. As a tool for cost efficiency with low marketing costs but can reach a wide market, influencers are also people who have the power to influence the purchasing intentions of others because of their popularity, authority, knowledge, and position. The role of influencers in product promotion is very important if the social media account has a large number of followers. The more followers you have, the greater the scope for providing information and selling products to a predetermined target market (R. Indumathi, 2018).

Consumer Attitudes

Consumer attitudes are behaviors shown by consumers in searching for, purchasing, using, evaluating, and spending products that they expect will satisfy their needs. In the process of purchasing intention, the attitude of consumers is very important because, through attitudes, consumers will ultimately make a purchase or not. Consumer attitudes are tendencies that are learned in a particular object (Erpurini et al. 2022). The definition of consumer attitudes towards a brand is studying the tendency of consumers to evaluate brands as either liked or disliked consistently. Thus, consumers evaluate certain brands from the worst to the best. The formation of attitudes is influenced by personal experiences, the influence of digital marketing, influencer marketing, and other media that are now increasingly developing in online stores, especially among consumers who use Shoope (Photcharoen et al., 2020).

Purchase Intention

According to (Novitasari, 2022), purchase intention is a series of choices made by consumers after they want to buy and before making a purchase. At the evaluation stage, consumers form preferences among brands in the choice set and can also form an intention to buy the most preferred brand. Complex decision-making processes often involve multiple decisions, a decision that involves a choice between two or more alternative actions. According to (Erpurini et al., 2022) online purchase intention is a selection process that combines knowledge to deploy two or more alternative behaviors and chooses one of them

that has a strong relationship with personal characteristics, vendors/services, website quality, attitudes at the time of purchase, online purchase intentions.

Hypothesis

- H1: Digital marketing has a positive effect on purchase intention among Shopee application users in Sleman Regency
- H2: Influencer marketing has a positive effect on purchase intention among Shopee application users in Sleman Regency.
- H3: The influence of digital marketing has a positive effect on consumer attitudes towards Shopee application users in Sleman Regency.
- H4: The influence of influencer marketing has a positive effect on consumer attitudes towards Shopee application users in Sleman Regency.
- H5: The influence of consumer attitudes has a positive effect on the purchasing intentions of Shopee application users in Sleman Regency.
- H6: Digital marketing has a positive effect on purchase intention through the mediation of consumer attitudes among Shopee application users in Sleman Regency.
- H7: Influencer marketing has a positive effect on purchase intention through the mediation of consumer attitudes among Shopee application users in Sleman Regency.

RESEARCH METHOD

This study uses a quantitative approach to analyze the influence of digital marketing and influencer marketing on purchase intention, with consumer attitudes as a mediating variable. Data were collected through a questionnaire-based survey distributed to respondents, namely Generation Z users of the Shopee application in Sleman Regency. The population in this study were Generation Z consumers who actively use the Shopee application. The sampling technique used the purposive sampling method, with the criteria for respondents aged between 18 and 27 years and making transactions through Shopee in the last six months. The number of samples collected was 170 respondents to ensure adequate representativeness (JF, Hair et al., 2021). Primary data were obtained through an online questionnaire consisting of closed-ended questions. The research instrument measured the variables of digital marketing, influencer marketing, consumer attitudes, and purchase

intentions. A 5-point Likert scale was used to assess respondents' perceptions of each statement. Data analysis was carried out using the Structural Equation Modeling (SEM) method with the help of SmartPLS 4.0 software (Ghozali, 2021). SEM was chosen because it is able to test direct and indirect relationships between independent and dependent variables, as well as analyze mediating variables. Validity and reliability tests were conducted to ensure that the research instrument meets measurement standards.

RESULTS AND DISCUSSION

The respondent profile consists of six characteristics, namely gender, age, based on purchases on Shopee, based on purchases in Sleman Regency, professional status, and income level. Based on gender, male respondents were 34.1% and female respondents were 65.9% who filled out this research survey. The respondent group aged 18-27 years dominated (92.9%), followed by the 12–17-year age group. For respondents based on purchases on Shopee, 92.2%, and the remaining 1.8% did not make purchases. The majority of respondents were in the Sleman Regency, 85.9%, and the remaining 14.1 outside the Sleman Regency. For the professional status, the majority of respondents were students, 67.6%, civil servants, 2.4%, employees, 19.4%, and the rest were self-employed, 10.6%. For income levels, the majority of respondents in the study had income levels below Rp. 2,000,000 then income levels of Rp. 2,000,000 - Rp. 5,000,000 as much as 43.6% and the rest above Rp. 5,000,000 as much as 8.8%.

The validity test in this study was determined by convergent validity (outer model) with the provision that the loading factor value is > 0.70 and the reliability test is measured by the composite reliability value above > 0.6 and Cronbach alpha > 0.7 . (JF Hair et al., 2019). Each questionnaire statement item for each variable is declared valid because it has a loading factor value > 0.70 and is reliable with a composite reliability value above > 0.6 and Cronbach Alpha > 0.7 . Each variable is defined by its measurement and tested with partial least squares (PLS). Primary data were collected with questionnaires distributed online as many as 170 questionnaires were ready to be further processed.

Table 1
Composite Reliability

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Purchase Intention	0.905	0.909	0.930	0.726
Digital Marketing	0.891	0.905	0.916	0.648
Influencer Marketing	0.929	0.945	0.942	0.589
Consumer Attitudes	0.770	0.868	0.856	0.670

Source: Processed data using SmartPLS 4.0, 2024

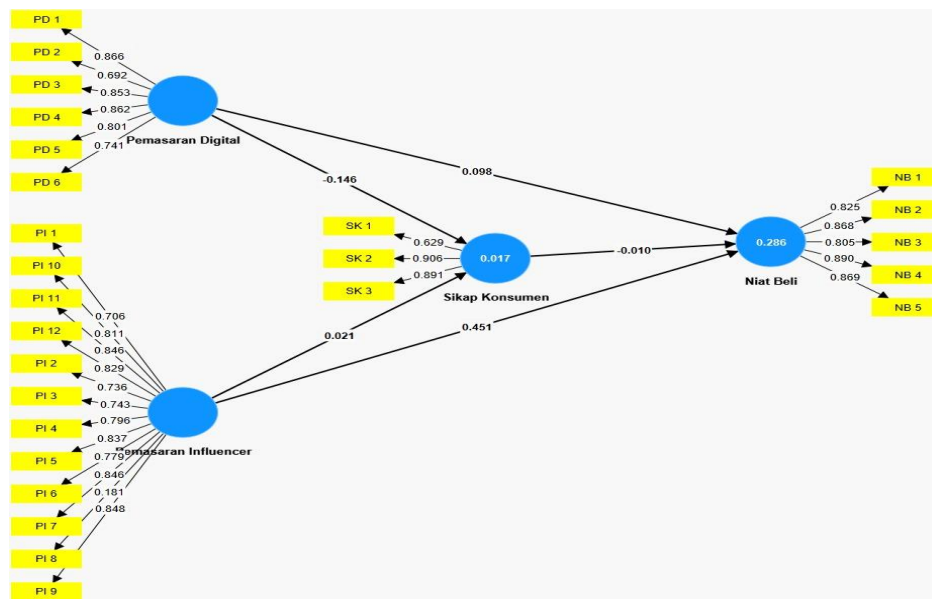


Figure 1.
Bootstrapping

Table 2
Results of Hypothesis Testing Using the Bootstrapping Method

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Note
Digital Marketing -> Purchase Intent	0.293	0.291	0.069	4.254	0.000	Accepted
Digital Marketing -> Consumer Attitudes	0.564	0.566	0.061	9.184	0.000	Accepted
Influencer Marketing -> Purchase Intent	0.347	0.349	0.075	4.612	0.000	Accepted

Influencer Marketing Consumer Attitude	->	0.198	0.196	0.064	3,068	0.002	Accepted
Consumer Attitude Purchase Intention	->	0.074	0.073	0.086	0.868	0.002	Accepted
Digital Marketing Consumer Attitude Purchase Intention	-> ->	0.042	0.040	0.012	1,075	0.282	Rejected
Influencer Marketing Consumer Attitude Purchase Intention	-> ->	0.015	0.016	0.020	2,816	0.005	Accepted

Source: Processed data using SmartPLS 4.0, 2024

Discussion

The results of this study show that digital marketing variables have a positive and significant influence on purchase intention variables, which means that digital marketing is a key factor that has a significant positive impact on purchase intention, with much support from previous research findings. In this study, digital marketing has a direct and significant positive impact on purchase intention. This study is in line with the findings of research conducted by (Dastane, 2020) and (Novitasari, 2022) which shows that digital marketing has a significant influence on purchase intentions. This means that respondents have a good understanding or knowledge of digital marketing. So, it can be concluded that digital marketing helps businesses satisfy their customers increase revenue through personalization, and ultimately generate customers.

Quality content information and providing quality services will build long-term relationships and consistently update customers on various services to promote high purchase intentions. The results of this study indicate that digital marketing variables have a positive and significant influence on consumer attitude variables. These results are in line with research conducted by (Khandelwal et al., 2024) and (Photcharoen et al., 2020) that the formation of attitudes is influenced by personal experience so it has the most significant positive influence on purchasing intentions. It can be concluded that attitudes associated with purchasing behavior will form the results of direct experience regarding the product, verbal information obtained from others, or that is presented by advertisements in the mass media, the internet, and various forms of direct marketing. A person's attitude has a pattern and is difficult to change. Therefore, producers are better off adjusting their products to

consumer attitudes than changing their attitudes, so a person's attitude is an important concept in studying consumer behavior. The results of this study indicate that digital marketing variables have a positive and significant influence on consumer attitude variables. These results are in line with research (Novitasari, 2022) (Daimi & Tolunay, 2021) and (Venciute et al., 2023) shows that influencer marketing has a positive and significant effect on purchase intention. It can be concluded that the consumer's view describes the belief in the good benefits of a product. A person's attitude is an important concept in studying consumer behavior. By influencing consumer behavior, marketers can influence consumer purchasing behavior. Attitudes are expressions of feelings that express likes or dislikes, pleasure, or displeasure towards a product. A product, either goods or services. The results of this study indicate that digital marketing variables have a positive and significant influence on consumer attitude variables. The results of this study are in line with research conducted by (Garg & Bakshi, 2024) shows that purchase intentions can be positively influenced when they have a positive attitude toward the product or brand influencer supports. It can be concluded that consumers may have a greater tendency to experiment with or purchase products promoted by influencers they admire, increasing the use of influencer marketing.

The results of this study indicate that digital marketing variables have a positive and significant influence on consumer attitude variables. The findings of the study by (Chen et al., 2020) and (Kim et al., 2021) show the relationship between consumer attitudes and purchase intentions is often accepted due to various factors. It can be concluded that a positive consumer attitude towards a product or brand has a significant influence on purchase intentions. When consumers have a good perception, such as the quality, trust, or value offered, they tend to be more motivated to make a purchase. This attitude reflects emotional and rational evaluations that strengthen consumers' beliefs about the benefits of the product, thus encouraging stronger purchase intentions. The results of this study indicate that digital marketing variables have a positive but insignificant influence on consumer attitude variables. The findings of the study conducted by (lieva et al., 2024) and (Li et al., 2022) show that the expected positive relationship between digital marketing and purchase intention, mediated by consumer attitudes, is sometimes insignificant or the hypothesis is

rejected. Although digital technology is increasingly developing, some consumers may still have doubts or discomfort in making purchases online. The results of this study indicate that digital marketing variables have a positive and significant influence on consumer attitude variables. Based on these results, the hypothesis in this study is accepted. The findings conducted by (Hannu & Johannisson, 2020) show that positive attitudes of influencers tend to dominate and subjective norms have a stronger influence than influencer marketing in forming purchase intentions. This phenomenon is most likely caused by respondents who know that influencer marketing on purchase intention on the Shopee application mediated by consumer attitudes in Sleman Regency, Yogyakarta has a high level of trust in e-commerce, preference for local products, and wide internet access greatly influences social media. Consumer attitudes are mediators that connect influencer influence with their purchase intention. It can be concluded that the more frequent promotions carried out by influencers will improve understanding of the factors that influence consumer trust, local characteristics, and market segmentation. It can be concluded that influencer marketing can influence consumer purchase intention by forming a positive attitude towards a product or brand. Content created by influencers is often considered more authentic and relatable, thus being able to build trust and emotional appeal. When consumers feel connected to the message or recommendation conveyed, a positive attitude towards the product is formed, which ultimately increases their intention to purchase. This shows that consumer attitudes are an important mediator in the relationship between influencer marketing and purchase intention.

CONCLUSION

This study reveals that digital marketing and influencer marketing have a significant positive influence on the purchase intention of Generation Z consumers who use the Shopee application in Sleman Regency. These results indicate that an effective digital marketing strategy, through easy access to information, content quality, and personalization, can increase positive consumer perceptions and encourage them to make purchases. Likewise, influencer marketing has been shown to have a strong impact on purchase intention, with influencer attractiveness, trustworthiness, and experience as key factors influencing

consumer decisions. In addition, this study confirms the important role of consumer attitudes as a mediating variable in the relationship between digital marketing and influencers with purchase intention. Positive attitudes formed from exposure to digital marketing content and influencer recommendations increase the probability of consumers considering and purchasing products. This reflects that Generation Z consumers tend to be more responsive to emotionally relevant and informative marketing campaigns, especially through the digital media they use every day.

The implications of these findings suggest that e-commerce companies, particularly Shopee, can improve the effectiveness of their marketing campaigns by focusing on strengthening their digital strategies and leveraging credible and authentic influencers. This approach not only increases consumer engagement but also builds long-term loyalty through a more personalized and satisfying shopping experience. This study also contributes to the digital marketing literature by highlighting the importance of understanding the dynamics of consumer behavior in the digital era, especially among the younger generation who are the primary target of the e-commerce market. Thus, companies need to continue to develop and integrate innovative digital and influencer marketing strategies to increase their competitiveness and strengthen relationships with consumers in an increasingly competitive market.

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