



The Effect Of Advertising Attractiveness, Influencer Marketing, And Online Customer Review On Smartphone Purchasing Decisions For Generation Z In Surabaya

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INTRODUCTION

The lifestyle have changed as a result of the rapid advancement and growth of technology. The change in question is the behavior of people who have begun to shift and change the way they shop for a product (Putri & Marlien, 2022). In the past, most people applied conventional methods when doing shopping activities. Since today's sophisticated development, technology has changed the way people live to be more interested in doing online shopping activities with

ABSTRACT

The usage of smartphones in Indonesia has continuously increased. In 2018, 56.2% of the Indonesian population used smartphones. One of the prominent market leaders is Samsung smartphones, which rank second with the largest market share in Indonesia at 20.99%. Indonesia is predominantly comprised of generation Z, accounting for approximately 27.94% of the total population. The role of digital marketing is highly significant in the decision-making process for smartphone purchases among generation Z. This study aims to determine the influence of Advertising Attractiveness, Influencer Marketing, and Online Customer Review on the purchasing decisions of smartphones by generation Z in Surabaya. This research uses a quantitative research approach. The study population consists of generation Z in Surabaya. The sampling technique employed is purposive sampling. The sample criteria include generation Z aged 15-29 years in Surabaya who have purchased a Samsung smartphone at least once, with a total sample size of 315 respondents. Data collection was conducted by distributing questionnaires to respondents through Google Forms. The research method involves multiple linear regression analysis using the SPSS program. The research results indicate that the significance value for all variables is 0.000 (< 0.05), leading to the conclusion that Advertising Attractiveness, Influencer Marketing, and Online Customer Review have a positive and significant influence on the smartphones purchasing decisions by generation Z in Surabaya.

all its convenience, efficiency and pricing that is much lower and cheaper, as well as easy access to all kinds of information needed without limits. (Arief et al., 2023). Technological developments have been a major driver in changing and expanding the use of social media platforms globally. The impact is not only felt on the way people interact, but can have an impact on the dissemination of information that is influenced by the dynamics of technology.

The growth in the number of active individuals using social media in Indonesia is comparable to the surge in smartphone use in Indonesia in recent years. The existence of this phenomenon marks a significant growth in technology adoption in Indonesia which reflects the high public interest in smartphone technology and capabilities. The phenomenon of shifting digital culture in Indonesia shows the role of smartphones as the main tool in communicating, accessing all information, and carrying out various activities. The current development of technology is in line with the growing trend of smartphones in Indonesia that has attracted attention in recent years.

As society becomes increasingly digitally connected, the demand for smartphones continues to increase. Various factors including technological developments, increased purchasing power, and aggressive promotions from various brands have contributed to the growth of the smartphone market in Indonesia. This is reflected in the increase in smartphone sales, the growth of e-commerce through mobile devices, and continuous product innovation.

The smartphone market in Indonesia is growing with various brands competing fiercely. One of the prominent market leaders is smartphones with the Samsung brand which managed to gain a large share in Indonesia. With all its innovative products, Samsung has managed to attract the interest of Indonesian consumers from various segments.

In addition, the after-sales service support provided has a good reputation, making Samsung the first choice for smartphone users in Indonesia. Aggressive marketing strategies and diverse product offerings help Samsung maintain its dominance in the Indonesian market. However, the Samsung company is affected by the fierce competition with Chinese smartphones such as Oppo and Xiaomi which has caused a decline in purchasing power in the Indonesian market share.

The fierce competition experienced poses new challenges for Samsung in maintaining its position in the Indonesian smartphone market. Various marketing efforts have been carried out such as conducting endorsement cooperation and product adjustments to market desires. Samsung's aggressive endorsement marketing is expected to increase a positive image and increase consumer confidence in using Samsung smartphone products. Through interesting and relevant content, endorsement collaborations with influencers help reach a wider audience and strengthen Samsung's position in the smartphone market.

Technology has become an integral element in every involvement and daily activity of Generation Z and can no longer be separated, making Generation Z a technologically literate generation. With smartphones always available, Generation Z tends to be interested in continuing to learn and explore various things related to technology. Digital Marketing is a strategy that uses technology and the internet to create, manage, and connect information that has the goal of influencing consumer behavior to make transactions digitally (Putri & Marlien, 2022). The role of digital marketing is very significant in the smartphone purchase decision-making process by Generation Z.

Generation Z tends to make smartphone purchase decisions through digital influences such as advertisements on social media, product reviews, and video unboxing. The search for the necessary information also involves information from the expert. At this stage, influencer gadgets have a big and important role in providing the necessary information to be a reference in making purchase decisions. Information related to smartphone products obtained digitally can determine smartphone purchase decisions that suit your needs and preferences.

LITERATURE REVIEW

Advertising Attractiveness

According to Angkiriwang et al. (2018, in Firnanda & Krisnawati, 2023) Advertising attractiveness is one of the ways to promote in a promotional program and the power of advertising is important to convey the message and achieve the impact expected by advertisers. Informative ads can provide valuable information for some consumers (Soberman & Xiang, 2022). In this study, advertising attractiveness uses six indicators as benchmarks adapted from Arief et al., (2023), namely: (1) Content; (2)Uniqueness; (3)Informative; (4)Accurate; (5)Product Display; (6) Interactivity.

Influencer Marketing

According to Arief et al., (2023) influencer marketing is a strategy in a communication process that involves individuals in the form of exploring, identifying, and providing support for products or services. According to Pahlevi & Medyawati (2023), influencer marketing is someone who provides informal guidance and information about a product, including which brand is best compared to other products and informs how to use a certain product. According to Imawan (2021) in (Agustini et al., 2022), it is stated that three dimensions are obtained to measure influencer marketing, namely credibility, attractiveness, and power.

Credibility is a number of views related to skills and objectivity, skills can be associated with the influencer's knowledge and expertise with the product being promoted (Felix et al., 2023). In influencing the audience's trust of the person communicating is very important, expertise and trust are two factors that affect the credibility of an influencer (Baig et al., 2022). According to Ali et al., (2021) in a study conducted by Amalia & Nurlinda, (2022) the indicators of the credibility dimension are (1) Trustworthiness; (2) Expertise.

Attractiveness is something that an influencer possesses, both visually related to a person's physical appearance and attractiveness and personality appeal that can influence the audience strongly in encouraging engagement with the promoted brand (Baig et al., 2022). Influencer appeal refers to individuals who are considered worthy of being seen and noticed. An influencer in an advertisement can influence the audience to accept the information conveyed and influence their desire to buy the product (Regina & Anindita, 2022). According to Anas & Sudarwanto, (2020) the indicators of the attractiveness dimension are (1) Physical attractiveness; (2)Respect; (3)Similarity.

Power is the amount of influence that an influencer has to be able to influence the audience's mind with the encouragement conveyed (Amalia & Nurlinda, 2022). An influencer who has a strong appeal can influence the audience by creating a deep influence and influencing audience behavior (Wardah, 2023). According to Imawan, (2021), the indicator of the power dimension is Encourage.

Online Customer Review

According to Ahmed & Rodriguez (2020, in Agustins Ayu et al., 2023) online customer review refers to the concept or customer's point of view towards a product that is associated with the goods or services offered by the seller.

A buyer's or consumer's opinion about a product or service has a significant impact on the purchase decision, and the presence of reliable positive reviews can increase buyers' interest in buying the product (Syakira & Moeliono, 2019 in Kusuma, 2023).

In this study, online customer reviews use five indicators as benchmarks adapted from Macheka et al., (2023), namely (1) Easier; (2)Enhanced; (3)Adopted; (4)Contributes; (5) Motivated.

Purchase Decision

According to Agustina et al., (2018, in Taufik Rahmat, 2023) purchase decision is a process where a person chooses whether to buy something that has been offered. Purchase decision is the final stage after consumers have gone through various stages and considerations that they have made (Effendy et al., 2023). According to Kottler & Armstrong (2008, in Iskanto, 2021) a purchase decision is a phase where customers go through a decision-making process when they are really interested in buying something.

In this study, the purchase decision uses four indicators as benchmarks adapted from Ningrum & Safitri (2024), namely (1) According to the needs and wishes of consumers; (2) Purchases due to product quality; (3) Purchases due to being influenced by celebrity endorsers; (4) Purchase due to the brand image you have.

METHODS

The type of research used is a quantitative approach. By using samples and sample criteria that have been modified by the researcher, purposive sampling is a sampling strategy used in this study. The sample criteria selected in this study are:

1. Generation Z is 14 – 29 years old
2. Domiciled in Surabaya
3. Have purchased Samsung smartphone at least once
4. Following Jerome Polin, Lyodra Ginting, Tiara Andini, or Vonny Felicia on Instagram.

According to Hair et al., (2014:171) the minimum sample calculation is carried out by multiplying 15-20 observations by the number of independent variables. However, in this study, adjustments were made to the calculation of the number of samples by multiplying the number of indicators multiplied by the minimum number in Hair et al., (2014:171), namely 15 observations so that a calculation of 315 respondents was obtained. In this study, there is a combination of secondary data and primary data.

A questionnaire containing written statements related to advertising attractiveness variables, influencer marketing, online customer reviews, and purchase decisions disseminated through Google Forms to generation Z serves as a data collection method.

A large amount of literature and references from books, journals, and other relevant research are used to collect secondary data from previous investigations. Data distribution is a method used to obtain the process of collecting primary research data through Google Form to be filled out and answered by research respondents by utilizing social media such as Whatsapp, Line, and Instagram to colleagues or people domiciled in Surabaya who have purchased smartphones Samsung previously had an age range of 14 – 29 years old through personal chat. This study uses a closed questionnaire with the Likert scale used as the main data measurement tool in this study with the level of division of the Likert scale from 1 to 5 so that it is divided into five options from Strongly Disagree (SD) to Strongly Agree (SA). The collected data will be analyzed by data processing using SPSS 26. In the validity test, if r counts $>$ r table (at least 0.113) at a significant level ($= 0.05$), it is declared valid.

As for reliability testing, researchers use Cronbach's alpha value of > 0.6 so that the new instrument is said to be reliable. Then, the classical assumption test is used to test the feasibility of regression models consisting of normality tests, multicollinearity tests, heteroscedasticity tests and coefficient correlation tests. While the hypothesis test in this study includes t test (partial test), f test (simultaneous test) and coefficient of determination (R^2).

RESULTS

In this study, the number of samples used 315 respondents, presented in table 1 below.

Table 1 Respondent Profile

	Respondent Profile	Frequency	Percentage
Gender	Man	160	51
	Woman	155	49
Age	14-18	4	1,2
	19-23	261	82,9
	24-29	50	15,9
Recent Education	High School/Vocational High School	191	60,7
	Associate's Degree	13	4,1
	Bachelor's Degree	109	34,6
	Master's Degree	2	0,6
Work	Student	5	1,6
	College Student	236	74,9
	Employee	39	12,4
	Self employed	20	6,3
	PNS/TNI/POLRI	10	3,2
	Other	5	1,6
Followed Instagram Account	Jerome Polin	194	39,2
	Tiara Andini	142	28,7
	Lyodra Ginting	101	20,4
	By Felicia	58	11,7

Source: Data processed (2024)

Validity Test

The data findings show that the items of advertising attractiveness, influencer marketing, online customer review, and purchase decision variables have a significance value of $0.000 < 0.05$ and r calculation $> r$ table, this indicates that each statement item is valid.

Table 2 Validity Test Results

Variable	Statement	Validity Test				Information
		Pearson Correlation	r table	Sig value. (1-tailed)	Significant limit	
Advertising Attractiveness	X1.1	0,743	0,113	0,000	<0.05	Valid
	X1.2	0,689	0,113	0,000		Valid
	X1.3	0,717	0,113	0,000		Valid
	X1.4	0,699	0,113	0,000		Valid
	X1.5	0,672	0,113	0,000		Valid
	X1.6	0,723	0,113	0,000		Valid
Influencer Marketing	X2.1	0,729	0,113	0,000	<0.05	Valid
	X2.2	0,712	0,113	0,000		Valid
	X2.3	0,802	0,113	0,000		Valid
	X2.4	0,769	0,113	0,000		Valid

Variable	Statement	Validity Test				Information
		Pearson Correlation	r table	Sig value. (1-tailed)	Significant limit	
	X2.5	0,665	0,113	0,000		Valid
	X2.6	0,727	0,113	0,000		Valid
	X2.7	0,686	0,113	0,000		Valid
	X2.8	0,698	0,113	0,000		Valid
	X2.9	0,765	0,113	0,000		Valid
	X2.10	0,778	0,113	0,000		Valid
Online Customer Review	X3.1	0,786	0,113	0,000	<0.05	Valid
	X3.2	0,783	0,113	0,000		Valid
	X3.3	0,797	0,113	0,000		Valid
	X3.4	0,811	0,113	0,000		Valid
	X3.5	0,760	0,113	0,000		Valid
Purchase Decision	Y.1	0,656	0,113	0,000	<0.05	Valid
	Y.2	0,703	0,113	0,000		Valid
	Y.3	0,697	0,113	0,000		Valid
	Y.4	0,612	0,113	0,000		Valid
	Y.5	0,728	0,113	0,000		Valid

Source: Data processed (2024)

Reliability Test

Based on the results of the data processing, the data results show that the variables advertising attractiveness, influencer marketing, online customer review, and purchase decision have *Cronbach's Alpha* values of 0.798, 0.904; 0.846; and 0.681 > 0.6 so that all variables are consistent or reliable.

Table 3 Reliability Test Results

Variable	Reliability Test	
	Cronbach's Alpha	Information
Advertising Attractiveness	0,798	Reliable
Influencer Marketing	0,904	Reliable
Online Customer Review	0,846	Reliable
Purchase Decision	0,681	Reliable

Source: Data processed (2024)

Normality Test

Based on the significance value of the processing of the normality test data carried out, the research data is normally distributed because the values are 0.092 > 0.05.

Table 4 Normality Test Results

	Unstandardized Residual	Information
Asymp.Sig (2-tailed)	0,092	Normal distributed data

Source: Data processed (2024)

Multicholinerity Test

It can be concluded that multicollinearity in the regression model does not occur because the results of multicollinearity test data processing for tolerance values for advertising attractiveness, influencer marketing, online customer review, and purchase decision variables are 0.423; 0,489; and 0.648 which shows a > number of 0.10 and the VIF value of the variables advertising attractiveness, influencer marketing, online customer review, and purchase decision is 2.366; 2,047; 1,543 < 10.00 .

Table 5 Multicholinerity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Advertising Attractiveness	0,423	2,366	No multicholinerity occurs
Influencer Marketing	0,489	2,047	No multicholinerity occurs
Online Customer Review	0,648	1,543	No multicholinerity occurs

Source: Data processed (2024)

Heteroscedasticity Test

Each variable in the results of the heteroscedasticity test data processing each variable has a significance value of >0.05, this is said that the study does not show symptoms of heteroscedasticity.

Table 6 Heteroscedasticity Test Results

Variable	Sig.	Information
Advertising Attractiveness	0,078	No heteroscedasticity
Influencer Marketing	0,136	No heteroscedasticity
Online Customer Review	0,205	No heteroscedasticity

Source: Data processed (2024)

Coefficient Correlation Test

The data processing findings shown in the table show a value of R=0.764. Therefore, independent and dependent variables have a strong correlation.

Table 7 Coefficient Correlation Test Results

Type	R	Std. Error of the estimate	Information
1	0,764	1,719	Strong

Source: Data processed (2024)

Partial Test (T Test)

In the first hypothesis, advertising attractiveness affects purchase decisions, if viewed from the table of the value of sig advertising attractiveness (X1) < 0.05, then in this study the first hypothesis is accepted. The advertising attractiveness variable has a significant influence on partial purchase decisions. In the second hypothesis that influencer marketing affects purchase decisions, the results of the t-test state that the influencer marketing sig value (X2) < 0.05, then in this study the second hypothesis is accepted. Influencer marketing variables have a significant partial influence on purchase decisions. In the third hypothesis that online customer reviews affect purchase decisions, the results of the t-test state that the online customer review (X3) sig value < 0.05, so in this study the third hypothesis is accepted. The online customer review variable has a significant partial influence on the purchase decision.

Table 8 Partial Test Results (Test T)

Type		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	3,420	0,893	3,830	0,000
	X1	0,249	0,048	5,156	0,000
	X2	0,172	0,023	7,536	0,000
	X3	0,192	0,044	4,359	0,000

Source: Data processed (2024)

Simultaneous Test (Test F)

Based on the data listed in the table, it is known that the significant value for the influence of advertising attractiveness (X1), influencer marketing (X2), and online customer review (X3) together on the purchase decision (Y) is 0.000, then H1 is accepted. From the data, it can be concluded that the variables of advertising attractiveness (X1), influencer marketing (X2), and online customer review (X3) together have a simultaneous effect on purchase decisions and the model in the study is suitable for use.

Table 9 Simultaneous Test Results (Test F)

Type	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	1290,163	3	430,054	145,602	0,000
	Residuals	918,579	311	2,954		
	Total	2208,743	314			

Source: Data processed (2024)

Coefficient of Determination (R2)

According to the stated output, where the value of the R Square coefficient is 0.584 or 58.4%. This means that the independent variable (X) contributed 58.4% to the variance of purchase decision variables and other factors outside the research model by 41.6%.

Table 10 Results of Coefficient of Determination (R2)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,764	0,584	0,580	1,719

Source: Data processed (2024)

Multiple Linear Regression Analysis

Table 11 shows the equation results for multiple linear regression models in this study.

Table 11 Multiple Linear Regression Model Results

Type		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	3,420	0,893	3,830	0,000
	X1	0,249	0,048	5,156	0,000
	X2	0,172	0,023	7,536	0,000
	X3	0,192	0,044	4,359	0,000

Source: Data processed (2024)

DISCUSSION

The Effect Of Advertising Attractiveness On Purchase Decision

The first hypothesis in this study was accepted because the results of the qualified t-test were less than 0.05. So the advertising attractiveness variable (X1) has a significant effect on the purchase decision (Y). The advertising attractiveness variable also has a positive value from the results of the multiple linear regression test, so it has a unidirectional influence between the free variable and the bound variable. This is also in accordance with previous research conducted by Firnanda & Krisnawati (2023) revealing that advertising attractiveness has a positive and significant effect on purchase decisions. The results of this study are also supported by research conducted by Anggoro & Purba (2020) which states that the attractiveness of advertisement has a positive and significant influence on purchase decisions.

The Effect Of Influencer Marketing On Purchase Decision

The results of the research data processing stated that the second hypothesis in this study was accepted because the results of the t-test were less than 0.05. So the influencer marketing variable (X2) has a significant effect on the purchase decision (Y). The influencer marketing variable also has a positive value from the results of the multiple linear regression test, so it has a unidirectional influence between the free variable and the bound variable. This is also in accordance with previous research conducted by Firnanda & Krisnawati (2023) revealing that influencer marketing have a positive and significant effect on purchase decisions. The results of this study are also supported by research conducted by Mahmud et al., (2023) revealing that influencer marketing has a significant and positive impact on purchase decisions. This is reinforced by research conducted by (Arief et al., 2023) which states that influencer marketing has a positive effect on purchase decisions.

The Effect Of Online Customer Review On Purchase Decision

The third hypothesis in this study was accepted because the result of the qualified t-test was less than 0.05. So the online customer review variable (X3) has a significant effect on the purchase decision (Y). The online customer review variable also has a positive value from the results of the multiple linear regression test, so it has a unidirectional influence between the independent variable and the bound variable. This is also in accordance with previous research conducted by Kusuma (2023) revealing that online customer reviews have a significant influence on purchase decisions. This is strengthened by research conducted by Firnanda & Krisnawati (2023) revealing that online customer reviews have a positive and significant effect on purchase decisions. Other people's opinions about a product have a crucial role in purchasing decisions and the presence of popular positive reviews can increase buyers' interest in making a purchase of the product. According to Ayu Agustina et al., (2023) online customer reviews have a positive

influence on purchase decisions. This is supported by previous research conducted by (Arief et al., 2023) which stated that online customer reviews have a positive effect on purchase decisions.

CONCLUSION

Based on the results obtained from the research and discussion related to the influence of advertising attractiveness, influencer marketing, and online customer reviews on smartphone purchase decisions in Generation Z in Surabaya, the conclusion obtained is that Advertising Attractiveness (X1) has a positive and significant effect on smartphone purchase decisions in generation Z in Surabaya. Influencer Marketing (X2) has a positive and significant effect on smartphone purchase decisions in Generation Z in Surabaya. Online Customer Review (X3) has a positive and significant effect on smartphone purchase decisions in Generation Z in Surabaya.

SUGGESTION

Samsung can improve advertising attractiveness by creating more attractive and quality ads. This can be done by providing information about the technical features and advantages of the product that distinguish Samsung smartphones from its competitors and adding story telling to each ad to add to the attractiveness of the ad itself. Samsung also needs to pay attention to advertising promotions that have relevance to consumer needs and interests so that potential consumers feel encouraged to buy Samsung smartphones.

Samsung can improve influencer marketing by having the right and effective strategy to be able to increase consumer trust in influencers who work with Samsung. This can be done by increasing collaboration with other influencers while still identifying and selecting the right potential influencers and using different platforms with different content adjustments from each platform's characteristics, as well as creating interactive campaigns such as utilizing influencer live sessions as well as providing exclusive discount codes that can be used by influencer followers when purchasing Samsung smartphone products .

Samsung can increase online customer reviews by increasing consumer motivation to purchase Samsung smartphone products. This can be done by highlighting positive reviews by displaying consumer testimonials that are satisfied with Samsung smartphone products purchased on official websites and social media and providing a quick and effective response to negative reviews. Samsung can also interact and engage consumers by creating creative marketing campaigns such as holding challenges and contests using Samsung smartphone products and sharing user experiences through social media. In addition, Samsung can collaborate with consumers and influencers to create video reviews, unboxing, and feature demonstrations so that it can provide deeper insights to potential consumers. Samsung can also carry out social proof campaign strategies such as holding photography contests using Samsung smartphones, and holding virtual launch events by involving users.

Regarding the next research, it is hoped that it can examine more deeply about other variables outside of advertising attractiveness, influencer marketing, and online customer reviews to find out if there are other factors that affect purchase decisions.

In the future, it is hoped that the next researcher will be able to increase the number of respondents from the research conducted and be able to conduct research with other research objects to find out the comparison of research results.

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