



Analysis Of The Effect Of Content Marketing And Influencer Marketing On Purchase Intention Toward The Noera Beauty Brand With Product Knowledge As An Intervening Variable

Raudhotul Khofifah ¹⁾; Albari ²⁾

^{1,2)} Universitas Islam Indonesia

Email ; albari@uii.ac.id

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ABSTRACT

This study examines the influence of content marketing and influencer marketing on consumer purchase intention toward the Noera Beauty brand, with product knowledge as an intervening variable. The research aims to understand how digital marketing strategies contribute to shaping consumer perceptions and encouraging purchasing decisions. A quantitative approach was employed by distributing an online questionnaire to 165 respondents who had been exposed to Noera Beauty promotional content on social media. Data were analyzed using a structural equation modeling approach to evaluate direct and indirect relationships among variables. The results indicate that both content marketing and influencer marketing positively affect purchase intention, both directly and indirectly through product knowledge. Furthermore, product knowledge serves as a significant mediating factor that enhances the effectiveness of digital marketing strategies in driving purchase intention. These findings highlight the strategic importance of informative content and credible influencers in improving consumer understanding and trust, ultimately strengthening interest in purchasing. This research provides valuable insights for marketers in designing more effective digital strategies within the competitive beauty industry.

INTRODUCTION

The Indonesian beauty industry has experienced rapid development in recent years and is recognized as one of the most dynamic sectors contributing to national economic growth (Lestari, E., 2024). This growth is driven by rising consumer awareness regarding skincare,

lifestyle shifts, and expanded product accessibility through digital platforms. The presence of social media and e-commerce has transformed how consumers evaluate brands and make purchasing decisions, especially for emerging local beauty brands (Monica & Huda, 2025).

In this increasingly competitive environment, companies must implement effective strategies to engage consumers and communicate product benefits clearly. Content marketing and influencer marketing have become two prominent promotional approaches. Content marketing focuses on delivering relevant and beneficial information to audiences to increase brand value, while influencer marketing utilizes individuals with broad credibility and strong social presence to shape consumer perceptions (Istijanto, & Purusottama, A., 2023). Both strategies are believed to enrich consumers' product knowledge, which leads to more informed purchase decisions. Product knowledge, defined as consumers' understanding of product attributes and benefits, plays a crucial role in strengthening interest and purchase intention (Ayuningsih & Maftukhah, 2020).

Noera Beauty is one of Indonesia's local skincare brands that actively employs these strategies. The company frequently distributes educational content about product formulation, benefits, and usage, while collaborating with influencers such as Tasya Farasya and Fuji to build credibility among potential buyers. Despite facing challenges, including black campaigns spread online, Noera Beauty continues to sustain positive consumer interest, supported by strong customer loyalty and product knowledge (Nawiyah et al., 2023x). This suggests that informative digital communication and credible endorsements may help brands mitigate negative publicity.

Given these dynamics, this study aims to analyze the influence of content marketing and influencer marketing on consumer purchase intention toward Noera Beauty products, with product knowledge as an intervening variable. A survey-based quantitative approach was conducted using online questionnaires to evaluate these relationships. The findings show that content marketing and influencer marketing significantly and positively influence purchase intention, both directly and indirectly through product knowledge.

These results contribute to the growing literature on digital marketing by demonstrating the mediating role of product knowledge in shaping consumer intention. Practically, the study provides insights for beauty brands to optimize their marketing activities to strengthen consumer understanding and encourage buying decisions in a highly competitive market.

LITERATURE REVIEW

Content Marketing

Content marketing is a strategic approach to marketing that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience (Wibowo, 2024). Unlike traditional advertising, content marketing does not directly promote products but aims to deliver information and experiences that add value to consumers' lives (Armelia & Hendriani, 2025). By consistently publishing informative, entertaining, and visually engaging content, companies can enhance brand awareness and strengthen emotional connections with their target audience (Nur'ayani, Nizar, & Derajat, 2024). The effectiveness of content marketing lies in its ability to provide education rather than mere persuasion. Educational content helps consumers understand product benefits, usage, and differentiation, which leads to stronger purchase intentions. Previous studies have shown that relevant and engaging content significantly influences consumer buying behavior. Editia and Maulida (2025) found that content marketing on TikTok had a dominant effect on purchase intention, especially when combined with interactive features such as live streaming. Similarly, Pratiwi and Hermawati (2023) emphasized that content marketing, when integrated with influencer activities and promotional programs, positively affects fashion product purchases on TikTok Shop. These studies indicate that high-quality content not only attracts attention but also builds consumer trust and purchase confidence.

Furthermore, content marketing enhances product knowledge, which serves as a foundation for forming purchase intention. When consumers are exposed to informative and credible content, they develop a deeper understanding of product characteristics and benefits (Hasan, Machmud, & Kango, 2023). Layli & Dermawan (2025) confirmed that strategic content creation particularly informative and educational content strengthens consumers' understanding and confidence in products. Therefore, content marketing contributes both directly and indirectly to purchase intention through product knowledge.

Influencer Marketing

Influencer marketing is a digital marketing strategy that leverages influential individuals known as influencers to communicate brand messages and shape audience perceptions (Nisa et al., 2024). Unlike conventional celebrity endorsements, influencer marketing builds on authenticity, trust, and personal connection. Influencers serve as opinion leaders who integrate brand messages naturally into their content, allowing consumers to relate to and trust their recommendations (Salsabila & Zulfiningrum, 2025). The success of influencer marketing depends on four key dimensions: relevance, reach, resonance, and authenticity (Wardana et al., 2025). Relevance refers to the alignment between an influencer's content and the brand's values, ensuring message coherence. Reach represents the number of followers who can be exposed to the content, while resonance reflects engagement levels such as likes, comments, and shares, showing how deeply the message connects with the audience (Ekadyasa & Patrissia, 2024). Lastly, authenticity defined as the perceived sincerity and credibility of the influencer is critical for building trust (Raniya et al., 2024). Empirical research supports the positive relationship between influencer marketing and purchase intention. Dilagah et al. (2025) demonstrated that influencer marketing significantly affects consumers' purchase behavior in the cosmetics market, as influencers' credibility and attractiveness shape positive brand perceptions. Similarly, studies by Prabowo et al. (2025) and Salsabila (2024) confirmed that influencer credibility and message consistency increase consumer trust and stimulate purchase decisions. In addition, Rahmah et al. (2024) found that influencer marketing contributes not only to purchase intention but also to product knowledge, as consumers learn product details through influencers' authentic experiences. Therefore, influencer marketing acts both as a persuasive and educational tool in the digital environment.

Product Knowledge

Product knowledge refers to the extent to which consumers understand information related to a product's attributes, functionality, and benefits (Ayuningsih & Maftukhah, 2020). It plays a central role in shaping rational purchasing decisions, as well-informed consumers are more likely to evaluate products objectively and choose those that best meet their needs (Gabryella, Setyabudi, & Naryoso, 2024). According to Peter and Olson in Syahda (2024), product knowledge consists of three dimensions: knowledge of product attributes, knowledge of product benefits, and knowledge of satisfaction. These dimensions enable consumers to assess product quality, usability, and potential satisfaction before purchasing. High product knowledge enhances confidence in purchase decisions. When consumers understand a product's composition, functionality, and comparative advantages, they are more likely to develop a positive attitude toward it (Efendi et al., 2022). Yulianti and Adialita (2024) showed that product knowledge positively affects repurchase intention, as consumers with greater understanding feel more secure and satisfied. In the context of digital marketing, content marketing and influencer marketing play complementary roles in enriching consumers' product knowledge through continuous exposure to informative, relatable, and authentic messages (Rahmah & Ismunandar, 2024). Therefore, product knowledge mediates the relationship between digital marketing strategies and purchase intention.

Purchase Intention

Purchase intention represents the consumer's conscious plan or desire to buy a product after evaluating its attributes and benefits (Septyadi, Salamah, & Nujiyatillah, 2022). It reflects a psychological tendency that bridges consumers' attitudes and actual behavior (Setiaka & Cahyono, 2025). Faisal (2024) identifies four indicators of purchase intention: transactional intention (the desire to buy), referential intention (the willingness to recommend), preferential intention (brand preference over alternatives), and explorative intention (the desire to seek further information). Numerous factors shape purchase intention, including brand image, perceived quality, price fairness, and digital engagement (Khasannudin & Mahendra, 2025). However, in the digital era, content and influencer marketing emerge as the most powerful predictors of purchase intention because they shape how consumers perceive and understand a brand. When content effectively communicates value and influencers convey trust, consumers are more likely to translate their positive attitudes into purchase actions. As such, product knowledge acts as an intervening variable that strengthens the influence of both marketing strategies on purchase intention (An & Ngo, 2025).

METHODS

This study employed a quantitative research design using a survey method to examine the effects of content marketing and influencer marketing on purchase intention toward the Noera Beauty brand, with product knowledge as an intervening variable. The target population consisted of Indonesian consumers who follow or have been exposed to Noera Beauty's marketing activities on social media platforms such as Instagram and TikTok. A purposive sampling technique was used to select 165 respondents who met the inclusion criteria of having awareness or experience with Noera Beauty's digital content. Data were collected through an online questionnaire distributed via Google Forms, consisting of closed-ended items measured on a five-point Likert scale. The measurement instruments for content marketing, influencer marketing, product knowledge, and purchase intention were adapted from validated scales in previous studies to ensure construct validity and reliability. Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS to test the hypothesized relationships among variables and to assess the model's goodness of fit.

RESULTS

Descriptive Analysis of Respondents

The descriptive analysis of respondents shows that many participants were female (87%), reflecting the dominance of women as the primary consumers in the beauty industry. Most respondents were aged between 18 and 25 years (68%), representing Generation Z, who are highly active users of social media platforms such as TikTok and Instagram. Regarding education level, 74% held or were pursuing an undergraduate degree, while the remainder were diploma or postgraduate students. In terms of occupation, 52% were students, 28% employees, and the rest entrepreneurs or freelancers. This demographic profile indicates that the sample is dominated by young, educated, and digitally literate consumers, consistent with the target market of Noera Beauty's social media-based marketing strategy.

Descriptive Analysis of Variables

The descriptive analysis of research variables reveals that all constructs scored within the high category, indicating positive perceptions among respondents. The mean score for content marketing was 4.27, suggesting that respondents found Noera Beauty's digital content informative, engaging, and relevant. Influencer marketing obtained a mean of 4.21, reflecting that the influencers used by the brand were perceived as credible and authentic in their product

endorsements. Product knowledge achieved a mean of 4.18, showing that consumers felt well-informed about product benefits, safety, and effectiveness. Finally, purchase intention recorded the highest mean value of 4.30, indicating a strong desire among consumers to buy or recommend Noera Beauty products. These findings suggest that effective content and influencer marketing strategies have successfully enhanced consumer knowledge and stimulated purchase intention within the brand's target audience.

Preliminary Tests (Validity & Reliability)

Before proceeding with the structural model estimation, a series of preliminary tests were conducted to ensure the validity and reliability of the measurement instruments used in this study. Construct validity was assessed through Confirmatory Factor Analysis (CFA), while internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR) values. The analysis aimed to confirm that all indicators accurately measured their respective latent variables namely content marketing, influencer marketing, product knowledge, and purchase intention. According to Hair et al. (2019), factor loadings should exceed 0.50, CR values should be above 0.70, and Average Variance Extracted (AVE) values must be greater than 0.50 to indicate acceptable convergent validity and reliability.

Table 1 Preliminary Tests (Validity & Reliability)

Variable	Indicators	Factor Loading
Content Marketing	X1.1	0.720
	X1.2	0.810
	X1.3	0.760
	X1.4	0.850
	X1.5	0.790
Influencer Marketing	X2.5	0.800
	X2.4	0.770
	X2.3	0.840
	X2.2	0.780
	X2.1	0.750
Product Knowledge	Z1.1	0.820
	Z1.2	0.830
	Z1.3	0.810
Purchase Decision	Y1.1	0.800
	Y1.2	0.760
	Y1.3	0.790
	Y1.4	0.880

Source: Data Processed, 2025

The results presented in Table 1 indicate that all items had standardized factor loadings above 0.60, meeting the minimum threshold for convergent validity. In addition, Cronbach's Alpha and Composite Reliability (CR) values for all constructs exceeded 0.70, confirming internal consistency reliability. The Average Variance Extracted (AVE) values were also greater than 0.50, suggesting that each construct explains more than half of the variance of its indicators. These results demonstrate that all measurement items used in this study are valid, reliable, and appropriate for further hypothesis testing using the Structural Equation Modeling (SEM) approach.

Model Fit Evaluation (SEM)

After confirming the validity and reliability of all constructs, the next step was to assess the overall fit of the structural model using Structural Equation Modeling (SEM) with AMOS. The model fit evaluation determines how well the proposed theoretical model represents the observed data. Several Goodness-of-Fit (GoF) indices were employed to evaluate model adequacy, including the Chi-square/df ratio, Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Incremental Fit Index (IFI). According to Hair et al. (2019), a model is considered to have an acceptable fit when the Chi-square/df value is below 3, RMSEA is less than 0.08, and incremental fit indices (GFI, CFI, TLI, IFI) exceed 0.90.

Table 2 Model Fit Evaluation (SEM)

Fit Index	Recommended Value	Obtained Value	Evaluation
Chi-square/df	< 3.00	1.84	Good Fit
RMSEA	< 0.08	0.56	Good Fit
GFI	> 0.90	0.92	Good Fit
CFI	> 0.90	0.96	Good Fit
TLI	> 0.90	0.95	Good Fit
IFI	> 0.90	0.96	Good Fit

Source: Data Processed, 2025

As presented in Table 2, all Goodness-of-Fit indices met the recommended thresholds, indicating that the proposed model demonstrated a satisfactory level of fit with the observed data. The Chi-square/df ratio was below 2.0, and the RMSEA value of 0.056 fell well within the acceptable range, suggesting minimal approximation error. Additionally, all incremental indices (GFI = 0.925, CFI = 0.964, TLI = 0.957, and IFI = 0.966) exceeded 0.90, confirming that the structural model accurately represents the empirical relationships among the constructs. Therefore, the model is considered statistically robust and suitable for further hypothesis testing and interpretation of causal relationships.

Path Analysis and Hypothesis Testing

Once the overall model fit was confirmed, path analysis was conducted to examine the relationships among the study variables, namely content marketing, influencer marketing, product knowledge, and purchase intention. The analysis was performed using the Structural Equation Modeling (SEM) technique with AMOS to estimate standardized path coefficients (β), critical ratios (C.R.), and significance levels (p-values). Each hypothesis was evaluated based on the significance criterion of $p < 0.05$, indicating a statistically significant relationship between the variables. The purpose of this analysis was to determine both the direct and indirect effects of digital marketing strategies on consumers' purchase intention toward the Noera Beauty brand, as well as to verify the mediating role of product knowledge.

Table 3 Model Fit Evaluation (SEM)

Hypothesis	Path Relationship	Standardized Estimate (β)	C.R.	p-value	Result
H1	Content Marketing → Purchase Intention	0.32	3.217	0.001	Supported
H2	Content Marketing → Product Knowledge	0.35	3.854	0.000	Supported

H3	Influencer Marketing → Purchase Intention	0.41	4.102	0.000	Supported
H4	Influencer Marketing → Product Knowledge	0.37	3.745	0.000	Supported
H5	Product Knowledge → Purchase Intention	0.29	3.456	0.001	Supported

Source: Data Processed, 2025

After testing the direct relationships between variables, mediation analysis was conducted to examine the indirect effects of content marketing and influencer marketing on purchase intention through product knowledge. The mediation test was performed using the Bollen–Stine bootstrapping procedure in AMOS with 5,000 resamples, following the recommendations of Preacher and Hayes (2008). This method provides a robust estimation of indirect effects and determines whether the mediating variable significantly carries the influence of the independent variables to the dependent variable. A mediation effect is confirmed when the indirect path is significant ($p < 0.05$) and the 95% confidence interval (CI) does not include zero.

Mediation Analysis

After testing the direct relationships between variables, mediation analysis was conducted to examine the indirect effects of content marketing and influencer marketing on purchase intention through product knowledge. The mediation test was performed using the Bollen–Stine bootstrapping procedure in AMOS with 5,000 resamples, following the recommendations of Preacher and Hayes (2008). This method provides a robust estimation of indirect effects and determines whether the mediating variable significantly carries the influence of the independent variables to the dependent variable. A mediation effect is confirmed when the indirect path is significant ($p < 0.05$) and the 95% confidence interval (CI) does not include zero.

Table 4. Results of Mediation Analysis (Bootstrapping Test)

Path	Indirect Effect	Standard Error	95% CI Lower	95% CI Upper	p-value	Mediation Type
Content Marketing → Product Knowledge → Purchase Intention	0.10	0.032	0.045	0.168	0.004	Partial
Influencer Marketing → Product Knowledge → Purchase Intention	0.11	0.035	0.056	0.175	0.002	Partial

Source: Data Processed, 2025

As shown in Table 4, the bootstrapping results reveal that the indirect effects of content marketing and influencer marketing on purchase intention through product knowledge were both positive and statistically significant ($p < 0.05$). The 95% confidence intervals for both paths did not include zero, confirming the presence of a mediation effect. Specifically, product knowledge partially mediates the influence of content marketing ($\beta = 0.10$, $p = 0.004$) and influencer marketing ($\beta = 0.11$, $p = 0.002$) on purchase intention. This indicates that consumers' understanding of product features, benefits, and credibility strengthens the impact of digital marketing strategies on their intention to purchase Noera Beauty products. Thus, product knowledge serves as a crucial cognitive mechanism that translates exposure to marketing content and influencer endorsements into actual buying motivation.

DISCUSSION

Restatement of the Study Purpose and Contribution

The primary purpose of this study was to analyze how content marketing and influencer marketing influence consumers' purchase intention toward Noera Beauty products, with product knowledge acting as an intervening variable. The results reaffirm the importance of digital marketing strategies in shaping consumer behavior in the beauty industry, particularly among young, social-media-active consumers. This study contributes to the growing literature on digital marketing effectiveness by integrating two influential constructs, content marketing and influencer marketing, and examining their joint impact through the mediating role of product knowledge (Armelia & Hendriani, 2025; Wardana et al., 2025).

Summary of Main Findings

In line with the first and third hypotheses, the findings reveal that both content marketing and influencer marketing have significant positive effects on purchase intention. These results support prior studies by Editia and Maulida (2025), Nisa et al. (2024), and Hasan et al. (2025), who found that digital content quality and influencer credibility enhance consumers' willingness to purchase. The results confirm that engaging, relevant, and informative content stimulates consumers' affective responses and behavioral intentions. Likewise, influencer marketing strengthens purchase intention by leveraging trust, authenticity, and social proof, consistent with the arguments of Salsabila and Zulfiningrum (2025) and Wardana et al. (2025). This emphasizes that in the beauty industry, where perceived credibility and peer influence are critical, both emotional and informational persuasion play decisive roles in purchase decision-making.

Influence on Product Knowledge and Mediation Role

The findings also demonstrate that content marketing and influencer marketing significantly affect product knowledge, supporting previous studies by Lazuardi and Kaihatu (2021) and Rahmah et al. (2024). This suggests that consumers acquire product-related information through exposure to educational content and authentic influencer experiences, which in turn enhance their confidence and understanding of product benefits. The mediation analysis confirmed that product knowledge partially mediates the relationship between digital marketing activities and purchase intention. This indicates that when consumers are better informed, the persuasive impact of marketing strategies becomes stronger, reinforcing the cognitive foundation of consumer decision-making (Ayuningsih & Maftukhah, 2020; Gabryella et al., 2024).

Theoretical Interpretation

These findings are consistent with the Elaboration Likelihood Model (ELM) proposed by Istitjanto and Purusottama (2023), which posits that consumers process marketing messages through both central (cognitive) and peripheral (emotional) routes. Content marketing appeals to the central route by providing factual and educational information, whereas influencer marketing appeals to the peripheral route through trust, attractiveness, and emotional engagement. The complementary influence of these two approaches creates a balanced effect on both product knowledge and purchase intention, explaining their combined effectiveness in the Noera Beauty case.

CONCLUSION

This study concludes that both content marketing and influencer marketing significantly and positively affect consumers' purchase intention toward Noera Beauty products, both directly and indirectly through product knowledge. The findings demonstrate that informative, engaging,

and credible digital marketing strategies can enhance consumer understanding, trust, and ultimately, their willingness to buy. These results reaffirm the importance of combining educational content and authentic influencer endorsements in today's social media-driven beauty market, where credibility and information transparency play key roles in shaping consumer behavior. Nevertheless, the study acknowledges several limitations that may affect the generalizability and validity of its conclusions. First, the research employed a cross-sectional survey design, limiting the ability to capture changes in consumer perceptions over time. Second, the sample consisted predominantly of young female respondents from Indonesia, which may not fully represent broader demographic or cultural groups. Third, the study relied on self-reported data, which may be susceptible to response bias or social desirability effects. These limitations do not invalidate the findings but suggest that caution should be exercised when generalizing the results to different contexts or populations.

LIMITATION

This study is subject to several limitations that should be acknowledged in interpreting the findings. First, the respondents were primarily active social media users, particularly on Instagram and TikTok, who had been exposed to Noera Beauty's digital content. Consequently, the results are more reflective of digital consumer behavior and may not fully represent the experiences of customers who purchase products directly from physical stores or those who are less active on social media platforms.

Second, data collection was conducted using an online questionnaire distributed via Google Forms. While this method enables efficient data gathering, it also poses a potential response bias, as the researcher could not directly monitor the response process. Therefore, some answers may have been influenced by respondents' subjective interpretations or a lack of seriousness in completing the survey.

Third, the study focused solely on four variables content marketing, influencer marketing, product knowledge, and purchase intention. Other potentially influential factors, such as price, product quality, customer service, or traditional promotional activities, were not included in the research model. These omitted variables could also affect consumers' purchase decisions and may be valuable areas for further investigation.

Fourth, this study adopted a cross-sectional research design, meaning the data reflect consumer perceptions at a single point in time. As a result, the research cannot capture changes in behavior or trends that may occur over time due to evolving marketing strategies or shifts in consumer preferences. Future studies using longitudinal approaches would provide more dynamic insights into these relationships.

Finally, the sample consisted of 165 respondents selected through purposive sampling, which, although sufficient for statistical analysis, may limit the generalizability of the findings. Uneven distribution in terms of age, income, or educational background might have influenced the results and prevented them from fully representing the broader population of Noera Beauty consumers across Indonesia.

Despite these limitations, this study offers a meaningful contribution to understanding how digital marketing particularly content and influencer marketing shapes consumer knowledge and purchase intention, providing a foundation for future research refinement and comparative analysis.

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