

THE INFLUENCE OF CELEBRITY ENDORSERS, ADVERTISING AND CREATIVE SALES PROMOTION ON PURCHASE INTENTION IN E-COMMERCE

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Abstract

The aim of this study is to understand consumer intentions to purchase, with the aim of predicting future consumer behavior in shopping online. The research results show that advertising has a positive and significant effect on purchase intentions in E-commerce in Lhokseumawe City. Advertising also has an important role in shaping consumer perceptions of the quality and reliability of products sold on Shopee. Creative sales promotion and Celebrity endorsement have a significant impact on purchasing intentions for e-commerce. It is also reflected in increased awareness, positive changes in attitudes towards the brand, increased consumer confidence, and ultimately, influence on purchasing decisions.

Keywords: *Advertising, Celebrity Endorsers, Creative Sales Promotion, E-commerce, and Purchase Intention*

1. INTRODUCTION

Electronic commerce or e-commerce is a process of buying and selling transactions which in practice are carried out online via electronic media. The development of online shopping by consumers is increasing so that the intensity of online sales competition is also increasing. Online sales are increasing along with the increase in various types of e-commerce. The various e-commerce sites most visited by consumers include Tokopedia, Lazada, Elevania, Buka Lapak, Blibli and Shopee. The products marketed on social media platforms are also very complete, starting from clothing, food, gadgets, books, household needs, cosmetics, travel, ticket purchases and even all bill payments can be made via social media.

With the continued development of e-commerce, consumers' intentions to make purchases online will be increasingly high. Basically, the presence of online social media provides many conveniences for consumers in finding the various products they need. When choosing online shopping, there are many factors that consumers take into consideration, such as interesting content and various attractive offers such as free shipping. Based on the data above, it shows that people's online shopping levels on e-commerce have decreased, such as Blibli.com and Lazada.

E-commerce applications offer many services for selling products online through features that have been adapted to the needs of the online shop itself. E-commerce focuses on electronic transaction activities or mechanisms (Supangat, 2020). So it can increase sales automatically, and consumers can easily access every product they need quickly and safely.

The presence of various sales systems and online stores causes e-purchase intention to increase (Ha & Stoel, 2012). E-purchase intention is a situation where consumers have a decision to shop online (Octavianty et al., 2022). Consumers choose to shop online because the e-commerce they choose has a variety of attractive promotions at cheaper prices. However, not all consumers shop online, because there are some consumers who have concerns about the products they buy online. As developments progress, consumers will prefer to shop online

as much as possible rather than stopping. Consumers use various reasons to be able to shop online, including attractive discount promos, postage promos, getting used to online shopping, complete product display, service interface, saving time and energy, cheaper prices, available purchase discounts and other factors. E-purchase intention will shape the customer's personal experience in online transactions which leads to satisfaction, pleasure, joy, excitement, enjoyment and happiness. E-purchase intention can be seen from internet indicators as a place for online shopping and shopping can be done at any time (Ha & Stoel, 2012).

Purchasing in e-commerce is increasingly closely linked to marketing strategies involving celebrity endorsements, advertising and creative sales promotions. Celebrity endorsers are successful supporters because many people aspire to have the same lifestyle as a celebrity. Celebrities have their own charm which in various ways is able to attract target consumers to make purchasing decisions. The use of celebrities as endorsers can have a big impact on consumer purchasing decisions. When celebrities market products or brands through e-commerce, this can improve brand image, increase appeal, and build consumer trust

Apart from using celebrity endorsers, what must be considered is the delivery of the advertisement where creative ideas are needed to create the right advertisement. According to Kotler and Armstrong (2019) advertising is all costs that must be incurred by sponsors to carry out non-personal presentations and promotions in the form of ideas, goods or services. Advertising is one of the most important/vital strategies in an effort to sell products, because advertising can increase, stimulate, influence or even encourage consumers to buy products.

Research conducted by Ya and Chang (2017) shows that sales promotions have a positive effect on purchase intentions. Creative forms of Sales Promotion on the Shopee platform can be seen in various online stores which convey various information to consumers about available products. Also conveys important information about the product clearly.

The results of research conducted by (Bacay et al., 2022; Nugroho & Iriani, 2020; Nuraida et al., 2022) concluded that creative sales promotions have a positive and significant effect on consumer buying interest. This means that the more creative sales promotions increase, the more consumers will be interested in browsing the website, thereby increasing purchasing interest.

2. LITERATURE REVIEW

2.1 Digital Marketing Management

According to Kotler & Armstrong, (2019) digital marketing describes a company's efforts to inform, promote, communicate and market a product and service via internet media. Digital Marketing can be used as one of the company's efforts to market products related to its activities in promoting and marketing products via the internet. Furthermore, Franco et al., (2019) define digital marketing as the result of evolutionary marketing. The evolution occurred as companies used digital media channels for the majority of their marketing. Digital media channels are addressable and allow for continuous, two-way, and personal conversations between marketers and consumers.

2.2 Purchase Intention

Intention is a determinant of a person's behavior and the strength of a person's intention to carry out a specific behavior. Therefore, it is important to understand consumer intentions to purchase, with the aim of predicting future consumer behavior in shopping online. This intention is driven by information seeking, familiarity, social presence and trust (Karinka & Firdausy, 2019). Based on the definitions above, it can be concluded that purchase intention is the possibility of a consumer purchasing a product or service.

2.3 Celebrity Endorser

Celebrity endorsers are successful supporters because many people aspire to have the same lifestyle as a celebrity. Celebrities have their own charm which in various ways is able to attract target consumers to make purchasing decisions (Purwianti et al., 2023). Endorsement is a method used to promote the products of an online shop by collaborating with people who have lots of followers on Instagram. These people are usually celebrities or ordinary people who have uniqueness or advantages in certain fields, so that they get a lot of followers on their Instagram accounts (Mangole, 2019).

2.4 Advertising

Advertising is one form of promotion that is most widely used by companies to promote their products. Advertising is a form of indirect communication in which there is information about the advantages of a product, which is arranged in such a way that it creates a pleasant feeling and will change someone's mind about making a purchase. (Tjiptono, 2018).

2.5 Creative Sales Promotion

Kotler & Armstrong (2019) define sales promotion as consisting of short-term incentives to encourage the purchase or sale of a product or service. According to Buchory and Saladin in Diyatma (2017) promotion is an element in a company's marketing mix which is used to inform, persuade and remind about the company's products.

2.6 Conceptual Framework

Based on the theoretical basis and results of previous research as well as the problems that have been raised, the following is a framework of thinking outlined in the research model in the following figure:

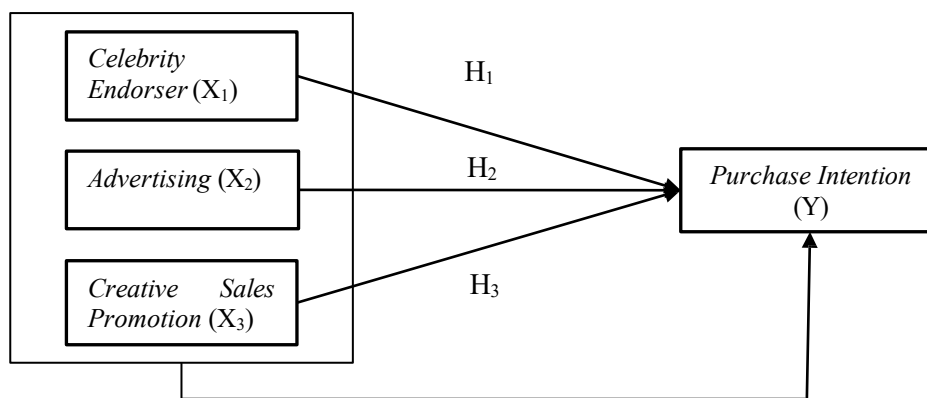


Figure 1 Conceptual Framework

2.7 Hypothesis

Based on the problem formulation and conceptual framework, the hypothesis in this research is:

- H₁ : Celebrity Endorsers influence Purchase Intentions in E-Commerce
- H₂ : Advertising influences purchase intentions in e-commerce
- H₃ : Creative Sales Promotion influences Purchase Intentions in E-Commerce
- H₄ : Celebrity Endorsers, Advertising and Creative Sales Promotion influence Purchase Intentions in E-Commerce

3. RESEARCH METHODS

3.1 Research Objects and Locations

This research was conducted in the community in Lhokseumawe City. The research location is a place or social location of research which is characterized by the presence of actors and other elements. The location of this research was carried out in Lhokseumawe City.

3.2 Population and Sample

Population is a combination of all elements that form similar characteristics which is the center of research attention because it is seen as a research universe (Ferdinand, 2016). The population used in this research is a population with unknown numbers.

Samples are subjects from a population, consisting of several members of the population (Ferdinand, 2006). The sampling technique used in sampling is a non-probability sampling method, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample.

3.3 Data Collection Methods

The data collection technique was carried out by distributing questionnaires directly to respondents. Submission of this questionnaire is done by asking respondents a written list of questions in a questionnaire. In this study, the questionnaire used was a closed questionnaire, namely a form of question accompanied by alternative answers so that the respondent just had to choose one of the alternative answers.

3.4 Validity test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure (Ghozali, 2018).

3.5 Reliability Test

According to Ghozali, (2018), "Reliability is the consistency and stability of the results of a particular measurement scale". Reliability tests are carried out to measure the level of consistency between observation results and instruments or measuring tools used at different times.

3.6 Classic assumption test

Because the data used is secondary data, to determine the validity of the model, it is necessary to test classical assumptions. The classical assumption test in this research consists of the normality test, multicollinearity test, and heteroscedasticity test.

3.7 Normality

This test aims to test whether in the regression model, the dependent variable and independent variables have a normal or close to normal data distribution. We can see it from the normal probability plot which forms a straight diagonal line, and plotting the data to be compared with the diagonal line. If the data spreads around the diagonal line and follows the direction of the diagonal line / histogram graph, it shows a normal distribution pattern. If the data is far from the diagonal line and/or does not follow the direction of the diagonal line/histogram graph then it shows an abnormal distribution pattern, Ghozali, (2018).

3.7.1 Multicollinearity Test

The multicollinearity test is a test to determine whether or not there is a relationship between the independent variables. According to Ghozali (2011), the multicollinearity test aims to test whether the regression model finds a correlation between independent variables.

3.7.2 Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that contains homoscedasticity or does not contain heteroscedasticity.

3.8 Data analysis method

To analyze data based on problems, objectives and research and paying attention to the characteristics of the data collected, the data analysis in this research used multiple linear regression analysis techniques to determine the magnitude of the influence of each independent variable on the dependent variable. To test the significance of the influence of the dependent variable, the F test and t test are used. The data obtained from respondents' answers will be discussed and analyzed with the help of statistical equipment, namely the multiple linear regression analysis model, the processing of which is carried out using computerized SPSS (statistical package for social science), while the multiple linear regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Information:

Y : Purchase Intention

X₂ : Advertising

α : Constant

X₃ : Creative Sales Promotion

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β : Regression coefficient ϵ : Standard Error
 X_1 : Celebrity Endorser

3.9 Hypothesis test

3.9.1 Partial Test (t test)

The statistical test of multiple linear regression aims to prove the hypothesis whether or not there is a significant or strong influence, so it is carried out using the t test. The partial t-test is used to determine whether partially the celebrity endorser, advertising and creative sales promotion variables have a significant effect on the purchase intention variable or not (Priyatno, 2012)

3.9.2 Simultaneous Test (F)

This test aims to determine the influence of the variables celebrity endorser, advertising and creative sales promotion together on the purchase intention variable by looking at the significance value of F. If $f_{count} > f_{table}$ with a significance level of 5%, then it can be concluded that partially the variables celebrity endorser, advertising and creative sales promotion has a significant effect on the purchase intention variable. If $f_{count} < f_{table}$ with a significance level of 5%, then it can be concluded that the celebrity endorser, advertising and creative sales promotion variables have no effect on the purchase intention variable. (Ghozali, 2018).

4. RESEARCH RESULTS AND DISCUSSION

4.1 Data Quality Test

4.1.1 Validity test

Validity testing in this research was carried out statistically using the Pearson moment of correlation test with the help of SPSS. Based on the analysis that has been carried out, the results of validity testing can be shown in Table 1 as follows:

Table 1 Validity Testing Results

No	Indicator Variables	R Result	R Table	Information
1	Celebrity Endorser (X_1)			
	Indicator 1	0,646	0,201	Valid
	Indicator 2	0,791	0,201	Valid
	Indicator 3	0,714	0,201	Valid
	Indicator 4	0,658	0,201	Valid
	Indicator 5	0,724	0,201	Valid
2	Advertising (X_2)			
	Indicator 1	0,539	0,201	Valid
	Indicator 2	0,254	0,201	Valid
	Indicator 3	0,653	0,201	Valid
	Indicator 4	0,537	0,201	Valid
	Indicator 5	0,583	0,201	Valid
3	Creative Sales Promotion (X_3)			
	Indicator 1	0,596	0,201	Valid
	Indicator 2	0,608	0,201	Valid
	Indicator 3	0,548	0,201	Valid
	Indicator 4	0,594	0,201	Valid
	Indicator 5	0,262	0,201	Valid
4	Purchase Intention (Y)			
	Indicator 1	0,569	0,201	Valid
	Indicator 2	0,786	0,201	Valid
	Indicator 3	0,815	0,201	Valid
	Indicator 4	0,610	0,201	Valid
	Indicator 5	0,467	0,201	Valid

Source: Spss Output (processed 2023)

Based on the table above, it can be seen that the statements on the independent variable and dependent variable have r results $> r$ table, so each question is valid and can be trusted for collecting research data.

4.1.2 Reliability Test

According to Ghozali (2018) reliability is actually a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time. With the decision making criteria as stated by Ghozali (2018), namely if the Cronbach Alpha coefficient is > 0.70 then the question is declared reliable or a construct or variable is declared reliable. Conversely, if the Cronbach Alpha coefficient < 0.70 then the question is declared unreliable. Calculation of the reliability of the Cronbach Alpha formulation was carried out with the help of the IBM SPSS 26 program. If made in tabular form it would be as follows:

Table 2 Reliability Test

Variable	<i>Alpha</i>	Limitation	Information
Celebrity Endorser	0,777	0,60	Reliable
Advertising	0,688	0,60	Reliable
Creative Sales Promotion	0,672	0,60	Reliable
Purchase Intention	0,748	0,60	Reliable

Source: Spss Output (processed 2023)

Based on the table above, it can be explained that the variables celebrity endorser, advertising and creative sales promotion and purchase intention have a Cronbach's Alpha value > 0.60 . celebrity endorser (X1) of 0.777, advertising (X2) of 0.688, creative sales promotion (X3) of 0.672; and Purchase intention (Y) of 0.748. Thus, the reliability measurement shows that the question items are reliable and suitable for use in subsequent analysis.

4.2 Classic Assumption Test

4.2.1 Data Normality Test

According to Ghozali (2016), the normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. As is known, the t test and F test assume that the residual values follow a normal distribution. If this assumption is violated then the statistical test will be invalid for small sample sizes. The results for the probability plot are as follows:

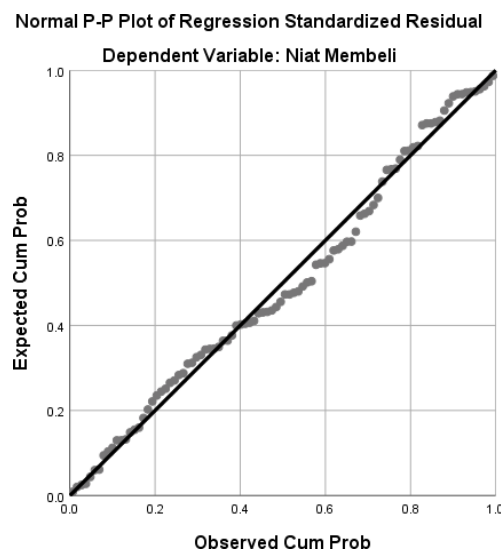


Figure 2 Normal P-Plot

Source: Spss Output (processed 2023)

Based on Figure 2, it shows that the points are spread out and approach the diagonal line, which means that the regression model is normally distributed.

4.2.2 Multicollinearity Test

Multicollinearity test is a situation where there is a correlation between independent variables with each other. The multiple regression model must be free from multicollinearity for one dependent variable. To detect whether there is multicollinearity in the regression model, it can be seen from the Tolerance and Variance Inflation Factor (VIF) values. If the VIF is less than 10 and the Tolerance value is more than 0.10 then the regression is free from multicollinearity. The results of the multicollinearity test are as follows:

Table 3 Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Celebrity Endorser	0,871	1,148
	Advertising	0,871	1,148
	Creatife Sales Promotion	0,913	1,095
a. Dependent Variable: Purchase Intention			

From Table 3 above, it can be seen that the VIF value is < 10 and tolerance is > 0.1 and there is no significant relationship between the independent variables, so it can be concluded that there are no symptoms of multicollinearity.

4.2.3 Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the residual variance from one observation to another is constant, it is called homoscedasticity or heteroscedasticity does not occur. The scatterplot results of heteroscedasticity testing using the graphic method can be seen from Figure 4.2 as follows:

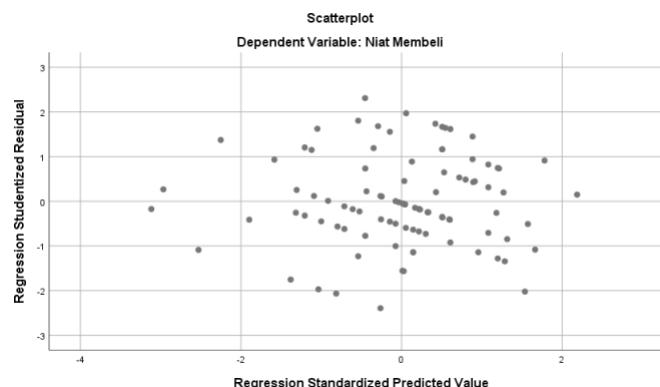


Figure 3 Scatterplots

Based on Figure 3, it can be concluded that heteroscedasticity did not occur in this study. This is based on a graphic image where the points in the graph do not form a clear pattern and the points are scattered above and below the number 0 on the Y axis.

4.3 Data Analysis Results

4.3.1 Multiple Linear Regression Analysis

Multiple linear regression analysis is a linear relationship between two or more variables. This analysis is to determine the direction of the relationship between the celebrity endorser, advertising and creative sales promotion variables and the purchase intention variable, whether each variable has a positive or negative relationship. To test the celebrity endorser, advertising and creative sales promotion hypothesis on purchase intentions. The results of the partial significance test can be seen in table 4.10 below:

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Table 4 Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.078	.549		1.964	.053
	<i>Celebrity Endorser</i>	.208	.085	.234	2.455	.016
	<i>Advertising</i>	.350	.129	.259	2.717	.008
	<i>Creative Sales Promotion</i>	.228	.090	.237	2.543	.013

a, Dependent Variable: Niat Beli

Source: Research results (2023) processed

Based on Table 4 above, the equation in this research is written as follows:

$$Y = 1.078 + 0.208 X_1 + 0.350 X_2 + 0.228 X_3 + e$$

From the results of the multiple linear regression equation, Intercept (1.078) can be interpreted: When all predictor variables (celebrity endorser, advertising, creative sales promotion) have a value of zero, the level of purchase intention. Intention to Buy has a fixed value of 1.078. It can be considered a basic level of purchase intent without influence from other factors.

Celebrity endorsement (Coefficient: 0.208) means that if the celebrity endorsement value increases by one unit, with all other variables remaining constant, there will be an increase in purchase intention of 0.208. Celebrities often play important roles as public figures who are respected and idolized by society.

Advertising (Coefficient: 0.350) means that if the advertising value increases by one unit, with all other variables remaining constant, there will be an increase in purchase intention of 0.350.

Creative sales promotion (Coefficient: 0.228) means that if the Creative sales promotion value increases by one unit, with all other variables remaining constant, there will be an increase in purchasing intentions of 0.228. Creativity in sales promotions has a significant impact on consumer purchasing intentions. Creative promotional strategies can stimulate impulse buying decisions through attractive offers, create urgency with time-limited discounts, and increase consumer awareness of the product.

4.4 Hypothesis Testing Results

4.4.1 Partial Test Results (t)

The t test was carried out to determine whether there was a partial influence of the celebrity endorser, advertising and creative sales promotion variables on the purchase intention variable statistically. The test used is that if $t_{count} > t_{table}$ at $\alpha = 0.05$ then the hypothesis is accepted. From the results of SPSS data processing which is also used to see the t table value obtained from the degree of freedom (df) for the 2-way partial test on a sample of 96 $df = N - k - 1$, namely $96 - 3 - 1 = 92$ for the hypothesis with a t value of significance is 5% or 0.05, then the t table value obtained is 1.661.

4.4.2 Simultaneous Test (F)

According to Ghozali (2018), the joint influence test is used to find out whether the independent variables jointly influence the dependent variable. The F statistical test in this study uses a significance level or confidence level of 0.05. The results of the simultaneous influence test (F Test) can be seen in the following table:

Table 7 Simultaneous Test

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	5.521	3	1.840	11.462
	Residual	14.772	92	.161	
	Total	20.293	95		

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Creative Sales Promotion, Advertising, Celebrity Endorser

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Based on the analysis results in Table 7, it shows that the calculated F value is 11.462 with a significance of 0.000 at the 95% confidence level. From the description above, it can be concluded that the significance probability value is $0.000 < 0.05$; and $f_{\text{count}} > f_{\text{table}}$, namely $11.462 > 3.13$, then all independent variables have an effect on the dependent variable.

4.5 Discussion

The research results show that celebrity endorsements have a positive and significant effect on purchasing intentions among people in Lhokseumawe City. Celebrity endorsers are successful supporters because many people aspire to have the same lifestyle as a celebrity. Advertising has a positive and significant impact on purchase intentions on Shopee e-commerce through a number of mechanisms that positively influence consumer behavior. Effective advertising can increase consumer awareness of the products and promotions available on Shopee. By conveying clear and interesting information, advertising helps build consumer knowledge about the various product options and offers that can meet their needs. The research results show that creative sales promotion has a positive and significant effect on purchasing intentions among people in Lhokseumawe City. The research results show that creative sales promotions have an important role in forming a positive and significant impact on purchasing intentions in the Shopee E-commerce realm.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of the research that has been carried out, it can be concluded that the results of this research are:

1. Celebrity Endorsement has a positive and significant effect on purchase intention in E-Commerce in Lhokseumawe City.
2. Advertising has a positive and significant effect on purchase intentions in E-Commerce in Lhokseumawe City.
3. Creative Sales Promotion has a positive and significant effect on purchasing intentions in E-Commerce in Lhokseumawe City.
4. Celebrity endorsement, advertising and creative sales promotion have a positive and significant effect on purchasing intentions for e-commerce in Lhokseumawe City.

5.2 Suggestions

The suggestions from this research include:

1. For Companies. Make sure the celebrity being endorsed is related to the products sold on Shopee, and that they have significant appeal among the target audience.
2. Need to design creative and innovative advertisements to attract consumer attention. Use stunning visual elements, narratives and content
3. Need to design promotions that engage users, such as contests or challenges that can trigger consumer engagement and excitement
4. For further research, it is hoped that we can conduct different research using different objects and adding other variables that can influence purchase intentions.

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