

THE INFLUENCE OF DIGITAL MARKETING, SOCIAL MEDIA INFLUENCERS, AND DISCOUNTS ON PURCHASE INTENTION OF FASHION PRODUCTS ON THE TIKTOK SHOP PLATFORM AMONG GENERATION Z STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

Ikramuddin^{1*}, Leli Anita², Khairina AR³, T. Edyansyah⁴

Program Studi Ilmu Manajemen, FEB, Universitas Malikussaleh Lhokseumawe, Indonesia

Program Studi Ilmu Manajemen, FEB, Universitas Malikussaleh Lhokseumawe, Indonesia

E-mail: ikramuddin@unimal.ac.id^{1*}, leli.210410208@mhs.unimal.ac.id²,

khairina@unimal.ac.id³, tedyansyah@unimal.ac.id⁴

Corresponding Author: ikramuddin@unimal.ac.id

Received : 19 Maret 2025

Published : 27 July 2025

Revised : 4 April 2025

DOI : <https://doi.org/10.54443/ijset.v4i5.934>

Accepted : 27 April 2025

Link Publish : <https://www.ijset.org/index.php/ijset/index>

Abstract

This study aims to determine the effect of digital marketing, social media influencers, and discounts on purchase intentions for fashion products on the TikTok Shop platform among Generation Z, especially students of the Faculty of Economics and Business, Malikussaleh University. The increasing trend of online shopping among the digital generation has encouraged the need to understand the factors that influence consumer decisions in shopping, especially on rapidly growing social media platforms such as TikTok Shop. This study uses a quantitative approach with a survey method by distributing questionnaires to 108 respondents selected by purposive sampling. Data were analyzed using multiple linear regression to test the effect of each independent variable on the dependent variable. The results showed that the three variables, namely digital marketing, social media influencers, and discounts, have a positive and significant effect on purchase intentions for fashion products on TikTok Shop. Digital marketing facilitates access to product information, influencers play a role in forming positive perceptions, and discounts attract consumers' interest in making purchases. The implications of this study provide insight for fashion entrepreneurs and digital marketers to design effective marketing strategies in attracting Gen Z consumers' buying interest through social media, especially TikTok.

Keywords: *Digital Marketing, Discounts, Generation Z, Purchase Intentions, Social Media Influencers.*

INTRODUCTION

In today's digital era, marketing strategies have undergone a major transformation, particularly with the rise of social media and digital technology. The growth of e-commerce has transformed consumer shopping behavior, particularly among Generation Z, the digital native generation. According to Dasopang (2024), e-commerce reflects technological advancements in the business world, where buying and selling activities are conducted online without the need for physical interaction. One of the newest, rapidly growing platforms is TikTok Shop, which offers affordable prices and engaging promotional content, influencing online shopping behavior, particularly for fashion products. Fashion products are one of the most frequently purchased categories online. This is supported by a report by Consumer Report Indonesia (2023), which stated that 70.13% of Indonesian consumers choose fashion products as their primary online purchase. Generation Z, born between 1997 and 2015 (Munir, 2023), is a prime target for digital marketing due to their familiarity with and active use of the internet and social media. This generation often relies on influencers and digital promotions in making purchasing decisions. Digital marketing plays a crucial role in increasing purchase intention through easy access to product information, engaging promotional content, and an interactive user experience (Putri & Marlien, 2022). However, digital marketing is not without its challenges, such as misleading advertising and difficulties with payment and return processes on platforms like TikTok Shop. Meanwhile, social media influencers can influence consumer behavior

through their credibility and appeal, often triggering impulsive consumer behavior, especially among young people (Erwin et al., 2023). Furthermore, discounts significantly influence purchasing decisions, particularly among price-sensitive Generation Z consumers (Rahayu, 2019). However, excessive discounts can also encourage overconsumption and undermine trust in the product's value. Previous research has shown inconsistent findings regarding the influence of digital marketing, social media influencers, and discounts on purchase intention (e.g., Jufrisen et al., 2020; Chaffey & Chadwick, 2019; Nurvianti & Hartiningtyas, 2023). Therefore, it is important to review these variables in the context of the rapidly growing TikTok Shop platform, particularly among college students. This study aims to analyze the influence of digital marketing, social media influencers, and discounts on fashion product purchase intentions on the TikTok Shop platform among Generation Z students at the Faculty of Economics and Business, Malikussaleh University.

LITERATURE REVIEW

• Purchase Intention

Purchase intention is a person's desire or decision to purchase a product or service, but is still considering it. Purchase intention refers to a consumer's intention to purchase a product and the desire to repurchase from that company (Mulyati et al., 2021). Purchase intention relates to consumer behavior based on each person's personal characteristics, determining factors that can be categorized as brand, product, retailer, and timing of purchase (Ramadanty et al., 2020).

• The Relationship Between Digital Marketing and Purchase Intention

Digital marketing is a new technique in online marketing that influences consumers through various interaction channels, such as social media, mobile apps, blogs, email, and even search engine optimization (SEO), aimed at closer communication in various forms that deliver advertisements to consumers (García et al., 2019). Digital marketing is a form of inbound marketing cycle that strengthens CRM's focus on customer visibility, education, and transformation by learning about customer needs and behaviors through personalized feedback and reviews (Gupta, 2019). Digital marketing is a type of online marketing that can be conducted without face-to-face contact. Digital marketing is information technology that expands and enhances traditional marketing functions in the planning and implementation of ideas or concepts, pricing, promotion, and distribution (Nurtirtawaty et al., 2021). According to Wasiat & Bertuah (2022), digital marketing has a positive and significant influence on purchase intention for fashion products among millennials through online customer reviews on Instagram. The same is true for Abdurrasyid & Setiawan (2023), who stated that digital marketing has a positive influence on purchase intention in online sales mediated by e-WOM.

H1 = Digital marketing has a positive and significant effect on purchase intention

• The Relationship Between Social Media Influencers and Purchase Intention

According to research by Miya (2021), a social media influencer is someone who communicates their perspectives on products and brands through brand-funded social media posts or presents them as genuine advice. The factual practicality of the influencer's content, reliability, attractiveness, and similarity to followers shape followers' trust in the influencer's branded posts, thereby influencing brand awareness and purchase intention (Wang & Lee, 2021). A social media influencer is someone who engages or influences their followers on social media. Social media influencers are individuals who effectively share a large amount of information with all their followers, making the information they provide more likely to be received by social media users than information provided through traditional media (Illahi et al., 2020). The word "influencer" is created by adding the suffix "er" (to indicate a person) to "influence" ("having an impact on") and refers to the person who exerts influence (Wang & Lee, 2021). According to Wasiat & Bertuah (2022), social media influencers positively influence purchase intention for fashion products among Millennials through online customer reviews on Instagram. This study's findings align with previous research by Miya (2021), Wang and Lee (2021), and Mulyati et al. (2021), which found that social media influencers positively influence purchase intention for fashion products.

H2 = Social media influencers have a positive and significant influence on purchase intention

• The Relationship Between Discounts and Purchase Intention

According to Pradana et al. (2019), discounts are efforts to encourage channel members or end customers to engage in specific behaviors in support of a product. Meanwhile, according to Kotler and Armstrong, as cited in

THE INFLUENCE OF DIGITAL MARKETING, SOCIAL MEDIA INFLUENCERS, AND DISCOUNTS ON PURCHASE INTENTION OF FASHION PRODUCTS ON THE TIKTOK SHOP PLATFORM AMONG GENERATION Z STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

Ikramuddin et al

Pradana et al. (2019), discounts are adjustments to the base price to reward customers for certain behaviors, such as early bill payment, volume purchases, and off-season purchases. Discounts are typically offered by sellers to encourage consumers to purchase products and services, including to encourage repeat purchases in the future (Prawita et al., 2020). A discount is a direct reduction in the purchase price for a specified period (Indriani et al., 2020). According to Tjiptono (2020), a discount is a price reduction offered by a seller to a buyer as a reward for certain activities, such as paying bills early, buying in bulk, or buying outside of the season or peak demand period. In a previous study by Saroh et al. (2020), the discount price variable partially had a positive and significant influence on purchase intention at the Saboten Shokudo Restaurant in Klojen District, Malang City. The influence of this independent variable is positive, meaning that the higher the discount price variable, the higher the consumer's purchase intention. Research conducted by Jackson et al. (2021) shows that discounts have a significant positive effect on consumer shopping intentions or interest in the Shopee shopping app among Management students from the 2017 intake of the Faculty of Economics and Business, Sam Ratulangi University, Manado.

H3 = Discounts have a positive and significant effect on purchase intentions

Based on the empirical description, a conceptual framework of the research was built. This conceptual framework was built as a basis for analyzing the influence between variables, as well as to direct the process of data collection and analysis. The development of a conceptual framework aims to provide a systematic understanding of the researcher's thought process in answering the problem formulation. Figure 1 below presents the conceptual framework of this research:

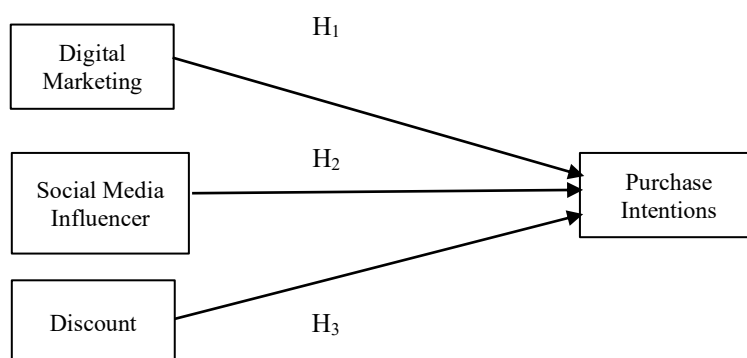


Figure 1 Conceptual Framework of Research

METHOD

This study examines the consumer behavior of Generation Z, male and female students of the Faculty of Economics and Business at Malikussaleh University, in the context of their intention to purchase fashion products through the TikTok Shop platform. The population of this study was all 2,079 students of the Faculty of Economics and Business at Malikussaleh University, who fall into the Generation Z category. The sample was determined using a purposive sampling technique with 108 respondents. The data used were quantitative, with primary data sources obtained through questionnaires. The research instrument was structured based on indicators for each variable: digital marketing, social media influencers, discounts, and purchase intention. Each indicator was measured using a five-point Likert scale. Operational definitions of the variables included digital marketing as digital-based promotional efforts, social media influencers as parties influencing consumer decisions through social media, discounts as price reductions offered by sellers, and purchase intention as a consumer's tendency to make a purchase. Data analysis was conducted through validity and reliability tests, as well as classical assumption tests (normality, heteroscedasticity, and multicollinearity). The data were analyzed using multiple linear regression methods to determine the simultaneous and partial effects of each independent variable on the dependent variable with the help of SPSS version 21. The classical assumption tests conducted included normality, multicollinearity, and heteroscedasticity tests to ensure the validity of the regression model. The statistical models used in this study are:

THE INFLUENCE OF DIGITAL MARKETING, SOCIAL MEDIA INFLUENCERS, AND DISCOUNTS ON PURCHASE INTENTION OF FASHION PRODUCTS ON THE TIKTOK SHOP PLATFORM AMONG GENERATION Z STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

Ikramuddin et al

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

Y = Purchase Intentions

X1 = Digital Marketing

X2 = Social Media Influencer

X3 = Discount.

α = Konstanta

$\beta_1, \beta_2, \beta_3$ = Koefesien Regresi

ε = Error

This study aims to provide an empirical overview of the influence of these three variables on the purchasing intentions of young consumers in the digital era.

RESULTS AND DISCUSSION

Validity Test

The validity test is used to measure the validity of a questionnaire. If the calculated R value is greater than the R table and the significance value is less than the 0.05 level of significance used, then the research data can be concluded as valid.

Table 1
Validity Test Results
Purchase Intention Variable Y

Statement	r_{hitung}	r_{tabel}	Validitas
1	0,767	0,1891	Valid
2	0,816	0,1891	Valid
3	0,751	0,1891	Valid
4	0,794	0,1891	Valid

Digital Marketing Variable X1

Statement	r_{hitung}	r_{tabel}	Validitas
1	0,755	0,1891	Valid
2	0,774	0,1891	Valid
3	0,712	0,1891	Valid
4	0,671	0,1891	Valid
5	0,679	0,1891	Valid
6	0,747	0,1891	Valid

Social Media Influencer Variable X2

Statement	r_{hitung}	r_{tabel}	Validitas
1	0,827	0,1891	Valid
2	0,832	0,1891	Valid
3	0,751	0,1891	Valid

Discount Variable X3

Statement	r_{hitung}	r_{tabel}	Validitas
1	0,748	0,1891	Valid
2	0,765	0,1891	Valid
3	0,766	0,1891	Valid
4	0,791	0,1891	Valid
5	0,690	0,1891	Valid

Source: Processed Primary Data, 2025

Table 1 shows that the calculated r value is greater than the table r value, namely 0.1891. Therefore, it can be concluded that each statement item in the questionnaire is valid.

THE INFLUENCE OF DIGITAL MARKETING, SOCIAL MEDIA INFLUENCERS, AND DISCOUNTS ON PURCHASE INTENTION OF FASHION PRODUCTS ON THE TIKTOK SHOP PLATFORM AMONG GENERATION Z STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

Ikramuddin et al

Reliability Test

Table 2
Realibility Testing

Variabel	Cronbach' alpha	Standar alpha	Keterangan
Digital Marketing	0,816	0,60	Reliabel
Social Media Influencer	0,724	0,60	Reliabel
Diskon	0,810	0,60	Reliabel
Niat Beli	0,787	0,60	Reliabel

Source: Processed Primary Data, 2025

Based on table 4.2, it can be seen that the Cronbach's Alpha value of each variable consisting of digital marketing, social media influencers, discounts and purchase intentions is > 0.60 , which means that the data obtained from the questionnaire answers in the study can be relied upon to be reliable and trustworthy.

Normality Test

Table 3
Results of the One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		108
Normal Parameters	Mean	0E-7
	Std. Deviation	1,92238208
Most Extreme Differences	Absolute	.045
	Positive	.028
	Negative	-.045
Test Statistic		.463
Asymp. Sig (2-tailed)		.938

Source: Processed Primary Data, 2025

Based on the results of the normality test, the significance value of 0.938 is greater than 0.05. Therefore, it can be concluded that the residual values are normally distributed.

The test results are shown in the graph below:

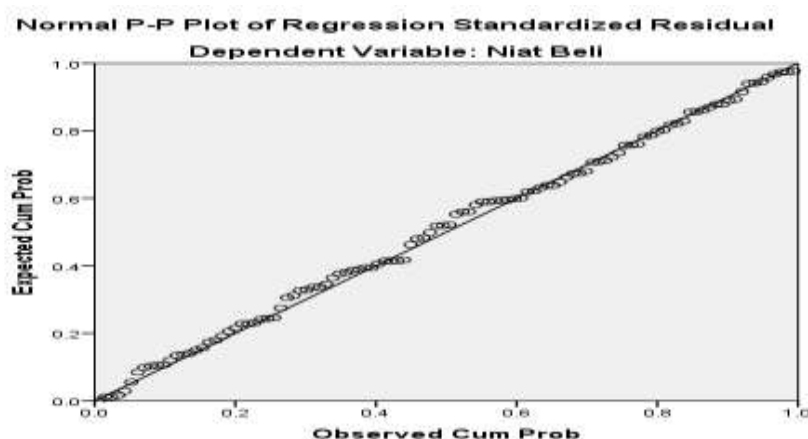


Figure 2. Graph of normality test results Probability plot

Source: Processed Primary Data, 2025

Based on the SPSS output results in Figure 2 above, it shows that the data is spread around the diagonal line, so it can be concluded that the data in the regression model of this study is normally distributed.

Heteroscedasticity Test Results

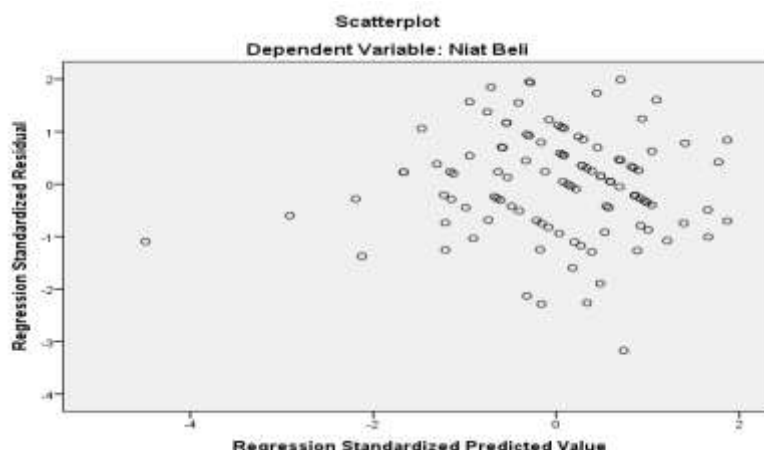


Figure 3. Heteroscedasticity Test Results

Source: Processed Primary Data, 2025

Based on Figure 3 above, it can be seen that the points are spread evenly in heteroscedasticity above and below the number 0 on the Y axis. In addition, these points do not form a particular pattern, so it can be concluded that there are no symptoms of heteroscedasticity in this study.

Multicollinearity Test

Table 4
Multicollinearity Test Results

Variable	Tolerance	VIF
Digital Marketing	0,522	1,916
Social Media Influencer	0,566	1,766
Discount	0,488	2,051

Source: Processed Primary Data, 2025

Based on the table above, it shows that the tolerance value obtained in digital marketing is 0.522 with a VIF value of 1.916, then the tolerance value obtained in social media influencers is 0.566 with a VIF value of 1.766, and the tolerance value obtained in discounts is 0.488 with a VIF value of 2.050. This shows that the tolerance value is greater than 0.10 and the VIF is less than 10, meaning that there is no multicollinearity between the independent variables.

Data Analysis Method

Table 5
Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constact)	0,902	1,521		0,593	0,554
	H ₁	0,099	0,082	0,116	1,207	0,230
	H ₂	0,480	0,132	0,335	3,637	0,000
	H ₃	0,303	0,084	0,358	3,602	0,000

Source: Processed Primary Data, 2025

Based on the table above, it can be explained that the digital marketing coefficient (X1) has a positive value of (0.099), the social media influencer coefficient (X2) is (0.480), and the discount coefficient (X3) is (0.303). The

THE INFLUENCE OF DIGITAL MARKETING, SOCIAL MEDIA INFLUENCERS, AND DISCOUNTS ON PURCHASE INTENTION OF FASHION PRODUCTS ON THE TIKTOK SHOP PLATFORM AMONG GENERATION Z STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

Ikramuddin et al

positive signs of these three variables indicate a unidirectional influence between the independent and dependent variables.

Table 6
Results of the Determination Coefficient (R²) and
Correlation Coefficient (R) Tests

Model	R	R.Square	Adjusted R Square	Std. Error of the Estimate
1	0,707	0,500	0,486	1,950
a. Predictors: (Constant), discount, social media influencer, digital marketing				

Source: Processed Primary Data, 2025

Based on the results of the determination coefficient test in Table 4.17, the Adjusted R Square (determination coefficient) value is 0.486, meaning that the variables of digital marketing, social media influencers, and discounts have the ability to explain their influence on purchase intention by 48.6%. The remaining 51.54 is influenced by other factors outside this study. Meanwhile, the correlation coefficient (R) value of 0.707 indicates that there is a relationship (correlation) between digital marketing, social media influencers, and discounts on purchase intention of fashion products.

Parsial t Test

Table 7
Partial Test Results (t)

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.902	.502		1.798	.075
	Digital Marketing	.099	.027	.155	3.657	.000
	Social Media Influencer	.480	.044	.450	11.020	.000
	Diskon	.303	.028	.480	10.916	.000

a. Dependent Variable: Y

Source: Processed Primary Data, 2025

DISCUSSION

The results of this study indicate that the independent variables, namely digital marketing, social media influencers and discounts, each have a positive and significant influence on the purchase intention variable. The significance value of digital marketing (X1) on purchase intention (Y) is $0.000 < 0.05$, and the calculated t-value is $3.657 > t$ -table value of 1.984. Therefore, it can be concluded that digital marketing (X1) has a positive and significant effect on purchase intention. This means that H1 is accepted, meaning digital marketing (X1) influences purchase intention (Y). The significance value of social media influencers (X2) on purchase intention (Y) is $0.000 < 0.05$, and the calculated t-value is $11.020 > t$ -table value of 1.984. Therefore, it can be concluded that social media influencers have a positive and significant effect on purchase intention. This means that H2 is accepted, meaning that social media influencers (X2) influence purchase intention (Y). The significant value of discount (X3) on purchase intention (Y) is $0.000 < 0.05$ and the calculated t value is $10.916 > t$ table 1.984, so it can be concluded that discount has a positive and significant effect on purchase intention. This means that H3 is accepted, which means that discount (X3) has an effect on purchase intention (Y).

CONCLUSION

The results of the analysis conducted by the researcher are intended to answer the questions from the problem formulation presented in Chapter 1. Therefore, the answers to the problem formulation and conclusions from the study on the influence of digital marketing, social media influencers, and discounts on purchase intentions for fashion products on the TikTok Shop platform among Generation Z students at the Faculty of Economics and Business, Malikussaleh University, include:

1. Based on the results of the partial (t) test, it shows that the digital marketing variable (X1) has a positive and significant influence on purchase intentions.
2. Based on the results of the partial (t) test, it shows that the social media influencer variable (X2) has a positive and significant influence on purchase intentions.
3. Based on the results of the partial (t) test, it shows that the discount variable (X3) has a positive and significant influence on purchase intentions.
4. Overall, the three variables—digital marketing, social media influencers, and discounts—have a significant contribution to increasing consumer purchase intentions, especially among Generation Z, supporting the theory that purchase intentions are influenced by various interrelated factors.

REFERENCES

- Abdurrasyid, H., & Setiawan, H. M. (2023). Pengaruh Pemasaran Digital terhadap Niat Beli pada Penjualan Online yang Dimediasi E-WOM. *Economics Business Finance and Entrepreneurship*, 59-69.
- Astuti, M., & Amanda, A. R. (2020). *Pengantar Manajemen Pemasaran*. Deepublish.
- Ayu, F. S., & Santosa, A. A. (2024). Implementasi Analisis Swot Terhadap Strategi Pemasaran Pada Aplikasi Cerebrum. *Prosiding FRIMA (Festival Riset Ilmiah Manajemen dan Akuntansi)*, 1(7), 602-612.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*: Pearson UK.
- Dasopang, N. (2024). E-Commerce Bisnis Dan Internet. *Jurnal Ilmiah Ekonomi, Manajemen dan Syariah*, 3(1), 8-14.
- Dewi, E. P. (2022). *Manajemen Pemasaran Hasil Pengelolaan Bank Sampah Melalui E-commerce*. Pale Media Prima.
- Erwin, E., Subagja, A. D., Masliardi, A., Hansopaheluwakan, S., Kurniawan, S. D., Darmanto, E. B., & Muksin, N. N. (2023). *Bisnis Digital: Strategi dan Teknik Pemasaran Terkini*. PT. Green Pustaka Indonesia.
- Garcia, LJJ, Lizcano, D., Ramos, CM. & Matos, N. (2019). Tindakan pemasaran digital yang menghasilkan daya tarik dan Loyalitas Pengguna: Sebuah Studi Analitis. *Future internet*, 11(6), 1-16.
- Gupta, G. (2019). Penggunaan pemasaran digital yang inklusif dalam industri pariwisata, Dalam desain sistem informasi dan kecerdasan buatan. aplikasi (him. 411-419). Singapura...Springer
- Illahi, Azizun Kurnia, Dewanto Putra Fajar, and Muhammad Irawan Saputra. 2020. "Penggunaan Social Media Influencer Sebagai Usaha Membangun Budaya Masyarakat Digital Tentang Konsep Tubuh Ideal Dan Kepercayaan Diri." *Jurnal Komunikasi* 12(1):108. doi: 10.24912/jk.v12i1.7078.
- Indriani, N., Sudarwati, & Maryam, S. (2020). Minat Beli Konsumen Ditinjau Dari Diskon Harga, Keberagaman Produk, Kepercayaan Merk (Studi Pada Merek So Klin Lantai Luwes Kestalan Surakarta). *Jurnal Widya Ganecwara*, 29(3).
- Jackson, J., Tawas, H. N., & Arie, F. V. (2021). Pengaruh Daya Tarik Iklan, Potongan Harga Terhadap Minat Beli dan Keputusan Penggunaan Aplikasi Belanja Shopee (Studi pada Mahasiswa Manajemen Angkatan 2017 Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi Manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 9(3), 1402-1412.
- Jufrizen, Jufrizen, Raihanah Daulay, Maya Sari, and Muhammad Irfan Nasution. 2020. "Model Empiris Peningkatan Kepuasan Dan Niat Beli Konsumen Dalam Pemilihan Online Shop Instagram." *Mix Jurnal Ilmiah Manajemen* 10(2):249. doi: 10.22441/mix.2020.v10i2.008.
- Miya, Samukelisiwe. 2021. "According to the Influencee: A Qualitative Investigation of Factors Informing Influencee Engagement with Influencers." 0002(August).
- Mulyati, Duwi, Olivia Windy, Endang Kurnia, and Grade Banirohim. 2021. "Peran Komunikasi Media Sosial Yang Dibuat Perusahaan, Komunikasi Media Sosial Yang Dibuat Pengguna Terhadap Niat Beli Dimediasi Brand Passion The Role of Company Created Social Media Communication, User Created Social Media

THE INFLUENCE OF DIGITAL MARKETING, SOCIAL MEDIA INFLUENCERS, AND DISCOUNTS ON PURCHASE INTENTION OF FASHION PRODUCTS ON THE TIKTOK SHOP PLATFORM AMONG GENERATION Z STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY

Ikramuddin et al

- Communications on Purchase Inte.” *Jurnal Ilmiah Manajemen Dan Bisnis* 22(2):304–18. doi: 10.30596/jimb.v22i2.7694.
- Munir, M. M. (2023). *Islamic Finance for Gen Z Karakter dan Kesejahteraan Finansial untuk Gen Z: Penerapan Islamic Finance sebagai Solusi*. CV. Green Publisher Indonesia.
- Nurvianti, R., & Hartiningtyas, L. (2023). Pengaruh Online Customer Review, Influencer dan Affiliate Marketing pada Media Sosial Tiktok terhadap Minat Beli Produk Fashion Mahasiswa. *BUDGETING: Journal of Business, Management and Accounting*, 5(1), 443-456.
- Pradana, Aria Ahmad., dkk. 2019. Analisis Pengaruh Potongan Harga, Paket Bonus, Pajangan dalam Toko dan Suasana Toko Terhadap Perilaku Pembelian Impulsif Pada Pelanggan Minimarket Indomaret Hybrid di Kota Semarang. *JEMAP*. Vol.2 No.1 April 2019.
- Pratama, I. G. S., and I. A. A. Idawati. 2021. “The Role of Digital Marketing and Business Capital in Increasing Income of Msmes in Denpasar City in the Conditions of Covid-19.” *Russian Journal of Agricultural and Socio-Economic Sciences* 120(12):49–52. doi: 10.18551/rjoas.2021-12.05.
- Putri, Prisma Miardi, and R. .. Marlien. 2022. “Pengaruh Digital Marketing Terhadap Keputusan Pembelian Online.” *Jesya (Jurnal Ekonomi & Ekonomi Syariah)* 5(1):25–36. doi: 10.36778/jesya.v5i1.510.
- Rahayu, D. W. S. (2019). Penerapan Diskon Dalam Menarik Minat Beli Konsumen Di Matahari Departement Store Kediri Town Square. *AKUNTABILITAS: Jurnal Ilmiah Ilmu-Ilmu Ekonomi*, 12(2), 42–51. <https://doi.org/10.35457/akuntabilitas.v12i2.915>
- Ramadanty, Sari, Alex Maulana Muqarrabin, Wulandari Ayu Nita, and Imam Syafganti. 2020. “Examining the Effect of Persuasive Message of Beauty Vloggers on Information Acceptance of Ewom and Purchase Intention: The Study of CONSUMERs of Beauty Products in Jabodetabek, Indonesia.” *Pertanika Journal of Social Sciences and Humanities* 28(2):763–75.
- Saroh, S. (2020). Pengaruh Kualitas Pelayanan dan Harga Diskon terhadap Minat Beli di Restoran Saboten Shokudo Kecamatan Klojen Kota Malang. *JIAGABI (Jurnal Ilmu Administrasi Niaga/Bisnis)*, 9(1), 28-34.
- Tjiptono Fandy. 2015. *Strategi Pemasaran Edisi-4*, Yogyakarta : Cv. Andi Offset -----, & Diana, Anastasia. 2020. *Pemasaran*, Yogyakarta : Cv. Andi Offset Sri welujeng. 2017. Pengaruh Price Discount dan Bonus Pack Terhadap Impulse Buying Konsumen Indomaret Dikecamatan Sukun Kota Malang. *Jurnal Fakultas Ekonomi Universitas Kanjuruhan Malang*
- Wang, Lei, and Jin Hwa Lee. 2021. “The Impact of K-Beauty Social Media Influencers, Sponsorship, and Product Exposure on CONSUMER Acceptance of New Products.” *Fashion and Textiles* 8(1). doi: 10.1186/s40691-020-00239-0.
- Wasiat, F. A. I., & Bertuah, E. (2022). Pengaruh Digital Marketing, Social Media Influencer Terhadap Niat Beli Produk Fashion Pada Generasi Milenial Melalui Customer Online Review di Instagram. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(3), 513-532.
- Widyanto, Hanif Adinugroho, and Cahya Rahmania Agusti. 2020. “Beauty Influencer in the Digital Age: How Does It Influence Purchase Intention of Generation Z?” *Jurnal Manajemen Dan Pemasaran Jasa* 13(1):1. doi: 10.25105/jmpj.v13i1.5453.