

The Influence of Social Media Influencers on the Purchase Intention of Fashion Products for Generation Z on the Instagram Application

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ARTICLE INFO

Keywords: Source Credibility, Source Attractiveness, Product Match Up and Meaning Transfer, Purchasing Intention

Received : 23, January

Revised : 22, February

Accepted: 24, March

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ABSTRACT

This study was conducted to analyze and demonstrate the influence of a social media influencer, consisting of the variables of source credibility, source attractiveness, agreement with the product, and meaning transfer, on the purchase intention of fashion products for Generation Z on the Instagram application. The population in this study is Generation Z in Bengkulu province. The sample in this study consisted of 210 respondents who met the research criteria. The technique used in this study is purposive sampling technique. Multiple linear regression, t-test and coefficient (R-squared) test were used in this study. The research results show that: Source credibility, source appeal, product agreement and meaning transfer have a positive and significant impact on purchase intention for Generation Z fashion products on Instagram application.

INTRODUCTION

The number of internet users in Indonesia continues to increase every year. The Internet is used for various things, including access to various media. The presence of mass media in modern society is certainly undeniable. From the reports of Slice.com, which conducted research and analysis in 2023, Indonesia is a country with 213 million internet users out of a population of 276 million people.

The internet is widely used to do various things, including accessing social media. Indonesia has a very large number of social media users with 167 million users. There are many social media platforms that Indonesians frequently access, namely WhatsApp with 92.1%, followed by Instagram with 86.5 and Facebook with 83.8%. Instagram became the second most popular social media in 2023, displacing Facebook from first place (Slice.Com, 2023).

According to NapoleonCat.com (2023), the number of Instagram users in Indonesia was found to be 116.16 million people in August 2023. According to this, Instagram users are dominated by women at 55.5% based on the age of Instagram users in Indonesia who are in the age group of 18-24 years old, which falls into the classification of the new generation or Generation Z. Generation Z itself is the generation that was born between 1995-2012 and will be 12-26 years old in 2023 (Lingga, 2018).

According to a survey conducted by Surawi (2020), the most purchased products by Generation Z are fashion products (clothing and accessories), followed by food and then grooming and beauty products. This survey is supported by an earlier survey conducted by Simagusong (2018), which states that the products most demanded by Generation Z are clothing products, followed by food and beverages and other products that are relatively the same.

The popularity of Instagram comes as Generation Z grows, just as Instagram is at the forefront. Naturally, Generation Z is using this opportunity to gain a foothold in the business world. The phenomenon that is trending in Generation Z and making Tiktok a "place to work" is the phenomenon of social media influencers. Cited in Lim et al. (2017), in the context of marketing, endorsements achieve a company's reputation and business goals.

Social media influencers used to promote a product must fulfil several criteria in order for the advertisement delivered to be effective and influence people's buying interest. These criteria, namely the attractiveness and credibility of an influencer, can have an impact on the effectiveness of the message conveyed. In addition, there must be similarities between influencers and products (product match-up), and the delivery of the messages must also be meaningful (meaning transfer) in order to increase the effectiveness of the advertising (Rizqiah, 2020).

Purchase intent is often used to analyze consumer behavior before a purchase. Consumers usually gather information about products based on personal experience and information from their environment. After the information is gathered, consumers begin to purchase a product, evaluate and make purchase decisions after comparing and considering products (Andjarwati and Dewi, 2018).

Based on the research findings of Surawi (2022), source credibility has no significant impact on purchase intention. While the attractiveness of the source

and the conformity of the products have a significant influence. The research conducted by Rimadiaz (2022) shows that the criteria of attractiveness, suitability of the product and the message conveyed have a significant impact on purchase intention on Instagram application.

Given the above research gap, exposure and background, the author is interested in exploring more deeply the influence of social media influencers on the purchase intention of fashion products for Generation Z on the Instagram application.

LITERATURE REVIEW

Social media influencers

Azevedo et al (2018) explain that social media influencers are internet users who have many followers on social media and are liked by the public. They can quickly share information or stories on social media, and every time they send a post, many different users or the public see it immediately (Herviani et al., 2020). According to Lim, et al. (2017), there are 4 variables that a social media influencer possesses yaitu, source credibility Source credibility is very important for news reception behavior. According to Lim (2017), the indicators of a source's credibility consist of: (1) Good credibility, (2) Providing reliable information, (3) Knowledge about the product, (4) Reliability (5) Honesty.

H1: The credibility of the source (X1) has a positive and significant influence on the purchase intention

Source Attractiveness, namely a social media influencer who is physically attractive, is believed to tend to be stronger to increase advertising acceptance (McDonald, 2020). The attractive appearance of social media influencers will affect consumer interest in receiving advertisements delivered (Evans, et al, 2017). In this study, Lim's (2017) indicators are, (1) Attractive appearance, (2) Convincing speech style, (3) Have compatibility, (4) have the same view (5) Behavioral suitability, (6) Attitude conformity.

H2: Source Attractiveness (X2) has a positive and significant effect on Purchase Intention

Product match-up is the match of the influencer to the goods marketed to get effective results. The product match-up hypothesis explains that the image of the influencer and the message conveyed must have similarities in order for advertising to be effective, even an understanding of what kind of influencer is needed by the product to be advertised. Complementing social media influencers with products is important. According to Pramesti, the indicator of the product match-up is as follows: (1) The endorsed product has a relationship, (2) The product and endorser match, (3) The endorsed product makes sense

H3: Product Match-up (X3) has a positive and significant effect on Purchase Intention.

Meaning transfer is the ability of influencers to convey messages and product images so that they can be conveyed well, An endorser is said to be successful if they can transfer the meaning of advertisements promoted both cultural and social meanings to consumers, this success can increase brand

equity. This study uses indicators proposed by Surawi (2022), namely: (1) The endorsed goods are easy to remember, (2) The message conveyed (3) The meaning of the yandiconvey.

H4: Meaning Transfer X4) has a positive and significant effect on Purchase Intention

Purchase Intention

According to Lim., et al (2017) purchase intention is a useful marketing tool for forecasting sales and market share and is often used to evaluate the efficacy of marketing efforts. Meanwhile, according to Rachmy and Ismail (2019) describe purchase intention as a circumstance where customers tend to buy a particular item under certain circumstances. According to Asmara (2022) components purchase intention are as follows, Exploration intention refers to the constant search of a person for information about the object of his interest, as well as for evidence of the beneficial characteristics of the object. Preferential Exploration or interests that reflect a person's behavior when they have a strong preference for kindness. Referential intention or the tendency towards someone to recommend something to others. Transactional intention or the tendency towards someone in buying an item This study uses indicators proposed by Asmara (2022), namely: (1) Buying interest, (2) Considering buying, (3) Recommending to friends, (4) Looking for information about products

Analysis Framework

An analytical framework is used to find out how influences source credibility, source attractiveness, product match-up, meaning transef towards purchase intetion product Fashion for generation Z on the Instagram app.

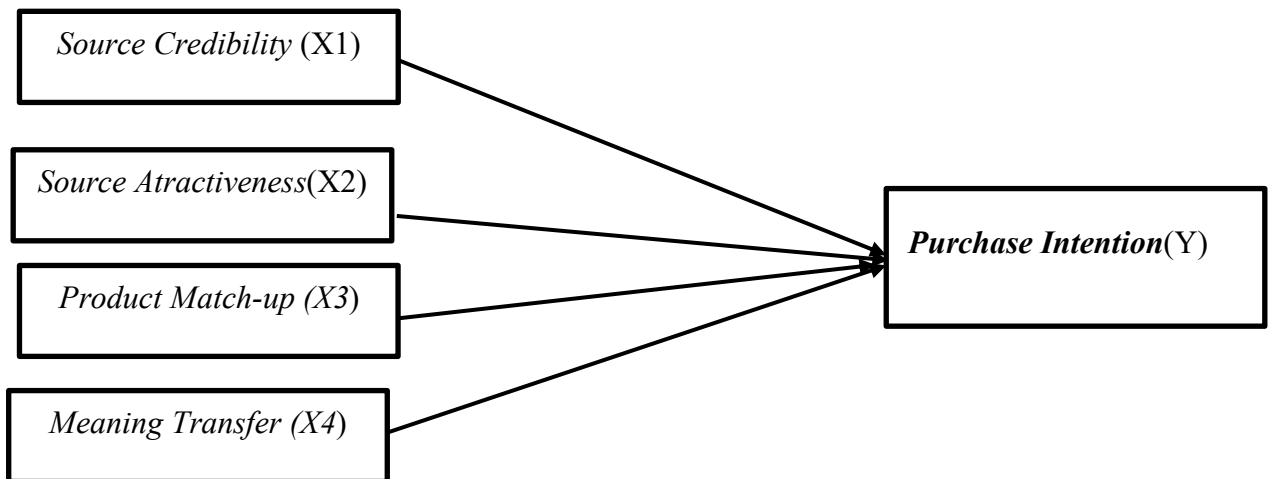


Figure 1. Analysis Framework

METHODOLOGY

The type of research used in this study is quantitative descriptive. According to Sugiyono (2019), quantitative research can be interpreted as a method used to examine certain populations and quantitative / statistical analysis with the aim of testing the hypotheses set.

Sampling is carried out by purposive sampling with certain considerations of the object to be studied. The sample of this study is generation

Z who actively use the Instagram application. The types of data used in this study are: Primary data obtained from the results of filling out questionnaires. According to Sugiyono (2019) based on the data source, the data collection in this study uses primary data with data collection techniques using questionnaires.

According to Sugiyono (2019), operational definition is the determination of the properties to be studied so that they become measurable variables. The variables in this study are source credibility, source attractiveness, product match-up and meaning transfer as independent variables and purchase intention as dependent variables. Source credibility is the credibility of a person in making consumers believe in receiving the message conveyed. Indicators of source credibility are: Credibility, Trustworthy, Knowledgeable, Reliable, Honest (Lim, 2017).

- a. Source attractiveness is all the characteristics of a social media influencer such as physical appearance and personality. Indicators of source attractiveness are: attractive appearance, convincing speaking style, having compatibility, similar views, behavioral conformity, attitude congruence (Lim, 2017).
- b. Product Match-up is the match between the influencer and the product. Indicators of product match-up are: Products have relationships, product compatibility, endorsed products make sense (Pramesti, 2021)
- c. Meaning Transfer is the ability of social media influencers to transfer food from promoted advertisements. Indicators of the meaning of transfer are: The endorsed goods are easy to remember, the message conveyed, and the meaning conveyed (Surawi, 2022).
- d. Purchase Intention is the consumer's preference to buy a product. Indicators of purchase intention are: Buying interest, Considering buying, Recommending to friends, Looking for information about the product.

The data collection method used in this study was by using questionnaires that were distributed online and only respondents who met the criteria could fill out the questionnaire by providing screening question. The questionnaire measurement scale in this study uses a 5-point Likert scale, where each instrument answer has a different value from Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), Strongly Agree (SA).

- a. Validity Test, this test is intended to find out the extent to which the measuring device really measures what should be measured (Sugiyono, 2019). The validity test is used to measure whether or not the question item is valid. Validity testing is carried out by the correlation method, namely by looking at the correlation coefficient number (r_{xy}) on the correlation item that states the relationship between the question score and the total score. If the value of $\text{Sig.} < 0.05$, it can be declared valid.
- b. Reliability Test, Reliability tests are used to test whether the question items asked in a study are consistent or not, so that the question items can be used. For reliability testing is carried out by technique Cronbach Alpha. Where reliability can be said to be perfect if the $\alpha > 0.90$. And reliability is said to be high if the α is between $0.70 - 0.90$. Then the reliability can be moderate if the α is $0.50 - 0.70$. Then if the reliability

is said to be low If the alpha is <0.50. And if alpha occurs in low conditions, the possibility that occurs is one or several unreliable items.

Analysis tools that are used:

- a. Multiple Linear Regression, Multiple Linear Regression Analysis in this study is used to measure the strength of the relationship between two or more variables, as well as show the direction of the relationship between dependent and independent variables. In this study the variables are free source credibility (X1), Source Attractiveness (X2), Product Match-up (X3), Meaning transfer (X4) and variables bound to Purchase Intention (Y). Data acquisition using SPSS program version 22 with multiple regression equation is as follows: $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$
- b. T test, Significant test or t test is used to determine the effect of each independent variable (X1, X2, X3, and...) on the dependent variable (Y) individually (partial) assuming that the other variable is fixed or constant (Sugiyono, 2019).
- c. Coefficient of Determination (R-square), this Coefficient of Determination is used to determine how much influence the independent variable has in explaining comprehensively the dependent variable and its partial influence (Suhartanto, 2020). The value of the coefficient of determination has a range between 0-1, the greater the R-square indicates the greater the influence of the independent variable on the dependent variable

RESEARCH RESULT

Respondent Demographics

The first data analysis explains the democracy of respondents. Respondent demographics are used to indicate the characteristics of the respondents presented. Respondents in this study are Generation Z who actively use social media applications in the form of Instagram with 210 respondents. For more details will be explained in Table 1 below:

Table 1 | Characteristics of Respondents

Description of Respondents	Frequency	Presented
Gender		
Woman	167	79,5%
Man	43	20,5%
Total	210	100%
Age		
17-20	120	57,1%
21-25	90	42,9%
Total	210	100%
Work		
Student	116	55,2%
PNS/Polri/TNI	35	16,7%
Private	32	15,2%
Entrepreneurial	25	11,9%
Other	2	1%
Total	210	100%

Recent Education		
High School/Equivalent	156	74,3%
D3	11	5,2%
S1	40	19%
S2	3	1,5%
Total	210	100%
Revenue/Month (Million Rp)		
1-2	99	47,1%
2-3	51	24,3%
3-4	22	10,5%
4-5	16	7,6%
>5	22	10,5%
Total	210	100%
City / Regency of Origin		
Bengkulu City	92	43,8%
North Bengkulu	14	6,7%
South Bengkulu	17	8,1%
Lebong	8	3,8%
Rezang Lebong	20	9,5%
Kaur	14	6,7%
Kepahiang	8	3,8%
Central Bengkulu	5	2,4%
Muko-Muko	20	9,5%
Seluma	12	5,7%
Total	210	100%

Source: Data processing, 2023

Table 1 shows that respondents were dominated by women by 79.5%. The age of respondents was dominated by 17-20 years old by 57.2%. The respondents' work was dominated by students, which amounted to 55.2%. Education is dominated by respondents with the last education, namely high school / equivalent by 74.3%. Respondents' income was dominated by income of Rp 1,000,000 - Rp 2,000,000 by 47.1%. The last demographic characteristic is the origin of the respondent district, which is dominated by Bengkulu City by 43.8%

Average Respondent Table

Table 2 | Source Credibility Respondent Responses

Variabel		N	Jawaban Responden					Rata-Rata	
			STS	TS	CS	S	SS	Per Item	Per Variabel
<i>Source Credibility (X1)</i>	SC1	210	1	2	15	20	170	4,67	4,72
	SC2	210	2	1	10	28	169	4,78	
	SC3	210	3	3	19	14	171	4,67	
	SC4	210	2	1	7	26	174	4,75	
	SC5	210	1	2	10	25	172	4,73	

Source: Data processing, 2023

Based on Table 2 regarding respondents' responses to source credibility has an average score of 4.72 which is included in the high category. This indicates that the respondent agrees that social media influencer Have good and trusted criteria. Then the respondent also agreed that social media influencer The good ones are those who are able to describe and promote goods well.

Table 3 | Source Attractive Respondents' Responses

Variabel		N	Jawaban Responden					Rata-Rata	
			STS	TS	CS	S	SS	Per Item	Per Variabel
<i>Source Attractiveness (X2)</i>	SA1	210	2	1	12	18	177	4,74	4,73
	SA2	210	1	2	7	21	179	4,78	
	SA3	210	2	3	13	23	169	4,63	
	SA4	210	1	2	16	21	170	4,70	
	SA5	210	1	3	9	26	171	4,73	
	SA6	210	1	2	9	20	178	4,77	

Source: Data processing, 2023

Based on Table 3 regarding respondents' responses to source attractiveness has an average value of 4.73 and is included in the high category. This shows respondents agree that social media influencers have an attractive appearance, in addition to the appearance of social media influencers are also required to have an attractive and convincing speaking style. Professionalism is also an added value of influencers in promoting products.

Table 4 | Product Match-up Respondent Responses

Variabel		N	Jawaban Responden					Rata-Rata	
			STS	TS	CS	S	SS	Per Item	Per Variabel
<i>Product Match-Up (X3)</i>	PM1	210	1	1	8	23	177	4,77	4,77
	PM2	210	1	1	9	23	176	4,76	
	PM3	210	1	1	9	20	179	4,78	

Based on Table 4 regarding respondents' responses to product match-ups has an average value of 4.77 and is included in the high category. This shows that respondents agree that social media influencers will look attractive when the product being promoted has a relationship, compatibility and compatibility with the influencer. In addition, respondents also agree that the product being promoted must be reasonable and reasonable.

Table 5 | Respondent Responses Meaning Transfer

Variabel		N	Jawaban Responden					Rata-Rata	
			STS	TS	CS	S	SS	Per Item	Per Variabel
<i>Meaning Transfer (X4)</i>	MT1	210	1	1	8	26	174	4,76	4,72
	MT2	210	1	2	9	21	177	4,69	
	MT3	210	1	2	12	21	174	4,72	

Based on Table 5 regarding respondents' responses to meaning transfer has an average value of 4.72 and is included in the high category. This shows respondents agree that social media influencers are able to promote goods well and attractively so that they are easy to remember and the message and meaning conveyed by these influencers can be well received by the public. So that the desire to buy is getting higher.

Table 6 | Purchase Intention Respondents' Responses

Variabel		N	Jawaban Responden					Rata-Rata	
			STS	TS	CS	S	SS	Per Item	Per Variabel
<i>Purchase Intention (Y)</i>	PI1	210	2	2	17	20	169	4,67	4,65
	PI2	210	4	4	20	14	168	4,60	
	PI3	210	2	3	19	16	170	4,66	
	PI4	210	1	3	12	24	170	4,70	

Source: Data processing, 2023

Based on Table 6 regarding respondents' responses to purchase intention has an average value of 4.65 and is included in the high category. This shows respondents will buy fashion products that have been promoted by influencers they like. In addition, they will also directly recommend to their friends.

Reliability Test Results

Table 7 | Validity Test Results

Variabel	Kisaran Korelasi	R Tabel	Keterangan
SC	0,696-0,860	0,135	Valid
SA	0,640-0,875	0,135	Valid
PM	0,543-0,670	0,135	Valid
MT	0,603-0,744	0,135	Valid
<i>Purchase Intention</i>	0,708-0,898	0,135	Valid

Source: Data processing, 2023

Based on Table 7, it can be concluded that all question items have a sig >0.5 so that they can be concluded to be valid.

Table 8 | Reliability Test Results

Variable	Cronbach Alpha Value	Batas Alpha	Information
SC	0,714	0,6	Valid
HIS	0,823	0,6	Valid
PM	0,753	0,6	Valid
MT	0,706	0,6	Valid
<i>Purchase Itention</i>	0,884	0,6	Valid

Source: Data processing, 2023

Reliability Test Results

The reliability test results in Table 8 show that the values Cronbach Alpha on all indicators in a research variable consisting of: Source Credibility (X1), Source Attractiveness (X2), Product Match-up (X3), Meaning Transfer (X4) and

Purchase Intention (Y) is greater than 0.6. It can be said that all indicators of research questions are declared reliable and can be used in research.

Tabel 9 | Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
1 (Constant)	9.802	3.664		2.675	.013
Source Credibility	.623	.150	.766	4.172	.000
Source Attractiveness	.432	.214	.214	.835	.001
Product Match-Up	.321	.291	.412	1.709	.009
Meaning Transfer	.506	.182	.289	2.041	.002

a. Dependent Variable: Purchasing Intention

Source: Data processing, 2023

Multiple Linear Regression

Based on the results of data processing, the multiple linear analysis formula is as follows:

$$Y = 9.802 - 0,623X_1 + 0,432X_2 + 0,321X_3 + 0,506X_4$$

T Test

Based on Table 9 it can be seen that the SC variable has a calculated t of 4.172 and a significance value of 0.001. From the results of the study can be concluded that $0.001 < 0.05$ and $t_{count} > t_{Table}$ i.e. $4.172 > 0.197190$ then H_0 is rejected and H_a is accepted which means that Source Credibility Effect on Purchasing Intention.

The variable SA has a calculated t of 0.835 and a significance value of 0.000. From the results of the study can be concluded that $0.001 < 0.05$ and $t_{calculate} > t_{Table}$ which is $0.835 > 0.197190$ then H_0 is rejected and H_a is accepted which means that Source Attractiveness affect Purchasing Intention.

The PM variable has a calculated t of 1.709 and a significance value of 0.009. From the results of the study can be concluded that $0.009 < 0.05$ and $t_{count} > t_{Table}$ i.e. $1.709 > 0.197190$ then H_0 is rejected and H_a is accepted which means that Product Match-up Effect on Purchasing Intention.

The PM variable has a calculated t of 2.041 and a significance value of 0.002. From the results of the study can be concluded that $0.002 < 0.05$ and $t_{calculate} > t_{Table}$ which is $2.041 > 0.197190$ then H_0 is rejected and H_a is accepted which means that Meaning Transfer affects Purchasing Intention.

Test Coefficient of Determination (R Square)

Table 10 | Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.407	.442	1.785

a. Predictors: (Constant), SC, SA, PM, MT

b. Dependent Variabel: Purchasing Intention

Source: Data Processing, 2023

From Table 10, the Coefficient of Determination shows a value of 0.442 or (44.2%) where the value of the multiple coefficient of determination means that together Source Credibility (X1), Source Attractiveness (X2), Product Match-up (X3), Meaning Transfer (X4) contribute to influencing Purchase Intention (Y) of 0.442 or (44.2%) while 55.8% was influenced by other factors not studied.

DISCUSSIONS

Influence of Source Credibility (X1) To Purchasing Intention (Y)

The first hypothesis in this study is to see the effect of source credibility on purchasing intention, from the results of research that has been done shows that SC has a significant effect on Purchase intention made by generation Z on the Instagram application. The results of this study are in line with research conducted by Lim et al (2017) which states that the SC variable has an influence on purchase intention. Then research conducted by Rimadias (2022) shows that source credibility also has a significant influence on the purchase of fashion products.

Influence of Source Attractiveness (X2) To Purchasing Intention (Y)

The second hypothesis in this study is to see the effect of source attractiveness on purchasing intention. The results of research that have been conducted show that SA has a significant effect on Purchase intention made by generation Z on the Instagram application. The results of this study are in line with research conducted by Surawi (2022) which states that the SA variable has an influence on purchase intention.

Source Attractiveness becomes important because a social media influencer physically attractive ones are believed to tend more strongly to increase advertising acceptance (Emmadi, 2017). Attractive appearance of social media influencer will affect consumer interest in receiving advertisements delivered (Evans, Et al,2018).

Influence of Product Match Up (X3) To Purchasing Intention (Y)

The third hypothesis in this study is to see the effect of product match-up on purchasing intention. Product match-up is very influential on brand image, where when social media influencers can convey messages well, it will have a positive impact so that advertising implementation can run effectively (Febriani, 2021)

The results of research that have been conducted show that PM has a significant effect on the Purchase intention made by generation Z on the Instagram application. The results of this study are in line with research conducted by Surawi (2022) which states that the PM variable has an influence on purchase intention. In addition, research by Rizqiah et al (2020) also states that PM has a significant influence on purchase intention.

Influence of Meaning Transfer (X4) To Purchasing Intention (Y)

The fourth hypothesis in this study is to see the influence meaning transfer towards purchasing intention. The results of research that have been conducted show that MT has a significant effect on Purchase intention which generation Z

did on the Instagram app. The results of this study are in line with research conducted by Lim (2017) which states that the MT variable has an influence on purchase intention. Then Surawawi's research (2022) said that the variables meaning transfer shows that the meaning transfer of a social media influencer has a positive and significant influence on purchase intention. **USSION**

CONCLUSIONS

Based on the results of analysis and discussion of research conducted on Influence Social Media Influencer Towards Purchase Intention Product Fashion For Generation Z in the Instagram application, it can be concluded that on the variable source credibility has a positive and significant effect on the purchase of facial products made by generation Z on the Instagram application. Then variables source attractiveness positive and significant influence on the purchase of fashion products by generation Z on the Instagram application, Variable product match-up positive and significant influence on the purchase of fashion products by generazi Z on the Instagram application, Variable Meaning Transfer has a positive and significant effect on the purchase of fashion products by generation Z on the Instagram application, so the fourth hypothesis is accepted.

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