



## Analysis of the Influence of Influencer Marketing, Electronic Word of Mouth, and Brand Love on Product Purchase Decisions

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### ABSTRACT

This study aims to determine the influence of influencer marketing, electronic word of mouth, and brand love on purchasing decisions on Somethinc skincare products in Yogyakarta. The number of samples involved in this study was 190 respondents with purposive sampling techniques. Data collection techniques are carried out by distributing questionnaires online through Google Forms. Data analysis and hypothesis testing were carried out in this study using the Structural Equation Model (SEM) approach. The results of this study show that influencer marketing variables have a positive and significant effect on purchase decisions, electronic word of mouth has a positive and significant effect on purchase decisions, and brand love has a positive and significant effect on purchase decisions. This study's findings are considered a contribution and an additional source of information for further research in the same scope

## **INTRODUCTION**

Skincare is now a major need for everyone. The beauty industry continues to innovate by launching various beauty products for men and women. One of the beauty products that is trending right now is skin care. Currently, consumer demand for beauty products is soaring along with the purchase of skincare that is considered quality and provides effective benefits for the skin of its consumers. According to the We Are Social report, at the beginning of 2024, there were more than 5 billion identities of active social media users worldwide, with a global total of IDR 5.04 billion. This figure shows a significant increase, with the latest social media users experiencing a rise of 5.6%.

Influencer marketing is vital in attracting consumers' attention to skincare brands. Effective promotion strategies through influencers or content marketing are essential to develop in the context of increasing business competition.

Electronic word of mouth (e-WOM) is a type of communication in which consumers who do not know each other share information about the products they have used. This means that e-WOM communication is considered a reliable source of information for customers (Gruen et al., 2006). The message or information contained in the e-WOM can guide potential consumers in evaluating a product or brand.

Brand love is a strong emotional connection between consumers and a brand, consisting of two main elements: affection and passion (Bambang et al., 2017; Anjasari & Wijaya, 2022). The various definitions of brand love conclude that when consumers love a brand, it changes their perspective on the brand, and the love that consumers have for the product becomes the basis of a strong relationship.

According to iPrice research, Somethinc is a popular local brand in Indonesia, and it has been often reviewed by beauty vloggers since 2019. From April to June 2022, Somethinc achieved revenue of more than IDR 53 billion, making it one of the best-selling beauty products in Indonesia. The high level of public interest shows buyers' trust in this brand.

The results in the Databoks attached above and the lack of research that specifically investigates the influence of influencer marketing, eWOM, and brand love on the purchase decision of Somethinc skincare products in the Yogyakarta area suggest that this study differs from other studies. Based on the description mentioned above, this study aims to test whether Influencer Marketing, Electronic Word of Mouth, and Brand Love influence the purchase decision of certain thin products.

## LITERATURE REVIEW

### **Influencer Marketing**

According to Lengkawati and Saputra (2021), influencer marketing is a marketing method in which a product is promoted by someone who is considered to have influence. One effective marketing method in maximizing social media use is through influencer marketing (Lengkawati & Saputra, 2021). In summary, influencers are individuals from various backgrounds, such as actresses, bloggers, artists, YouTubers, community figures, or others who can influence society. Therefore, influencer marketing involves someone who is popular or has millions of followers to promote a product to drive interest and purchase of the product simultaneously. According to Eliza et al. (2018), there are three indicators of influencer marketing: Trustworthiness, Expertise, and Attractiveness.

### **Electronic Word of Mouth (E-WOM)**

E-WOM is a message communication that contains information not generated by the company but from external sources or individuals outside the organization or company. Electronic word of mouth has become an essential communication tool in the online environment, which means customers who have interacted before or who have the potential to give positive and negative reviews about products or services online (Aljaafreh et al., 2005; Hasanah & Nasution, 2023).

According to Oktafia & Sutarwati (2023), e-WOM refers to the interaction of communication and information exchange between current consumers and potential consumers through technological advancements, such as online discussion forums, blogs, review sites, as well as social media platforms such as Instagram, Twitter, Facebook, and TikTok. According to Muningggar et al (2022), there are several indicators of electronic word of mouth, namely: 1) To identify products or brands that give a positive impression to others, 2) To ensure the purchase of the appropriate product or brand, 3) To help in making the right choice for the product or brand, 4) To take information from reviews before purchasing a particular product or brand, 5) To reduce concerns about self-determination by avoiding reviews online from other consumers when buying products, and 6) To increase confidence when buying products or brands.

### **Brand Love**

Brand love is the behavior of consumers to show their ability and desire to think, feel, and act about the brand they choose. Brand love can significantly impact market dominance, as brands that are deeply loved by consumers find it challenging to move to other brands. In addition, brand love also changes consumers' perception of the brand (Anggraeni & Rachmanita, 2015). Brand love is a deep emotional experience encompassing interpersonal relationships and consumer and brand interactions (Hwang, 2013). When a brand has a strong and positive reputation in the minds of consumers, it can make the brand always remembered and allow consumers to choose to buy the brand. In this study, brand love uses several indicators proposed by Sallam (2014): 1) passion for a brand, 2) brand attachment, 3) positive evaluation of the brand, 4) positive emotions in response to the brand, and 5) declarations of love toward the brand.

## **Purchase Decision**

The purchase decision is a part of consumer behavior that reflects the urge and need to get a particular product or service; this will result in a decision from the consumer to make a purchase (Yoga Prasetya et al., 2021). A purchase decision is a person's action to acquire or utilize a product, whether it is goods or services, which is believed to provide satisfaction and is willing to face risks that may arise (Adirama, 2012; Miswanto et al., 2022; Miswanto & Wulandari, 2022). The purchase decision-making process is the most essential aspect of overall consumer behavior and is the starting point of all consumer consumption patterns. A purchase decision can be described as a step taken by a consumer to buy a product. According to Miswanto & Wulandari (2022), a purchase decision results from a process that combines attitudes, knowledge, evaluation, and judgment from two or more options, one of which is then chosen.

## **Hypothesis Development**

- **The Influence of Influencer Marketing on Purchase Decisions**

Influencer marketing is a marketing strategy that utilizes individuals or celebrities on social media with a large following to influence consumer decisions, primarily through endorsements, to increase product sales. This statement has been proven by research Lengkawati & Saputra (2021), Fathurrahman et al. (2021), and Yoga Prasetya et al. (2021). These studies show that influencer marketing positively and significantly influences purchasing decisions. The greater the allocation for influencers, the higher the purchase decision, as influencers with many followers can influence their audience to buy products. Thus, the first hypothesis is:

Hypothesis 1: Influencer marketing has a positive effect on purchasing decisions.

- **The Influence of Electronic Word of Mouth on Purchase Decisions**

Electronic word of mouth is a positive opinion that consumers share about a product or company and is widely accessible online (Hennig-Thurau et al., 2004). eWOM significantly influences purchasing decisions, primarily through online media such as the Internet and social media platforms. Based on research conducted by Sari et al. (2017), Sunarti (2018), and Darmawan & Setiawan (2020) that eWOM has a positive and significant impact on purchase decisions, reinforcing the hypothesis that positive reviews from consumers can strongly influence purchase decisions. Thus, the second hypothesis is:

Hypothesis 2: Electronic word of mouth positively affects purchase decisions.

## **The Influence of Brand Love on Purchasing Decisions**

According to Rageh Ismail & Spinelli (2012), Brand love plays a vital role in purchasing decisions because consumers' love for products makes it easier for them to buy. Consumers emotionally attached to brands have a strong drive to own a product. Based on research on the influence of brand love on purchasing decisions conducted by Hisyam Naufal et al. (2017) and Mukaromah (2020), brand Love has a positive and significant impact on purchase decisions. Thus, the third hypothesis is:

Hypothesis 3: Brand love has a positive effect on purchasing decisions.

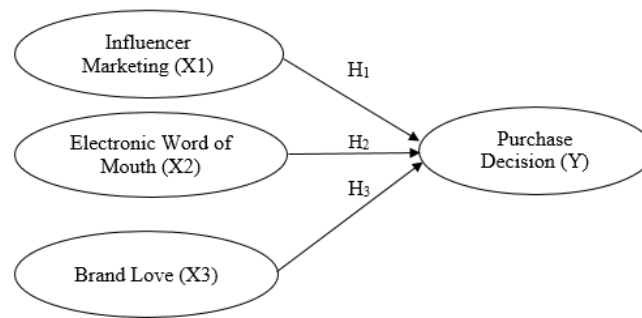


Figure 1. Research Model

Hypotheses 1 to 3 are interconnected. This relationship can be seen from the research model above (see Figure 1). The three hypotheses use the same dependent variable, namely the purchase decision.

## METHODOLOGY

### Samples and Research Data

This study uses the population of all Yogyakarta people who have used skincare products from Somethinc. The research sample was determined based on non-probability and purposive sampling methods (Siyoto, 2015; Sugiyono, 2018). The data sources in the study refer to the origin of the data collected. The data sources are divided into two types: primary data and secondary data. Primary data is information obtained directly from the source without going through an intermediary or prior processing. Secondary data is information obtained indirectly from the object of research being studied.

### Types of Variables

There are two types of variables, namely dependent variables and independent variables. Independent variables influence or affect dependent variables (Agustian et al., 2019). The dependent variable used in this study is the purchase decision (Y). Independent variables are factors that influence or cause changes or the emergence of dependent variables (Agustian et al., 2019). There are three independent variables used in this study, namely, as follows: a) Influencer marketing (X1), b) Electronic word of mouth (X2), c) Brand love (X3)

### Methods and Techniques of Analysis

The data was analyzed in this study, and the hypothesis was tested using the Structural Equation Model (SEM) method. This method facilitates effective research problem-solving. The data analysis process in this study involves analyzing the measurement model (outer model), structural model analysis (inner model), and hypothesis testing.

### Validity Test

In testing validity, there is what is referred to as convergent validity, which focuses on the measurement tool of a construct that should show a significant correlation. Convergent validity is considered to be met if the loading factor is more than 0.7. In addition, it can be said to be valid if the AVE value is more significant than 0.5 (Hamid & Anwar, 2019).

Discriminant validity is also part of the validity test to test the validity of discrimination, which can be seen from the cross-loading value. In this case, the cross-loading value for each variable should be greater than 0.70 to indicate an adequate level of validity (Hamid & Anwar, 2019).

### **Reliability Test**

Reliability tests ensure that measuring instruments can be trusted to provide consistent and accurate results. In this study, reliability was calculated using Cronbach's Alpha. A variable is declared reliable if the composite reliability value or Cronbach's alpha is above 0.70 (Mulyati & Gesitera, 2020).

### **Inner Model Test (Model Structural)**

This R-Square test aims to show how much the independent variable (X) impacts the dependent variable (Y). This study used the f square to measure how well an independent variable explains the variation in the dependent variable; the higher the value, the greater the influence. Model fit is used to evaluate the model's suitability with data; SRMR must be less than 0.10 to ensure the model's fit with the data (Fasyariani, 2024). The multicollinearity test (VIF) is used to identify the presence of multicollinearity in regression analysis; A VIF value of less than 5 indicates no multicollinearity problems (Nurdin & Sugiman, 2018).

### **Hypothesis Test**

Hypothesis testing assesses whether the statements in the study are approved or rejected, using t-statistics and p-values with a significance of 0.05. The results are obtained through bootstrapping techniques on path coefficients (Muhtarom, Syairozi, & Yonita, 2022).

## **RESULT**

### **Data Analysis**

#### **Respondent Characteristics Data**

The number of respondents was 190 people. The respondents comprised 171 female respondents, with a percentage of 90%, and 19 respondents with male gender, with a rate of 10%. Most respondents were aged 19-24 years old (77.4% or 147 respondents). Respondents under the age of 19 years were three people (1.6%), 20 people (10.5%) were 25-30 years old and over 30 years old. The respondents' professions consisted of 108 respondents (56.8%), 28 (14.7%) private employees, six entrepreneurs (3.2%), 15 civil servants (7.9%), and 33 others (17.4%). Sixty-eight respondents (35.8%) had an income of <Rp1,000,000, 45 respondents (23.7%) had an income of Rp1,000,000 - Rp2,000,000, 29 respondents (15.3%) had an income of Rp2,000,000 - Rp3,000,000, and 34 respondents (17.9%) had an income of more than Rp4,000,000.

#### **Results of Descriptive Analysis**

The results of the Descriptive Analysis are presented in Table 1. The table shows that each variable has a mean value of 4 things, indicating agreement with the existing statement. The data in the table above shows that each variable has a low standard deviation value, indicating that the data distribution is less spread, which means that most of the respondents' answers are uniform.

Table 1. Results of Descriptive Analysis

Variable	Min.	Max.	Mean	Median	Standard Deviation
Influencer Marketing					
IF1	1.000	5.000	3.842	4.000	0.812
IF2	1.000	5.000	3.863	4.000	0.936
IF3	1.000	5.000	3.989	4.000	0.781
IF4	1.000	5.000	4.205	4.000	0.707
IF5	1.000	5.000	4.279	4.000	0.775
IF6	1.000	5.000	4.211	4.000	0.745
Electronic Word of Mouth					
EWOM1	1.000	5.000	4.242	4.000	0.867
EWOM2	1.000	5.000	4.326	5.000	0.905
EWOM3	1.000	5.000	4.342	4.000	0.797
EWOM4	1.000	5.000	4.153	4.000	0.931
EWOM5	1.000	5.000	4.247	4.000	0.759
Brand Love					
BL1	1.000	5.000	3.663	4.000	0.829
BL2	1.000	5.000	3.226	3.000	0.971
BL3	1.000	5.000	3.532	4.000	0.898
BL4	1.000	5.000	3.816	4.000	0.890
BL5	1.000	5.000	3.858	4.000	0.850
Purchase Decision					
KP1	1.000	5.000	3.705	4.000	0.869
KP2	1.000	5.000	4.116	4.000	0.806
KP3	1.000	5.000	4.063	4.000	0.805
KP4	1.000	5.000	3.737	4.000	0.903
KP5	1.000	5.000	3.953	4.000	0.848

### Model Evaluation Results (Outer Model)

#### Validity Test

The results of the validity test are presented in Table 2. The table above shows that the outer loading value for each indicator of influencer marketing, electronic word of mouth, brand love, and purchase decision variables has a loading factor value above 0.7. This means that all of these indicators are declared valid.

Table 2. Validity Test Results

	Influencer Marketing	Electronic Word Of Mouth	Brand Love	Purchase Decision
IF1	0.764			
IF2	0.789			
IF3	0.811			
IF4	0.700			
IF5	0.708			
IF6	0.762			
EWOM1		0.828		
EWOM2		0.818		
EWOM3		0.833		
EWOM4		0.774		
EWOM5		0.836		
BL1			0.729	
BL2			0.768	
BL3			0.834	
BL4			0.837	
BL5			0.817	
KP1				0.779
KP2				0.723
KP3				0.713
KP4				0.833
KP5				0.859

Validity tests are also carried out by measuring AVE (see Table 3). Average Variance Extraction (AVE) is one of the indicators to assess the convergent validity of the constructs in the research model. The following is Table 3, which shows the AVE values for each construct in the research model.

Table 3. Average Variance Extracted (AVE)

Variable	Loading Factor	AVE	Conclusion
<i>Influencer Marketing</i>		0.573	Valid
IF1	0.764		Valid
IF2	0.789		Valid
IF3	0.811		Valid
IF4	0.700		Valid
IF5	0.708		Valid
IF6	0.762		Valid
<i>Electronic Word of Mouth</i>		0.670	Valid
EWOM1	0.828		Valid
EWOM2	0.818		Valid
EWOM3	0.833		Valid
EWOM4	0.774		
EWOM5	0.836		
<i>Brand Love</i>		0.637	Valid
BL1	0.729		Valid
BL2	0.768		Valid
BL3	0.834		Valid
BL4	0.837		Valid
BL5	0.817		Valid
<i>Keputusan Pembelian</i>		0.614	Valid
KP1	0.779		Valid
KP2	0.723		Valid
KP3	0.713		Valid
KP4	0.883		Valid
KP5	0.859		Valid

Based on the convergence validity test, the indicators in each variable have a loading factor value above 0.7 and an AVE value above 0.5, so it is declared valid. Discriminant validity is used to see if each concept of each variable is different from the others. The cross-loading value for each variable must obtain > 0.70 (valid). Here is the cross-loading table used to evaluate discriminant validity:

Table 4. Discriminant Validity Cross Loading

	Brand Love	Electronic Word Of Mouth	Influencer Marketing	Purchase Decision
BL1	<b>0.729</b>	0.350	0.518	0.583
BL2	<b>0.768</b>	0.192	0.353	0.529
BL3	<b>0.834</b>	0.300	0.419	0.615
BL4	<b>0.837</b>	0.328	0.474	0.686
BL5	<b>0.817</b>	0.376	0.453	0.694
EWOM1	0.369	<b>0.828</b>	0.491	0.492
EWOM2	0.288	<b>0.818</b>	0.543	0.457
EWOM3	0.315	<b>0.833</b>	0.562	0.482
EWOM4	0.292	<b>0.774</b>	0.488	0.378
EWOM5	0.337	<b>0.836</b>	0.536	0.426
IF1	0.523	0.358	<b>0.764</b>	0.509
IF2	0.466	0.489	<b>0.789</b>	0.488
IF3	0.438	0.473	<b>0.811</b>	0.502
IF4	0.360	0.486	<b>0.700</b>	0.465
IF5	0.305	0.604	<b>0.708</b>	0.496
IF6	0.433	0.500	<b>0.762</b>	0.493
KP1	0.724	0.277	0.420	<b>0.779</b>
KP2	0.440	0.528	0.497	<b>0.723</b>
KP3	0.436	0.595	0.572	<b>0.713</b>
KP4	0.672	0.363	0.533	<b>0.833</b>
KP5	0.743	0.445	0.546	<b>0.859</b>

In the table above, the cross-loading value on each identified construct is higher than the cross-loading value on the other construct. This shows that each indicator used for each variable is declared valid.

#### Reliability Test

Reliability testing uses the Cronbach's Alpha Test. Briefly, the test results are presented in Table 5.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha
Influence Marketing	0.850
Electronic Word of Mouth	0.877
Brand Love	0.857
Purchase Decision	0.842

The results of Cronbach's Alpha test show that indicators from the variables influencer marketing, electronic word of mouth, brand love, and purchase decisions get a Cronbach's alpha value above 0.7, which is considered reliable.

**Structural Model Quality Test (Inner Model)**

The following are the results of R Square, Fit Model (SRMR), and Multicollinearity Test (VIF).

Table 6. R-Square Results

	R-square	R-square adjusted	Information
Purchase Decision	0.703	0.698	Strong

According to the results in the table above, the purchase decision variable has an R-Square value of 0.703 and an adjusted R-Square value of 0.698. This shows that independent variables influence 70.3% of purchase decisions of Somethinc brand skincare products in this study. Thus, all independent variables significantly and relatively strongly impact the dependent variables.

Table 7. Results of Fit Model

	Saturated model	Estimated Model	Information
SRMR	0.087	0.087	Feasible

The results of the Fit Model test, based on the Standardized Root Mean Square Residual (SRMR) value, show that the value of 0.087 in the Saturated Model, which is lower than the limit of 0.1, makes the model feasible for testing the impact of independent variables on dependent variables.

Based on the multicollinearity test (VIF) (data not presented), the variables in this study do not have a multicollinearity problem. This conclusion is supported by the fact that the VIF value for each variable indicates a number less than 5.

**Hypothesis Testing**

The results of the hypothesis are briefly presented in Table 8.

Table 8. Hypothesis Test Results

Hypothesis	Path coefficients	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Value	Information
IF -> KP	0.195	0.195	0.062	3.159	0.002	Accepted
EWOM -> KP	0.189	0.190	0.073	2.594	0.010	Accepted
BL -> KP	0.602	0.602	0.054	11.121	0.000	Accepted

The path coefficients in the first hypothesis were 0.195, and the indigo probability (p-value) was 0.002. The path coefficients in the second hypothesis were 0.189, and the p-values were 0.010. The path coefficients of the third hypothesis were 0.602, and the p-values were 0.000. The significance level used is 5%. All probability values (p-values) indicate less than 5%. Therefore, all hypotheses are accepted.

## **DISCUSSION**

### **Discussion of the Results of the First Hypothesis Test**

The results of the first hypothesis test, which is about the influence of influencer marketing on purchase decisions, show a coefficient value of 0.195, indicating a positive influence. In addition, a p-value of  $0.002 < 0.05$  shows that influencer marketing variables positively and significantly influence purchase decisions.

### **Discussion of the Results of the Second Hypothesis Test**

The results of this test show a coefficient of 0.189, indicating a positive influence. With a P-value of  $0.010 < 0.05$ , it is stated that the electronic word-of-mouth variable positively and significantly influences purchase decisions. The results of the study are supported by research by Siswant & Prihatini (2020), Sunarti (2018), and Sari et al. (2017), which states that electronic word of mouth has a positive and significant influence on purchase decisions.

### **Discussion of the Results of the Third Hypothesis Test**

The results of the third hypothesis test regarding the influence of brand love on purchase decisions show a coefficient of 0.602, indicating a positive impact. A p-value of  $0.000 < 0.05$  shows that the brand love variable positively and significantly affects purchase decisions. The results of this study are research by Mukaromah (2020) and Lestiyani & Purwanto (2024), which stated that the brand love variable has a positive and significant influence on purchase decisions.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the results of the discussion on "Analysis of the influence of influencer marketing, electronic word of mouth and brand love on the purchase decision of Somethinc Skincare Products," it can be concluded that influencer marketing, electronic word of mouth and brand love affect the purchase decision of the Somethinc brand skincare. The role of effective influencer marketing will increase consumer interest in buying Somethinc products. Reviews or electronic word of mouth from online media sites that provide a lot of positive reviews and categorize the product as a quality product will increase the purchase decision. Similarly, consumers who love the product will boost their confidence in buying Somethinc products.

## Recommendation

For companies as follows. To increase sales, Something must increase promotional activities and optimize its marketing strategies so that consumers know more about product information. Suggestions for researchers are as follows. The researcher is then expected to be able to add variables that have the potential to influence purchase decisions. This study's findings are considered a contribution and additional source of information for further research in the same scope.

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