

The Influence of Influencer Endorsement and Instagram ads on Purchase Intention Hijab Local Product (Case Study on Lozy Hijab in Surabaya)

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ABSTRACT

The development of social media has encouraged the fashion industry, including the hijab trend as representation of modern Muslim fashion. Pashmina has become one of the most popular hijab styles, and local brands such as Lozy Hijab are utilizing digital marketing strategies, particularly influencer endorsement and Instagram ads to attract consumer purchase intention. This study aims to analyze the influencer endorsement and Instagram ads on the purchase intention of Lozy Hijab's pashmina products in Surabaya. This research uses a quantitative methods through non-probability sampling with a population of people who live in Surabaya and know Lozy Hijab pashmina products. This research employed purposive sampling method involving 112 respondents. This research uses a likert scale variable measurement technique. The study gathered data through online questionnaires distributed using GoogleForm. The analysis employed Structural Equation Modelling (SEM) using the Partial Least Square (PLS) with SmartPLS software. The analysis involved examining the outer model (including convergent validity, discriminant validity, and composite reliability) alongside the inner model evaluation (r square test, path coefficients). The results of the study that influencer endorsement and Instagram ads had a positive and significant effect on the purchase intention with a significance value $0.000 < 0.05$. This means that a relevant influencers and effective Instagram ads, can increase consumer purchase intention in buying pashmina Lozy Hijab products.

1. INTRODUCTION

Based on *DataReportal* in 2024, 47.9% of social media is used as inspiration related to the product want to buy, so this figure shows the potential for social media to influence users to buy a product. Purchase intention is a condition in which consumers have an interest and tendency to buy a product or service after being exposed to certain information or promotions (Permatasari & Wahyudi, 2024). To attract consumer purchase intention through digital marketing can be done in various ways, one of which is by utilising the role of influencers and Instagram Ads.

Currently, one of the fashion products that is growing rapidly in Indonesia, especially in big cities like Surabaya, is hijab products. According to Dewi & Lestari (2023) pashmina is one of the models of hijab products with a dominant market share and the most popular with the public so that it has rapid growth and generates large profits. According to Andriansyah & Maharani in Dewitasari & Hidayah (2024), this product can increasingly have a great opportunity to benefit through the use of social media as the main platform to attract attention and create consumer desires to become a means or forum for two-way communication that facilitates interaction between users, is used to build self-image, and become a marketing medium for companies. Purchase intention is a sense of interest in a product that encourages someone to spend money to get a certain product or service, so that an increase in purchase intention indicates an increase in the likelihood that someone will make a purchase (Pratama & Mardalis, 2024).

Lozy Hijab has been established since 2015 until now, whose existence is increasingly existing by implementing a promotional strategy to take advantage of the popularity of influencers who have a large number of followers who can influence the behaviour of their followers so as to build consumer confidence in the product and make consumers interested and want the product (Komara & Erwand, 2023). By collaborating with many influencers who have a large following, Lozy has managed to reach up to 1.8 million followers. In line with the results of research which states that influencer endorsement has a significant and positive effect on product purchase intention (Firman et al., 2021). Influencer endorsement is a form of promotion in which influencers endorse a particular product or brand by featuring the product in their social media content (Herrando & Martín-De Hoyos, 2022).

In this case Lozy Hijab uses Instagram ads as part of their digital marketing strategy. Instagram ads are paid advertising methods and features provided by Instagram to business owners to market products. Instagram ads help sellers to reach more users according to Instagram targets, such as age, residence and audience hobbies (Zaelani & Chaldun, 2021). According to Rudianto et al.(2024) Instagram ads have a significant influence on product purchase intention. Through Instagram Ads, Lozy Hijab can target a more specific audience based on demographics, interests and user behaviour. Instagram ads allow Lozy Hijab to increase their brand visibility on the same platform, but with a wider reach.

Table 1. Monthly Sales Data with Influencer Comparison

Brand	Influencer	Influencer's total followers	Monthly Sales
Lozy Hijab	Hamidah Rachmayanti	1,5M	3k
Hijabqa	Aisha Ibrahim	127k	3,7k
SFgiandra	Dditaayuanita	12k	12k
Hijabmood	Andikaribby	116k	6,9k

Source: Researcher (2025)

Based on the data above, Lozy Hijab's sales are still below some other local brands, even though those brands only utilise a small number of influencers with fewer followers. In contrast, Lozy Hijab utilised influencers with the largest number of followers of one million and five hundred and with the use of Instagram ads but had the lowest monthly sales among the other brands in the table above.

From the background and problems that have been described, this study is guided by two main research questions: (1) Does Influencer Endorsement affect the Purchase Intention for Lozy Hijab pashmina products in Surabaya? And (2) Does Instagram Ads affect the Purchase Intention of Lozy Hijab pashmina products in Surabaya?

In line with the formulated research questions, this study aims to analyse the effect of influencer endorsement and Instagram ads on purchase intention toward Lozy Hijab pashmina products in Surabaya.

According to Kotler, Keller, Chernev (2021) in Wardhana (2024) there are five processes of consumer purchasing, namely problem recognition, information research, evaluation of alternatives, and purchase decision. At the evaluation of alternatives stage, companies influence consumer behaviour by providing information about products or services through various marketing strategies with the aim of convincing potential customers that the product or service offered is the best choice, so as to increase the likelihood that customers will choose products or services from the company compared to competitors and encourage or trigger purchase decisions

Relationship between Influencer Endorsement and Purchase Intention. Influencer endorsement or support provided by influencers for a product can influence the buying intention of potential consumers. According to Macheka et al.(2024) when followers perceive the influencer as a trustworthy figure, the growing loyalty makes them likely to buy the recommended product and form a positive attitude towards the promoted brand, so that it will affect the purchase intention of potential consumers.

Relationship between Instagram Ads and Purchase Intention. Instagram ads have a significant influence on consumer purchase intention. With attractive visuals such as images and videos, advertisements on Instagram can effectively attract consumer attention (Rudianto et al., 2024). According to research by Rachmatiyah (2021), the better and more complete the information contained in Instagram ads, the more attractive the advertisements displayed, and the more often the advertisements are displayed, the higher the desire of potential consumers to

own the product. It can be concluded that the more relevant and attractive advertisements on Instagram, the higher the potential audience who will become consumers to have an intention in buying the promoted product.

This study is based on two main hypotheses that guide the research framework. (H1) Influencer endorsement has a positive and significant effect on purchase intention for Lozy hijab's pashmina products in Surabaya, and (H2) Instagram Ads has a positive and significant effect on purchase intention for Lozy hijab's pashmina products in Surabaya. Based on these two hypotheses, the conceptual framework of this research can be illustrated as follows:

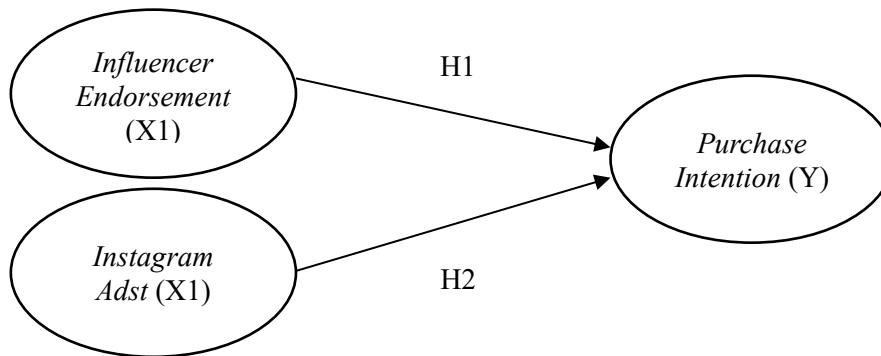


Figure 1. Conceptual framework

Source: Researcher (2025)

RESEARCH METHODS

This research method uses quantitative methods. This research method uses quantitative methods. This research uses a likert scale variable measurement technique. According to (Sugiyono, 2022) the Likert scale is useful for assessing the views, attitudes, and perceptions of individuals or groups related to social phenomena. Quantitative data is obtained using a Likert scale from one to five.

The population in this study are people who live / reside in the city of Surabaya and know Lozy Hijab. The sample is part of a population that represents both the number and characteristics (Sugiyono, 2022). This research utilized a non-probability sampling method, where population members do not have equal chances of being chosen participation (Sugiyono, 2022). The technique used is purposive sampling, which is a technique with consideration of certain criteria. The sampling technique is taken from the sample measurement guidelines according to Ferdinand (2014), namely the number of samples resulting from the number of indicators multiplied by 5-10 parameters with a total of 100-200 samples for Maximum Likelihood Estimation. In this study, there were 14 indicators so that to get results with a minimum of 100 samples, the parameters used were 8. Then the sample used in this study was 112 respondents.

This type of research data is divided into two, namely primary data and secondary data . (Sugiyono, 2022). Primary data collection was conducted through questionnaire distribution among study participants respondents who meet the criteria according to the characteristics. Secondary data is obtained from journals, articles, books, websites, and other relevant sources that support research needs related to monthly sales data, and influencer follower data.

In this study, the independent variables consist of influencer endorsement and Instagram ads, while the dependent variable is purchase's intention. According to Dwidienawati et al. (2020) in Iskanto & Rahmalia (2023), influencer endorsement has four indicators, namely credibility, attractiveness, power, and strength of brand association. There are six main indicators of Instagram ads detailed by Billy et al.(2024), namely the attractiveness of advertising videos, the use of colours in designs that attract attention, the effectiveness of the music used, the atmosphere created in the ad display, the ability of models to introduce products, voice over or dubbing in conveying messages. Indicators of purchase intention according Rudianto et al.(2024) are transactional, referential, preferential, and exploratory.

Data collection in this study used a questionnaire via Google Form which was distributed to research samples via social media platforms. with a component-based Structural Equation Modelling (SEM) approach using the Partial Least Square (PLS) analysis tool with SmartPLS software.

2. RESULTS & DISCUSSION

The aspect to assess validity in convergent validity is through outer loading and average variance extracted (AVE). An indicator in a variable is said to fulfil good validity if the Outer Loading value for each indicator has a value greater than 0,7. Meanwhile, in Average Variance Extracted (AVE), a construct is said to be valid if the AVE value show $> 0,5$.

Table 2. Outer Loading

	Influencer Endorsement	Instagram Ads	Purchase Intention
Credibility	0.754		
Attractiveness	0.734		
Power	0.756		
Strength of Brand Association	0.787		
Attractiveness of Advertising Videos		0.760	
Colours in Designs		0.762	
Effectiveness of the Music		0.738	
The Atmosphere		0.765	
The Ability of Models Introduce Products		0.762	
Voice Over or Dubbing		0.720	
Transactional			0.761
Referential			0.812
Preferential			0.823
Exploratory			0.824

Source: Primary data processed by researcher (2025)

Based on table 2, all indicators on the Influencer Endorsement (X1), Instagram Ads (X2), and Purchase Intention (Y) variables have a value greater than 0,7, indicating that the results of all indicators have met convergent validity or valid.

Table 3. Average Variance Extracted (AVE)

	AVE
<i>Influencer Endorsement</i>	0.575
<i>Instagram Ads</i>	0.564
<i>Purchase Intention</i>	0.649

Source: Primary data processed by researcher (2025)

Based on table 3 on testing, all variables in this study show an overall AVE value greater than 0.5, so that the indicators in each variable can be said to be valid.

Discrimination validity is evaluated using cross loading between indicators and latent variables. Indicators are considered valid if they have the highest cross loading value on the latent variable being measured compared to other variables. Alternatively, the Fornell Larcker Criterion can be used, which is a method that uses a comparison of the square root of average variance extracted (AVE) with the correlation between latent variables (Hair et al., 2017). If the square root value of the AVE of a latent variable is greater than the correlation of other latent variables, then discriminant validity is considered good.

Table 4. Cross Loading

	Influencer Endorsement	Instagram Ads	Purchase Intention
Credibility	0.754	0.470	0.564
Attractiveness	0.734	0.518	0.515
Power	0.756	0.570	0.584
Strength of Brand Association	0.787	0.623	0.508
Attractiveness of Advertising Videos	0.582	0.760	0.565
Colours in Designs	0.560	0.762	0.569
Effectiveness of the Music	0.503	0.738	0.542
The Atmosphere	0.520	0.765	0.499
The Ability of Models Introduce Products	0.564	0.762	0.459
Voice Over or Dubbing	0.504	0.720	0.532
Transactional	0.552	0.533	0.761
Referential	0.515	0.519	0.812
Preferential	0.629	0.605	0.823
Exploratory	0.609	0.609	0.824

Source: Primary data processed by researcher (2025)

Based on the analysis results in table 4 through the cross loading table, all indicators on the Influencer Endorsement (X1), Instagram Ads (X2), and Purchase Intention (Y) variables show the highest factor loading value in their respective variables when compared to other variables. So that it shows that each indicator in the study has met the validity criteria and is declared to have good validity.

Table 5. Fornell Larcker

	Influencer Endorsement	Instagram Ads	Purchase Intention
Influencer Endorsement	0.758		
Instagram Ads	0.718	0.751	
Purchase Intention	0.719	0.706	0.805

Source: Primary data processed by researcher (2025)

Based on table 5, the square root value of AVE is higher than the correlation between other variables in the research model. So, it can be concluded that based on the Fornell Larcker method, this research has met the criteria for good discriminant validity. This means that each construct explains the variance of its own indicators more than the variance of indicators of other constructs.

A variable is considered to have adequate reliability if the composite reliability $> 0,7$, although this figure is not an absolute limit.

Table 6. Composite Reliability

	<i>Composite reliability</i>
Influencer Endorsement	0.844
Purchase Intention	0.881
Instagram Ads	0.886

Source: Primary data processed by researcher (2025)

According to the outcomes of the test in table 6, it shows that all constructs or variables, namely Influencer Endorsement (X1), Instagram Ads (X2), and Purchase Intention (Y) show a composite reliability value $> 0,7$. Therefore, it is inferred that all variables in this study are reliable.

There are three categories in assessing R-Square. When the value shows 0,25 or 25%, it indicates that the model has weak explanatory ability, 0,50 or 50% indicates moderate explanatory ability, 0,75 or 75% or more is considered to have strong explanatory ability.

Table 7. R-Square

	R-square
Influencer Endorsement	
Instagram Ads	
Purchase Intention	0.592

Source: Primary data processed by researcher (2025)

Based on the data in Table 7, the R-Square value is 0.592, which means that Purchase Intention can be explained by Influencer Endorsement and Instagram Ads by 59.2%, indicating that the independent variable can effectively account for variations in the dependent variable at a moderate level, and the remaining 40.8% is explained by other variables outside this study.

The significance test is conducted using the t-test, where the p-value $< 0,05$ (at the 5% significance level) is considered significant. Significance testing can also be known through the T-Statistic value with a critical value (t-table 1.96).

Table 8. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Influencer Endorsement - > Purchase Intention	0.437	0.435	0.092	4.776	0.000
Instagram Ads -> Purchase Intention	0.392	0.397	0.086	4.584	0.000

Source: Primary data processed by researcher (2025)

Further table 9, it can be concluded that the hypothesis states:

1. Influencer Endorsement (X1) has a positive and significant effect on Purchase Intention (Y) so that hypothesis 1 is accepted.

2. Instagram Ads (X2) has a positive and significant effect on Purchase Intention (Y), so hypothesis 2 is accepted.

The Influence of Influencer Endorsement on Purchase Intention. This study shows that influencer endorsement has a positive and significant effect on purchase intention as shown in table 8 with a p value of $0.000 < 0.05$ and t statistic $4.776 > 1.96$. This results are in line with research by Komara & Erwand (2023); Iskanto & Rahmalia (2023); Syarifudin & Achmad (2024) that influencer endorsement has a positive and significant effect on purchase intention. When potential consumers see an influencer who has a high level of credibility, personal appeal, power to influence, and has a strong association with the brand (strength of brand association), this can shape the effectiveness of the endorsement, so that it can influence and encourage potential consumers to buy products. In accordance with the conditions in the field, where Lozy Hijab has utilised influencer endorsement and shown enthusiasm and positive responses from the audience, where the audience is a potential Lozy Hijab customer. This can be seen from comments on social media that express intention in buying products because of the desire to have a pashmina similar to the one worn by the influencer, as well as the urge to look similar to the figures they follow. This finding is also in line with research by Herrando & Martín-De Hoyos (2022) which states that social media users follow influencers with various specific motivations and needs. These results are supported by Komara & Erwand (2023) which states that influencer endorsement has a positive and significant effect on purchase intention. This means that the higher the quality of endorsements made by influencers, the higher the buying intention of potential consumers in Lozy Hijab pashmina products.

The Influence of Instagram Ads on Purchase Intention. This study shows Instagram ads has a positive and significant effect on purchase intention as shown in table 8 with a p value of $0.000 < 0.05$ and t statistic $4.584 > 1.96$. This results are in line with research by Pangestu et al.(2023); Billy et al.(2024); Rudianto et al.(2024) that instagram ads has a positive and significant effect on purchase intention. This is supported if the more effective Instagram Ads are displayed with the attractiveness of advertising videos, the use of colours in designs that attract attention, the effectiveness of the music used, the atmosphere created, the ability of models to introduce products, and voice over in conveying messages. In accordance with the conditions in the field, where Lozy Hijab has actively used Instagram Ads as a digital promotion in the form of story ads, feed ads, and reels ads. Supported by research by Muhibin & Fitriyah (2023) which states that the higher the intensity of a person seeing advertisements on social media, the greater the increase in intention in buying the product offered. As a result, it can be that Instagram Ads has a positive and significant effect on purchase intention for lozy hijab's pashmina products in Surabaya. This means that the more optimal Instagram ads are, the higher the purchase intention of potential consumers in Lozy Hijab pashmina products in Surabaya. These research findings are corroborated by Billy et al.(2024) which states that Instagram Ads have a positive and significant influence on purchase intention. From the results of the analysis on the Instagram Ads variable, it shows that the atmosphere indicator created has the highest influence among other indicators. This shows that the atmosphere displayed such as the elegant and inspiring impression of Lozy Hijab is able to build potential customers' emotions with the product. In line with the research of Purwanto et al.(2024) which explains that purchase

intention is the tendency of potential consumers to choose and buy products according to their personal pleasure and intention.

3. CONCLUSION & SUGGESTION

Conclusion. This study was conducted to determine the effect of influencer endorsement and Instagram ads on purchase intention toward Lozy Hijab pashmina products in Surabaya. The results showed that influencer endorsement has a positive and significant influence on purchase intention in Lozy Hijab's pashmina products in Surabaya. This means that the higher the quality of the endorsement made by the influencer, the more it can attract purchase intention or buying interest of potential consumers. It can also be concluded that Instagram Ads has a positive and significant effect on purchase intention. The more optimal the use of Instagram ads, the stronger the effect in attracting audience intention as potential consumers and encouraging their purchase intention.

Suggestion. Lozy Hijab product is one of the Muslimah fashion products, especially pashmina, which is in demand by people in Surabaya. In reality, Lozy Hijab has actively utilised influencer endorsement and Instagram ads as a digital marketing strategy. However, the use of a large number of influencers and the high frequency of viewing Instagram ads are not always directly proportional to the expected effectiveness. So, to increase purchase intention or potential customers buying interest more optimally, Lozy Hijab is advised to be more selective in choosing influencers who have an image, style, and values that are in line with Lozy Hijab's brand identity so that the brand can be more strongly formed in the minds of potential customers. In addition, the optimisation of the use of Instagram Ads also needs to be improved by paying attention to the visual atmosphere displayed and relatable to the target audience to form the audience's closeness as potential customers with the product so that it can encourage them to make purchases.

For future researchers, the results of this study are expected to be a useful reference in preparing further research, especially those related to strategies in digital marketing and consumer purchase intention. Future research can consider adding other recent variables such as perceived personalisation, user-generated content (ugc) or online advertising engagement so that the results obtained can provide a more comprehensive picture. In addition, it can expand the object of research both from the type of Muslim fashion and a wider research area.

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