

INFLUENCER ATTRIBUTES, ONLINE REVIEWS, CONSUMER ATTITUDE, AND PURCHASE INTENTION FOR ERIGO ON SHOPEE

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ABSTRACT: This study examines how celebrity influencer credibility, influencer attractiveness, and online customer reviews shape purchase intention toward Erigo products on Shopee through consumer attitude and subsequent brand responses. It contributes by integrating influencer-related and customer-generated information into a sequential framework linking consumer attitude, brand awareness, brand loyalty, eWOM, and purchase intention. Grounded in the Theory of Planned Behavior and brand equity perspective, the study applies a quantitative design using data from 386 Indonesian Shopee users familiar with Erigo and analyzes the model with PLS-SEM. The findings show that influencer credibility, attractiveness, and online reviews significantly strengthen consumer attitude. Consumer attitude subsequently enhances brand awareness, brand loyalty, eWOM, and purchase intention, while these brand-related responses further increase purchase intention. Managers should prioritize credible influencers, authentic customer reviews, and engagement strategies that convert favorable attitudes into loyalty, advocacy, and purchasing interest.

Keywords: Social Media Marketing; Celebrity Endorsement; Consumer Attitude; Purchase Intention; Brand Loyalty

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INTRODUCTION

Digital commerce has transformed how Indonesian consumers discover, evaluate, and purchase products. Social media and e-commerce platforms now allow brands to combine promotional communication, influencer endorsement, customer interaction, and purchasing within an integrated digital environment. Social media marketing can strengthen purchase intention by increasing consumers' exposure to relevant brand information and facilitating interaction with brands (Aji et al., 2020). This transformation is particularly important in fashion, where consumers often rely on visual communication, social recommendations, and marketplace information before making purchase decisions.

Influencer marketing has become an important mechanism within this environment because consumers evaluate not only the promoted product but also the person delivering the message. Credibility, expertise, trustworthiness, and attractiveness can shape how consumers respond to an influencer and the endorsed brand. Martiningsih and Setyawan (2022) demonstrate the importance of influencer credibility for purchase intention, while Argyris et al. (2021) show that perceived influencer characteristics and audience–influencer congruence can strengthen credibility and purchasing responses. Celebrity endorsement can therefore operate beyond simple product exposure by shaping how consumers evaluate the brand itself. Recent evidence also indicates that celebrity endorsement can influence young consumers' purchase intentions in digital environments (Macheke et al., 2024).

Influencer-generated information, however, is only one source used by consumers in e-commerce. Online customer reviews provide experience-based information from other consumers and can reduce uncertainty when products cannot be inspected directly. Such information is particularly relevant in marketplace environments, where customers compare products, ratings, reviews, and recommendations before purchasing. Alfianur and Kadono (2022) demonstrate that social and informational influences are important determinants of Indonesian consumers' e-commerce behavior. Electronic word of mouth also contributes to purchase intention by transmitting product experiences and recommendations among consumers through digital platforms (Indrawati et al., 2023). These findings suggest that influencer communication and customer-generated information jointly shape consumer evaluations rather than functioning as isolated promotional tools.

This issue is especially relevant to Erigo, an Indonesian fashion brand that combines influencer-based promotion with marketplace distribution through Shopee. In such a setting, promotional effectiveness cannot be understood solely from celebrity exposure or online reviews. Consumers must first interpret these cues and develop evaluations of the brand. Consumer attitude may therefore provide an important psychological mechanism connecting digital marketing stimuli with subsequent brand responses. Favorable attitudes can strengthen brand awareness, brand loyalty, and consumers' willingness to communicate about the brand, while these responses can further contribute to purchase intention. This reasoning is consistent with the broader view that favorable consumer evaluations can develop into stronger and more durable brand relationships (Aprilola et al., 2024).

Despite extensive research on influencer marketing, online reviews, and purchase intention, these mechanisms are often examined as separate direct relationships. Less attention has been given to how influencer credibility, influencer attractiveness, and online customer reviews jointly shape consumer attitude and how this attitude subsequently develops into brand awareness, brand loyalty, electronic word of mouth, and purchase intention within an e-commerce marketplace. This fragmentation limits understanding of the process through which digital marketing cues are converted into broader brand and behavioral outcomes. The present study addresses this gap by examining consumer attitude as a central evaluative mechanism in the Erigo–Shopee context. The study contributes by integrating influencer-related and customer-generated information into a sequential framework that explains how digital marketplace cues develop into brand responses and ultimately purchase intention.

THEORETICAL REVIEW

Marketing centers on creating and exchanging value to satisfy consumer needs while developing sustainable relationships between firms and customers (Kotler et al., 2022). Digital

technologies have extended this process by enabling firms to communicate, engage, and interact with consumers through online platforms, mobile applications, and social media. These channels allow firms to distribute information, stimulate engagement, influence evaluations, and support purchasing decisions. Within e-commerce, marketing effectiveness therefore depends not only on promotional exposure but also on how consumers interpret digital information and develop responses toward brands.

The Theory of Planned Behavior (TPB) provides a useful foundation for explaining these responses. TPB proposes that behavioral intention is shaped by an individual's evaluation of a behavior, perceived social expectations, and perceived ability to perform the behavior. Among these components, attitude reflects a favorable or unfavorable evaluation of performing a particular action and can therefore influence subsequent behavioral intention (Farid et al., 2023). In the present study, consumer attitude represents the principal evaluative mechanism through which digital marketing stimuli are translated into purchase intention. This perspective is relevant to online shopping because consumers form evaluations from various marketplace cues before deciding whether they intend to purchase a product.

This attitudinal mechanism can also be understood alongside brand equity. Brand equity represents the value associated with a brand name and the set of consumer responses that distinguish branded products from comparable alternatives (Aaker, 1991). Brand awareness and brand loyalty constitute important dimensions of this value because consumers must first recognize a brand and subsequently develop preferences that sustain their relationship with it. Favorable consumer attitudes can support these brand-related outcomes by strengthening how consumers recognize, evaluate, and remain committed to a brand. Brand awareness and loyalty may then contribute to purchase intention because recognized and preferred brands face less uncertainty during consumer evaluation.

Digital marketplace information provides an important basis for forming such attitudes. Online customer reviews communicate consumers' experiences and evaluations to other potential buyers and constitute an important form of electronic word of mouth. Prior research indicates that online reviews can influence purchase intentions because consumers use information from other customers to reduce uncertainty and evaluate available alternatives (Macheka et al., 2024). Electronic word of mouth extends this process by allowing consumers to exchange brand-related information through digital networks. Its importance for purchasing behavior has also been demonstrated in social-media environments, where online recommendations can influence consumers' consideration and purchase intention (Indrawati et al., 2023).

Celebrity influencers represent another prominent source of digital information. Influencer marketing uses individuals with public visibility and social-media reach to communicate brand-related messages to targeted audiences. The effectiveness of these influencers depends partly on characteristics such as credibility and attractiveness because consumers evaluate not only the promoted product but also the source delivering the message. Macheka et al. (2024) show that celebrity endorsement can contribute to young consumers' purchase intentions, while influencer characteristics can strengthen consumer responses toward promoted brands. In this study, celebrity influencer credibility and attractiveness are therefore treated as antecedents of consumer attitude rather than as promotional effects that operate independently of consumer evaluation.

Consumer attitude reflects an individual's overall favorable or unfavorable evaluation of a product, brand, or marketing stimulus (Hawkins & Mothersbaugh, 2016). In an e-commerce setting, such attitudes can emerge from exposure to influencer characteristics, online customer reviews, and other digital information before being converted into stronger brand-related and behavioral responses. Purchase intention represents the consumer's willingness or likelihood to purchase a product after evaluating available alternatives. Electronic word of mouth is particularly relevant at this stage because recommendations and information from other consumers can shape product consideration and subsequent intention (Aji et al., 2020; Indrawati et al., 2023). Accordingly, the present framework positions consumer attitude as a central mechanism connecting influencer characteristics and online customer reviews with brand awareness, brand loyalty, eWOM, and ultimately purchase intention.

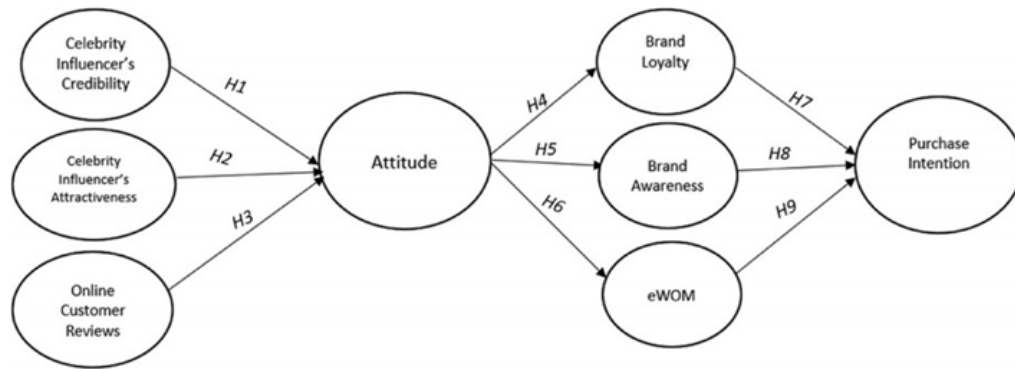


Figure 1. Conceptual Framework
Source: Data processed by the author (2025)

H1: The credibility of celebrity influencers has a positive effect on Erigo consumers' attitudes on the Shopee platform.

H2: The attractiveness of celebrity influencers has a positive effect on Erigo consumers' attitudes on the Shopee platform.

H3: Online customer reviews have a positive effect on Erigo consumers' attitudes on the Shopee platform.

H4: Consumer attitude on Shopee has a positive effect on brand loyalty toward Erigo on the Shopee platform.

H5: Consumer attitude on Shopee has a positive effect on brand awareness of Erigo on the Shopee platform.

H6: Erigo consumer attitude has a positive effect on electronic word of mouth (eWOM) on the Shopee platform.

H7: Brand loyalty has a positive effect on purchase intention toward Erigo on the Shopee platform.

H8: Brand awareness has a positive effect on purchase intention toward Erigo on the Shopee platform.

H9: Electronic word of mouth (eWOM) has a positive effect on purchase intention toward Erigo on the Shopee platform.

H10: Consumer attitude on Shopee has a positive effect on purchase intention toward Erigo on the Shopee platform.

RESEARCH METHOD

This study adopts a quantitative research design and applies Structural Equation Modeling based on Partial Least Squares (PLS-SEM) to examine the relationships among the proposed constructs. PLS-SEM was selected because it is suitable for analyzing complex structural models involving multiple latent variables and simultaneous relationships. Sugiat et al. (2024, p. 74) note that PLS-SEM is appropriate for social science research because of its flexibility in connecting theoretical constructs with empirical observations and its capacity to estimate interrelated relationships within a single analytical framework.

The study employed a non-probability sampling approach in which respondents were selected according to predetermined eligibility criteria relevant to the research context. This approach ensured that the participants had sufficient familiarity with Erigo products, the Shopee platform, and the digital marketing activities examined in the study. Data were collected through a structured questionnaire designed to measure celebrity influencer credibility, celebrity influencer attractiveness, online customer reviews, consumer attitude, brand loyalty, brand awareness, electronic word of mouth, and purchase intention. A total of 386 valid responses were obtained and used for the analysis. The data were subsequently analyzed using PLS-SEM to evaluate both the measurement model and the structural model, including construct validity, reliability, explanatory power, predictive relevance, and the hypothesized direct and indirect relationships among the variables.

RESULTS

The measurement model establishes whether the study's indicators represent their intended constructs with acceptable accuracy. Convergent validity, discriminant validity, and reliability jointly determine this, and each criterion is reported once, at the construct level, rather than through separate item-level tables. Table 1 reports loading ranges, average variance extracted (AVE), composite reliability, and Cronbach's alpha together, since all four statistics describe the same measurement property — how well each construct's items converge — and a reader assesses them jointly, not in sequence.

Table 1. Convergent Validity and Reliability by Construct

Construct	Items	Loading Range	AVE	CR	α	Assessment
Brand Awareness (BA)	3	.842–.875	.734	.892	.819	Valid, reliable
Brand Loyalty (BL)	4	.859–.884	.755	.925	.892	Valid, reliable
Customer Attitude (CA)	4	.846–.876	.746	.922	.887	Valid, reliable
Celebrity Influencer (CI)	4	.832–.886	.738	.918	.881	Valid, reliable
Celebrity Influencer Attractiveness (CIA)	6	.829–.875	.718	.939	.921	Valid, reliable
eWOM	4	.823–.888	.748	.922	.888	Valid, reliable
Online Customer Reviews (OCR)	5	.822–.878	.742	.935	.913	Valid, reliable
Purchase Intention (PI)	4	.793–.865	.693	.900	.852	Valid, reliable

Note: Threshold for loading $\geq .70$, AVE $\geq .50$, composite reliability and Cronbach's $\alpha \geq .70$ (Hair et al., 2017; Ghazali, 2021).

Source: Smartpls 4 processed data (2025).

All 32 items load above .70 on their intended construct, and every construct's AVE exceeds .50. Composite reliability and Cronbach's alpha likewise exceed .70 for all eight constructs. The measurement model therefore satisfies convergent validity and internal consistency reliability without qualification.

Discriminant Validity

Discriminant validity asks whether constructs measure distinct concepts rather than overlapping ones. Table 2 applies the Fornell-Larcker criterion, which compares the square root of each construct's AVE (diagonal) against its correlations with other constructs (off-diagonal).

Table 2 Fornell-Larcker Discriminant Validity Matrix

Constructs	BA	BL	CA	CI	CIA	EWOM	OCR	PI
BA	.857							
BL	.594	.869						
CA	.659	.708	.864					
CI	.514	.538	.601	.859				
CIA	.529	.544	.587	.452	.847			
EWOM	.564	.571	.695	.533	.578	.865		
OCR	.495	.533	.604	.492	.468	.549	.861	
PI	.697	.743	.777	.583	.585	.739	.554	.832

Source: Smartpls 4 processed data (2025).

Every diagonal value exceeds the corresponding row and column correlations, which satisfies the Fornell-Larcker criterion (Hair et al., 2017). Item-level cross-loadings corroborate this result: each indicator loads more strongly on its own construct than on any other. The measurement model is therefore valid and reliable, and the analysis proceeds to structural estimation.

Structural Model

The structural model tests the hypothesized relationships among constructs. Model quality is assessed first, through R^2 and Q^2 , and hypothesis tests follow. Table 3 combines the coefficient of determination (R^2 , explanatory power) and the Stone-Geisser Q^2 (predictive

relevance) for each endogenous construct, since both describe the same set of five outcome variables.

Table 3 Explanatory Power (R^2) and Predictive Relevance (Q^2)

Variable	R^2	R^2 Level	Q^2	Predictive Relevance
Brand Awareness (BA)	.434	Weak	.380	Present
Brand Loyalty (BL)	.502	Moderate	.423	Present
Customer Attitude (CA)	.551	Moderate	.546	Present
eWOM	.483	Weak	.440	Present
Purchase Intention (PI)	.756	Strong	.485	Present

Note: R^2 thresholds: .25 weak, .50 moderate, .75 strong; $Q^2 > 0$ indicates predictive relevance (Hair et al., 2017).

Source: Smartpls 4 processed data (2025).

Customer Attitude explains 55.1% of the variance in itself as an outcome of upstream predictors, and Purchase Intention reaches an R^2 of .756, the model's strongest result. All five Q^2 values exceed zero, which confirms that the structural model has predictive relevance for every endogenous construct, not merely in-sample fit. Table 4 reports path coefficients together with effect size (f^2), since the ten f^2 values correspond one-to-one with the ten hypothesized paths; separating them into two tables would force the reader to cross-reference the same relationships twice. All ten hypotheses are supported. Celebrity influencer credibility (H1), attractiveness (H2), and online customer reviews (H3) each predict customer attitude, with the largest effect size for credibility. Customer attitude, in turn, predicts brand loyalty, brand awareness, and eWOM (H4–H6), each with a high f^2 , which identifies customer attitude as the model's central mediating construct rather than one predictor among several. Brand loyalty, brand awareness, and eWOM each predict purchase intention (H7–H9), and customer attitude also predicts purchase intention directly (H10), though this direct path carries the smallest effect size in the model. This pattern is consistent with prior evidence that attitude strengthens loyalty

Table 4 Direct Effects: Path Coefficients, Effect Size, and Significance

H	Path	β	f^2	f^2 Level	t	p	Decision
H1	CI → CA	.313	.152	Moderate	7.815	.000	Supported
H2	CIA → CA	.301	.145	Low	7.167	.000	Supported
H3	OCR → CA	.309	.145	Low	7.656	.000	Supported
H4	CA → BL	.708	1.006	High	16.962	.000	Supported
H5	CA → BA	.659	.766	High	12.309	.000	Supported
H6	CA → EWOM	.695	.933	High	16.088	.000	Supported
H7	BL → PI	.285	.155	Moderate	7.704	.000	Supported
H8	BA → PI	.207	.091	Low	5.344	.000	Supported
H9	EWOM → PI	.298	.179	Moderate	8.392	.000	Supported
H10	CA → PI	.232	.075	Low	5.068	.000	Supported

Note: Significant if $t \geq 1.65$ and $p \leq .05$ (one-tailed).

Source: Adapted Smartpls 4 Output (2025).

All 24 indirect paths also reach significance, which confirms that customer attitude fully mediates the effects of celebrity credibility, attractiveness, and online reviews on brand loyalty, brand awareness, eWOM, and, through these three constructs, purchase intention. The two-step chains (e.g., CI → CA → BL) carry larger coefficients than the three-step chains (e.g., CI → CA → BL → PI), which indicates that mediation strength weakens as the causal path lengthens — consistent with the direct-effects result that CA → PI carries the smallest effect size among the hypothesized relationships.

DISCUSSION

The findings position consumer attitude as the central psychological mechanism in the proposed model. Celebrity influencer credibility, celebrity influencer attractiveness, and online customer reviews all strengthen consumer attitudes toward Erigo. This pattern suggests that consumers do not respond to digital promotional cues solely because of their visibility. They evaluate whether the information source appears credible, appealing, and useful before developing a favorable response toward the brand. This interpretation is consistent with

Martiningsih and Setyawan (2022), who emphasize the relevance of influencer credibility to consumer purchase responses, and with Argyris et al. (2021), who demonstrate that the presentation and perceived credibility of influencers can shape consumer evaluations and purchase intentions. Macheke et al. (2023) similarly identify celebrity endorsement as an important influence on young consumers' purchase intentions. The present findings extend this reasoning by showing that the effects of influencer characteristics operate through consumers' evaluations of the brand rather than functioning merely as direct promotional triggers.

Online customer reviews also emerge as an important antecedent of consumer attitude. Reviews provide marketplace-based information that can complement promotional messages delivered by influencers. Unlike firm-controlled communication, reviews represent evaluations generated by other consumers and can therefore reduce uncertainty during online purchasing. This mechanism is particularly relevant in e-commerce because consumers cannot directly inspect products before purchase. Alfannur and Kadono (2022) show that multiple informational and social factors shape Indonesian consumers' e-commerce purchase intentions and behaviors, while Indrawati et al. (2022) demonstrate the importance of online word of mouth in shaping purchase intention in a social-media environment. The current findings add to this evidence by indicating that online reviews first help form favorable consumer attitudes, which then become a basis for subsequent brand responses. Influencer communication and customer-generated information therefore appear complementary rather than competing sources of persuasion.

Consumer attitude has a particularly important role in strengthening brand loyalty, brand awareness, and eWOM. The strong relationship between attitude and brand loyalty indicates that favorable brand evaluations can move consumers beyond temporary interest toward a more enduring preference for Erigo. This pattern is theoretically consistent with Hawkins and Mothersbaugh's (2016) view of attitude as an evaluative predisposition that shapes subsequent consumer responses. It is also compatible with Aaker's (2020) brand equity perspective, in which awareness and loyalty represent important sources of brand value. In the fast-fashion context, Aprilola et al. (2024) further demonstrate the importance of affective brand responses in explaining the transition toward loyalty. The present study therefore suggests that favorable consumer attitudes can serve as an important bridge between exposure to marketplace cues and the development of stronger brand equity outcomes.

The positive effect of consumer attitude on eWOM provides another important insight. Consumers who evaluate Erigo favorably are more inclined to transmit information about the brand to others, allowing attitude to generate effects beyond the individual consumer. This finding is important because eWOM subsequently contributes to purchase intention. Indrawati et al. (2022) similarly demonstrate that word of mouth in social-media environments can influence consumers' intention to purchase. The current results broaden this perspective by showing that eWOM is not only an external informational stimulus but can also emerge as an outcome of favorable consumer attitudes. This creates a potentially reinforcing mechanism: positive marketplace experiences contribute to favorable attitudes, favorable attitudes encourage consumers to communicate about the brand, and this communication strengthens subsequent purchase intention.

Brand loyalty, brand awareness, eWOM, and consumer attitude all contribute to purchase intention, but their roles are conceptually different. Brand awareness provides cognitive accessibility, brand loyalty reflects sustained preference, eWOM supplies socially transmitted information, and consumer attitude represents an overall evaluation of the brand. Their simultaneous influence suggests that purchase intention is formed through multiple consumer-response pathways rather than through a single promotional effect. Aaker (2020) identifies awareness and loyalty as central elements of brand equity, while Kotler et al. (2023) emphasize the importance of brand knowledge and favorable consumer responses in developing market value. The importance of eWOM is also consistent with Indrawati et al. (2022), whereas the broader relevance of digital marketing to purchase intention is supported by Aji et al. (2020). Taken together, the findings show that successful digital marketing requires more than attracting consumer attention; it must create favorable evaluations that are converted into recognizable, communicable, and enduring brand responses.

The findings also provide a useful refinement of the Theory of Planned Behavior perspective adopted in this study. TPB places attitude as a direct antecedent of behavioral

intention, and the positive relationship between consumer attitude and purchase intention supports this basic logic (Farid et al., 2023). However, the present model indicates that attitude may have a broader role in digital commerce. Favorable attitudes not only contribute directly to purchase intention but also strengthen brand loyalty, brand awareness, and eWOM, which subsequently support intention. Consumer attitude therefore functions as an organizing evaluative mechanism between external digital cues and several downstream consumer responses. This interpretation provides a stronger theoretical contribution than treating influencer endorsement, reviews, and purchase intention as isolated relationships.

From a managerial perspective, these findings imply that Erigo should manage influencer marketing, customer reviews, and brand-building activities as an integrated system. Influencer selection should prioritize credibility, product knowledge, attractiveness, and compatibility with the brand rather than audience size alone. Customer-review strategies should emphasize authentic and useful feedback because reviews contribute to the formation of favorable attitudes. The brand should also facilitate organic eWOM through customer engagement and shareable consumer experiences. The central managerial lesson is that digital exposure alone is insufficient. Marketing activities become more consequential when they improve how consumers evaluate the brand and when those favorable evaluations develop into loyalty, awareness, advocacy, and ultimately stronger purchase intention.

CONCLUSION AND FURTHER STUDY

The findings demonstrate that consumer attitude functions as the central mechanism connecting influencer characteristics, online customer reviews, and purchase intention in the Erigo–Shopee context. Celebrity influencer credibility, influencer attractiveness, and online customer reviews strengthen consumer attitudes, while favorable attitudes subsequently enhance brand loyalty, brand awareness, electronic word of mouth (eWOM), and purchase intention. Among these outcomes, the particularly strong relationship between consumer attitude and brand loyalty suggests that positive evaluations of the brand extend beyond immediate purchasing interest and contribute to deeper consumer commitment. Brand loyalty, brand awareness, and eWOM also reinforce purchase intention, indicating that digital marketing effectiveness depends on a sequence of psychological and brand-related responses rather than exposure to promotional stimuli alone. The study therefore contributes to consumer behavior research by positioning attitude as an important evaluative mechanism through which influencer- and review-related cues are converted into brand responses and subsequent purchase intention.

The findings also provide clear managerial implications. Erigo should prioritize influencers who combine credibility, product knowledge, attractiveness, and compatibility with the brand image rather than relying primarily on celebrity popularity. Management should also encourage authentic and verified customer reviews and stimulate organic eWOM through interactive content, customer testimonials, and consumer engagement initiatives. These strategies can strengthen favorable attitudes while supporting brand loyalty and purchase intention. The study remains limited by its cross-sectional design, nonprobability sampling, focus on a single fashion brand and marketplace, and reliance on self-reported purchase intention rather than actual purchasing behavior. Future research should employ longitudinal or experimental designs, examine actual behavioral outcomes, and replicate the model across brands, platforms, industries, and consumer groups.

ETHICAL DISCLOSURE

Ethical research standards were followed throughout the course of this study. All participants gave their informed permission before taking part in the survey, and it was completely voluntary. Confidential and utilized exclusively for scholarly pursuits, the data gathered were preserved. No identifiable information was divulged or recorded. There was zero chance of harm, either mental or physical, to the participants in this study.

CONFLICT OF INTERESTS

This study declares there is no conflict of interest.

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