

The Influence of E-WoM, Social Media Marketing, Beauty Vlogger, and Endorser Congruence on Perfume Product Purchase Decisions Among Gen Z And Millennials

Maisal Ardi Maulana, Muhammad Arifiyanto

Universitas Muhammadiyah Pekajangan Pekalongan

Penulis Korespondingmaisalardi1182@gmail.com
manajemen.arifiyanto@umpp.ac.id

Article Information:

Received: 27 April 2026; accepted: 17 Juni 2026; Published: 23 Juni 2026

Abstract

Perfume product purchases made by members of Generation Z and Millennials are investigated in this study, along with the elements that influence these generations opinions of E-WOM, beauty vloggers, social media marketing, and endorser congruence. We used a quantitative method by surveying 200 people from Generation Z and Millennials who had bought scent goods. . According to the findings, there is a favorable relationship between purchase decisions and E-WOM, social media marketing, beauty vloggers, and endorser congruence. Findings from this research stress the significance of influencer marketing and digital marketing in molding customer views and motivating purchases. The results give light on how perfume companies may enhance the efficacy of their digital marketing campaigns, especially in the realms of social media and influencer partnerships, to sway customer decision-making and boost sales.

Keywords: E-Wom, Social Media Marketing, Beauty Vlogger, Endorse Congruence, Purchase Decision

1. Introduction

Customers habits in making purchases have changed drastically due to the rise of digital information and communication technologies. These days, most internet marketing campaigns revolve around social networking ([Saputra et al., 2023](#)), has made companies no longer fully dependent on traditional promotional methods. Instead, companies utilize social media to interact, promote products, and build relationships with customers ([Pratama et al., 2025](#)). This shift indicates that digital marketing is no longer merely a complementary tool but has become a crucial element in today's business competition. In line with this, the increasing internet penetration in Indonesia further strengthens the growth of the digital ecosystem. There were 221.56 million internet users in 2024 and an estimated 229.43 million in 2025, according to data from the Indonesian Internet Service Providers Association (APJII) ([Utari, 2025](#)). These internet users are predominantly from Generation Z and Generation Y (Millennials), who are known for their rapid adaptation to digital technology ([Febriani et al., 2026](#)). These two generations not only use the internet for entertainment and communication but also rely on it

Published by:

as their primary source of information before making purchases ([Novita & Lina, 2024](#)). This condition is particularly relevant for perfume products, which are sensory in nature and difficult to evaluate directly through online platforms, leading consumers to rely more on user reviews, influencer recommendations, and promotional content as considerations before making a purchase ([Miradji et al., 2025](#)).

From identifying a need to gathering relevant information to weighing available options, the purchasing choice is the culmination of a decision-making process that begins with issue detection in the context of consumer behaviour ([Devi & Fadli, 2023](#)). In the digital era, the process of information search and evaluation of alternatives has become increasingly complex as consumers are exposed to multiple sources of information simultaneously. Social media enables consumers to access reviews, promotional materials, and recommendations from public figures in a relatively short time ([Saputra et al., 2023](#)). Electronic word of mouth, or e-WOM, is a significant channel for this kind of communication since it is more objective and reliable than traditional forms of advertising ([Abadi & Hawa, 2024](#)). In addition, social media marketing activities presented through visual content, storytelling, and interactive campaigns contribute to shaping consumer perceptions and brand image of perfume products ([Rafania et al., 2025](#)). The influence of beauty vloggers is also increasingly significant, as they provide detailed reviews of fragrance longevity and scent characteristics, thereby substituting for the direct sensory experience consumers cannot obtain when shopping online. Furthermore, endorser congruence, or the compatibility between the endorser and the perfume product, the efficacy of advertising campaigns and customers faith in the brand are both impacted ([Grunwald et al., 2025](#)).

Although previous studies have examined e-WOM, social media marketing, beauty vloggers, and endorser congruence separately, research that integrates these four variables simultaneously in relation to purchase decisions of perfume products among Generation Z and Millennials remains limited. In addition, prior research findings show inconsistencies. According to some research, the influence of celebrity endorsers on consumers purchasing decisions is substantial and favorable ([Yusiara, 2022](#)). But other research shows that endorsement congruence is not a big deal when it comes to consumers final buying decisions ([Fauziridwan, 2024](#)), as seen in research on owner product endorsement and endorser congruence in the Bittersweet By Najla brand. These variations in findings suggest that the effectiveness of endorser-product congruence is situational and cannot be generalized across all types of products ([Lestari, 2025](#)), particularly those that are subjective and involve sensory perception such as perfume. Moreover, most previous studies have focused on general products such as food or e-commerce, whereas perfume has unique characteristics due to its strong dependence on sensory perception and personal experience ([Barbosa et al., 2021](#)). Therefore, the research gap lies in the inconsistency of findings, the limited integration of digital marketing communication variables into a comprehensive model, and the scarcity of studies involving both Generation Z and Millennials simultaneously as research subjects. This gap forms the fundamental basis for conducting this study.

2. Literature Review

2.1 E-WOM

Digital media facilitate what is known as “Electronic Word of Mouth” (e-WOM), in which users share their thoughts, feelings, and experiences regarding a product with one another ([Abadi & Hawa, 2024](#)). Because it is so easy to get evaluations, suggestions, and recommendations from other users through digital platforms, E-WOM also helps consumers a lot while they are making a purchase choice ([Saputra et al., 2023](#)). Perfume items, in particular,

Published by:

are hard to assess immediately when buying online; so, e-WOM serves as a major information source to lessen ambiguity and perceived risk. Consistent with this, customers are more likely to have a positive impression and buy perfume items if they have read positive evaluations and suggestions (Rachmiani et al., 2024).

2.2 Social Media Marketing

In order to foster interaction, raise brand recognition, and forge stronger bonds between businesses and their target audiences, a growing number of corporations are engaging in what is known as social media marketing (Pratama et al., 2025). Businesses may reach a wider audience and encourage customer participation through social media marketing. Research has demonstrated that advertisements for perfumes and other personal care items posted on social media and other websites influence consumers to make a purchase (Kusumah & Aprillia, 2023). Furthermore, for Generation Z and Millennials, continuous exposure to promotional content can influence their perceptions and encourage purchase decisions (Fernandes et al., 2025), including perfume products that require visual explanation and narrative descriptions of fragrance concepts.

2.3 Beauty Vlogger

A beauty vlogger is a video content creator, either an individual or a group, who shares reviews, experiences, and recommendations regarding beauty and personal care products they use (Kanya & Adilla, 2022). In the context of perfume marketing, beauty vloggers play an important role as they often provide in-depth explanations about fragrance characteristics, scent longevity, and the suitability of perfume usage in various situations. In addition, beauty vloggers continuously build communication with their followers, creating a sense of closeness that makes them more approachable and relatable compared to traditional celebrity endorsers (Garg & Bakshi, 2024). Since perfumes cannot be directly tested when shopping online, reviews from beauty vloggers often serve as a substitute for consumers' real experiences. New research shows that consumers are swayed by favorable and statistically significant product evaluations and the trustworthiness of beauty vloggers when making purchases (Palilingan et al., 2021), indicating that both theoretically and empirically, beauty vloggers have the potential to positively influence perfume purchase decisions.

2.4 Endorse Congruence

Endorser congruence refers to the degree of compatibility between the characteristics of an endorser and the product being promoted, including aspects such as image, personality, and lifestyle (Apriyana & Yuliana, 2023). Theoretically, a high level of congruence between the endorser and the product can enhance the effectiveness of promotional messages, as consumers perceive the endorser as relevant and authentic in representing the product (Maisyarah, Umi, 2024). This effectiveness becomes more optimal when there is a strong alignment between the attributes of the endorser and those of the product being promoted. In the context of perfume, the compatibility between the endorser's character and the fragrance concept or brand image can strengthen consumers' positive perceptions. To back up this claim, new research has demonstrated that consumers' purchasing decisions and brand perceptions are positively and significantly impacted by the degree to which celebrity endorsers' personalities align with those of the items they promote (Yusiara, 2022). Therefore, in the context of perfume, the alignment between the endorser's character and the fragrance concept or brand image can enhance positive consumer perceptions and ultimately encourage purchase decisions.

3. Research Method

Published by:

3.1 Research Method

A quantitative technique is utilized in this investigation. In order to gather data, researchers used a structured online questionnaire that was based on indications and components taken from well-established theoretical frameworks. The variables assessed include how E-WOM (X1), Social Media Marketing (X2), Beauty Vlogger (X3), also Endorse Congruence (X4) influence consumer purchasing decisions. To help in quantifying client impressions and actions, each question is assessed using a five-point Likert scale. This research made use of a non-probability sampling strategy based on a purposive sampling method. Through this approach, the researcher determines specific criteria that must be met by the selected respondents, namely individuals who belong to Generation Z and Millennials, actively use social media, and have purchased perfume products online. Since the population size is not known with certainty, the sample size determination refers to the method proposed ([Hair et al., 2019](#)). According to this technique, the number of indicators should be multiplied by five to ten before selecting a sample, with the sample size being modified to match the number of indicators in the questionnaire ([Alawiah, 2023](#)). According to this estimate, for this survey, a minimum of 180 respondents, made up of Millennials and Generation Z, who have bought perfume online, are needed. However, this study employs a total of 200 respondents, which is regarded appropriate for SEM-PLS analysis and improves the analysis's robustness and reliability. Primary facts, culled straight from the source, provide the backbone of our investigation. An online survey was created and disseminated using Google Forms to gather data. The measurement instrument uses a Likert scale, which is commonly applied to measure respondents' attitudes, opinions, and perceptions ([Kurniati et al. 2023](#)). There is a five-point scale from "strongly agree" to "strongly disagree" for each statement. This study employs Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) for data analysis.

4. Findings and Discussions

4.1 Key Findings

The description of respondent gender is an important element of demographic analysis to illustrate the profile of respondents in this study. The identification of gender composition was conducted to determine the distribution of respondents and to ensure the representation of the research subjects' characteristics. Table 1 below shows the distribution of responders by gender.

Table 1. Description of Respondents Based on Gender

No	Gender	Frequency	Percentage (%)
1	Female	108	54%
2	Male	92	46%
Total		200	100%

Source: Processed by the Author (2026)

It is clear from the data in the table above that, out of a total of 200 respondents, 108 respondents (54%) are female customers, while 92 respondents (46%) are male customers. This finding indicates that the majority of respondents in this study are female. In addition to gender, age distribution was also analyzed to obtain an overview of the years groups that dominate the customers in this study. This analysis is important to understand years segmentation and its relationship with purchase decision toward the gen. The distribution of respondents based on years is presented in Table 2 below.

Table 2. Description of Respondents Based on Age

No	Years	Frequency	Percentage (%)
1	2008-2012	11	5,5%
2	2003-2007	50	25%
3	1997-2002	16	8%
4	1991-1996	61	30,5%
5	1981-1990	62	31%
Total		200	100%

Source: Processed by the Author (2026)

Table 2 shows that of the total number of respondents, 62 (or 31% of the total) were born between 1981 and 1990. This is followed by respondents born in 1991–1996 with 61 respondents (30.5%), and those born in 2003–2007 with 50 respondents (25%). Meanwhile, respondents born in 1997–2002 account for 16 respondents (8%), and the smallest proportion consists of those born in 2008–2012 with 11 respondents (5.5%).

This distribution indicates that the most respondents belong to the Millennial and early Generation Z groups, which are considered highly active in using digital technology and social media. This finding supports the relevance of the study, as these generations are the primary users of digital platforms and are more likely to engage with online marketing activities, including social media content, influencer recommendations, also e-WOM when making purchase decisions for perfume products.

4.2 Validity and Reliability Testing

Each indicator's outer loading value on its own concept was used to evaluate convergent validity. According to the criteria, the indicators strongly correlate with the construct being tested if the loading value is equal to or more than 0.70 ([Ardine et al., 2020](#)).

Table 3. Results of Convergent Validity Testing

	E-Wom	Social Marketing	Media	Beauty Vlogger	Endorse Congruence	Purchase Decision
X1.1	0.904					
X1.2	0.895					
X1.3	0.898					
X1.4	0.894					
X1.5	0.854					
X2.1		0.876				
X2.2		0.847				
X2.3		0.929				
X2.4		0.836				
X2.5		0.808				
X2.6		0.869				
X2.7		0.893				
X3.1				0.939		
X3.2				0.901		
X3.3				0.843		
X3.4				0.867		

X3.5	0.843	
X4.1	0.944	
X4.2	0.934	
X4.3	0.913	
Y1.1		0.903
Y1.2		0.907
Y1.3		0.851
Y1.4		0.884
Y1.5		0.892

Source: Processed by the Author (2026)

External loading values more than 0.70 are seen across all indicators in the following variables: E-WOM, Social Media Marketing, Beauty Vlogger, Endorse Congruence, and Purchase Decision (Table 3). This indicates that all indicators are acceptable for inclusion in subsequent analyses as they all fulfill the requirements for convergent validity. It was also necessary to assess the internal consistency of each concept through reliability testing. Both Cronbach's Alpha also Composite Reliability, which were used in this evaluation, must be more than 0.70 ([Ardine et al., 2020](#)).

Tabel 4. Result Reability Testing

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
E-Wom	0.934	0.952	0.950	0.791
Social Media Marketing	0.956	0.893	0.955	0.751
Beauty Vlogger	0.933	1.132	0.945	0.773
Endorse Congruence	0.924	0.965	0.951	0.865
Purchase Decision	0.934	0.972	0.949	0.788

Source: Processed by the Author (2026)

The results shown in Table 4 indicate that all variables achieve Composite Reliability values exceeding 0.70. This demonstrates that the research instrument possesses strong internal consistency and is reliable in measuring the constructs. Since both validity and reliability requirements have been satisfied, the measurement model is deemed appropriate for further analysis at the structural model stage. Here, it use the R-squared value and the outcomes of the hypothesis tests conducted with Path Coefficient analysis to assess the structural model.

4.3 Coefficient of Determination (R^2) Test

To what extent can the independent variables be used to explain the dependent variable in a structural model is measured by R^2 . A high R^2 value indicates that E-WOM, SMM, beauty vloggers, and endorser congruence together explain a portion of the variation in purchase decisions.

Tabel 5. Result R Testing

	R-Square	R-Square Adjusted
Purchase decision	0.013	-0.007

Source: Processed by the Author (2026)

Table 5 shows that the independent variables in this study—Electronic Word of Mouth (E-

Published by:

WOM), Social Media Marketing, Beauty Vlogger, and Endorser Congruence—can only explain 1.3% of the variance in Purchase Decision, with a R^2 value of 0.013. Other, non-model factors accounted for the remaining 98.7 percent in this investigation.

4.4 Path Coefficient Testing

Running the route coefficient test after the bootstrapping procedure allowed us to determine the nature, magnitude, and statistical significance of the direct correlations between the variables. The significance determination was based on t-statistics values more than 1.96 and p-values lower than 0.05 at the 5% level of significance ([Zulkarnain, & Hendri, 2025](#)).

Tabel 5. Result R Testing

		Original (O)	sample mean (M)	(STDEV)	T statistics (O/STDEV)	P values
E-WOM	->	-0.152	-0.194	0.198	0.772	0.440
Purchase Decision						
Social Media Marketing	->	0.089	0.183	0.219	0.408	0.683
Purchase Decision						
Beauty Vlogger	->	-0.149	-0.103	0.194	0.767	0.443
Purchase Decision						
Endorse Congruence	->	0.132	0.042	0.200	0.659	0.510
Purchase Decision						

Source: Processed by the Author (2026)

According to Table 5, none of the independent variables had a statistically significant impact on the final decision to buy. Concerning the effect on consumers' choices to purchase cologne and other fragrance products, E-WOM is shown to have a negative and insignificant effect ($\beta = -0.152$; $t = 0.772 < 1.96$; $p = 0.440 > 0.05$). In a similar vein, Social Media Marketing has a favorable impact on Purchase Decision, but it is not statistically significant ($\beta = 0.089$; $t = 0.408 < 1.96$; $p = 0.683 > 0.05$). This indicates that in this particular scenario, social media marketing does not directly influence purchasing choices.

Furthermore, Beauty Vlogger shows a negative and non-significant effect on Purchase Decision ($\beta = -0.149$; $t = 0.767 < 1.96$; $p = 0.443 > 0.05$), indicating that the influence of beauty vloggers does not significantly affect consumers' purchasing decisions for perfume products. Endorser Congruence also demonstrates a positive but non-significant effect ($\beta = 0.132$; $t = 0.659 < 1.96$; $p = 0.510 > 0.05$), indicating that the compatibility between the endorser and the product does not significantly influence purchase decisions.

This study's results show that there is no statistically significant relationship between the variables of endorsement congruence, social media marketing, beauty vloggers, E-WOM. This indicates that, according to this research, digital marketing communication variables do not have a direct impact on customers' decisions to buy scent items. A more significant influence on purchase decisions can come from other sources, such individual tastes, sensory perception, or past experiences.

5. Conclusion

The SEM-PLS investigation found that among Millennials and Generation Z, the purchase decisions of perfume items are unaffected by E-WOM, social media marketing, beauty vloggers, and endorser congruence. None of the factors had a statistically significant impact on

consumers' decisions to buy, even though they do exhibit some positive or negative associations. These results indicate that elements related to digital marketing communication do not significantly influence consumers' decisions to buy scent items, such as online reviews, social media content, influencer recommendations, or the compatibility of endorsers. Instead, consumers are more likely to rely on personal preferences, sensory perception, and prior experiences when making purchase decisions.

References

- Abadi, T. W., & Hawa, E. F. (2024). *Pengaruh E-WOM, Citra Merek, E-Commerce, dan Beauty Vlogger terhadap Keputusan Pembelian*. <https://doi.org/10.24002/jik.v2i1i.6406>
- Alawiyah, W., & Utama, A. (2023). *Pengaruh Kualitas Produk, Harga, dan Citra Merek pada Keputusan Pembelian Mobil*. 5(1). <https://pdfs.semanticscholar.org/aa5c/54071ee7401ee3c1d4f1c4c8d59b7b7e0167.pdf>
- Apriyana, N., & Yuliana, L. (2023). Analisis Owner Product Endorsment Dan Endorser Congruence Terhadap Purchase Intention. *Jurnal Orientasi Bisnis Dan Entrepreneurship (JOBS)*, 3. <https://doi.org/10.33476/jobs.v3i2.2926>
- Ardine, A. A., Studi, P., Teknik, S., Tarumanagara, U., Studi, P., Teknik, S., & Tarumanagara, U. (2020). *PENYEBAB CHANGE ORDER PADA PROYEK KONSTRUKSI GEDUNG BERTINGKAT*. 3(3), 511–522. <https://doi.org/10.24912/jmts.v3i3.8235>
- Barbosa, B., Mahdavi, M., Oliveira, Z., & Chkoniya, V. (2021). Buying perfume in the digital age: A study on e-shoppers' perceptions and typologies. *Asian Journal of Business and Accounting*, 14(1), 1–32. <https://doi.org/10.22452/ajba.vol14no1.1>
- Devi, A., & Fadli, U. (2023). Analisis Keputusan Pembelian Produk E- Commerce Shopee Di Kalangan Mahasiswa Universitas Buana Perjuangan Karawang. *Journal of Student Research*, 1(5), 113–123. <https://doi.org/10.55606/jsr.v1i5.1628>
- Fauziridwan, M. (2024). EVALUATING THE IMPACT OF CELEBRITY ENDORSERS AND COUNTRY OF ORIGIN ON CONSUMER PURCHASE DECISIONS Meydy. *Edu Research Indonesian Institute For Corporate Learning And Studies (IICLS)*, 8. <https://doi.org/10.29040/jie.v8i4.16118>
- Febriani, T., Falakhi, A., Hapsari, M., & Riza, A. F. (2026). Karakteristik Perilaku Belanja Online Antar Generasi Y, Z, Dan Alpha. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 4(1), 178–189. <https://doi.org/10.61722/jiem.v4i1.8028>
- Fernandes, A., Bagus, W. R. S. S., Miswanto, M., Siregar, B., Biyanto, F., & Silva, R. de F. V. da S. (2025). Pengaruh Media Sosial, Iklan Online dan Promosi Terhadap Minat Beli Konsumen. *Jurnal Media Informatika [Jumin]*, 6(3), 2110–2116. <https://doi.org/10.55338/jumin.v6i3.6479>
- Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications*. <https://doi.org/10.1057/s41599-024-02760-9>
- Grunwald, G., Kara, A., Kapukaya, N., & Zeren, D. (2025). Media type congruence in the advertising effectiveness of celebrity vs. influencer endorsements. *Journal of Marketing Analytics*. <https://doi.org/10.1057/s41270-025-00415-5>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report

- the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
<https://doi.org/10.1108/EBR-11-2018-0203>
- Kanya, N., & Adilla, F. (2022). The Influence of Beauty Vloggers and Product Quality on Purchase Decision. *Almana: Jurnal Manajemen Dan Bisnis*, 6(1), 197–208.
<https://doi.org/10.36555/almana.v6i1.1839>
- Kurniati, P., Rosanti, C., & Hudaya, F. (2023). *Literasi Keuangan Terhadap Kinerja Manajemen Keuangan Umkm (Studi Kasus Pelaku Umkm Di Reciprocity and Expected Relationships To. 19*. <https://doi.org/10.48144/neraca.v19i1.1493>
- Kusumah, R., & Aprillia, A. (2023). Pengujian Kesadaran Merek Dan Social Media Marketing Terhadap Keputusan Pembelian. *Jurnal Education and Development*, 11(3), 87–93.
<https://doi.org/10.37081/ed.v11i3.4755>
- Lestari, F., & Lu, C. (2025). *Pengaruh Celebrity Endorser Terhadap Minat Beli Produk. 03(02)*. <https://doi.org/10.59422/lbm.v3i02.722>
- Maisyaroh, Umi, S. (2024). Pengaruh E-Service Quality Terhadap E-loyalty dengan Brand Image dan E-Satisfaction Sebagai Variabel Mediasi. *Jurnal Ilmiah Manajemen Kesatuan*.
<https://doi.org/10.37641/jimkes.v11i2.1750>
- Miradji, M. A., Ilham, M. R., Jayanto, D. E., Malut, A. W., Rofik, A., Mahardika, G. P. S., & Pratama, A. A. (2025). Inovasi dan Branding dalam Meningkatkan Penjualan Parfume Cavros. *STUDIA: Journal of Humanites and Education Studies*, 1(2), 102–111.
<http://edukastra.com/studia/article/view/19/17>
- Novita, D., & Lina, L. F. (2024). A Comparatives Study of How Social Media Influences The Buying Motivation of Gen Y and Gen Z. *Jurnal Bisnis Strategi*, 33(2), 124–132.
<https://doi.org/10.14710/jbs.33.2.124-132>
- Palilingan, L. N., Pangemanan, S. S., & Wangke, S. J. C. (2021). THE INFLUENCE OF PRODUCT REVIEW AND SOURCE CREDIBILITY BY BEAUTY VLOGGER ON CONSUMER BUYING DECISIONS OF LOCAL COSMETIC PRODUCTS IN MANADO. *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*.
<https://ejournal.unsrat.ac.id/index.php/emba/article/view/36012/33564>
- Pratama, A. A., Rosyidta, A., & Octasyilva, P. (2025). *Metodologi penelitian dalam penelitian ini adalah studi pustaka yang berasal dari jurnal / artikel ilmiah dengan rentang waktu 5 tahun sejak tahun 2020-2025 . Adapun hasil dari literatur review dapat dilihat pada tabel :* No Judul Tabel 1 . Literatur Revie.
<https://semnas.iti.ac.id/tpx/index.php/c/article/view/46/14>
- Racmiani, Oktadonna, N., & Fauzan, T. (2024). The Impact of Online Reviews and Ratings on Consumer Purchasing Decisions on E-commerce Platforms. *International Journal of Management Science and Information Technology*, 4(2), 504–515.
<https://doi.org/10.35870/ijmsit.v4i2.3373>
- Rafania, T. A., Hermawan, A., & Prehanto, A. (2025). Pengaruh storytelling marketing terhadap purchase decision melalui mediasi brand image pada pengguna HMNS perfume. *Indonesian Journal of Digital Business*. <https://doi.org/10.17509/ijdb.v5i2.88645>
- Saputra, W., Islam, F., & Iswinarti, I. (2023). Pengaruh Media Sosial Terhadap Perilaku Remaja. *Jurnal Ilmiah Bisnis & Kewirausahaan*, 12.
<https://doi.org/10.59188/jcs.v4i1.2956>

- Utari, P. (2025). *Data APJII: Pengguna Internet di Indonesia Tembus 229,43 Juta Orang pada 2025*. Bisnis Tekno. https://teknologi.bisnis.com/read/20250806/101/1899997/data-apjii-pengguna-internet-di-indonesia-tembus-22943-juta-orang-pada-2025?#goog_rewarded
- Yusiara, A. (2022). PENGARUH CELEBRITY ENDORSER DAN E-SERVICE QUALITY TERHADAP KEPUTUSAN PEMBELIAN SHOPOEE MELALUI BRAND IMAGE. *Jurnal Ilmu Dan Riset Manajemen*. <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/5983/6035>
- Zulkarnain, M., Hendri, N., & Wirman, H. (2025). AL-IQTISHADIIYAH. *Jurnal Ekonomi Syariah Dan Hukum Ekonomi Syariah*, 11. <https://doi.org/10.31602/iqt.v11i2.21736>

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>)



