

## THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND CELEBRITY ENDORSEMENT ON THE PURCHASING DECISION PROCESS OF “EMINA”

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### Abstract

This study aims to determine and analyze the effect of electronic word of mouth and celebrity endorsement on the purchasing decision process for Emina brand cosmetic products for millennial consumers, through social media in Garut Kota District. The data used in this study are primary data, the results of distributing questionnaires to 100 respondents of millennial age, born in 1981-2000 in Garut City District, using non-probability sampling and accidental sampling techniques. The independent variables in this study are electronic word of mouth (X1) and celebrity endorsement (X2), while the purchasing decision process is placed as the dependent variable (Y). Hypothesis testing was carried out using Structural Equation Modeling (SEM) PLS with the help of Smart PLS software version 3. The results showed that electronic word of mouth has a positive effect on the decision process to purchase Emina cosmetics for millennial consumers, through social media. Celebrity endorsement has a positive effect on the decision process for purchasing Emina cosmetics for millennial consumers through social media. Thus it can be concluded, that if the electronic word of mouth reviews are getting better or have a positive value, it will have a positive influence on the consumer purchasing decision process for Emina cosmetics, and if the celebrity endorsement is more attractive, or more popular, it will have a positive effect or encourage the Emina cosmetics purchasing decision process.

**Keywords :** Celebrity endorsement, Electronic word of mouth, Emina, Millennial consumers, Purchase decision process.

### A. INTRODUCTION

The development of information technology and the internet as a marketing communication tool and advertising tool in the digital era is very rapid. This is driven by the ease and variety of features offered by this mobile application, considering that now almost every individual has a social media account. Data on social media users in January 2019 in Indonesia according to Websindo, continues to increase with a total of 56% of the total population of Indonesia. In this case, the activeness of social media users is mostly accessed by residents in the age range of 20-24 years, amounting to 85.5%; age 25-29 years by 82.7% and age 30-34 years by 76.5%. The data indicates that the millennial generation is the most active and productive. According to Hasanudin Ali (2017), millennials are those born between 1981-2000, better known as the digital generation or generation Y. Millennials play an important role, because they have advantages such as being more creative, dynamic, technologically literate, and want to be fast-paced. Even in shopping, millennial consumers are now increasingly independent in the purchasing decision process.

The purchasing decision process based on consumer behavior, begins with consumer attention to a product, then considers various aspects that have the potential to encourage their interest in buying the product, which is generally sensitive to being influenced by persuasive stimuli. Persuasive stimuli in marketing that are still considered effective for millennial

consumers, in carrying out the purchasing decision process, include electronic word of mouth (EWoM). EWoM are reviews of a product that are usually obtained through comments from someone who has used the product first, or through endorsement activities. Endorsement is one of the marketing strategies carried out by companies by utilizing famous people's icons to attract consumers by reviewing their products.

This research focuses on cosmetic products, given that in Indonesia the cosmetic industry is relatively developed and has experienced growth from time to time. In a publication published by the Ministry of Industry of the Republic of Indonesia (2018), Airlangga Hartarto said cosmetic products experienced a 20% increase. This was driven by domestic and export market demand, along with the trend of people who consider cosmetics to be a primary need for women and millennials. This phenomenon is considered to be the key in marketing innovation through social media that is effective and costly. Even the Ministry of Industry of the Republic of Indonesia places the cosmetics industry in the National Industrial Development Master Plan 2015-2035.

One of the local cosmetic brands that is currently in high demand is Emina, a brand of PT Paragon Technology and Innovation. According to the Top 5 Most Talked about Brand on Twitter 2017, there are five brand names that are most often talked about by consumers as shown in the following table:

Table 1 .Top 5 Most Talked About Brands On Twitter

<b>Cosmetic</b>	<b>Post</b>
Wardah	500
Sariayu	399
Purbasari	278
Emina	238
Mustika Ratu	75

Source: Local Cosmetic Industry by GDILAB, 2017

The table above shows that the brand that consumers often talk about is Wardah, while the brand that consumers rarely talk about is Emina. Emina is relatively new in the local cosmetics industry. According to Kontan.co.id PT Paragon Technology and Innovation, cosmetic products recorded a surge in sales growth of 500%, but it was not Emina's products that became excellent, but Wardah. This suggests that Emina products are not yet the first choice for consumers of cosmetic products. Allegedly due to the low electronic word of mouth and not maximizing celebrity endorsement in its marketing. Of course, these conditions, if they do not get serious attention from the company, in the long run, Emina cosmetics marketing can experience obstacles that have the potential to reduce sales volume, because consumers move to other brands.

## **B. LITERATURE REVIEW**

### **Electronic Word Of Mouth**

According to Goyette (2012) Electronic Word of Mouth (EWoM), is a positive and negative statement made by potential customers, actual customers and former customers about a product or company via the internet. In measuring the influence of Electronic Word of Mouth (EWoM). Goyette uses the following dimensions:

1. Intensity is the number of opinions or comments written by consumers on social media. Intensity includes the following:
  - a. Frequency of accessing information from social networking sites
  - b. Frequency of interaction with users of social networking sites

- c. The number of reviews written by users of social networking sites.
2. Content is the information content of social networking sites related to products and services that include:
  - a. Information on food and beverage variations
  - b. Quality information (taste, texture and temperature): Information about the price offered.
3. Valence of opinion is a positive consumer opinion about products, services and brands. Valence of opinion includes:
  - a. Positive comments from users of social networking sites
  - b. Recommendations from users of social networking sites.

### **Celebrity Endorsement**

According to Shimp (2012), a celebrity is a figure (actor, entertainer, athlete) who is known for his or her achievements in a field different from the class of products being endorsed. The celebrities are asked as product spokespersons. Shimp says that there are five dimensions of celebrity endorsement, namely: *Trustworthiness*, mengacu pada kemampuan untuk dipercaya, kejujuran serta integritas dari seorang selebriti *endorser*.

1. Expertise, refers to the knowledge, experience and skills possessed by an endorser.
2. Attractiveness, refers to the physical characteristics that people can see in the celebrity such as good looks/beauty, athleticism.
3. Respect, refers to an endorser who is admired and respected by consumers because of his personal qualities and achievements.
4. Similarity, refers to the ease with which consumers relate to an endorser because they have the same characteristics as themselves such as age, gender, and others.

### **Purchase Decision Process**

Kotler and Keller (2011) explain that the decision-making process is a basic psychological process that plays an important role in understanding how consumers actually make purchasing decisions. According to them, there are five stages that consumers go through in the buying process, namely:

1. 1. Problem Recognition  
The buying process begins with a problem or need that consumers feel. Consumers perceive the difference between the desired state and the current situation in order to generate and activate the decision process.
2. Information Search  
After consumers feel the need for a good or service, consumers will then look for supporting information such as information stored in memory (internal) and information obtained from the environment (external). Sources of consumer information consist of:
  - a. Personal sources: family, neighbors, acquaintances
  - b. Commercial / commercial sources: advertisements, salespeople, packaging, and displays
  - c. Public sources: mass media and consumer organizations
  - d. Experiential sources: inspection, product used
3. Evaluation of alternatives  
After information is obtained, consumers evaluate various alternative choices in meeting their needs as a consideration before deciding to buy the product..
4. Purchase Decision  
Consumers who have made choices on various alternatives usually buy the most attractive products so that they form a decision to buy. There are three factors that can lead to a decision to purchase a product or service, namely:

- a. Attitudes of others: family, neighbors, friends, confidants.
- b. Unexpected situations: price, family income, expected benefits.
- c. Foreseeable factors: situational factors that consumers can anticipate.

#### Post-Purchase Behavior

After buying and experiencing the product, consumers will feel the level of satisfaction and dissatisfaction and will engage in post-purchase actions in the market.

Based on the literature study above, the researcher compiled the following framework:

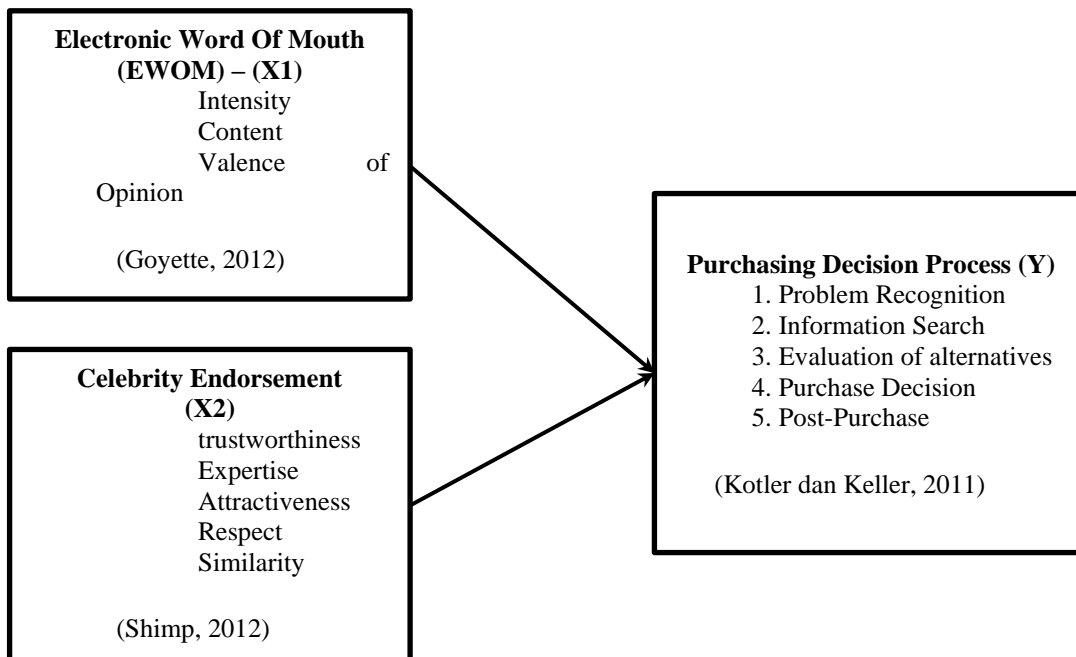


Figure 1. Framework

The following hypothesis is proposed:

#### **Electronic Word Of Mouth on the Purchasing Decision Process:**

H<sub>0</sub> : There is no influence of electronic word of mouth (EWOM) on the decision process for purchasing Emina cosmetics for millennial consumers through social media.

H<sub>a</sub>: There is an influence of electronic word of mouth (EWOM) on the purchasing decision process of Emina cosmetics for millennial consumers through social media.

#### **Celebrity Endorsement on the Purchasing Decision Process:**

H<sub>0</sub> : There is no effect of celebrity endorsement on the decision process for purchasing Emina cosmetics for millennial consumers through social media.

H<sub>a</sub>: There is an influence of celebrity endorsement on the decision process for purchasing Emina cosmetics for millennial consumers through social media.

### **C. RESEARCH METHODOLOGY**

The research method used in this research is descriptive verification method. Descriptive method to describe how the influence of electronic word of mouth (EWoM) and celebrity endorsement variables on the Emina Cosmetics purchasing decision process on millennial consumers, taken by distributing questionnaires to Emina cosmetic users (respondents), in an effort to obtain data and descriptions, in accordance with the objectives of descriptive statistics. Meanwhile, the verification method aims to check whether the data is correct or not, when

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explained to test a method, with or without improvements that have been implemented elsewhere, by overcoming problems similar to life. Or in other words, research to test the truth of a proposed hypothesis, in this case the variables to be tested are electronic word of mouth (EWoM) and celebrity endorsement on the consumer purchasing decision process.

The population in this study were female consumers who belonged to generation Y (1980-2000) - who used Emina cosmetics in Garut City, with a sample of 100 female consumers who used Emina cosmetics who belonged to the millennial generation (Y), namely those born in 1980-2000 in Garut City. The data collection instruments and measuring instruments used in this study are questionnaires that are structured using a rating scale. The data scale used is an interval scale with an interval range for each criterion for the score as follows:

Table 2 Assessment Criteria

No	Score	Assessment criteria
1	100-179	Not Very Good
2	180-259	Not Good
3	260-339	Not Good
4	340-419	Good
5	420-500	Very Good

Source: Processed by Researcher, (2019)

The analytical instrument used is SEM PLS, with the help of Structural Equation Modeling (SEM). The structural equation model is a multivariate data analysis method that aims to test the measurement model, namely the relationship between indicators and latent variables, and the latent variable structural model, namely the relationship between independent and dependent constructs. SEM has greater flexibility for researchers to connect theory and data with data processing tools using SmartPLS version 0.3 software.

## D. RESULT AND DISCUSSION

### Descriptive

#### Overview of respondent criteria

The results of research on the characteristics of respondents to 100 millennial consumers-birth range 1980-2000 show that based on age, research respondents are dominated by women with an age range of 20-24 years, or as much as 82%; respondents aged 30-34 years are 5%, and 25-29 years, as much as 13%. The characteristics of respondents based on occupation are dominated by female respondents, namely students or college students, and the rest work as housewives, private employees, civil servants, and freelancers.

#### Condition of Electronic Word Of Mouth about Emina Cosmetics

Table 3 Electronic Word Of Mouth Variables

No	<i>Electronic Word Of Mouth</i>	Score	Criteria
1.	Intensity	386	Good
2.	Valence Of Opinion	384	Good
3.	Content	387	Good
<b>Total Score</b>		<b>1157</b>	
<b>Average Variabel Electronic Word Of Mouth Score</b>		<b>385</b>	<b>Good</b>

Source: Data Processing Results, (2020)

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In the table above, the Electronic Word Of Mouth variable gets an average score of 385, meaning that Emina cosmetics electronic word of mouth on millennial consumers in Garut Kota District has a good impression. In the content dimension, the highest score is 387, this shows that the content of electronic word of mouth is considered positive, because it is able to stimulate respondents' desire to try and purchase Emina cosmetic products. The lowest score of 384, obtained in the valence of opinion dimension, indicates that positive opinions or reviews about Emina cosmetic products are still low / lacking, meaning that respondents' responses to getting product recommendations from other users are less intense.

**Celebrity Endorsement Conditions regarding Emina Cosmetics**

Table 4 Variable Celebrity Endorsement

No	Celebrity Endorsement	Score	Criteria
1.	Trustworthiness	378	Good
2.	Expertise	382	Good
3.	Attractives	378	Good
4	Respect	382	Good
5	Similarly	386	Good
<b>Total Score</b>		<b>1906</b>	
<b>Avarage Variable Celebrity Endorsement Score</b>		<b>381</b>	<b>Good</b>

Source: Data Processing Results, (2020)

The celebrity endorsement variable on millennial Emina cosmetics user respondents received an average score of 381 good ratings, this implies that Celebrity Endorsement of Emina cosmetics among millennial consumers in Garut Kota District has a good impression. The similar dimension gets the highest score, meaning that Emina cosmetic products are designed for teenage girls who like to explore makeup, and the company chooses the right celebrity endorsement, according to the age category of adolescents and adults, which can make respondents feel that they have something in common between the respondent and the advertising star displayed. In the dimensions of trustworthiness and attractives, the lowest score is obtained, which is 378, this is due to the assumption that celebrity endorsements do not provide actual reviews.

**Purchase Decision Process Conditions regarding Emina Cosmetics**

Table 5 Purchase Decision Process Variables

No	Purchase Decision Process	Score	Criteria
1.	Problem recognition	396	Good
2.	Information search	400	Good
3.	Alternative evaluation	393	Good
4	Purchase decision	379	Good
5	Post-purchase behavior	389	Good
<b>Total Skor</b>		<b>1957</b>	
<b>Average Purchase Decision Process Variable Score</b>		<b>391</b>	<b>Good</b>

Source : Data Processing Result, (2020)

The average score of 382 indicates that the purchasing decision process for millennial generation respondents who use Emina cosmetics is well assessed. This figure shows that the purchasing decision process for Emina cosmetics for millennial consumers in Garut Kota District is considered to contain a good impression. In addition, searching for information on

social media is still favored because of the ease of access and diverse information about Emina cosmetics.

**Verification**

**Evaluation Model Testing Measurement Model**

The results of the assessment of the criteria and standards for the value of the reflective model on the outer model are as follows:

Table 6 Outer model criteria assessment results

No	Criteria	Standard	Research Result
			PLS Algorithm Result
1	Validitas Konvergen/ (AVE)	$\geq 0,5$	X1 (Electronic Word Of Mouth) = 0,60 <b>(valid)</b> X2 (Celebrity Endorsement) = 0,59 <b>(valid)</b> Y (Purchasing decision process) = 0,55 <b>(valid)</b>
2	Loading Factor	$\geq 0,5$	All indicators have a loading factor $\geq 0.5$
3	Reliability	$\geq 0,6$	X1 (Electronic Word Of Mouth) = 0,936 X2 (Celebrity Endorsement) = 0,963 Y (Purchasing decision process) = 0,938
4	Cross Loading/ Validitas Discriminate	Greater than the correlation value between variables	All AVE values of latent variables are greater than the correlation of other latent variables

Source: Data processing with SmartPLS 3 (2020)

In the table above, the AVE criteria or convergent validity after calculating using SmartPLS 3 software on the PLS Algorithm results, the electronic word of mouth, celebrity endorsement and decision process variables are declared valid because they have a value of more than the assessment standard, namely  $\geq 0.05$  with all loading factor indicators having a value of  $\geq 0.5$ . The reliability criterion has a standard value of  $\geq 0.6$  so that all the variables studied can be declared reliable with cross loading which has an AVE value of latent variables greater than the correlation of other latent variables.

**Testing the Structural Model**

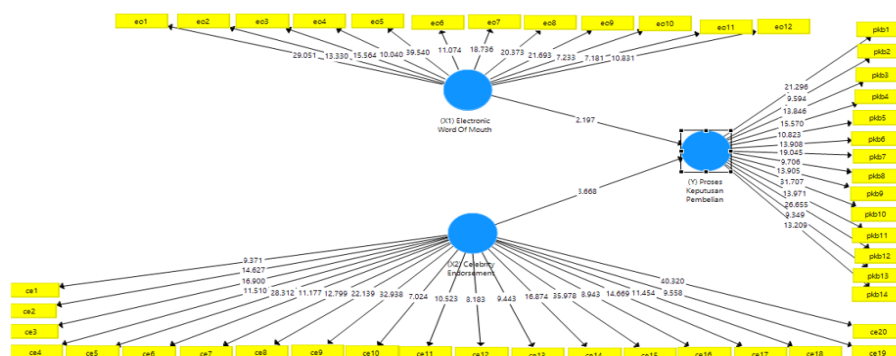


Figure 2 Bootstrapping results

Table 7 Results of Criteria Assessment and Inner Model Value

Critaria	Standard	Research Result
		Bootstrapping Result
The effect is significant if, T-statistic > T table. At 5% Alpha, the T-table value is 1.98		Value of t test: X1 (Electronic Word Of mouth) -> Y (Purchase Decision Process) = 2.19 X2 (Celebrity Endorsement) -> Y (Purchase Decision Process) = 3.67
Estimated path coefficient f2 for effect size	0.35=strong 0.15=Medium 0.02=weak	Path coefficient value: X1 (Electronic Word Of mouth) -> Y (Purchase Decision Process) = 0.36 ( <b>strong</b> ) X2 (Celebrity Endorsement) -> Y (Purchase Decision Process) = 0.59 ( <b>strong</b> )
R <sup>2</sup> Estimation indicates model determination	0.67 = strong 0.33 = moderate 0.19 = weak	R <sup>2</sup> X1 (Electronic Word Of mouth), X2 (Celebrity Endorsement) -> Y (Purchase Decision Process) = 0.89 ( <b>Strong</b> )
Predictive Relevance (Q2 Square)	Q2 above zero provides evidence that the model has predictive relevance	Y (Purchase Decision Process) = 0.47

Source: Data Processing, (2020)

In the table above after bootstrapping using SmartPLS 3 software, it can be seen that the effect of electronic word of mouth on the purchasing decision process is 2.19, while celebrity endorsement on the purchasing decision process is 3.67, this shows that each independent variable has a significant effect on the dependent variable, this can be seen in the standard assessment criteria, namely if T statistics > T table of 1.98.

The f2 path for effect size on the electronic word of mouth variable is 0.36, it is declared strong and the celebrity endorsement variable is 0.59, it is declared strong. In R2 obtaining a value of 0.89 is declared strong, R2 is used to predict and see how much influence the independent variable contributes to the dependent variable, with Q2 which is used to measure how well the observation value generated by the model and also the parameter estimate in this study obtained a value of 0.47 with a standard Q2 above zero providing evidence that the model has predictive relevance..

### Hypothesis Testing

In this study, hypothesis testing uses p value in the test criteria. P value is a significance value obtained in hypothesis testing which represents the chance of an event or hypothesis occurring, the hypothesis proposed in this study is accepted or rejected with the following test criteria:

- If the p value <  $\alpha$  (alpha) of 0.05 then H0 is rejected
- If the p value >  $\alpha$  (alpha) of 0.05 then H0 is accepted

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In smartPLS, hypothesis testing can be seen from the path coefficient resulting from the bootstrapping process to determine the path coefficient value between latent variable constructs in the structural model (inner model) as in the table below:

Table 8 Path coefficient

	<b>Original Sample (O)</b>	<b>Mean Sample (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistic (O/STDEV)</b>	<b>P Values</b>
<b>Electronic word of mouth -&gt; purchase decision process</b>	0,360	0,375	0,167	2,150	<b>0,032</b>
<b>Celebrity endorsement -&gt; purchase decision process</b>	0,590	0,594	0,164	3,588	<b>0,000</b>

Source: Data Processing, (2020)

Based on the path coefficient table, it shows that electronic word of mouth on the purchasing decision process has a p value of  $0.032 < \alpha$  (alpha) of 0.05, so  $H_0$  is rejected, meaning that there is an influence of electronic word of mouth on the decision process for purchasing Emina cosmetics for millennial consumers through social media.

According to Ivan Sindunata, Bobby A. Wahyudi (2018) states that in the electronic word of mouth variable, the content dimension proves to be the most dominant, the intensity and valence of opinion dimensions have a positive but insignificant effect. Meanwhile, according to Juliatrix Chairul and Sunarty (2018), the valence of opinion dimension has the largest score (reading positive comments via Instagram social media) and overall the electronic word of mouth variable shows a positive influence or in other words, if the electronic word of mouth increases, it will be followed by an increase in purchasing decisions.

Based on the path coefficient table, it shows that celebrity endorsement on the purchasing decision process has a p value of  $0.000 < \alpha$  (alpha) of 0.05, so  $H_0$  is rejected, meaning that there is an influence of celebrity endorsement on the decision process for purchasing Emina cosmetics for millennial consumers through social media.

According to Dian Marselina and Edward H Siregar (2017) celebrity endorsement has a significant effect with trustworthiness, attractiveness, and similarly having the most dominant influence. According to Anita Tantri Wibowo (2018), all dimensions (trustworthiness, expertise, respect and similarly) have a positive influence but are different from the attractiveness dimension which has a negative or opposite effect, this is due to several factors, namely overexposure to the endorser and overshadowing the brand (overshadowing several brands) carried out by the endorser which can result in consumers feeling bored and not interested in the endorser. Thus the results of the study can be said to be relevant because it has a theoretical basis or can be interpreted that if the celebrity endorsement is getting better, the purchasing decision process will increase.

## E. SIMPULAN

Based on the results of the research, discussion and analysis that the authors have described regarding electronic word of mouth and celebrity endorsement on the Emina cosmetics purchasing decision process for female millennial consumers born in 1980-2000 in the Garut Kota District area, the authors draw the following conclusions:

The electronic word of mouth of Emina cosmetics aimed at millennial consumers through social media in Garut Kota District is generally categorized as good, it can be seen that the number of positive reviews on the electronic word of mouth of Emina cosmetics on social media is quite high which is characterized by the active frequency of interaction between users of social networking sites, besides that the content of reviews on social media is related to product recommendations and information about the variety and quality of Emina cosmetics.

Celebrity endorsement of Emina cosmetics to millennial consumers through social media in Garut Kota District is generally categorized as good, it can be seen that endorsers have integrity towards Emina cosmetic products which are characterized by endorsers often providing reviews about products, using products in their daily lives, and also being able to communicate products well so that it indicates that an endorser is reliable. The decision process for purchasing Emina cosmetics for millennial consumers through social media in Garut Kota District is generally categorized as good, this can be seen in female consumers who are able to recognize personal needs for cosmetic products so as to generate the desire to carry out the purchasing decision process, with easy access to information search technology can be obtained through social media as a consideration before making purchasing decisions.

The results of the hypothesis test for the influence of electronic word of mouth on the decision process for purchasing Emina cosmetics for millennial consumers through social media in Garut City District obtained the decision  $H_0$  is rejected, meaning that there is an influence of electronic word of mouth in making the decision process for purchasing Emina cosmetics for millennial consumers through social media in Garut City District. The results of the hypothesis test for the influence of celebrity endorsement on the decision process for purchasing Emina cosmetics for millennial consumers through social media in Garut City District obtained the decision  $H_0$  is rejected, meaning that there is an influence of celebrity endorsement in making the decision process for purchasing Emina cosmetics for millennial consumers through social media in Garut City District.

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