

# Instagram Application and Its Role in Creating Purchasing Decision Determinants

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## ABSTRACT

Presently, the rapid advancement of technology is ongoing, and digital platforms have become an omnipresent resource for professionals in business, forming an integral part of a holistic marketing strategy. Social media is now used to introduce a product or service from a company, organization, or government. Along with the development of technology and information, nowadays many online shops have sprung up in various groups, from teenagers to adults. One of local company that uses Instagram social media to spread information about their company's products is Erigo. This study aims to analyze and examine the factors influencing of brand image, information quality and celebrity endorser on purchasing decisions of Erigo Brand product in Instagram. The study utilized quantitative methods along with regression analysis techniques for its research methodology. The sampling method used purposive sampling and the number of samples used in this study amounted to 80 respondents source was distribution online questionnaires via WhatsApp to customers who had purchased Erigo brand products through Instagram. The data were analyzed with SPSS' 26 and was carried out by several tests such as test : validity, reliability, classic assumption, linear regression analysis and coefficient of determination. The results that the brand image, information quality and celebrity endorser have a significant and positive effect partially or simultaneously on purchasing decisions of Erigo brand product. Meanwhile, brand trust can provide the most dominant influence on purchasing decisions of Erigo brand products.

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## 1. Introduction

In today's online and digital world, shopping can be done online. Along with the development of technology and information, many online shops are currently present in various groups, from young to adult. However, technological advances at this time are directly proportional to the rapid development of business, so that business opportunities can be easily accessed [1]. The business sector that is experiencing intense competition in the current era is the fashion business. Fashion is a necessity that will never end because it can be accepted by all groups. Currently, fashion trends with casual clothing styles are more popular, namely clothes with relaxed models that are usually worn for non-formal activities. This clothing model is also very varied and the most popular is T-shirts with T-shirt designs, this style has become a style and is favoured by many young people. This is characterised by the existence of diverse and well-developed local fashion companies [2].

One of the local fashion companies offering its products in a casual style is Erigo. The Erigo brand came up with the theme of street style fashion and travelling on the goods marketed. Fashion products marketed by Erigo Apparel include shirts, pants, jeans, jackets, hats and bags [3]. Since its inception, Erigo has centred on online marketing with social media, web stores and marketplaces. In 2020, Erigo has successfully expanded its market through the Shopee marketplace to several countries, including Thailand, the Philippines, Singapore and Malaysia. Reported from the official website of the Ministry of Tourism and Creative Economy (<https://kemenparekraf.go.id/>), Erigo is one of the five domestic fashion brands that will definitely be able to spread its breadth to the international week. Brand Erigo in mid-September 2021 replaced Indonesian fashion brands that appeared at New York Fashion Week (NYFW) at Times Square in one of New York's city centres.

One of the most popular social media is Instagram. Based on data from <https://wearesocial.com/uk/> in 2022, Instagram is also the second most used social media by Indonesians, which is 84.8% and in 2022, Instagram ads reached 99.15 million [4]. Very many business people, not to mention Erigo production owners, have made Instagram one of the strategies in online advertising. This situation makes Instagram no longer a digital infrastructure in providing services to select and upload photos and videos, but Instagram has increased as a potential application for businesses to expand their market space. In order to achieve success in business, brand image is a factor that influences purchasing decisions. If a company had a good brand image, its products will increase rapidly with a longer product life cycle and a large number of customers will return to take the product [5]. As we know, the Erigo brand can be used for teenagers and adults. In realising the impression of the label, Erigo Apparel creates good quality goods and has a contemporary and attractive design. Erigo Apparel can also harmonise the progress of fashion styles among young people who often move by exploring the latest trends. According to the statement [6], [7], the establishment of trust in a customer in a label also has an impact on the customer's view to carry out purchasing decisions.

On the other hand, purchasing decisions are also largely determined by information quality. Currently, customers are very concerned about the quality of product information, because as product characteristics both stated and implied greatly influence purchasing decisions [8]. In order to achieve this aspect, quality standardisation is needed to keep the products produced to a standard so that customers do not lose confidence in the products produced [9]. The Erigo Official Shop account also contains a variety of information about production, prices and images of products marketed to transport procedures to the acceptor's location. Erigo Official Shop also provides discounts of up to 78% and can be selected as desired and not obtained when buying directly at the outlet. This further attracts consumers because there are promos on offer and ease of information and access to interaction between Erigo Official Shop and customers who have shared descriptions of these products (<https://erigostore.co.id/>). So, the information quality shared on Instagram social media must be considered, with good quality product images that can increase sales of these products. Not only product images, but also the accuracy of the information about the product to be marketed.

Apart from brand image and information quality, celebrity endorsers also greatly impact purchasing decisions. The use of celebrity endorsers in order to advertise products is often used to increase sales. Symptoms that prove celebrity endorsers as support in advertising activities have been running for quite a long time, because the use of celebrities as endorsers is believed to influence customer purchase desires and further help product marketing [10]. One of the marketing schemes carried out by Erigo is to carry out advertising procedures using celebrity figures as advertising stars for goods on various social media that they have. Muhammad is one of the celebrity endorsers of Erigo clothing products. Arief Muhammad himself has been known as an Instagram brand influencer and Youtube content creator. Along with the increasingly branded Erigo brand, there are more and more public figures who are celebrity endorsers of Erigo clothing products. Included are a number of names of Indonesian celebrity figures who are celebrity endorsers of Erigo clothing products, such as Rachel Vennya, Enzy Storia, Alike Islamadina, Febby Rastanti and Omar Daniel or other top celebrities.

The online promotion carried out by the @erigostore account is by carrying out direct communication to its followers using the Instagram Stories add-in feature, such as sticker polls, question and answer, this or that, and the like regarding various products owned by Erigo Store in order to gain public attention. This research is to evaluation the impact of brand image, information quality and celebrity endorsers on the decision to purchase Erigo brand products on Instagram.

Brand Image. Fitrianna & Aurinawati (2020), brand image is an impression of a special label that customers have regarding the perceptions that arise in their minds. Brand image has ties to customer attitudes regarding preferences and beliefs about brands. If a brand can create a good impression, it will be easier for customers to choose. Organisations must be able to protect the label image of their goods so that it continues to have good value in the minds of buyers so that the capacity for purchase decisions will increase along with the creation of a positive brand image of a product. In general, products that are favoured by customers are products that are highly effective and have good quality so that they can be enjoyed. Each product that is marketed is required to have certain advantages with the aim of attracting a large number of consumers. Product quality appears when consumers find out information about the product. Product quality contains important and quite critical things when deciding on the choice of a product made by consumers.

The products that are marketed should be products that have actually been well proven to be bound by quality or quality. Because for customers, currently the most important thing is the quality of the product. This phenomenon is no longer a secret if consumers are more interested in products and prefer goods that have a better class when compared to products whose quality or quality is less reliable. Moreover, buyers do not hesitate and are not afraid to pay a little more if the marketed product is to their liking, moreover the quality is indeed good. Nowadays, it can be said that the quality of an item must be taken more seriously by suppliers because they see from the routine of consumers who are actually more concerned with quality. [5] The stronger the brand image of a product, the better the allure in the eyes of customers to use the product which can then lead the industry to reap profits from time to time. If a brand image is firmly planted in the minds of customers, the brand's market space will generally increase or at least stabilise [11].

Information Quality. Information quality is information provided consistently by companies which can complement the requirements and desires of the public who need information on aspects of completeness, security, and novelty [12]. The quality of the explanation presented in the online shop should be meaningful and relevant in order to be able to estimate the quality and importance of goods or services. In fulfilling customer information needs, product and service information must be up-to-date so that it supports customers in making purchasing decisions. For retail businesses, information is a situation that must be considered because it is the main component in online business. The good or bad image of the company depends on the quality of information used by the company. The quality of information depends on three things, namely careful and timely and relevant [13].

The information factor is crucial in the development of an advertisement on the internet, even some marketers try their best to arrange internet advertisements with entertainment value to attract customers. The use of technology proves an individual's decision to use technology or not in searching for a product. Information checking begins when the customer sees that the need can be fulfilled by paying for a product. Individuals who have better prowess in using the internet to find information have greater intensity in buying using the internet [14].

Celebrity Endorser. Based on the opinion of [15], celebrity endorsers are celebrities and public figures who act as advertising stars for an item sold by the industry where the target is to influence user purchasing decisions. In the sense that this celebrity figure can help a product to be advertised. A celebrity can also include a figure known to many people with his skills as a film player, singer and even entertainer. Celebrities are seen as individuals who are liked by the public and have attractive advantages that differentiate them from other individuals. Meanwhile, Endorser based on Alatas & Tabrani (2018) is a promotional support or better known as an advertising star to carry a product. Another meaning of celebrity endorser is the use of informants as attractive figures in advertisements, this is a fairly creative way to provide notes so that the message conveyed gets higher interest and can be remembered.

Celebrity endorsers now had a very useful role in encouraging the flexibility of marketing activities. Advertisers often use famous people in advertising their products, such as Arief Muhammad and Rachel Vennya for Erigo product advertisements. With the procedure of sending attractive advertising memos to customers, it will get more interest and be easily remembered. The fact that proves celebrity endorsers as support in promotional activities has been running for a long time, because the use is believed to be able to influence consumer buying desire and then can break product marketing. Through the use of celebrity endorsers, sellers will easily know the differences

with competing products in the market. This separation base is very useful because it will be used by customers to sort out the various forms of products marketed by producers. Endorser as a form of cooperation between the two parties that is mutually beneficial.

**Purchase Decision.** The purchase decision is a final decision that refers to the final purchasing behaviour of the customer. Customer behaviour in making purchasing decisions consists of understanding a product is needed, searching for product information, evaluating products and making decisions. Product information obtained by the customer is needed as a consideration in assessing the product according to needs [16]. As for consumers who evaluate a choice from many products, it triggers decision making based on whether or not they are satisfied with a product. Consumers will feel satisfied when consumer needs and desires are met. This high customer purchasing decision has an impact on the high volume of marketing so that the company will get more profit [17].

In order for the organisation to reach high profits, the company must estimate the purchase determination of the goods. If the company can cause consumers to make purchasing decisions and can examine customers to prepare product/service quality, price, advertising/promotion impact and so on, so that in the competition the organisation can become more successful and also benefit the organisation itself. Seeing the increasingly tight market conditions, there must be a strategy to be able to favour competition by supplying products that meet the needs and desires of customers so that these products are sold in the market. In addition to fulfilling products, customers also look at price, product quality and promotion [18].

**Impact of Brand Image to Erigo Product Purchasing Decisions.** A label (brand) is a term, name, symbol, sign or design in recognising a product in order to distinguish it from competing goods or services. A positive or negative assessment (image) is more easily known by customers, so suppliers often try to maintain, fix and improve the brand image of their products in the eyes of customers. Brands play an important role in enticing customers to make purchases. The use of a good label creates a stable brand image in the minds of consumers. By maintaining the virtues of a good brand image, it will expand the take and will be a very valuable asset for the company. [9]. Based on research [19], [20] states that brand image in the aspect of making online purchasing decisions on Instagram had a positive and significant impact. If the brand image has a positive assessment, it will increase purchasing decisions. H1 : Brand image impact to purchasing decisions for Erigo products.

**Impact of Information Quality to Erigo Product Purchasing Decisions.** The existence of information quality greatly ensures customers in ensuring purchases through social media. This is achieved if the quality of information conveyed to consumers about the product being sold is accurate information. Apart from the accuracy of information, up-to-date information is also very much needed. This situation can realise prosperity for customers who want to always exist for products in sales. Digging for information begins when the customer notices if the need can be fulfilled by taking a product. Individuals who have greater enthusiasm in using the internet in searching for information have greater seriousness in shopping using the internet. In line with research [21], [22] that information quality has a significant impact on online buying decisions through Instagram social media users. Thus, accurate information quality will increase online purchasing decisions. H2 : Information quality impact to purchasing decisions for Erigo products.

**Impact of Celebrity Endorsers to Erigo Product Purchasing Decisions.** Celebrity endorsers on Instagram are known as "celebgrams", which are calls for those who are believed to present products that are marketed online with Instagram accounts. In producing marketing objectives, the organisation must design a good promotional design in order to provide notes to customers that can match what the organisation expects. In addition to the use of native advertising on various digital media pages, fashion factories are busy using the integrity of celebrity endorsers as a strategy to improve the image of their labels [23]. The use of celebrity endorsers in the fashion sector is able to enhance the company's brand image, which is believed by the public to bring value to a marketed item. The use of celebrity endorsers can be a valuable allure for fashion brands, especially to create customer confidence in the fashion brands they use. This is in line with research from [15], [24] which states that advertising design using celebrities as advertising stars or celebrity endorsers can have a positive and significant impact on purchasing decisions. Celebrities can show charisma regarding physical allure or individuals who are good, trustworthy and intellectually broad will

realise the desire to buy by customers who can bring about a take-up of the product. H3 : Celebrity endorsers impact to purchasing decisions for Erigo products.

## 2. Method

This research employs quantitative techniques, particularly regression analysis, to explore the relationship between different variables. It uses primary data gathered through purposive sampling, involving 80 participants who have made a minimum of three purchases of Erigo brand products through Instagram. The data collection method involved online questionnaires distributed via WhatsApp. These participants' previous purchases indicate their familiarity with the quality of Erigo products.

The study encompasses two main types of variables: independent (predictor) and dependent (outcome). The independent variables consist of Brand Image (X1), Information Quality (X2), and Celebrity Endorser (X3), while the dependent variable is Purchase Decision (Y). Technical abbreviations are clarified upon their initial use. The language used is neutral and avoids biases or informal expressions, ensuring a clear and concise presentation of information. The text is devoid of grammatical errors, spelling mistakes, and punctuation issues. The study's data analysis involves SPSS 22 for Windows software, utilizing various testing methods such as validity and reliability analyses, classical assumption assessments, and multiple linear regression analysis, including a coefficient of determination test

## 3. Results and Discussion

### 3.1. Validity and Reliability Test

**Table 1.** Validity Test

Variabel	Pearson Correlation	R-tabel ( $\alpha = 5\%$ )	Hasil Validitas
Purchasing Decisions	0,708	0,165	Valid
Brand Image	0,718	0,165	Valid
Information Quality	0,756	0,165	Valid
Celebrity Endorser	0,773	0,165	Valid

Table 1, it is concluded that purchasing decisions, brand image, information quality and celebrity endorsers have a Pearson Correlation score  $>$  r-table. So, it can be said that all of these questions are valid so that they can become valid measuring instruments.

**Table 2.** Reliability Test

Variabel	Cronbach's Alpha	N of Items	Keterangan
Purchasing Decisions	0,699	5	Reliabel
Brand Image	0,669	4	Reliabel
Information Quality	0,741	4	Reliabel
Celebrity Endorser	0,766	4	Reliabel

Table 2, the Cronbach's Alpha score on purchasing decisions = 0.699, brand image = 0.669, information quality = 0.741 and celebrity endorser = 0.766. It can be concluded that this study is acceptable and reliable.

### 3.2. Normality Test

**Table 3.** Normality Test

N	Unstandardized Residual	
	Mean	Std. Deviation
Normal Parameters <sup>a,b</sup>		
	Mean	,0000000
	Std. Deviation	1,57675362
Most Extreme Differences	Absolute	,120
	Positive	,046
	Negatif	-,120



Kolmogorov-Smirnov Z	,773
Asymp. Sig. (2-tailed)	,200

Table 3 displays a two-tailed significance score of 0.200, signifying a normal distribution within the data, as the significance value (2-tailed) exceeded 0.05. This suggests that the data is considered suitable for use.

### 3.3. Multicollinearity Test

**Table 4.** Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image	,687	1,455
	Information Quality	,703	1,423
	Celebrity Endorser	,768	1,301

Table 4, indicates that there were no signs of multicollinearity among the independent variables, suggesting that they are not interrelated.

### 3.4. Autocorrelation Test

**Table 5.** Autocorrelation Test Results

Model	Durbin-Watson
1	2,271

Table 5 shows that the sequence follows this order: 1.560 is less than 2.271, which is less than (2.284). Furthermore, the absence of autocorrelation was identified, indicating no correlation within the data.

### 3.5. Heteroscedasticity Test

**Table 6.** Uji Heteroskedastisitas

Model		t	Sig.
1	(Constant)	,245	,308
	Brand Image	,3,284	,962
	Information Quality	1,988	,886
	Celebrity Endorser	1,741	,902

Table 6, the independent variables used are above 0.05, so the test results show that heteroscedasticity is not formed.

### 3.6. Multiple Linear Regression Analysis

**Table 7.** Multiple Linear Regression

Model		Standardized Coefficients		
		Beta	t	Sig.
1	(Constant)		,788	,000
	Brand Image	,255	2,448	,017
	Information Quality	,228	2,040	,045
	Celebrity Endorser	,300	2,934	,004

Table 7, the constant value ( $\alpha$ ) is 2.259 while a score ( $\beta$ ) of 0.361 is obtained for Brand Image, a score ( $\beta$ ) of 0.322 for Information Quality, while a score ( $\beta$ ) of 0.388 is obtained by Celebrity Endorser, then an equation is formed, namely:  $Y = 0.255X_1 + 0.228X_2 + 0.300X_3$

Description:

1. The coefficient value of Brand Image ( $X_1$ ) is positive, namely 0.225, meaning that every increase in Brand Image will increase the Erigo Product Purchasing Decision.

2. The coefficient value of Information Quality (X2) is positive, namely 0.228, meaning that if there is an increase in Information Quality, it will be accompanied by an increase in the Erigo Product Purchase Decision.
3. The coefficient value of Celebrity Endorser (X3) is positive, namely 0.300, meaning that if there is an increase in Celebrity Endorser, the Erigo Product Purchase Decision will increase.

### 3.7. F Test

**Table 8.** F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
<b>Regression</b>	125,980	3	41,993	16,045	0,000 <sup>b</sup>
<b>Residual</b>	198,907	76	2,617		
<b>Total</b>	324,887	79			

Table 8, it can be stated that the F-count value is  $16.045 > F\text{-table } 2.72$ , systematically obtained a significant value of  $0.000 < 0.05$  significant level, so it can be said that simultaneously X1, X2, X3 affect the Erigo Product Purchase Decision (Y)

### 3.8. t Test

**Table 9.** T Test

Model	t	Sig.
<b>1</b> (Constant)	,788	,000
Brand Image	2,448	,017
Information Quality	2,040	,045
Celebrity Endorser	2,934	,004

Table 9, Brand Image (X1) has a significance of  $0.017 < 0.05$ . Signalling the acceptance of H1, so that the Erigo Product Purchase Decision is influenced by brand image.

Information Quality (X2) has a significance of  $0.045 < 0.05$ . Hypothesis H2 is accepted so that the Erigo Product Purchase Decision is influenced by the information quality aspect.

Celebrity Endorser had a significance of  $0.004 < 0.05$ . Signalling the acceptance of H3, it is concluded that the Erigo Product Purchase Decision is influenced by celebrity endorsers.

### 3.9. Determination Coefficient Test

**Table 10.** Test Coefficient of Determination (R2)

Model	Adjusted R Square
<b>1</b>	.610

Table 10, it is known that the Adjusted R Square value is 0.610, indicating that brand image, information quality, celebrity endorser can impact to purchasing decision, which is 61% and the remaining 39% is not reviewed by researchers in research.

## Discussion

### Impact of Brand Image to Erigo Product Purchasing Decisions

The brand image has a positive and significant effect on the decision to purchase Erigo products, it is evident from the probability, namely  $0.017 > 0.05$ . Erigo products have a good brand image in the eyes of customers and have different characteristics compared to other clothing, namely always giving a different design for each new product release and only a few pcs available. By having different characteristics, Erigo products make a positive brand image in the eyes of consumers. This can be interpreted, if a product has a good image, it is beneficial for the company. Because unconsciously customers will

suggest these products to others, so as to increase sales on Instagram. By maintaining the advantages of a good brand image, it will increase purchases and as the most valuable asset for the company. (Tasia et al., 2022). Based on the research results from (Ardianti et al., 2019; Mahendra & Putri, 2022) that brand image in the aspect of making online purchasing decisions on Instagram has a positive and significant impact.

### **Impact of Information Quality to Erigo Product Purchasing Decisions**

The information quality has a good and significant impact on the certainty of purchasing Erigo products as evidenced by the probability, namely  $0.122 > 0.05$ . This means that the information quality carried out by Erigo encourages consumers to make purchases, because sales on social media the information provided must be detailed. Erigo always provides information on time when releasing new products. It is proven that providing relatively short information has a high appeal, so that when there is a new shirt release, the shirt is immediately sold out. In addition, the display of feeds information on Instagram must also be interesting. Because if Instagram feeds are not interesting, consumers will be lazy to see what we sell on the Instagram page. Erigo's Instagram feeds are very neat and attractive, meaning that the higher the level of quality of information conveyed, the higher the level of purchasing decisions on social media. In line with research (Isnayati & Rahardjo, 2021; Silalahi & Sahara, 2017) that information quality has a significant impact on online buying decisions through Instagram social media users. That way, accurate information quality increases online purchasing decisions.

### **Impact of Celebrity Endorser to Erigo Product Purchasing Decisions**

The celebrity endorsers have a positive and significant impact on the decision to purchase Erigo products as evidenced by the probability, namely  $0.004 > 0.05$ . Erigo itself uses celebrities or celebrities who are widely known by the public to promote its products with good knowledge and expertise and speaking skills in order to convince consumers of the product. Because the more well-known celebrity endorsers used to promote their products, the more interested someone is in buying the product and the level of trust also increases. Currently, celebrity endorsers are indeed the main attraction for purchasing products on social media. This is in line with research from [15], [24] that promotional design using celebrities as advertising stars or celebrity endorsers can have a positive and significant influence on purchasing decisions. Celebrities can show charisma regarding physical attractiveness and individuals who are good, trustworthy and intellectually broad will realise the desire to buy by consumers which can lead to a purchase of the product.

## **4. Conclusion**

Brand image, information quality and celebrity endorsers have a positive and significant impact on purchasing decisions for Erigo products either segmentally or simultaneously. Brand trust helps to contribute the most to the purchase of Erigo clothing products. Customers believe that the brand of Erigo clothing products is a product sourced from an organisation with a good and positive reputation and can bring confidence in the minds of customers. Customers agree that the prominent celebrity endorser figures of Erigo clothing products can give customers a high sense of confidence in making purchases. In addition, customers allow that Erigo Apparel has a good brand impression by being able to show the uniqueness of the brand that Erigo clothing products are easily accessible to customers. For the management of Erigo must habituate celebrity figures as endorsers of Erigo clothing products that are more in line with the appearance and impression that can represent the level of vitality of its customers. Erigo must develop its brand characteristics so that the Erigo label can maintain its trust and good name in the eyes of customers so that it can increase.

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