

Social Media Influencers Impact on Purchase Decision of Indonesia's Local Food and Beverage Product

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Abstract: *The research explores the impact of social media influencers on consumer purchase decisions in Indonesia's local food and beverage market, where these influencers are gaining popularity and influence. The limited understanding of this phenomenon poses challenges for businesses seeking to capitalize on influencer marketing and develop effective strategies. To address this gap, the study employs a quantitative research approach, using surveys to gather consumer perspectives. Three key elements of social media influencers—Reach, Relevance, and Resonance—are examined to understand their influence on purchasing decisions. The findings reveal that while Reach may not directly impact purchasing decisions, Relevance and Resonance play significant roles. When influencer content aligns with consumers' interests and establishes emotional connections, it fosters trust and authenticity, leading to positive purchase decisions. Among the elements, Resonance emerges as the most significant factor, enabling influencers to shape purchase decisions for local food and beverage products. Marketers can strategically leverage resonant influencers to establish lasting connections with consumers and gain a competitive advantage in the dynamic industry landscape.*

Keywords: Social media influencer, reach, relevance, resonance, purchase decisions

1. Introduction

1.1 Background

In recent years, there has been extensive research on the social implications of social media. The widespread adoption of social media platforms like Facebook, Instagram, Twitter, and YouTube has led to their seamless integration into people's everyday routines. As a consequence, a new group of public figures has emerged, referred to as social media influencers, who have garnered significant followings by sharing content across various online platforms. These influencers possess the ability to mold public sentiment and impact consumer choices, making them an appealing promotional asset for businesses (Argyris et al., 2020). Based on Tian (2021) findings from a study conducted by ODM Group, a significant proportion of consumers, precisely 74%, rely on social networks to make informed decisions about their purchases. This highlights the potential influence of social media influencers in shaping consumer preferences and driving buying decisions.

Indonesia's food and beverage sector has experienced noteworthy advancements, mainly attributed to the country's abundant culinary legacy and wide array of native products. As competition intensifies on the local front, businesses are actively exploring creative tactics to

set themselves apart and captivate consumers. One increasingly popular method involves collaborating with social media influencers to endorse regional food and beverage offerings (Haoe et al., 2023).

The influence of social media influencers on consumer choices, particularly in Indonesia's local food and beverage market, has become a fascinating subject of study. Evert and Rachman's (2020) research reveal a significant increase in the number of influencers focusing on promoting local cuisine and beverages in the country. This trend has captured the attention of consumers and businesses alike. Nonetheless, it is essential to acknowledge that the current literature on social media influencers and their impact on consumer preferences and purchase decisions in Indonesia's food and beverage industry is somewhat limited. Further research in this domain would be advantageous.

2. Literature Review

2.1 Influencer

The term "influencer" originates from the word "influence," which signifies the ability to exert an impact or influence over individuals, elements, or situations (Geysler, 2022). Based on research by Brown and Hayes (2008), influencers are external entities that wield significant influence over consumers' purchasing decisions, even though they might only bear partial responsibility for those decisions. Influencer marketing is a strategic approach that involves the identification and engagement of individuals with the potential to sway specific target audiences. The main objective of this marketing strategy is to involve these individuals in product campaigns to extend the outreach, boost sales, and foster stronger connections with consumers (Sudha & Sheena, 2017).

2.2 Social Media

Social media encompasses online platforms, such as websites or apps, that facilitate the generation, dissemination, and engagement with user-generated content (Hudson, 2020). These digital avenues enable instantaneous content exchange through different devices like smartphones, tablets, laptops, and desktop computers. Research carried out by Alkharabsheh and Zhen (2021) offers compelling proof of a substantial connection between social media marketing and consumers' decision-making process. Similarly, another investigation conducted by Ansari et al. (2019) also reveals a favorable association between social media marketing and consumer buying choices.

2.3 Influencers Marketing

Influencer marketing is a marketing approach that harnesses the influence of social media personalities, including those on platforms like Twitter, YouTube, Instagram, and blogs, to promote products or services. According to Woods (2016), the concept of "influencer marketing" is centered around promoting and selling goods or services by collaborating with individuals, commonly known as "influencers," who have the ability to impact the perception of a particular brand positively.

Brown and Hayes (2008) highlighted that influencer marketing is a cost-effective strategy that requires minimal marketing resources while having the potential to reach a wide audience. Influencers are individuals who have amassed a substantial number of followers and wield significant influence within the realm of social media. This is attributed to their popularity and the power they hold over their followers' preferences and decisions.

In essence, influencer marketing capitalizes on the credibility and trust that influencers have built with their followers, making it an effective means for brands to connect with their target audience and promote their products or services in a more authentic and relatable manner. As influencers continue to gain prominence in the digital landscape, influencer marketing is likely to remain a prevalent and impactful strategy for businesses seeking to expand their reach and enhance brand awareness.

2.4 Social Media Influencers Measurements

In this research, the dimensions of Social Media Influencers (SMI) are based on a proposal by Solis and Webber (2012) from previous research. These dimensions consist of Reach, Resonance, and Relevance.

- i. **Reach:** This dimension refers to the influencer's ability to engage with their social media community and the extent to which their content is disseminated among their followers. Reach is typically measured by the number of followers an influencer has on their social media platforms. The higher the number of followers, the greater the potential reach of the influencer's content.
- ii. **Resonance:** Resonance involves the level of engagement and interaction that the influencer's content generates among their social media followers. It gauges how actively followers share and redistribute the influencer's endorsements, leading to increased exposure for the brand or products being promoted. A higher level of resonance indicates that the influencer's content is capturing the attention and interest of their audience.
- iii. **Relevance:** This dimension focuses on the alignment between the influencer's values and the brand image of the products or services being endorsed. It also considers the similarities between the influencer and potential consumers in terms of values, culture, and demographics. The greater the relevance between the influencer and the brand, the more likely their endorsement will resonate with their followers and positively impact purchase decisions.

By examining these dimensions of Social Media Influencers (SMI), researchers can gain insights into how influencers' characteristics and activities affect consumer behavior and purchasing decisions in the context of social media marketing.

2.5 Purchase Decision

According to Kotler and Kevin Lane Keller (2009, pp.184–185), the process of making a purchase is influenced by fundamental psychological elements. Gaining an understanding of these factors is crucial in comprehending the mechanisms that govern consumer behavior and decision-making. This understanding can provide valuable insights into how consumers make choices.

In this context, decision-making is centered around resolving a problem or achieving consumer goals. Consumers carefully evaluate the consequences or expected value of their choices in the context of their desired outcomes or objectives (Peter & Olson, 2014). By considering these psychological elements and consumer goals, businesses and marketers can better tailor their strategies to meet the needs and preferences of their target audience.

2.6 Purchasing Decision Measurement

Based on previous studies, Kotler and Armstrong (2008) identified the following indicators of purchasing decisions:

- (a) The willingness to make a purchase after obtaining product information.
- (b) The decision to buy a product based on it being the most preferred brand.
- (c) The act of purchasing according to personal wishes and needs.
- (d) The purchase decision is influenced by recommendations from other individuals.

2.7 Indonesia Local Food and Beverage

The food and beverage company operates within the food and beverage sector, which is classified under one of the industry categories listed on the Indonesia Stock Exchange (IDX). This sector presents substantial opportunities for rapid growth due to the continuous increase in Indonesia's population, leading to a higher demand for food and beverages. The prevailing trend among Indonesians to consume fast food has resulted in the emergence of numerous new companies in the food and beverage sector. This is evident from the rising number of such industries in Indonesia, which has intensified competition within the sector (Rosita & Gantino, 2017).

2.8 Hypothesis Development

According to Sugiharto and Ramadhana (2018), an influencer is an individual capable of influencing the opinions and behaviors of others through verbal or written communication, often having a substantial following or viewership. It is crucial to recognize that influencers do not have to be public figures; anyone with the ability to impact others through their words can be considered an influencer, regardless of their social status. Influencer marketing is a promotional strategy that harnesses the influence of social media personalities, including those on platforms like Instagram, Facebook, and YouTube. This marketing approach is effective because influencers are believed to possess the ability to sway their followers' purchasing decisions. By collaborating with influencers, businesses can efficiently target and reach their potential audience. The research questions are put to the test with the following hypotheses.

- H1: Reach has a positive and significant influence on purchasing decisions.
 H2: Relevance has a positive and significant influence on purchasing decisions.
 H3: Resonance has a positive and significant influence on purchasing decisions.

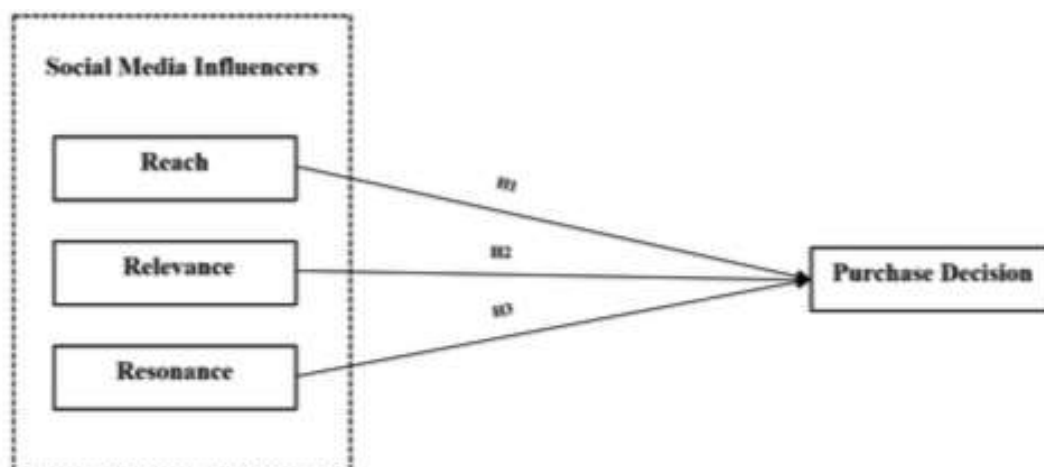


Figure 1: Research Framework

3. Methodology

3.1 Research Methodology

The primary focus of this study is to investigate the influence of social media influencers on purchase decisions in Indonesia's local food and beverage industry. To achieve this objective, surveys will be conducted to gather consumer perspectives. The use of surveys is well-suited for obtaining quantitative data, which allows the researchers to support their hypotheses with concrete evidence.

The decision to adopt the quantitative method is driven by the quantifiable nature of purchase decisions. Through quantitative analysis, the research aims to synthesize respondents' views using numerical data, providing specific and accurate results.

By employing the quantitative research approach with surveys, the researchers will be able to test their hypotheses and assess the validity of assumptions regarding the impact of social media influencers on purchase decisions in the Indonesian food and beverage market. This method will enable them to draw reliable and statistically supported conclusions, contributing to a more comprehensive understanding of the topic under investigation.

3.2 Data Collection

For this study, the researcher has chosen to employ a survey approach to obtain the necessary data. Surveys are a quantitative data collection method that involves presenting closed-ended questions to respondents and collecting data based on their responses. The anonymity of the survey encourages participants to provide honest answers, leading to a more accurate representation of the sample and facilitating meaningful conclusions from the data.

In terms of the timing of data collection, there are two types of data: primary data and secondary data. Primary data is collected by the researcher or data collector in the present for analysis, whereas secondary data refers to information collected in the past that can be used for current data analysis or future forecasting (Liao et al. 2019). In this study, the data being collected through the survey is considered primary data as it is currently being gathered by the researcher. The decision to use primary data is motivated by the researcher's intent to utilize current data to explore the relationship between two factors that may not have been as prevalent in the past. This choice allows the study to focus on the most relevant and up-to-date information for the research questions at hand.

3.3 Data Sampling

Probability sampling will be implemented in this research for its accessibility and ease of data collection. Random sampling is particularly vital as it helps mitigate bias and ensures a more objective selection process. Through random sampling, each individual has an equal chance of being chosen for the survey, regardless of their location, demographic background, or online presence. This approach enables researchers to draw valid inferences about the entire population.

The study will adopt a survey research method to gather primary data from 100 respondents representing the Indonesian public. A Google Form questionnaire will be used and distributed through diverse channels, such as social media platforms, email, and online forums. The questionnaire will comprise closed-ended questions, including Likert scales and multiple-choice questions, to capture participants' perceptions, preferences, and opinions regarding the

impact of social media influencers on consumer purchase decisions in Indonesia's local food and beverage market.

It is worth mentioning that the sample size of 100 respondents is considered the minimum required for conducting a study (Ferguson & Cox, 1993). Although a larger sample size could provide greater statistical power, the chosen sample size strikes a balance between research resources and the depth of insights needed to effectively address the research questions. Participation in the survey was voluntary, and the data was collected through an online Google questionnaire form. The research aims to offer valuable insights into the influence of social media influencers on consumer purchase decisions in Indonesia's local food and beverage market.

3.4 Data analysis

After the data collection process is finished, the collected data will be extracted from Google Forms and imported into SPSS for quantitative analysis. The analysis will commence by utilizing descriptive statistics to summarize the respondents' demographic information and their encounters with influencer promotions.

To investigate the connections between variables and address the research questions, various traditional assumption tests will be performed. These tests consist of normality tests, multicollinearity tests, heteroskedasticity tests, linearity tests, and hypothesis tests, including multiple linear regression analysis with t-tests.

3.5 Scale and Measurement

The measurement scale functions as a reference for assessing the significance of intervals within measuring instruments. In this study, the Likert scale was utilized as the measuring instrument. The Likert scale is a tool employed to gauge individuals' or groups' attitudes, perspectives, and overall perceptions of social phenomena. It is based on the degree of agreement expressed in responses, with various options available for selection. The decision to use the Likert scale in this research was influenced by its ease of administration, including its simple format and quick completion time (Sugiyono, 2012). The Likert scale employs a specific reference point with the following scoring system:

- 1 - Strongly disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly agree

4. Findings and Discussion

4.1. Findings

4.1.1. Validity Test

Validity test is used to test each variable used in this study. In this study there were 100 respondents, to obtain a critical point with a real level 5% ($r_{\frac{\alpha}{2}; n-2} = r_{0.025; 98}$) of 0.1966. If the value of $r_{test} > r_{table}$, then the statement item can be declared valid.

The following table summarizes the findings of the investigation into the validity of the social media influencer factors.

4.1.1.1. Reach

Table 1: Validity Test Results on the Reach Variable

No	r test	r tabel	Conclusion
1	0.838	0.1966	Valid
2	0.842	0.1966	Valid
3	0.860	0.1966	Valid
4	0.646	0.1966	Valid

Based on the table above, all the X1 variables r test is bigger than the r table ($r \text{ test} > r \text{ tabel}$) which means that all X1 variables are valid.

4.1.1.2. Relevance

Table 2: Validity Test Results on Relevance Variables

No	r test	r tabel	Conclusion
1	0.727	0.1966	Valid
2	0.684	0.1966	Valid
3	0.836	0.1966	Valid
4	0.623	0.1966	Valid

Based on the table above, all of the X2 variables r test is bigger than the r table ($r \text{ test} > r \text{ tabel}$) which means that all of X2 variables are valid.

4.1.1.3. Resonance

Table 3: Validity Test Results on Resonance Variables

No	r test	r tabel	Conclusion
1	0.825	0.1966	Valid
2	0.830	0.1966	Valid
3	0.807	0.1966	Valid
4	0.663	0.1966	Valid

Based on the table above, all of the X3 variables r test is bigger than the r table ($r \text{ test} > r \text{ tabel}$) which means that all of X3 variables are valid.

4.1.1.3. Purchase Decisio

Table 4: Validity Test Results on Purchase Decision Variables

No	r test	r tabel	Conclusion
1	0.689	0.1966	Valid
2	0.857	0.1966	Valid
3	0.781	0.1966	Valid
4	0.794	0.1966	Valid

Based on the table above, all of the Y1 variables r test is bigger than the r table ($r \text{ test} > r \text{ tabel}$) which means that all of Y1 variables are valid.

4.1.2. Reliability Test

Table 5: Instrument Reliability Test Results on Purchasing Decision, Reach, Relevance, and Resonance Variables

Variable	Cronbach's Alpha	Critical Value	Conclusion
Purchasing decision	0.805	0.6	Reliable
Reach	0.682	0.6	Reliable
Relevance	0.790	0.6	Reliable
Resonance	0.786	0.6	Reliable

Table 5 shows that Cronbach's alpha values for the purchasing decision, reach, relevance, and resonance variables are 0.805, 0.682, 0.790 and 0.786, respectively. Cronbach's alpha obtained has a value greater than 0.6, so it can be concluded that the instruments of all research variables are reliable.

4.1.3. Classical Assumptions

4.1.3.1. Normality Test

Table 6: Normality Test Results on Unstandardized Residuals

		Unstandardized Residual
N		100
Normal Parameters	Mean	0.000
	Std. Deviation	1.80827
Most Extreme Differences	Absolute	0.133
	Positive	0.082
	Negative	-0.133
Test Statistic		1.334
Asymp. Sig. (2-tailed)		0.057

In table 6 it is known that Asymp. Sig. (2-tailed) in the Kolmogorov-Smirnov test of the unstandardized residual variable resulting from the independent variable regression on the dependent variable yields a number of 0.057. The significance obtained has a value greater than the value (5%), so the decision obtained is to fail to reject H₀. Therefore, it can be concluded that the data is normally distributed.

4.1.3.2. Linearity Test

The linearity test aims to determine whether the independent variable and the dependent variable have a linear relationship or not. The two variables are said to have a linear relationship if the significance value of the linearity is less than 0.05.

Table 7: Linearity Test Results of Each Independent Variable Against the Dependent Variable

Variable	Linearity Sig.	Conclusion
Reach	0.000	Linear
Relevance	0.000	Linear
Resonance	0.000	Linear

Table 7 shows that the significance value of linearity for the reach variable is 0.000, the relevance variable is 0.000, and the resonance variable is 0.00. The significance resulting from these three variables has a value less than 0.005, so that the decision to reject H₀ is obtained. Therefore, the reach variable, the relevance variable, and the resonance variable have a linear relationship with the purchasing decision variable.

4.1.3.3. Multicollinearity Test

The multicollinearity test is used to determine whether there is multicollinearity by investigating the magnitude of the inter correlation between the independent variables. Whether there is multicollinearity can be seen from the magnitude of the Variance Inflation Factor (VIF). If the VIF value ≤ 10 , it can be stated that there is no multicollinearity.

Table 8: Multicollinearity Test Results on Reach and Relevance Variables

Variable	Tolerance	VIF	Information
Reach	0.460	2.175	No Multicollinearity
Relevance	0.482	2.074	No Multicollinearity
Resonance	0.604	1.657	No Multicollinearity

Table 8 shows that the VIF values obtained from the reach, relevance, and resonance variables are 2,175, 2,074, 1,657 respectively. The VIF resulting from these three variables has a value less than 10. Thus, it can be concluded that in the regression model there is no multicollinearity in the independent variables.

4.1.3.4. Heteroscedasticity Test

Table 9: Glejser Test Results on the Regression Model of the Independent Variable on Absolute Unstandardized Residual Values

Variable	Sig.	Information
Reach	0.075	No Heteroscedasticity
Relevance	0.589	No Heteroscedasticity
Resonance	0.069	No Heteroscedasticity

Table 9 shows that the significance values for the reach, relevance, and resonance variables are 0.075, 0.589 and 0.069 respectively. The three significances have a value greater than 0.05, so that the decision to fail to reject H0 is obtained. Therefore, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

4.1.4. Multiple Linear Regression Analysis

Multiple linear regression analysis is a linear relationship between two or more independent variables with the dependent variable. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable which is positively or negatively related and to predict the value of the dependent variable if the independent variable increases or decreases. Multiple linear regression analysis is done by setting the equation

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Table 10: Multiple Regression Model Results

Variable	Coefficients B
Constant	3.162
Reach	0.081
Relevance	0.275
Resonance	0.465

In table 10, the equation for the regression model in this study is obtained, namely:

$$\hat{Y} = 3.162 + 0.081X_1 + 0.275X_2 + 0.465X_3$$

4.1.5.1. Partial Test (t test)

Basically, it is used to find out how much influence each independent variable (X) has on the dependent variable (Y). The t test is carried out by comparing the value of tcount with t table, with a significant level of 5%. If the value of t count > t table then H0 is rejected Ha is accepted, meaning that there is a significant influence between each independent variable and the dependent variable. If the value of t count < t table then Ho is accepted and Ha is rejected, meaning that there is no significant effect between each of the independent variables and the dependent variable.

Table 11: Regression Model Partial Test Results

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1 (Constant)	3.162	1.591	1.988	0.050
X1	0.081	0.113	0.715	0.476
X2	0.275	0.115	2.387	0.019
X3	0.465	0.091	5.119	0.000

The obtained significance level (sig.) for X1 is 0.476, which is greater than the chosen significance level of 0.05. Additionally, the calculated t-value (t count) for X1 is 0.715, which is smaller than the critical t-value (t table) of 1.98447. As a result, the null hypothesis (H0) is accepted, and the alternative hypothesis (H1) is rejected.

The obtained significance level for X2 is 0.019, which is less than the chosen significance level of 0.05. Moreover, the calculated t-value (t count) for X2 is 2.387, exceeding the critical t-value (t table) of 1.98447. Consequently, the null hypothesis (H0) is rejected, and the alternative hypothesis (H2) is accepted.

The obtained significance level for X3 is 0.000, which is less than the chosen significance level of 0.05. Furthermore, the calculated t-value (t count) for X3 is 5.119, surpassing the critical t-value (t table) of 1.98447. As a result, the null hypothesis (H0) is rejected, and the alternative hypothesis (H3) is accepted.

5. Conclusion

5.1. Summary

This research investigated the influence of social media influencers on purchasing decisions for Indonesia's local food and beverage products. Three elements—Reach, Relevance, and Resonance—were studied. The findings revealed that Reach alone did not significantly impact purchasing decisions, as consumers were cautious about fake followers and popularity. However, Relevance and Resonance were crucial factors. When influencers' content aligned with their audience's interests, it created authenticity and trust, leading to more purchases. Resonant influencers, who established emotional connections with their followers, had the most significant impact on purchasing decisions. They evoked positive emotions, built trust, and drove word-of-mouth marketing. Leveraging resonant influencers can enhance product endorsements' credibility and boost engagement for local food and beverage brands. Prioritizing relevant and resonant influencers is essential for effective influencer marketing in this industry.

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