

Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

Putu Ayu Candra Jagat Sriastiti, Luh Putu Mahyuni

Universitas Pendidikan Nasional Denpasar, Indonesia

E-mail: candrajagat598@gmail.com, mahyuniluhputu@undiknas.ac.id

*Correspondence: candrajagat598@gmail.com

KEYWORDS

influencer review,
endorsement, brand
image, social media,
purchasing decision

ABSTRACT

Social media currently plays an important role in all current activities. The use of social media is currently popular among the Millennial Generation. Tiktok has become a popular social media because it has a different appeal than other social media. This study aims to analyze the role of Tiktok social media as a mediating variable in the influence of influencer reviews, endorsements, and brand image on purchasing decisions for The Originote products in the millennial generation. The population in this study was the community of Tiktok Social Media users in Bali Province. Determination of sample size in this study used the Hair formula with a sample size of 138 samples. The data used came from primary data with quantitative data types. Data collection techniques with questionnaires. Data analysis techniques using Structural Equation Modeling (SEM). The results of the analysis show that influencer reviews, endorsements and brand image have a positive effect on purchasing decisions. Social media is able to positively and significantly mediate the influence of influencer reviews, endorsements and brand image on purchasing decisions. The interaction of influencer reviews, endorsements and brand image influences the millennial generation, thus creating a purchasing decision for The Originote mediated by the influence of Tiktok social media.

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Introduction

Globally, the use of social media continues to increase significantly from year to year. Based on data from We Are Social, social media users have experienced growth of 1.8 percent over the last 12 months thanks to a growth of 97 million new users since the beginning of 2023 (We Are Social Indonesia, 2024).

Looking at the Number of Social Media Users 2013-2014
Source: reporter data

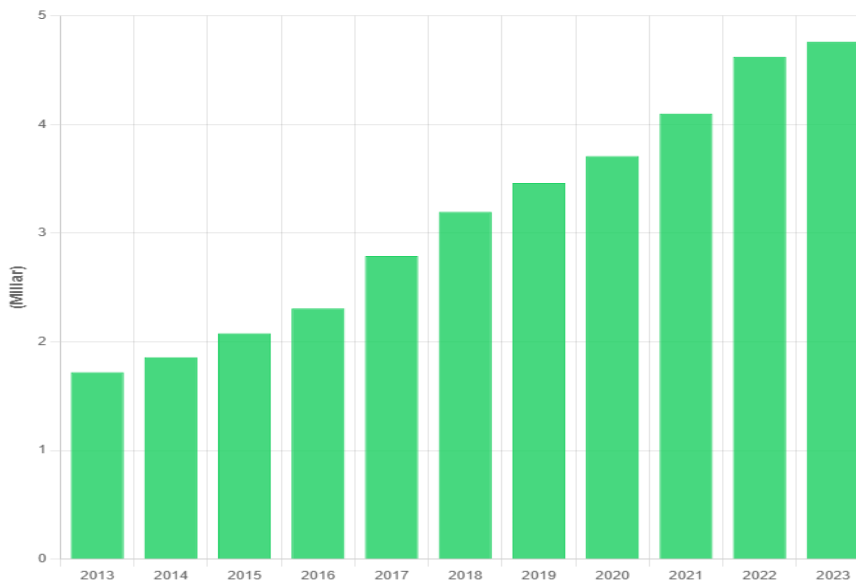


Figure 1. 2 Use of Social Media in 2013-2023

Source: Reported Data

From the graphic data above, it is clear that the use of social media has experienced very rapid growth over the last 10 years and its peak will be in mid-2023, when social media users will reach 4.76 billion active users. Indonesia is one of the countries whose population actively uses social media and is recorded at 167 million or the equivalent of 60.4% of the population. From this alone it is clear that social media is something that will always coexist with today's life (Yonatan, 2023). It cannot be denied that social media has a new impact on carrying out all forms of activities.

Social media currently has an important role in all current activities. This social media has played a very important role from the beginning of its creation, because it is intended to easily participate, provide opinions, share knowledge and ideas, facilitate public services and even use social media to facilitate home businesses to large companies. The use of social media is currently popular among the Millennial Generation. This millennial generation tends to be used to technology and is connected digitally, this is usually used to search for news, articles, tutorials, entertainment and other content. Social media also provides access to communicate with friends, family and colleagues easily regardless of geographical location which is a distance for communication.

The millennial generation uses social media to shop online, where this generation makes more use of e-commerce sites and shopping applications such as Shopee, Blibli and Tokopedia which are currently collaborating with the Tiktok platform to make it easier for the millennial generation to buy various products and services. Online shopping is one of the cultures that has the highest popularity today. This has become very rapid due to factors from the Covid-19 pandemic. This situation requires everyone to carry out activities from home and has an impact on all aspects of life, one of which is the internet. There are changes that have occurred on many social media platforms that are used by companies to carry out digital marketing using various existing platforms.

TikTok has become a popular social media because it has a different appeal than other social media such as Instagram, Twitter and others. TikTok is one of them platform which is very popular, TikTok is predicted to continue to dominate social media, this is because TikTok is not only here to fulfill social networking needs but has the ambition to

Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

become the number one social media by proving that there are innovations that develop over time (Anfarizi, 2023). Tiktok has proven the progress it has made by being visible to its users, as was known at the start of Tiktok limiting short videos to 15 seconds with the development of Tiktok videos so that they can be uploaded to 10 minutes in 2024 and the thing that is being discussed a lot at the moment is that Tiktok is said to be social. commerce this is known as the "yellow basket". Tiktok has many features that are different from the others where TikTok makes it easy for buyers to directly buy goods on Tiktok and there is security which can later protect every purchase transaction through the Tiktok application, this is what makes Tiktok the favorite social media for every group and there are factors virality which can increase personal branding and even product purchases.

Tiktok does not necessarily function as a shopping platform, but other important roles mediate shopping decisions on the Tiktok application, one of which is the presence of a Review Influencer. According to Hariyanti and Wirapraja influencer is a person who is on social media and has many followers who encourage the conscience of other people to take action (Hariyanti & Wirapraja, 2018). So that Influencers can be interpreted as individuals who actively use social media to provide information and topics.

The influencer has a role in creating diverse content to promote products or services or is often referred to as Endorsement in this case to influence his followers. Influencer Very capable of creating word-of-mouth or buzz strategies with the help of trusted people in certain circles. Review influencer This has a big influence in shaping consumer opinions and behavior. This is because consumers perceive that an influencer who has credibility in a particular industry can increase consumer confidence in the product and if an influencer is known as a person who has good knowledge or relevant experience in using the product, then followers will be more likely to think that the product is of good quality. This is because influencers those who are considered to have a good reputation and integrity will not recommend products that do not match their values or standards so that followers feel confident that the recommendations are honest and authentic. The popularity that a person has influencer This is what has its own trust in the hearts of its followers which will later cause consumers to decide to purchase goods or products that have been purchased and reviewed by the influencer.

The Originote is one of the beauty products that uses TikTok social media to make its products known and show that the brand understands the great potential to reach its target market. Tiktok, which has many creative features, provides brands with the opportunity to interact directly by displaying their products live streaming on the Tiktok Platform. The Originote not only introduces its products with live streaming or regular content, but Originote also collaborates with influencer beauties or popular Tiktok users who make tutorials, explain products, make up challenges and angrily review products like the one currently being widely used.

Endorsement It is important to provide support and recommendations from third parties in this case influencers, Celebrities, and Artists to build consumer confidence to buy The Originote products. This is also a form of product marketing carried out by The Originote to build the brand image of the product itself to create repeat purchases and the mindset that The Originote products are indeed very good and should not be bought. This is because consumers are influenced by the emotional connection with the content creator, namely the influencer. This kind of phenomenon is usually called parasocial, where followers of the influencer have a sense of having a very close relationship with the influencer If we look at the facts, the relationship is only a one-sided relationship

influencer The person does not know the existence of the audience. However, this relationship is what causes repeat purchases on Tiktok, where the TikTok algorithm often recommends promotional content created by influencers repeatedly.

Creating consumer trust will also influence its creation Brand image (Product image). This is because after getting preference from influencers Consumers will make purchases and will provide feedback on a brand, whether the brand's products are good or bad. Brand image or brand image is the impression or perception that consumers have of a brand. It includes various aspects such as brand reputation, values associated with the brand, user experience, quality of products or services, and visual image of the brand. Brand image can be influenced by a variety of factors, including marketing campaigns, interactions with customers, user reviews, and the quality of the products or services provided by the brand.

Consumers' repurchase of a brand is determined by the brand image. Importance brand image This lies in the ability to differentiate a brand from its competitors, and influence purchasing preferences. So brand image This can be interpreted as what people think and feel when they see and hear their name regarding what is stored in consumers' minds regarding that brand. Brand image This will have an important impact on The Originote company where there is a level of purchasing decision from consumers on the products The Originote has offered.

Research results from (Prasetya et al., 2021) show that the variable; Review influencer on social media has a positive and significant effect on purchasing decisions. The results of research (Pakan & Purwanto, 2022) show that influencer has a positive effect on purchasing decisions and is acceptable. However, research results (Mahendra & Edastama, 2022) show that the influence of influencers not be a significant factor in the purchase decision is rejected.

Research Results (Firmansyah et al., 2023) celebrity endorsement influence purchasing decisions with purchase interest as an intervening variable. The results of research (Purmono et al., 2023) show that celebrity endorsement also has and significant positive impact on purchase intention (celebrity endorsement has a positive influence on buying interest. Research results (Sari, 2016) show that there is an influence of brand image and product quality jointly and regionally on purchasing decisions. The research results (Ayuniah, 2017) state that brand image simultaneously has a significant effect on the independent variable, namely purchasing decisions. However, research shows that brand image there is no significant influence in the purchase decision.

Researchers are interested in examining three independent variables (Review Influencer, endorsement, and Brand image), one dependent variable (purchasing decision) and one mediating variable (Tiktok Social Media Role) which is expected to have consumer interactive activities on the Tiktok platform so that it can be a benchmark for the behavior of the millennial generation on the Tiktok platform. Based on the results of previous research described above, there are still inconsistencies in research results for each variable, namely some say they have a positive effect and vice versa. In addition, during researchers' searches in various databases, no research was found that combined them review influencer, endorsement, and brand image. So the author is interested in raising the title of the research "Analysis of the Role of TikTok Social Media as a Mediating Variable on Influence Review Influencer, Endorsement, And Brand Image "Regarding Decisions to Purchase The Originote Products in the Millennial Generation".

Although several studies have explored the impact of influencer reviews, endorsements, and brand image on purchasing decisions, there are inconsistencies in the

Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

findings, particularly regarding the role of influencers and brand image. Moreover, very few studies have analyzed these factors in combination, and even fewer have examined the mediating role of TikTok social media in influencing purchasing decisions. Additionally, research specifically focused on The Originote products and the millennial generation, using TikTok as a mediation variable, is limited, highlighting a significant research gap.

Given the rapid rise of TikTok as a dominant social media platform and its increasing integration with e-commerce, understanding its role as a mediator in the purchasing decision process is crucial. The millennial generation, a major consumer demographic, is particularly engaged with TikTok, making it urgent to assess how influencer reviews, endorsements, and brand image, when combined with TikTok, impact their purchasing decisions. This study addresses a timely need to bridge the gap between social media influence and consumer behavior in a rapidly changing digital marketplace.

This research introduces a novel perspective by combining influencer reviews, endorsements, and brand image as independent variables and analyzing the mediating role of TikTok social media in purchasing decisions for The Originote products. It is one of the few studies that explicitly investigates the interaction of these factors within the context of TikTok, offering fresh insights into how social media platforms mediate marketing strategies aimed at the millennial generation.

The primary objective of this study is to analyze the mediating role of TikTok social media on the influence of influencer reviews, endorsements, and brand image on purchasing decisions for The Originote products among the millennial generation.

This study contributes to the existing body of knowledge by providing empirical evidence on how TikTok social media mediates the relationship between influencer reviews, endorsements, brand image, and purchasing decisions. The findings will be valuable for marketers and businesses aiming to enhance their digital marketing strategies by leveraging TikTok and influencers to increase brand awareness and drive purchasing decisions among millennial consumers.

Research Methods

In this research, the locations chosen were all active TikTok social media users in Bali Province. The province of Bali was used as a reference location for research due to the level of mobility. The economy is very high and is supported by the existence of several shopping centers, schools, tourism spots, universities, hospitals, and traditional markets. So it can reflect that activities in fulfilling community needs are quite high, whether primary, secondary or tertiary needs.

The type of data used in this research is quantitative data. The description related to quantitative data is as follows:

Quantitative data is data in the form of numbers and has units of account. In this research, quantitative data includes respondent profile data according to age, gender, and questionnaire question-answer scores.

Data Collection Techniques

The data collection technique in this research was carried out using a questionnaire. A questionnaire is a technique of distributing questionnaires to respondents in the form of structured and written questions, where the questions can be closed or open according to the research objectives to be answered in writing by the respondent (Sugiyono, 2019). Interval data in this research was produced on the basis of the Agree-

Disagree Scale technique by developing statements that produce agree-disagree answers in various value ranges (Ferdinand, 2014).

Data Analysis Techniques

In this research, hypothesis testing uses the method Partial Least Square (PLS). PLS is an alternative method in analysis with Structural Equation Modeling (SEM) which focuses on variance analysis. Structural Equation Modeling (SEM) is a statistical technique used to build and test statistical models, which often take the form of causal models.

Results and Discussions

Analysis Results

In this research, 3 (three) variables are used, namely endogenous variables, exogenous variables and mediation variables. The exogenous variables in this research are review influencer (X₁), endorsement (X₂), and brand image (X₃). The endogenous variable in this research is the purchasing decision (Y) and the mediating variable in this research is social media (Y). The outer model measured using Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), and Composite Reliability. The measurement results with outer model are described in Table 4.3 as follows:

Table 1 Measurement Results with Outer Model

No.	Model Test	Results	Criteria	Conclusion
1.	Convergent Validity	Mark loading factor greater than 0.50	Mark loading factor 0.50 to 0.70 is considered sufficient	Mark loading factor is considered sufficient and meets the criteria
2.	Discriminant Validity	The correlation value cross-loading each variable is greater than 0.7	Mark cross-loading with exogenous variables greater than the correlation with other variables.	The variables used have met the criteria
3.	Average Variance Extraxted (AVE)	The AVE value for each variable is greater than 0.5	The AVE value must be more than 0.50	The variables used have met the criteria
4.	Composite Reliability (CR)	The CR value of each variable is greater than 0.7	A good CR value must be more than 0.70	The variables used have met the criteria

Source: Appendix 4 (data processed, 2023)

Based on Table 1 above, the test results can be described outer model with Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), and Composite Reliability namely as follows:

Convergent Validity

Convergent Validity used to measure the validity of reflexive indicators as measuring variables that can be seen from loading factor from each variable indicator. An indicator is said to have good reliability if the value outer loading above 0.70 while the

Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

value loading factor can be tolerated up to 0.50 and below 0.50 can be dropped from the analysis (Ghozali, 2018). As for value loading factor presented in Table 4.4:

Table 2 Convergent Validity

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
X1.1 <- Review Influencer	0,747	0,830	0,467	5,386	0,000
X1.2 <- Review Influencer	0,717	0,772	0,522	4,373	0,000
X1.3 <- Review Influencer	0,855	0,807	0,445	5,472	0,000
X1.4 <- Review Influencer	0,788	0,723	0,314	3,599	0,000
X1.5 <- Review Influencer	0,743	0,726	0,282	4,216	0,000
X1.6 <- Review Influencer	0,888	0,830	0,355	3,530	0,000
X1.7 <- Review Influencer	0,758	0,723	0,366	5,159	0,000
X1.8 <- Review Influencer	0,830	0,717	0,393	5,585	0,000
X1.9 <- Review Influencer	0,748	0,707	0,364	4,958	0,000
X1.10 <- Review Influencer	0,774	0,709	0,302	3,576	0,000
X1.11 <- Review Influencer	0,821	0,709	0,278	4,077	0,000
X1.12 <- Review Influencer	0,840	0,715	0,348	3,691	0,000
X1.13 <- Review Influencer	0,791	0,816	0,334	3,871	0,000
X1.14 <- Review Influencer	0,704	0,713	0,307	4,990	0,000
X1.15 <- Review Influencer	0,704	0,711	0,267	4,767	0,000
X2.1 <- Endorsmen	0,739	0,807	0,419	3,808	0,000
X2.2 <- Endorsmen	0,831	0,734	0,417	4,554	0,000
X2.3 <- Endorsmen	0,733	0,708	0,441	3,528	0,000
X2.4 <- Endorsmen	0,705	0,797	0,374	3,351	0,000
X2.5 <- Endorsmen	0,716	0,724	0,478	5,289	0,000
X2.6 <- Endorsmen	0,803	0,724	0,426	4,712	0,000
X2.7 <- Endorsmen	0,748	0,824	0,421	3,351	0,000
X2.8 <- Endorsmen	0,779	0,727	0,384	4,467	0,000
X2.9 <- Endorsmen	0,843	0,705	0,411	4,042	0,000
X2.10 <- Endorsmen	0,740	0,706	0,412	3,977	0,000
X2.11 <- Endorsmen	0,759	0,706	0,480	3,223	0,000
X2.12 <- Endorsmen	0,751	0,784	0,459	4,105	0,000

X3.1 <- Brand Image	0,732	0,723	0,285	3,133	0,000
X3.2 <- Brand Image	0,712	0,707	0,329	2,364	0,000
X3.3 <- Brand Image	0,804	0,707	0,425	3,093	0,000
X3.4 <- Brand Image	0,740	0,753	0,423	3,332	0,000
X3.5 <- Brand Image	0,770	0,716	0,387	2,439	0,000
X3.6 <- Brand Image	0,868	0,848	0,272	2,091	0,000
X3.7 <- Brand Image	0,710	0,753	0,324	2,194	0,000
X3.8 <- Brand Image	0,715	0,751	0,310	2,309	0,000
X3.9 <- Brand Image	0,776	0,858	0,340	2,283	0,000
M.1 <- Social Media	0,725	0,766	0,169	4,297	0,000
M.2 <- Social Media	0,855	0,778	0,191	4,483	0,000
M.3 <- Social Media	0,797	0,719	0,180	4,420	0,000
M.4 <- Social Media	0,762	0,713	0,144	5,276	0,000
M.5 <- Social Media	0,762	0,726	0,156	4,244	0,000
M.6 <- Social Media	0,866	7,000	0,212	4,254	0,000
M.7 <- Social Media	0,765	0,723	0,279	4,947	0,000
M.8 <- Social Media	0,743	0,805	0,237	4,180	0,000
M.9 <- Social Media	0,878	0,705	0,224	3,347	0,000
M.10 <- Social Medi	0,722	0,708	0,227	4,535	0,000
M.11 <- Social Medi	0,802	0,804	0,185	3,012	0,000
M.12 <- Social Medi	0,709	0,703	0,197	3,046	0,000
Y.1 <- Purchase Decision	0,861	0,753	0,396	2,174	0,000
Y.2 <- Purchase Decision	0,902	0,757	0,385	2,339	0,000
Y.3 <- Purchase Decision	0,796	0,752	0,400	3,490	0,000
Y.4 <- Purchase Decision	0,735	0,738	0,445	3,752	0,000
Y.5 <- Purchase Decision	0,799	0,830	0,485	4,410	0,000
Y.6 <- Purchase Decision	0,729	0,735	0,444	2,655	0,000

Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

Y.7	<- Purchase Decision	0,754	0,717	0,318	2,798	0,000
Y.8	<- Purchase Decision	0,823	0,712	0,310	2,718	0,000
Y.9	<- Purchase Decision	0,702	0,703	0,171	3,118	0,000

Source: Appendix 4 (data processed, 2024)

Discriminant Validity

Discriminant validity This is done to ensure that each concept of each variable is different from other variables. The model has discriminant validity which is good if every value cross loading Each indicator of a variable has a value cross loading the largest by value cross-loading other to other variables. Discriminant validity seen based on the correlation value cross-loading with exogenous variables greater than the correlation with other exogenous variables. Mark cross-loading can be seen in Table 4.5 which shows that the variables used in the research have met the criteria.

Table 3 Results Discriminant Validity (Cross Loading)

	Brand Image	Endorsement	Purchase Decision	Social media	Review Influencer
Brand Image					
Endorsement	0,507				
Purchase Decision	0,351	0,459			
Social media	0,452	0,369	0,411		
Review Influencer	0,461	0,514	0,406	0,436	

Source: Appendix 4 (data processed, 2024)

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is carried out to ensure that each concept of each exogenous variable is different from other variables. Based on Appendix 4, it can be explained that the AVE value of each variable is greater than 0.5, meaning that the variables used have met the recommended criteria. The test results show the value Average Variance Extracted (AVE) is presented in Table 4.6 as follows:

Table 4 Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Review influencer	0,734
Endorsment	0,762
Brand Image	0,851
Social media	0,856
Purchase Decision	0,736

Source: Appendix 4 (data processed, 2024)

Composite Reliability

Mark Composite Reliability greater than 0.70 means that the variable value has met the recommended criteria and reflects the reliability value of all indicators (Ghozali, 2018: 221). Based on Appendix 6 shows the value Composite Reliability a value greater than 0.70 means that the variables used in this research have met the criteria. The test results show the value Composite Reliability presented in Table 5 as follows:

Table 5 Composite Reliability

	Composite Reliability
Review influencer	0,808
Endorsement	0,738
Brand Image	0,910
Social media	0,794
Purchase Decision	0,863

Source: Appendix 4 (data processed, 2024)

Model Testing

Testing the inner model or a structural model is carried out to see the relationship between variables, namely R-square for independent variables, parameter coefficients and t-statistical tests from the research model. The structural model was evaluated using R-square for the dependent variable t-test as well as the significance of the structural path parameter coefficients. The relationship between each variable is described in the following structural model:

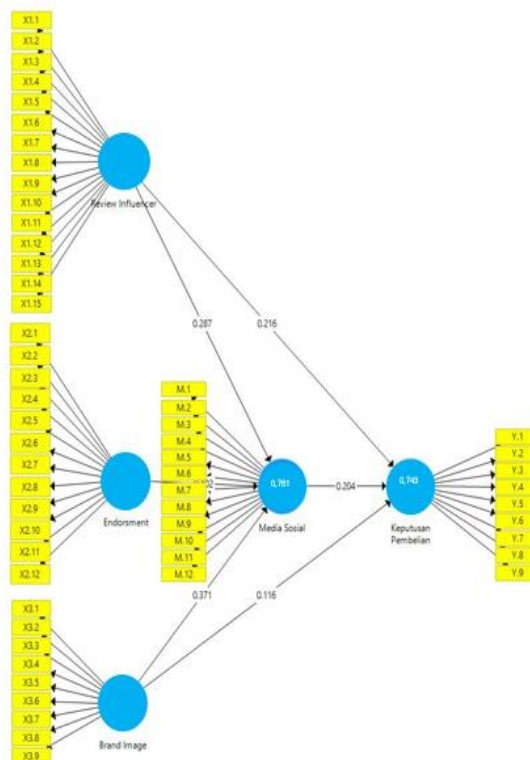


Figure 1 PLS Algorithm Results

Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

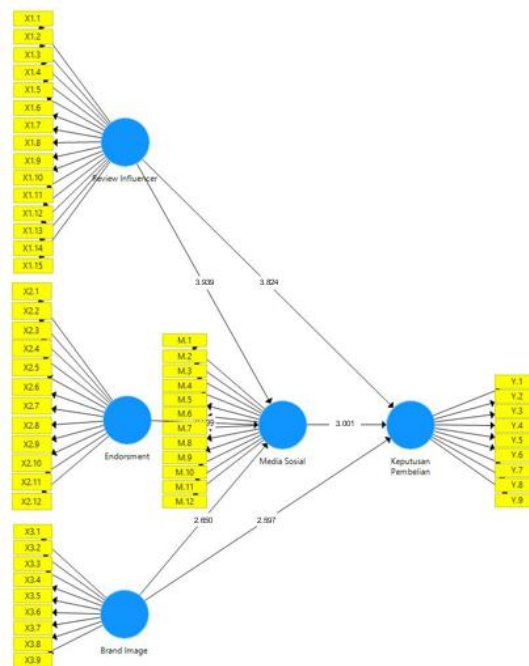


Figure 2 Structural Model Bootstrapping

Based on the structural model in Figure 1 and Figure 2 above, the relationship between variables and R-square, path coefficient and t-statistical test. The description of the structural model above can be described in Table 4.8, namely:

Table 6 Structural Model Test Results (Inner Model)

No	Variable	Path Coefficient	Statistical Test t	t-table	Information
1.	Review influencer (X ₁) à Purchase decision (Y)	0,216	3,824	1,650	Significant
2.	Endorsement (X ₂) à Purchase decision (Y)	0,204	3,001	1,650	Significant
3.	Brand image (X ₃) à Purchase decision (Y)	0,116	2,650	1,650	Significant
R-square Social Media (M)			0,761		
R-square Purchase Decision (Y)			0,743		

Source: Appendix 4 (data processed, 2024)

Hypothesis Testing

R-square

R-square for the dependent variable, it shows the magnitude of influence/accuracy of the independent variable in influencing the dependent variable. R-square to determine the magnitude of the influence of the independent variable on the dependent variable in the range 0 to 1. The greater the R-value square the better the resulting model. Based on Table 4.8 above, it can be explained that the purchasing decision variable is influenced by review influencers, endorsement, and brand image. Mark R-square for the purchasing

decision variable it was obtained at 0.743 and for the social media variable it was 0.761. These results indicate that the purchasing decision variable is influenced by review influencer, endorsement and brand image amounted to 74.30 percent and the purchasing decision variable is influenced by review influencer, endorsement and brand image via social media amounting to 76.10 percent.

Parameter coefficients and t-statistical tests

The relationship between variables with parameter coefficients uses path coefficients and the t-statistical test. The t-statistical test is used to determine the influence of the independent variable (exogenous/independent) on the dependent variable (endogenous/dependent) as well as the influence of the mediating variable indirectly on the independent variable. Find out whether there is an influence of the independent variable on the dependent variable, it can be seen by comparing the results of the t-count with the t-table. The t-table value in this study was obtained from the t-distribution table with the sample n value of 138 so the t-table value was 1.650. The relationships between these variables are described in the structural model in Figure 4.2 and Figure 4.3 above and presented in Table 4.8. Based on Table 4.8, the direct influence can be explained, namely:

- a. Influence review influencer (X_1) on purchasing decisions (Y) which is positive with a path coefficient value of 0.216, which means an increase in review influencer will increase purchasing decisions and the significance value of the t-test, namely the t-count of 3.824 is greater than the t-table of 1.650, which means review influencer has a positive effect on purchasing decisions so that the first hypothesis (H_1) is accepted.
- b. Influence endorsement (X_2) on purchasing decisions (Y) which is positive with a path coefficient value of 0.204, which means an increase in endorsement will increase purchasing decisions and the significance value of the t-test, namely the t-count of 3.001 is greater than the t-table of 1.650, which means endorsement has a positive effect on purchasing decisions so that the second hypothesis (H_2) is accepted.
- c. Influence brand image (X_1) on purchasing decisions (Y), which is positive with a path coefficient value of 0.116, which means an increase brand image will increase purchasing decisions and the significance value of the t-test, namely the t-count of 2.650 is greater than the t-table of 1.650, which means brand image has a positive effect on purchasing decisions so that the third hypothesis (H_3) is accepted

Based on the test results, structural model testing can be described (inner model) in table form as follows:

Table 7 Tests with Inner Model

No	Model Test	Results	Analysis
1.	R Square	Social Media (M) = 0.761 Purchase decision (Y) = 0.743	Purchase decisions influenced by review influencer, endorsement and brand image amounted to 74.30 percent, and purchasing decisions influenced by review influencer, endorsement and brand image via social media

Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

amounted to 76.10 percent

2.	Parameter coefficients and statistics	Variable	Path coefficient	t-test	
	T-	Review influencer (X ₁) à Purchase decision (Y)	0,216	3,824	Significant
		Endorsement (X ₂) à Purchase decision (Y)	0,204	3,001	Significant
		Brand image (X ₃) à Purchase decision (Y)	0,116	2,650	Significant

Source: Table 7 (processed data, 2024)

The test results showing the indirect influence of research variables based on path coefficients and t-statistics can be described in Table 8 as follows:

Table 8 Indirect Effect Test Results

Variable Relationships	Path Coefficient	t-statistics
Review influencer (X ₁) à Social media (M) à Purchase decision (Y)	0,058	1,958
Endorsement (X ₁) à Social media (M) à Purchase decision (Y)	0,021	2,452
Brand image (X ₁) à Social media (M) à Purchase decision (Y)	0,176	2,868

Source: Appendix 4 (data processed, 2024)

Based on Table 8 above, it shows the indirect influence which can be explained as follows:

- a. Influence review influencer (X₁) on purchasing decisions (Y) via social media (M) which is positive with a path coefficient value of 0.058 and a t-count value of 1.958 which is greater than the t-table of 1.650, which means that Tiktok social media mediates the influence review influencer to the purchase decision until the fourth hypothesis (H₄) is accepted.
- b. Influence endorsement (X₂) on purchasing decisions (Y) via social media (M) which is positive with a path coefficient value of 0.021 and a t-count value of 2.452 which

is greater than the t-table of 1.650, which means that Tiktok social media mediates the influence endorsement to the purchase decision until the fifth hypothesis (H₅) is accepted.

- c. Influence brand image (X₂) on purchasing decisions (Y) via social media (M), which is positive with a path coefficient value of 0.176 and a t-count value of 2.868 which is greater than the t-table of 1.650, which means that Tiktok social media mediates the influence brand image to purchase decisions until the sixth hypothesis (H₆) is accepted.

Mediation Testing

In the following examination, the mediating role of social media variables (M) on indirect effects will be studied review influencer (X₁), endorsement (X₂), and brand image (X₃) on purchasing decisions (Y). The results of the examination of indirect effects in this research are presented in Table 9 as follows:

Table 9 Recapitulation of Mediation Variable Test Results

Variable Relationships	Path Coefficient	t-statistics	Mediation Relationships
Review influencer (X ₁) à Social media (M) à Purchase decision (Y)			
Review influencer (X ₁) à Purchase decision (Y)	0,216 (Say)	3,824 (Say)	Partial mediation
Review influencer (X ₁) à Social media (M) à Purchase decision (Y)	0,058 (Say)	1,958 (Say)	
Endorsment (X ₂) à Social media (M) à Purchase decision (Y)			
Endorsment (X ₂) à Purchase decision (Y)	0,204 (Say)	3,001 (Say)	Partial mediation
Endorsment (X ₂) à Social media (M) à Purchase decision (Y)	0,021 (Say)	2,452 (Say)	
Brand image (X ₃) à Social media (M) à Purchase decision (Y)			
Brand image (X ₃) à Purchase decision (Y)	0,116 (Say)	2,650 (Say)	Partial mediation
Brand image (X ₃) à Social media (M) à Purchase decision (Y)	0,176 (Say)	2,868 (Say)	

Source: Tables 7 and 8

- a. Based on Table 9 above, it shows that the t-statistic value is 3.824>1.650 for a direct relationship review influencer on purchasing decisions. This can be interpreted as a variable review influencer on purchasing decisions that has a positive and significant effect (direct effect). But it turned out to be a relationship review influencer on purchasing decisions mediated by social media turns out to have a significant effect.

Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

It can be seen from the table above that the t-statistic value is above 1.650 (1.958), which means it is significant. When the mediating variable, namely social media, is included in the direct relationship between review influencers towards significant purchasing decisions, then this variable plays a role in partial mediation. Simply put, the presence or absence of social media mediating variables for relationship review influencers on purchasing decisions, apparently still has an influence. So it can be represented that social media is a variable partial mediation.

- b. Based on Table 9 above, it shows that the t-statistic value is $3.001 > 1.650$ for a direct relationship endorsement on purchasing decisions. This can be interpreted as a variable endorsement on purchasing decisions that has a positive and significant effect (direct effect). But it turned out to be a relationship endorsement on purchasing decisions mediated by social media, to have a significant effect. This can be seen from the table above that the t-statistic value is above 1.650 (2.452), which means it is significant. When the mediating variable, namely social media, is included in the direct relationship between endorsement towards significant purchasing decisions, then this variable plays a role in partial mediation. Simply put, the presence or absence of social media mediating variables for relationship endorsement on purchasing decisions, apparently still has an influence. So it can be represented that social media is a variable partial mediation.
- c. Based on Table 9 above, it shows that the t-statistic value is $2.650 > 1.650$ for a direct relationship brand image on purchasing decisions. This can be interpreted as a variable brand image on purchasing decisions that has a positive and significant effect (direct effect). But it turned out to be a relationship between brand image on purchasing decisions mediated by social media turns out to have a significant effect. It can be seen from the table above that the t-statistic value is above 1.650 (2.868), which means it is significant. Because when the mediating variable, namely social media, is included in the direct relationship between brand image towards significant purchasing decisions, then this variable plays a role partial mediation. Simply put, the presence or absence of social media mediating variables for relationships and brand image on purchasing decisions, apparently still has an influence. So it can be represented that social media is a variable partial mediation.

F Testing Square

To find out interactions review influencer, endorsement and brand image influencing the millennial generation to create purchasing decisions for The Originote mediated by the influence of TikTok social media will be tested using the F Square test as follows:

Table 10 F Tests Square

	Review Influencer	Brand Image	Endorsement	Purchase Decision	Social media
Review Influencer				0,048	0,113
Brand Image				0,013	0,170
Endorsement					0,013
Purchase Decision					
Social media				0,035	

Source: Appendix 4 (data processed, 2024)

Based on the F value table Square above, the effect size is large with the F criterion Square > 0.35 influences review influencers against purchase decisions (0.048), influences review influencers towards social media (0.113), and influences brand image towards social media (0.170). The medium effect is F Square between 0.15 to 0.35 is the influence of social media on purchasing decisions (0.035). For influence brand image against purchase decisions (0.013) and influence endorsement towards social media (0.013) is a small effect due to the F value Square is in the range of 0.02 to 0.15. Meanwhile, there is no negligible influence because nothing has an F value Square < 0.02 . So it can be concluded that there is interaction review influencer, endorsement, and brand image influences the millennial generation, thereby creating purchasing decisions for The Originote which are mediated by the influence of TikTok social media so that the seventh hypothesis (H_7) is accepted.

Discussion

Influence Review Influencer to the Purchase Decision

Based on the test results, the path coefficient value was 0.216 and the t-count value was 3.824, which was greater than the t-table value of 1.650, which means review influencer has a positive effect on purchasing decisions so the first hypothesis (H_1) was accepted. This indicates that it is increasing review influencers will increase purchasing decisions.

Review influencers is important because it has high credibility, with creative ideas that are carried out influencers give reviews like creating content unboxing, product demos, usage tutorials, outbursts, dramas, or verbal reviews so that the content is easily conveyed to followers and they easily trust the results review from influencer the. Influencers often collaborate with brands to get results reviews from influencers about their products.

The results of this research are in line with research from (Yasinta & Nainggolan, 2023) saying that the results of this research show that there is a significant influence from influencer marketing on purchasing decisions (Razan & Suyanto, 2022) obtained the following results influencer review has a positive and significant influence on purchasing decisions. Research from (Lengkawati & Saputra, 2021) also in their research, found that influencer marketing influence purchasing decisions.

Influence Endorsement Against Purchase Decisions

Based on the test results, the path coefficient value was 0.204 and the t-count value was 3.001, which was greater than the t-table value of 1.650, which means endorsement has a positive effect on purchasing decisions so that the second hypothesis (H_2) was accepted. This indicates that it is increasing endorsement will increase purchasing decisions.

Endorsement is a character who is generally known for his achievements in the field for which he is nominated, this is the reason why he will not let go of endorsement with the name actor, entertainer or athlete. Endorsement was chosen to be a tool to reach more consumers and boost product sales. Considering that currently, marketing has become a very significant thing to increase and reach the market (Wartika et al., 2023). So many products and services want to use marketing through endorsement This is to create consumer trust so that consumer product purchasing decisions are created.

The results of this research are in line with research (Kusuma et al., 2024) which states that the results of endorsement partially influence the decision to purchase skincare products among Generation Z in Manado. Research (Firmansyah et al., 2023) states that the influence endorsement plays a significant role in purchasing decisions through partial

mediation. Research from (Meilina, 2021) endorsement has a positive and significant effect on purchasing decisions for Scarlet Whitening products.

Influence Brand Image Against Purchase Decisions

Based on the test results, the path coefficient value was 0.116 and the t-count value was 2.650, which was greater than the t-table value of 1.650, which means brand image has a positive effect on purchasing decisions so the third hypothesis (H₃) was accepted. This indicates that it is increasing brand image will increase purchasing decisions.

According to Nurhalim, 2020 brand image or brand image is a representation of all perceptions of the brand and is built from information and past experiences. A brand image is not just created, but some factors support the creation of a brand image which is influenced by advertising, promotions, product design, customer interaction and the purchasing experience of existing products. The brand image also influences consumers' perceptions of quality or service in their lives. The influence of a positive brand image will influence consumer confidence and reduce uncertainty in purchasing decisions.

The results of this research are in line with research from (Dewi & Rahadhini, 2018) brand image has an influence on purchasing decisions, which means that the brand image increases, the decision to purchase Larissa Skincare products increases. Research from (Putri, 2022) brand image has a significant influence on Ms. Glow.

TikTok Social Media Mediates Influence Review Influencer Against Purchase Decisions.

Based on the test results, it shows that the path coefficient value is 0.058 and the t-count is 1.958, which is greater than the t-table of 1.650, which means that social media able to positively and significantly mediate the influence review influencer to the purchase decision until the fourth hypothesis (H₄) accepted. This means that social media has a role in mediating influence review influencers to the purchase decision so as to be able to improve the purchase decision.

TikTok is a very popular social media platform. TikTok has a strong algorithm, so that when companies use influencers as people they collaborate with to explain and introduce products, the product will also increase and consumers who are followers of the influencer will watch videos hosted by people the consumer trusts. TikTok facilitates direct interaction between influencers with consumers through comments, reactions and other collaboration features. This is an opportunity to ask questions about the influencer's personal experience with the product to be able to share, thereby creating trust from consumers.

The results of this research are in line with research from (Mahardini et al., 2023) variables influencer marketing has a positive and significant influence on purchasing decisions on TikTok user interactions in the DKI Jakarta area. Research from (Rahmayanti & Dermawan, 2023) Variables influencer partially influences purchasing decisions made on social media Instagram and TikTok. Research (Valentina, 2023) states that influencers partially have a significant influence on purchasing decisions on TikTok social media.

TikTok Social Media Mediates Influence Endorsement Against Purchase Decisions.

Based on the test results, it shows that the path coefficient value is 0.021 and the t-count is 2.452, which is greater than the t-table of 1.650, which means that social media can positively and significantly mediate the influence endorsement to the purchase decision until the fifth hypothesis (H₅) accepted. This means that social media has a role

in mediating influence endorsement to the purchase decision to be able to improve the purchase decision.

Endorsement is part of sales promotion, where endorsement is a form of recommendation and support from someone for a product or service that suggests other people to use the recommended product and service. TikTok is a social media platform that is often used by all groups. This is popular because of the influence of the easy type of content and the existence of short videos that can be edited via this platform. In this case, TikTok is used as a forum for increasing sales and product promotion so that it can build consumer trust and ultimately create purchasing decisions.

The results of this research are in line with research from (Anwar, 2022) stating that the endorsement variable has a positive and significant influence on the purchase decision variable. Research from (Nurjannah et al., 2023) states that the variable celebrity endorsement on purchasing decisions has a positive and significant effect on Tiktok Shop.

TikTok Social Media Mediates the Influence of Relationships Between Brand Image Against Purchase Decisions

Based on the test results, it show that the path coefficient value is 0.076 and the t-count is 2.868, which is greater than the t-table of 1.650, which means that social media can positively and significantly mediate the influence of brand image on the purchase decision until the fifth hypothesis (H₅) accepted. This means that social media has a role in mediating the influence of brand image to the purchase decision to be able to improve the purchase decision.

Brand image with purchasing decisions is closely related. If the brand image is good then consumers will not hesitate to buy the product. However, for consumers to have trust, it must be supported by an introduction to the product, promotions, and withdrawals so that consumers are interested in the product through social media, as currently many are using the Tiktok platform to promote by creating interesting content so that many people are interested in the product, thus creating a brand image that is known to consumers to increase the purchase decision of the product

The results of this research are in line with research from (Diatmika et al., 2014) which states that brand image positive and significant effect on purchasing decisions. This means it is getting a better brand image Tiktok shop will have a higher level of purchasing decisions. The research results from (Trisnadewi et al., 2022) show brand image combined with social media advertising has a positive and significant effect on purchasing decisions. The research results from (Jayanti et al., 2024) show that brand image is Very supportive in increasing purchasing decisions for consumers with the influence of digital marketing.

Interaction Review Influencer, Endorsement, and Brand Image Influencing the Millennial Generation on Purchasing Decisions for The Originote Products Through Tiktok Social Media

Based on the results of the F test Square shows that there is a large interaction/effect size with the F criterion Square > 0.35 is influence review influencer against purchase decisions (0.048), influence review influencer towards social media (0.113) and influence brand image towards social media (0.170). The medium effect is F Square between 0.15 to 0.35 is the influence of social media on purchasing decisions (0.035). For influence, brand image to purchase decisions (0.013) and influence endorsement towards social media (0.013) is a small effect due to the F value Square is in the range of 0.02 to 0.15. Meanwhile, there is no negligible influence because nothing has an F value Square < 0.02. So it can be concluded that there is interaction review influencer, endorsement, and brand

Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

image influences the millennial generation, thereby creating purchasing decisions for The Originote which are mediated by the influence of TikTok social media so that the seventh hypothesis (H₇) is accepted.

Millennials tend to be actively involved in social media platforms such as TikTok. Many spend time watching content, interacting with it, and sharing experiences. Influencers become important person nowadays in social media to be able to influence consumers towards endorsement which is explained through review influencers. This is a significant driver of purchasing decisions. Influencers with reviews recommend or recommend The Originote products, to increase positive perceptions about these products in the eyes of the millennial generation. Brand Image in Marketing the Originote also plays an important role in purchasing decisions, where we know that if the brand builds a positive brand then effectively, collaboration with influencers runs smoothly and the millennial generation who are active through social media will be more likely to be interested in buying the product.

The results of this research are in line with research from (Yustiawan & Lestari, 2023) which was conducted together with influencers with social media having a positive effect on consumer buying interest. Research results (Sari, 2016) show that there is an influence of brand image and product quality jointly and regionally on purchasing decisions. Research (Firmansyah et al., 2023) states that the influence endorsement plays a significant role in purchasing decisions through partial mediation. So from the results of this research, it can be concluded that interaction review influencer, endorsement, and brand image if combined into one, will increase the tendency and influence someone to use social media to make purchasing decisions.

Conclusion

The analysis concludes that influencer reviews, endorsements, and brand image positively impact purchasing decisions for The Originote products among the millennial generation, with TikTok social media playing a significant mediating role. Specifically, influencer reviews, endorsements, and brand image each have a positive influence on purchasing decisions, as indicated by their respective path coefficient and t-count values exceeding the t-table. Furthermore, TikTok effectively mediates the impact of these factors, enhancing their influence on purchasing decisions. The interaction between these elements, facilitated by TikTok, drives purchasing decisions in the millennial demographic.

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Analysis of The Role of Tiktok Social Media as A Mediation Variable on Influence Review Influencer, Endorsement, and Brand Image on The Decision To Purchase The Originote Products In The Millennial Generation

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