



## Digital Marketing Exploration, Brand Image on Gen Z Buying Interest in E-Commerce



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### Abstract

This study aims to examine the influence of influencers, social media advertising, and service quality on purchase intention through brand image. In today's digital era, influencers and social media advertising have a major impact on consumer behavior, while service quality plays an important role in shaping brand perception. This study is important to understand how the interaction between these factors affects purchase intention. The population of this study was Gen Z in Indonesia, with a sample of 208 people. Data were collected through an online questionnaire distributed via Google Form via social media. Respondents' answers were measured using a 10-point scale. This study uses a Structural Equation Model (SEM) approach based on Partial Least Square (PLS) to test the hypothesis. The results of the analysis show that influencers do not have a significant influence on purchase intention. In contrast, social media advertising, service quality, and brand image have a significant effect on purchase intention. In addition, influencers, social media advertising, and service quality also have a significant positive effect on brand image. These findings provide insight into how these factors influence and affect purchase intention, especially among Gen Z in Indonesia.

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## 1 Introduction

In the era of globalization, rapid technological advances, especially in the internet sector, can change people's lifestyles and behavior, one of which is consumer shopping patterns. They are shifting from conventional shopping in stores to online shopping, or e-commerce. In the digital era and the development of social media, influencers, and social media advertising are important factors in influencing consumer purchasing decisions. However, it is also important to consider the influence of service quality and brand image in shaping consumer purchasing intentions (Greve, 2014; Grohs & Reisinger, 2014; Saraswati & Giantari, 2022).

This data is shown by the survey report of Indonesian E-Commerce Consumer Behavior 2023: Economic Recovery and Post-Pandemic Shopping Trends, created by Kredivo and Katadata Insight Center (KIC). Consumers aged 26-35 years, also known as the millennial generation, continue to be the largest contributor to the proportion of e-commerce transactions throughout 2022, reaching 46.2%. However, this trend has declined in the last two years. In addition, consumers aged 18 to 25 years, also known as Generation Z, were the second largest contributor to the number of e-commerce transactions in the previous year. However, from 2020 to 2022, the proportion of transactions in this age group decreased. On the other hand, in the last two years, the number of e-commerce transactions in the 36-45 and 46-55 age groups has tended to increase.

Generation Z is a group of people born from 1996 to 2012. Generation Z is a generation that grew up in the digital era, where their lives depend on technology and social media. Gen Z is different from previous generations, such as millennials, generation X, and baby boomers. Gen Z is an innovative, creative, and sharing generation. They also often voice their opinions through social media, leading trends by utilizing environmental awareness and social challenges. Gen Z also tends to be active social media users, recording every moment of their lives and sharing them with others. They are familiar with various platforms and applications, such as TikTok, Instagram, and Snapchat, which allow them to create and express themselves in innovative and entertaining ways (Rahmah, 2021).

In late January, the Central Statistics Agency announced the results of the 2020 Population Census, which showed a very different demographic picture of Indonesia from the previous census results in 2010. Many people have predicted and analyzed that Indonesia is amid a demographic bonus. Interestingly, the results of the 2020 census show that the majority of Indonesia's population comes from Generation Z or Gen Z (27.94%), namely the generation born from 1997 to 2012. The millennial generation, which is considered the driving force of modern society, is slightly below Gen Z and reaches 25.87% of the total population of Indonesia. This shows that Gen Z plays an important role and influences the development of Indonesia today and in the future (Rahmah, 2021).

As a generation that grew up with technology and social media, Gen Z has many relationships with influencers (Harrigan et al., 2021; Ki et al., 2022) service quality. They are also active social media users, accept differences, and demonstrate high tolerance, pluralism, and fairness. Influencers play an important role in attracting attention and influencing Gen Z's purchasing behaviour and decisions. A study shows that social media influencers have a major influence on Gen Z's purchasing behaviour in Indonesia, with 85% of the surveyed sample stating that influencers influence their decisions. Gen Z is also a generation that wants to be an influencer, with more than 50% of them saying they want to be an influencer (Erwin et al., 2023). (Agustini et al., 2022) Influencers have a significant impact on purchasing intention. Consumers often develop emotional connections with the people they follow. They feel connected and aligned with the values or lifestyle represented by the influencer. Therefore, when an influencer recommends a particular product or brand, consumers tend to feel that the product fits their identity and lifestyle, which makes them more interested in purchasing.

Waworuntu et al. (2022), Gen Z is the most active generation on social media and the most engaged in advertising. Gen Z spends an average of two hours every day on platforms like Instagram, which is the most popular content category among this demographic group. Since Gen Z considers traditional advertising inauthentic, social media influencers and user-generated content are more likely to influence them than traditional advertising. Therefore, influencer and meme marketing are effective strategies to engage with this generation. Brands looking to capture Gen Z's attention should prioritize authenticity, vulnerability, and unpolished content. They should also work with content creators and embrace user-generated content. An omnichannel marketing approach includes social media, which is recommended for reaching Gen Z, but authenticity and innovation are key to a successful social media campaign (Alves, 2023). (Suryawijaya & Rusdi, 2021) Social media advertising and customer interest in Brodo shoes influence purchase intention by 66.6%. Social media advertising can easily reach a larger target market because of the large number of social media users spread throughout the world. When more people see an ad, the more likely they are to buy something.

Generation Z is more familiar with e-commerce and has a purchasing decision-making style that is sensitive to brands, price, quality, and service due to the quality of digital services in e-commerce. This includes the speed of delivery of goods, selling prices, advertising, and choice of payment methods. Generation Z consumer behaviour in making purchases is influenced by the quality of digital services (Saputra et al., 2019). Caniago & Rustanto (2022) found that in the case of the Shopee marketplace platform, service quality has a positive impact on customer willingness to buy goods. Good service can increase customer trust and satisfaction. People who are well served, get a quick response, and get satisfactory solutions tend to be more trusting and more interested in buying the goods or services offered.

Hidayat & Yoestini (2023), in e-commerce, the brand image of a brand in Generation Z influences the way they choose and purchase goods. Studies show that brand image greatly influences purchase intention, which in turn influences their purchasing decisions in e-commerce. A positive brand image can build consumer trust in a brand and influence their opinion of the brand. Saputra (2022), consumers in the cosmetics industry are highly influenced by brand image, especially when considering social media marketing as a tool for evaluating products. Kevin Tan (2021), found that brand image significantly mediates the impact of promotion mix on purchase intention, and that brand image and promotion mix significantly influence purchase intention.

Generation Z is the most active group in online shopping due to the rapid growth of e-commerce in recent years. Therefore, it is important to research how social media influencers, social media advertising, and service quality affect Generation Z's purchase interest in brands. In addition, advertising on social media is also an important platform for marketing goods and services to Generation Z, providing good quality services, such as delivery speed and professionalism.

A positive brand image can also influence how consumers perceive goods or services. In the context of e-commerce, brand image can be shaped by previous purchasing experiences, customer reviews, and interactions with the brand on social media. By studying these factors, this study is expected to provide useful insights into how the influence of influencers, social media advertising, and service quality contribute to consumer perceptions of goods or services offered in e-commerce (Bauer et al., 2006).

Brand image is chosen as a mediating variable because several influencers spread fake news related to a product or service being promoted, apart from social media advertising, we know that there is still a lot of negative news and hoax news on social media today, service quality is also for companies that sell on e-commerce, they do not want to be responsible for products that receive complaints from consumers by choosing to leave it alone. Therefore, the researcher chose the brand image variable as a mediating variable (Udo et al., 2010; Brady et al., 2002).

This study aims to examine the influence of influencers, social media advertising, and service quality on purchase intention through brand image. In the increasingly advanced digital era, the influence of influencers and advertising on social media has become very significant in influencing consumer behaviour. In addition, service quality also plays an important role in shaping customer perceptions of the brand. Therefore, this study is relevant to understanding how these factors interact with each other in shaping purchase intention (Sreejesh et al., 2020; Niu et al., 2021).

Based on this data and research, there is still room for research left, so that the research results are more consistent and there is no definite solution to this phenomenon. This causes companies to have to use special strategies to increase Gen Z's buying interest in e-commerce. Then the researcher will use different samples in terms of size, demographics, or industry. The Influence of Influencers, Social Media Advertising, and Service Quality on Buying Interest Mediated by Brand Image. Because it makes researchers motivated and want to do further research to provide new research results to the next researcher. Therefore, the research subject chosen by the researcher is "digital marketing exploration, the brand image on Gen Z's buying interest in e-commerce" (Nasir et al., 2021).

Due to the limitations that occur in this case, namely deficiencies, conditions, and time, as well as things that cannot be controlled by the researcher, this study is limited to the influence of Influencers, Social Media Advertising and Service Quality which is strengthened by Brand Image on Purchase Interest.

### *Literature review and hypothesis development*

#### *Influencers*

Influencers are people who have many followers on social media and are considered by their community or fans as trusted opinion leaders. The basic indicator of an influencer's fame and publicity is the number of followers on social media accounts such as Facebook, Instagram, Twitter, YouTube, and so on. The number of followers can also be seen from the number of likes, shares, and comments on their accounts. The number of followers is also an additional

indicator (Abednego et al., 2021). Although the use of health influencers can have a positive impact and accelerate the spread of socialization and information about health, it is necessary to pay attention to several indicators of the influencer's credibility (Madonna et al., 2022). The influencer indicators are as follows: popularity, competence, behaviour, and public trust.

### *Social media advertising*

Social media advertising is an important strategy in the modern marketing world, especially to achieve long-term marketing goals. This study discusses various important aspects of social media advertising, including advertising opportunities, how to attract and retain customers, increase brand awareness, and build a focused strategy. Focus on long-term results. In the context of a highly competitive consumer market, businesses need to plan marketing strategies that focus on long-term visions to survive and maintain their market share. Social media, with its ability to achieve various marketing goals such as brand awareness, positive reputation, and increasing customer base, is one of the most effective strategies to achieve these goals (Abashidze, 2022). The Social Media Marketing (SMM) indicators described in the journal include several main dimensions (Nugraha & Adialita, 2021), namely: (1) Context: The environment or context in which marketing content is created and shared, (2) Content: The content or material of the marketing message itself, (3) Communication: The communication strategy used to convey the message, (4) Community Engagement: The level of community or audience engagement with the content shared. These indicators are used to measure the effectiveness of social media marketing in various studies and research.

### *Service quality*

According to this study, service quality is defined as an effort to fulfill all customer desires and needs so that the delivery provisions can meet customer expectations (Septiani et al., 2020). Service quality is assessed based on customer perceptions, not from the perspective of the organizer or service provider, but rather the customer who assesses and determines the quality of service. According to Septiani et al. (2020), service quality indicators can be measured using the Servqual method, which identifies five main characteristic groups as indicators of service quality. The five dimensions are: (1) Tangibles (Physical Evidence): Refers to the physical appearance of facilities, equipment, personnel, and communication materials. (2) Reliability: The ability to provide promised services accurately and reliably. (3) Responsiveness: Willingness to help customers and provide service quickly. (4) Assurance: Knowledge and courtesy of employees and their ability to inspire trust and security. (5) Empathy: Individual attention and concern given by the company to its customers. The Servqual method is used to measure customer perceptions of the quality of service provided, by comparing customer expectations before receiving the service and their perceptions after receiving the service.

### *Brand image*

Brand image is defined as the consumer's perception of a brand, including the consumer's mental associations, beliefs, and impressions of the brand. Brand image plays an important role in building brand value and is the main source of brand equity, thus influencing consumer purchasing decisions. In the context of apparel companies in China, brand image formation often faces challenges such as unclear brand positioning and poor brand image communication leading to a lack of brand recognition (Chen et al., 2021). Khasanah et al. (2021), brand image indicators include: (1) Brand Quality: Consumer perception of the quality of products or services offered by the brand. (2) Brand Familiarity: How well-known or familiar the brand is in the eyes of consumers. (3) Brand Advantage: Consumer perception of the superiority or specialness of a brand compared to other brands; (4) Brand Trust: The level of consumer trust in a brand, including the reliability and integrity of the brand; (5) Brand Satisfaction: The level of consumer satisfaction with the products or services offered by the brand; (6) Brand Loyalty: The degree to which a consumer is loyal to a brand, including the likelihood to repurchase and recommend the brand to others; (7) Brand Association: Positive associations that consumers have with a brand, such as innovation, sustainability, or luxury; (8) Brand Identity: The way a brand presents itself, including logos, slogans, and designs, that influence consumer perceptions.

### Purchase intention

Purchase intention is the stage where consumers have the need and desire to choose, own, and use a particular product. This is an important stage in the purchasing process because it determines whether consumers will continue with the purchase or not. This purchase intention is formed before consumers decide to make a purchase and is influenced by various factors, including interactive marketing and trust in online transactions. Purchase intention is the desire or plan formed by a consumer to purchase a product or service. This is the main indicator of a consumer's ability to move from the consideration stage to the purchase stage (Pasharibu et al., 2020). Purchasing interest indicators are (1) awareness; (2) knowledge; (3) likes; (4) preferences; (5) beliefs (Satria, 2017).

### Theory of planned behavior

The Theory of Planned Behavior (TPB), which is the basis of this study, focuses on decisions involving intentions. TPB originated from a theory developed by Ajzen & Fishbein (1969), the Theory of Reasoned Action (TRA), which introduced the concept of behavioural control as an additional determinant of intention and behaviour. According to this theory, a person who intends to perform a certain action does not necessarily have control over that action. Many methods have been thought of and implemented to control behavioural control. The concept of behavioural control is of great interest to academics and practitioners of theory and can be used to explain the difference between intention and behaviour. In addition, what is more important is finding and implementing behavioral intervention methods to address these differences (Lim & Weissmann, 2023).

According to the theory of planned behaviour, there are two categories of behavioural control. The first is covert behavior control and the second is overt behavior control. The main purpose is to organize and put the various forms of behavioural control into perspective. Based on a review of relevant literature and previous research, the research model used in this study can be described as:

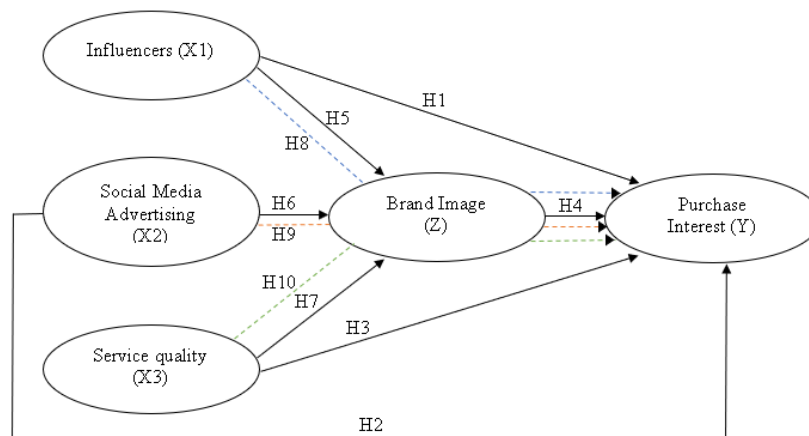


Figure 1. Empirical research model

This study has formulated four hypotheses based on previous literature studies and figures;

- H1 : The more competent the Influencer, the more positive the Consumer Purchase Interest in e-commerce.
- H2 : The more attractive the advertisement on social media, the more positive the consumer purchase interest in e-commerce.
- H3 : The better the quality of service provided, the more positive the consumer purchase interest in shopping on e-commerce.
- H4 : The better the brand image of a product, the more positive the consumer purchase interest in e-commerce.
- H5 : The more competent an Influencer is the better the Brand Image of a product on e-commerce.
- H6 : The more attractive Social Media Advertising, the better the Brand Image of a product on e-commerce.
- H7 : The better the quality of service, the better the Brand Image of a product on e-commerce.
- H8 : The more competent the Influencer, the more positive the Consumer Purchase Interest in e-commerce mediated by Brand Image

H9 : The more attractive Social Media Advertising does not necessarily have a positive effect on Consumer Purchase Interest in e-commerce mediated by Brand Image.

H10 : The better the Service Quality, the more positive influence it will have on consumer Purchase Interest in e-commerce mediated by Brand Image.

## 2 Materials and Methods

The research location to be studied in Indonesia because of the number of Generation Z residents (databox, 2021). Generation Z is the generation that dominates the demographics in Indonesia, with a total of around 74.93 million people or 27.94% of the total population of Indonesia in 2020. Gen Z is the highest among the total population in Indonesia. This shows that the young generation of Indonesia will soon enter a productive period in the current demographic bonus. This also indicates that Generation Z in Indonesia is very familiar with technology, social media, and the internet, making the Gen Z population an ideal market sector for the development of e-commerce today. In this study, researchers distributed questionnaires to respondents, namely Gen Z who are E-Commerce consumers.

The population used in this study is Gen Z in Indonesia. In determining the sample in this study, the sampling method used is the Non-Probability Sampling method because the population is infinite or the number of population members has not or cannot be determined in advance so that it provides equal opportunities for each member of the population (Widiasari & Sari, 2021). In general, there are four techniques in non-probability sampling, but in this study, the purposive sampling technique was used, namely by determining samples that meet the criteria determined by the researcher (Safariningsih et al., 2022). Using a purposive sampling technique or a sampling determination technique based on the researcher's considerations regarding which sample is most appropriate, useful, and considered to represent a population (representative), in this case, Gen Z who are E-Commerce consumers. Hair et al (2010), determined the number of samples in this study using the Hair formula because the number of populations in this study was not known for certain and suggested that the number of samples is 5-10 times the indicator variable. Therefore, the sample size in this study follows the formula proposed by Hair with a sample size of 8. From the results of the Hair formula calculation, it was found that the minimum sample size required in this study was 208 people. Therefore, this study used a sample of 208 people.

The data collection technique used by the researcher is by distributing questionnaires in the form of Google Forms via social media to get direct responses from respondents, namely Gen Z, to obtain data and information. Then each respondent's response or answer to the questions or statements given will be given a score on a 10-point scale. The Structural Equation Model (SEM) approach based on Partial Least Squares (PLS) is used to test the research hypothesis.

Table 1  
Variables and indicators

Variables	Definition	Indicators
Influencers	Influencers are people who have a large following on a particular social media and are considered opinion leaders who are trusted by their community or fans.	1. Popularity 2. Competence 3. Behavior 4. Public Trust
Social Media Advertising	According to the marketing toolbox, social media advertising is a branch of digital marketing where paid advertising campaigns are run on social media platforms to reach target audiences.	1. Context. 2. Content. 3. Communication. 4. Community Engagement
Service Quality	According to this study, service quality is defined as an effort to fulfill all customer desires and needs so that the delivery can match customer expectations.	1. Tangibles 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy

Variables	Definition	Indicators
Brand Image	Brand image is the perception and belief of consumers towards a particular brand, which depends on how the product is known by the wider community and when consumers hear the slogan of a company or product, the brand image of the company or product will be remembered in the consumer's memory.	<ol style="list-style-type: none"> <li>1. Brand quality</li> <li>2. Brand fame</li> <li>3. Brand excellence</li> <li>4. Brand trust</li> <li>5. Brand satisfaction</li> <li>6. Brand loyalty</li> <li>7. Brand associations</li> <li>8. Brand identity</li> </ol>
Purchase Intention	Purchase intention can be interpreted as the tendency or possibility of someone to buy a product or service based on their evaluation and perception of various factors such as Company Image, Product Knowledge, and Price Perception	<ol style="list-style-type: none"> <li>1. Awareness</li> <li>2. Knowledge</li> <li>3. Liking</li> <li>4. Preferences</li> <li>5. Conviction</li> </ol>

### 3 Results and Discussions

To analyze the research model, the Partial Least Square (PLS) method was used with the SmartPLS 4.0 M3 program tool. There are two basic model evaluations in this test, namely the outer model and the inner model. Convergent validity with reflective indicators can be seen from the correlation between indicator scores and variable scores. Individual indicators are considered reliable if they have a correlation value above 0.50. The results of the correlation between dimensions and variables can be seen in Table 2.

Table 2  
Results of Convergent Validity Testing (Outer Loading) Phase 1

	Outer Loading Phase 1	Outer Loading Phase 2
CM1	0.716	0.850
CM2	0.718	0.890
CM3	0.684	
CM4	0.821	0.910
CM5	0.676	
CM6	0.659	
CM7	0.532	
CM8	0.824	0.840
IF1	0.828	0.861
IF2	0.871	0.897
IF3	0.567	
IF4	0.761	0.862
KP1	0.718	0.730
KP2	0.767	0.739
KP3	0.546	
KP4	0.699	0.752
KP5	0.770	0.758
NB1	0.572	
NB2	0.696	
NB3	0.791	0.841
NB4	0.761	0.798
NB5	0.818	0.837
SM1	0.876	0.904
SM2	0.777	0.777
SM3	0.848	0.904
SM4	0.620	

Source: Processed data, 2024

The results of the Convergent Validity analysis in Table 2 that several indicators have Outer Loading values below 0.7 so that they are declared to have failed Convergent Validity, namely indicators consisting of CM3, CM5, CM6, CM7, IF3, KP3, KP4, NB1, NB2, and SM4 are invalid. Based on Outer Loading Stage 2, it shows that all outer loading indicator values for each variable already have values above 0.50. Thus, it can be concluded that the measurement of convergent validity has met the requirements for convergent validity after the second data running after removing invalid indicators. The output of the outer model test in stage 2 after removing the indicators can be seen in Figure 2.

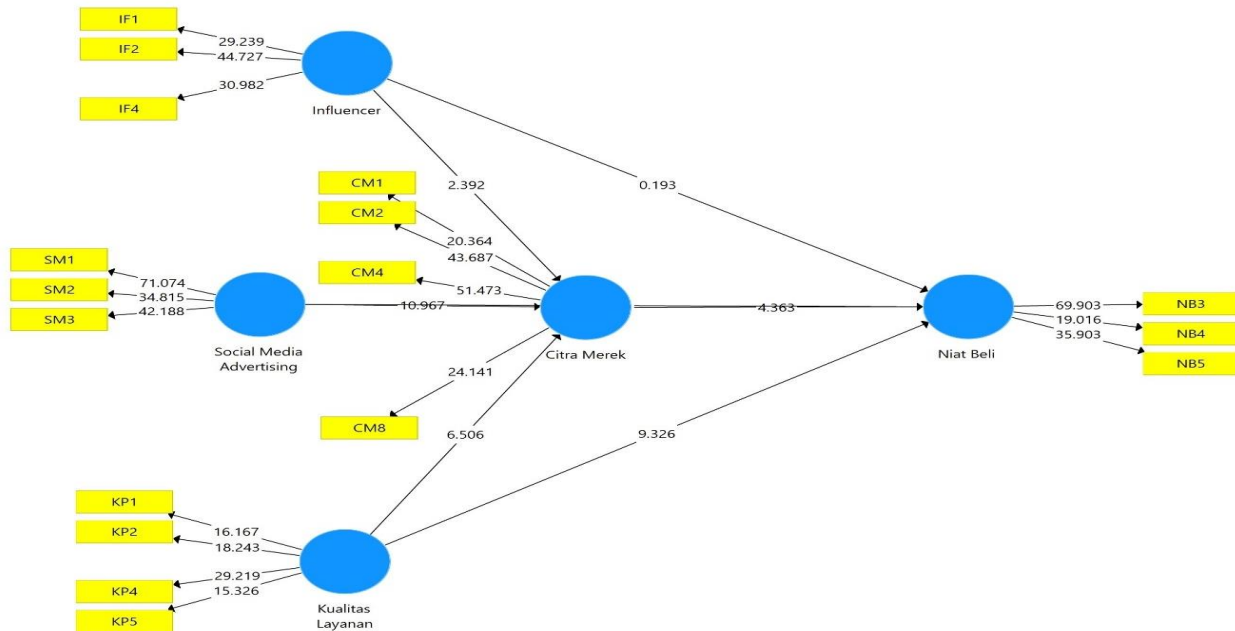


Figure 2. Outer Model Stage 1

Another method to assess convergent validity is to look at the average variance extracted (AVE) value for each variable. A model is said to have convergent validity if it has an AVE value greater than 0.5. The AVE results are listed in Table 3.

Table 3  
Results of Average Variance Extracted (AVE) Stage 1

	Average variance extracted (AVE)	
	AVE Stage 1	AVE Stage 2
<i>Influencers(X1)</i>	0.586	0.762
<i>Social Media Advertising(X2)</i>	0.618	0.746
<i>Service quality (X3)</i>	0.497	0.555
<i>Brand image (Z)</i>	0.537	0.682
<i>Purchase interest (Y)</i>	0.503	0.762

Source: Primary data processed, 2024

Based on AVE Stage 1, it can be seen that there is one variable, namely Service Quality (X3) which has an Average Variance Extracted (AVE) value of less than 0.50. So it is stated that the Service Quality variable (X3) is invalid, then the second stage of AVE testing is carried out after the invalid indicators are removed, with the following results: Based on AVE Stage2, it can be seen that the Average variance extracted (AVE) value in the second stage of testing shows that all variables have a value greater than 0.50. This can provide a conclusion that all variables in this study have met convergent validity and that the variables used are valid.



### 3.1 Discriminant validity

The discriminant validity test is assessed based on the measurement of cross-loading with the construction. If the discriminant validity value is greater than 0.7, then the latent variable is a good comparison for the model. The results of the discriminant validity test of the latent variable correlation can be seen in Table 4.

Table 4  
Discriminant Validity Test Results (Cross Loading) Stage 1

	X1	X2	X3	Y	Z
CM1	0.286	0.697	0.483	0.472	<b>0.716</b>
CM2	0.542	0.782	0.597	0.507	<b>0.718</b>
CM3	0.344	0.355	0.704	0.572	<b>0.684</b>
CM4	0.466	0.783	0.625	0.677	<b>0.821</b>
CM5	0.091	0.362	0.524	0.561	<b>0.676</b>
CM6	0.172	0.170	0.631	0.569	<b>0.659</b>
CM7	0.055	0.209	0.377	0.472	<b>0.532</b>
CM8	0.349	0.670	0.619	0.657	<b>0.824</b>
IF1	<b>0.828</b>	0.466	0.427	0.351	0.379
IF2	<b>0.871</b>	0.503	0.364	0.381	0.381
IF3	<b>0.567</b>	0.145	0.312	0.393	0.255
IF4	<b>0.761</b>	0.485	0.266	0.151	0.261
KP1	0.371	0.615	<b>0.718</b>	0.440	0.583
KP2	0.209	0.272	<b>0.767</b>	0.611	0.582
KP3	0.226	0.400	<b>0.546</b>	0.323	0.350
KP4	0.459	0.634	<b>0.699</b>	0.581	0.630
KP5	0.344	0.402	<b>0.770</b>	0.573	0.649
NB1	0.152	0.372	0.412	<b>0.572</b>	0.573
NB2	0.370	0.293	0.384	<b>0.696</b>	0.497
NB3	0.385	0.482	0.675	<b>0.791</b>	0.626
NB4	0.359	0.354	0.559	<b>0.761</b>	0.564
NB5	0.341	0.384	0.617	<b>0.818</b>	0.639
SM1	0.492	<b>0.876</b>	0.602	0.443	0.614
SM2	0.458	<b>0.777</b>	0.438	0.440	0.552
SM3	0.425	<b>0.848</b>	0.614	0.435	0.612
SM4	0.243	<b>0.620</b>	0.373	0.300	0.552

Source: Primary data processed, 2024

Table 4 shows that 10 indicators have a Cross Loading value below 0.7 so they are declared to have failed the discriminant validity so that the indicators consisting of CM3, CM5, CM6, CM7, IF3, KP3, KP4, NB1, NB2, and SM4 are removed from the research model and the data is rerun with the following discriminant validity test results:

Table 5  
Discriminant Validity Test Results (Cross Loading) Stage 2

	X1	X2	X3	Y	Z
CM1	0.344	0.613	0.520	0.503	<b>0.850</b>
CM2	0.592	0.767	0.626	0.514	<b>0.890</b>
CM4	0.487	0.769	0.640	0.637	<b>0.910</b>
CM8	0.401	0.602	0.667	0.645	<b>0.840</b>
IF1	<b>0.861</b>	0.480	0.452	0.371	0.440
IF2	<b>0.897</b>	0.468	0.403	0.367	0.480
IF4	<b>0.862</b>	0.466	0.306	0.197	0.460
KP1	0.359	0.596	<b>0.730</b>	0.488	0.512

	X1	X2	X3	Y	Z
KP2	0.120	0.245	<b>0.739</b>	0.574	0.361
KP4	0.517	0.613	<b>0.752</b>	0.661	0.746
KP5	0.249	0.394	<b>0.758</b>	0.576	0.384
NB3	0.369	0.464	0.717	<b>0.841</b>	0.642
NB4	0.264	0.357	0.586	<b>0.798</b>	0.427
NB5	0.256	0.389	0.621	<b>0.837</b>	0.545
SM1	0.512	<b>0.904</b>	0.599	0.441	0.701
SM2	0.464	<b>0.777</b>	0.456	0.423	0.694
SM3	0.414	<b>0.904</b>	0.607	0.409	0.647

Source: Primary data processed, 2024

Based on Table 5, it can be seen that all discriminant validity values of the latent variable correlation for each variable are greater than 0.7 and have higher values compared to other latent variables. Thus, it can be concluded that in the second stage of testing all indicators meet the discriminant validity requirements.

### 3.2 Composite reliability

In addition to the validity test, a reliability test of the variables was also carried out which was measured using two criteria, namely composite reliability and Cronbach's alpha from the indicator block that measures the variable. A variable is declared reliable if the composite reliability and Cronbach's alpha values are above 0.70. The output results can be seen in Table 6.

Table 6  
Composite Reliability Test Results

Variable	Composite Reliability		Cronbach's Alpha	
	Stage 1	Stage 2	Stage 1	Stage 2
<i>Influencers</i> (X1)	0.847	0.906	0.755	0.845
<i>Social Media Advertising</i> (X2)	0.865	0.897	0.787	0.826
Service quality (X3)	0.830	0.833	0.746	0.738
Purchase interest (Y)	0.851	0.865	0.779	0.768
Brand image (Z)	0.889	0.928	0.856	0.896

Source: Primary data processed, 2024

The output results of composite reliability and Cronbach's alpha for all research variables are above 0.70. Thus, it can be explained that all variables are reliable. Testing of the structural model or inner model in this study consists of the R-square value test (R<sup>2</sup>), Predictive Relevance test (Structural Q<sup>2</sup>), model fit test, Effect Size test (f-Square) and Hypothesis Test which can be seen from the results of the path coefficient. The results of the evaluation of the structural model or inner model are explained as R-square value (R<sup>2</sup>). In this structural model, there are three endogenous variables, namely: Brand image (Z) and Purchase interest (Y). The determination coefficient value (R<sup>2</sup>) for this study can be presented in Table 7.

Table 7  
R-square value

Model Structural	Dependent Variable	R-square	Adjusted R-square
1	Brand image (Z)	0.699	0.695
2	Purchase interest (Y)	0.655	0.649
Calculation: $Q^2 = 1 - (1 - (R12)) (1 - (R22))$ $= 1 - (1 - 0.699)(1 - 0.655)$ $= 1 - (0.301)(0.345)$ $= 1 - 0.104$ $= 0.896$			

Source: Primary data processed, 2024

Based on Table 7, the influence model of influencers, social media advertising, and service quality on brand image provides an R-square value of 0.699 which can be interpreted that the brand image variable can be explained by the variability of influencers, social media advertising and service quality by 69.9%, while the remaining 30.1% is explained by other variables outside those studied. Furthermore, the influence model of influencers, social media advertising, service quality, and brand image on purchase interest provides an R-square value of 0.655 which can be interpreted that the variability of the purchase interest variable can be explained by the variability of the influencer variables, social media advertising, service quality and brand image by 65.5%, while the remaining 34.5% is explained by other variables outside those studied.

(1) Predictive Relevance (Structural Q<sup>2</sup>)

To measure how good the observation value produced by the model and also its parameter estimates, it is necessary to calculate the Q-square. The Q-square value has a range of  $0 < Q^2 < 1$ , where the closer to 1 means the better the model. The results of the Predictive Relevance calculation in Table 8 show that the Q-square value is 0.896, so it can be concluded that the model has very good predictive relevance. Thus, it can be explained that 89.6% of the variation in purchase interest is influenced by influencers, Social Media Advertising, service quality, and brand image, while the remaining 10.4% is influenced by other variables.

(2) f - Square (f<sup>2</sup>) Test Results

The effect size f<sup>2</sup> measures the impact of a particular predictor construct on the endogenous construct. This measure is used to evaluate whether the predictor construct if removed will have a significant impact on the R-Square value of the endogenous construct. Guidelines for assessing the f<sup>2</sup> value for exogenous latent constructs in predicting endogenous constructs. The f-Square category is divided into three, namely 0.02 is a weak influence, 0.15 is a moderate influence, and 0.35 is a strong influence (Ghozali, 2021).

Table 8  
Output f Square

Variable	Purchase Interest (Y)	Brand Image (Z)
<i>Influencers</i> (X1)	<b>0,000</b>	0.021
<i>Social Media Advertising</i> (X2)	0.052	<b>0.482</b>
Service quality (X3)	<b>0.621</b>	<b>0.195</b>
Brand image (Z)	0.124	

Source: Data Processed Results, 2024

Based on Table 8, it can be concluded that the results of the influence test between research variables are as follows:

- a) The Influencers variable (X1) has an F Square value of 0.000, which means that Influencers have no influence or impact on the Purchase Interest variable (Y).
- b) The Social Media Advertising variable (X2) has an F Square value of 0.052, which means that Social Media Advertising has a weak influence or impact on the Purchase Interest variable (Y).

- c) The service quality variable has an F Square value of 0.621, which means that service quality has a strong influence or impact on the Purchase Interest variable (Y).
- d) The brand image variable (Z) has an F Square value of 0.124, which means that brand image has a weak influence or impact on the Purchase Interest variable (Y).
- e) The Influencer variable (X1) has an F Square value of 0.021, which means that Influencers have a weak influence or impact on the Brand Image variable (Z).
- f) The Social Media Advertising variable (X2) has an F Square value of 0.482, which means that Social Media Advertising has a strong influence or impact on the Brand Image variable (Z). f. The service quality variable has an F Square value of 0.195, which means that service quality has a moderate influence or impact on the brand image variable (Z).

3.3 Hypothesis testing results

Hypothesis testing is done using the t-test by dividing it into direct influence testing and indirect influence testing or mediation variable testing. The following section will describe each of the direct influence testing results and mediation variable testing. Direct Effect Testing. This study uses the Partial Least Square (PLS) analysis approach to test the previously stated research hypothesis. The results of the empirical research model analysis using Partial Least Square (PLS) analysis can be seen in Figure 3 below.

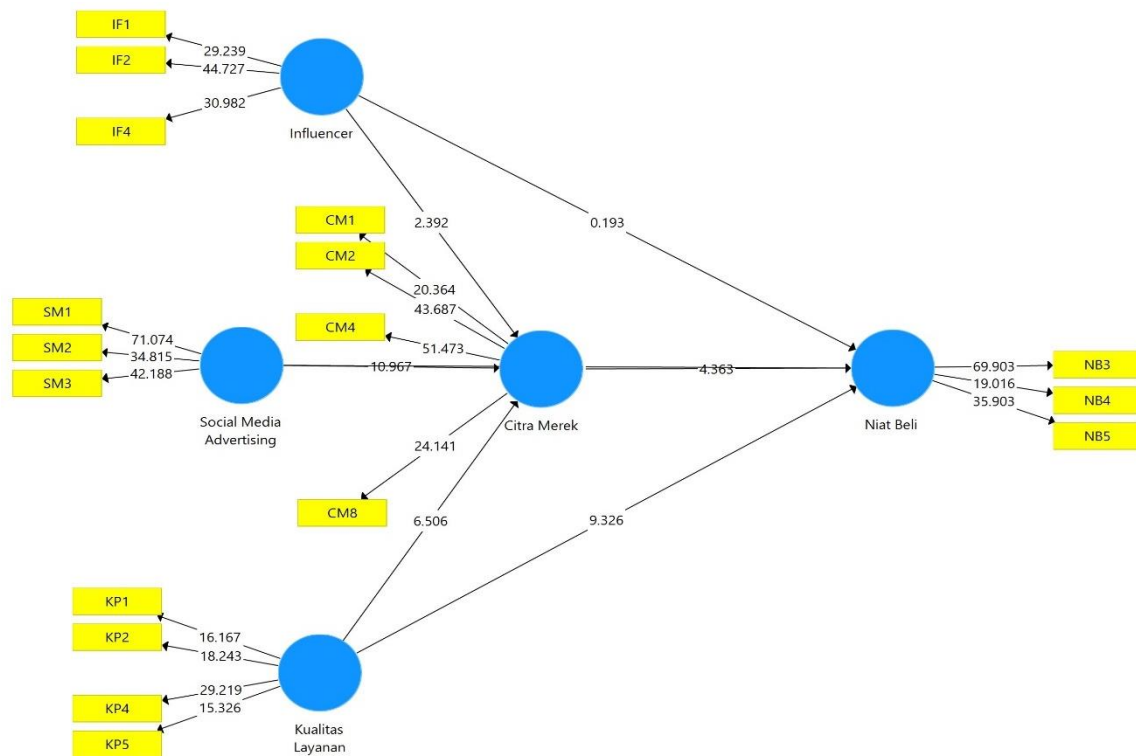


Figure 3. Empirical Model PLS Bootstrapping Research Variables

The results of the path coefficient validation test for each path for direct influence can be presented in Table 9.

Table 9  
Results of Direct Influence Test (Path Coefficient)

	Relationship Between Variables	Path Coefficient (Bootstrapping)	T Statistics	P Value	Information
<b>H1</b>	<i>Influencers(X1) → Purchase interest (Y)</i>	-0.010	0.193	<b>0.847</b>	Not significant
<b>H2</b>	<i>Social Media Advertising(X2) → Purchase interest (Y)</i>	-0.229	3,695	<b>0,000</b>	Significant
<b>H3</b>	<i>Service quality (X3) → Purchase interest (Y)</i>	0.668	9,326	<b>0,000</b>	Significant
<b>H4</b>	<i>Brand image (Z) → Purchase interest (Y)</i>	0.376	4,363	<b>0,000</b>	Significant
<b>H5</b>	<i>Influencers(X1) → Brand image (Z)</i>	0.096	2,392	<b>0.017</b>	Significant
<b>H6</b>	<i>Social Media Advertising (X2) → Brand image (Z)</i>	0.534	10,967	<b>0,000</b>	Significant
<b>H7</b>	<i>Service quality (X3) → Brand image (Z)</i>	0.320	6,506	<b>0,000</b>	Significant

Source: Data Processed Results, 2024

Information from Table 9, the results of the hypothesis testing can be seen as presented in the following description:

- a) Influencers are proven to have no significant effect on purchasing interest. This result is indicated by a negative path coefficient of -0.010 with a t count of 0.193 (t count < 1.96), thus hypothesis 1 (H1) cannot be proven. The results obtained can be interpreted that whether an influencer is good or bad cannot significantly influence consumer purchasing interest in e-commerce.
- b) Social Media Advertising is proven to have a negative and significant effect on purchasing interest. This result is indicated by a negative path coefficient of -0.229 with a t count of 3.695 (t count > 1.96), thus hypothesis 2 (H2) cannot be proven. The results obtained can be interpreted as follows: The increasing number of advertisements on social media will have an impact on decreasing consumer purchasing interest in e-commerce.
- c) Service quality is proven to have a positive and significant effect on purchasing interest. This result is indicated by a positive path coefficient of 0.668 with a t count of 9.326 (t count > t table 1.96), thus, hypothesis 3 (H3) can be proven. The results obtained can be interpreted as follows the better the quality of service provided, the more positive the consumer's interest in shopping on e-commerce.
- d) Brand image is proven to have a positive and significant effect on purchasing interest. This result is indicated by a positive path coefficient of 0.376 with a t count of 4.363 (t count > 1.96), thus hypothesis 4 (H4) can be proven. The results obtained can be interpreted as follows the better the brand image of a product, the more positive the consumer's interest in purchasing e-commerce.
- e) Influencers are proven to have a positive and significant effect on brand image. This result is indicated by a positive path coefficient of 0.096 with a t count of 2.392 (t count > 1.96), thus hypothesis 5 (H5) can be proven. The results obtained can be interpreted that the better the influencer, the more the consumer's brand image will increase.
- f) Social Media Advertising has been proven to have a positive and significant effect on brand image. This result is indicated by a positive path coefficient of 0.534 with a t count of 10.967 (t count > 1.96), thus hypothesis 6 (H6) can be proven. The results obtained can be interpreted as follows the better the social media advertising, the better the brand image of a product in e-commerce.
- g) Service quality has been proven to have a positive and significant effect on brand image. This result is indicated by a positive path coefficient of 0.320 with a t count of 6.506 (t count > 1.96), thus hypothesis 7 (H7) can be proven. The results obtained can be interpreted that the better the quality of service, the better the brand image of a product in e-commerce.

### 3.4 Indirect effect testing

The indirect effect of hypothesis testing in this study can be explained in Table 10.

Table 10  
Recapitulation of indirect effect testing results

No.	Relationship Between Variables	Path Coefficient (Bootstrapping)	T Statistics	P values	Information
1	Influencers(X1) → Brand image (Z) → Purchase interest (Y)	0.036	2,032	<b>0.043</b>	Significant Positive
2	Social Media Advertising(X2) → Brand image (Z) → Purchase interest (Y)	0.201	4,990	<b>0,000</b>	Significant Positive
3	Service quality (X3) → Purchase interest (Y)	0.120	2,850	<b>0.005</b>	Significant Positive

Based on Table 10, the results of the indirect influence between variables are as follows:

- Influencers on purchase interest through brand image obtained a correlation value of 0.036 with a t statistic of 2.032>1.96 and a p-value of 0.043<0.050, so there is a significant positive indirect influence between influencers on purchase interest through brand image.
- Social Media Advertising on purchase interest through brand image obtained a correlation value of 0.201 with a t statistic of 4.990>1.96, and a p-value of 0.000<0.050, so there is a significant positive indirect influence between Social Media Advertising on purchase interest through brand image.
- Service quality on purchase interest through brand image obtained a correlation value of 0.120 with a t statistic of 2.850>1.96, and a p-value of 0.005<0.050, so there is a significant positive indirect influence between service quality on purchase interest through brand image.

### 3.5 Indirect Effect Testing (Mediation Variable Examination)

The mediation variable testing in this study will test the mediation role of brand image variables on the indirect effect of Influencers and Social Media Advertising on purchase interest. The indirect effect testing in this study can be seen in the explanation of the analysis results in Table 11.

Table 11  
Recapitulation of mediation variable test results

Mediation Variables	Effect				Information
	(A)	(B)	(C)	(D)	
Influencers(X1) → Brand image (Z) → Purchase interest (Y)	0.036 (Sig.)	-0.010 (Non Sig.)	0.096 (Sig.)	0.376 (Sig.)	Partials Mediation
Social Media Advertising(X2) → Brand image (Z) → Purchase interest (Y)	0.201 (Sig.)	-0.229 (Sig.)	0.534 (Sig.)	0.376 (Sig.)	Partials Mediation
Service quality (X3) → Brand image (Z) → Purchase interest (Y)	0.120 (Sig.)	0.668 (Sig.)	0.320 (Sig.)	0.376 (Sig.)	Partials Mediation

Source: Data Processed Results, 2020 (Appendix 8)

Based on the criteria for testing the mediation effect, then from Table 11, information can be obtained as presented in the following explanation:

- Brand image can positively mediate the indirect influence of influencer perception on purchase interest. This result is shown from the mediation test conducted, namely the influence of C; and D has a significant positive value, while the influence of A which is the direct influence of the independent variable (influencer) on the dependent variable (purchase interest) involving the mediation variable has a significant value. Thus, brand image can partially mediate the influence of influencers on purchase interest. Based on these results, it can be

interpreted that influencers who have an insignificant influence after being mediated by the mediation variable brand image have a significant influence on purchase interest. This means that purchase interest can increase in conditions where influencers are getting better and e-commerce products have a good brand image so that ultimately purchase interest will increase.

- b) Brand image can positively mediate the indirect influence of Social Media Advertising perception on purchase interest. This result is shown from the mediation test conducted, namely the influence of B; C; and D have significant values, while the influence of A which is the direct influence of the independent variable (Social Media Advertising) on the dependent variable (purchase interest) involving the mediating variable has a significant value. Thus, brand image can partially mediate the influence of Social Media Advertising on purchase interest. Based on these results, it can be interpreted that Social Media Advertising which has a non-negative impact after the presence of the mediating variable brand image has a positive influence on purchase interest. This means that purchase interest can increase in conditions where Social Media Advertising is getting better and e-commerce products have a good brand image so that ultimately purchase interest will increase. 3) Brand image can positively mediate the indirect influence of perceived service quality on purchase interest. These results are shown from the mediation test conducted, namely that the influence of B; C; and D have significant positive values, while the influence of A which is the direct influence of the independent variable (service quality) on the dependent variable (purchase interest) involving the mediating variable has a significant value. Thus, brand image can partially mediate the influence of service quality on purchase interest. Based on these results, it can be interpreted that purchasing interest can increase in conditions of improving service quality and e-commerce products having a good brand image.

## 4 Conclusion

The results of the analysis show that influencers do not affect purchase intention. Meanwhile, Social Media Advertising, service quality, and brand image have a significant effect on purchase intention. Furthermore, the results of the study also show that influencers, Social Media Advertising, and Service Quality have a significant positive effect on brand image. Influencers have a large influence on customer purchase intention. The results of the analysis also show that the brand image variable can mediate influencers, social media advertising, and service quality in a significant positive way on purchase intention.

This shows that good and professional service can make consumers have a positive perception of the Blue Ocean brand. Every customer has the right to get fair service. Good service can make the product look good (Rina et al., 2024). In line with research (Afwan & Santosa, 2019) Service Quality and Brand Image have a positive and significant effect on Purchasing Decisions at the Madina Mebel Banjarnegara Store (White et al., 2013). This study shows that when consumers have a positive perception of offline service quality, a "ceiling effect" occurs where there is little or no opportunity for online service quality to improve consumer perceptions. In situations like this, consumer perceptions of brand equity can only decrease because experiences that exceed expectations cannot improve perceptions that are already high. In addition, customer perceptions in this situation may be relatively stable and persist through several experiences where online service quality does not meet or exceed expectations set by service quality. Brand Image has a positive and significant effect on Purchase Intention. Therefore, the relationship between variables in this study shows that Influencer Credibility indirectly affects Purchase Intention through the mediation of Brand Trust and Brand Image. Brand Trust and Brand Image are the most important mediating variables in linking Influencer Credibility with Purchase Intention (Cahyadinigrum & Rahardjo, 2023).

This study is in line with the results of the study (Ma'arif & Budiarti, 2022), The results of the study show that a good company brand image can influence purchasing decisions so that a good brand image can increase purchasing decisions. In other words, good service quality can improve consumer perceptions of the brand, which ultimately influences their decision to purchase goods. This study is in line with the results of the study (Kusuma & Wijaya, 2022), This study found that Electronic Word of Mouth (EWOM), which is a negative or positive statement sent via the internet, has a positive effect on purchasing interest and brand image functions as a mediator. EWOM can increase consumer interest in a product by creating a positive image of the brand. The results of the study show that a good brand image, supported by positive EWOM, increases consumer purchasing interest. The results of the study show that EWOM has a positive effect on brand image with a coefficient value of 0.620 and a significance of 0.000, and EWOM has a positive effect on purchasing interest with a coefficient value of 0.471 and a significance of 0.000. This finding is supported by previous research which found that EWOM has a positive effect on consumption. This study is in line

with the results of research (Kusumaradya et al., 2021) In this study, the brand image variable did not show a significant effect on purchasing decisions at both Bumi and Signatura cafes. This can be seen through the results of the T-test which shows that brand image does not affect purchasing decisions at both locations. Although overall service quality and brand image affect purchasing decisions, brand image does not have a significant effect on purchasing decisions at the Bumi and Signatura floors. This suggests that other factors such as service quality may be of greater concern to consumers when deciding to make purchases at both coffee shops.

*Conflict of interest statement*

The authors declared that they have no competing interests.

*Statement of authorship*

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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