

The Antecedents of Celebrity Endorser, Content Marketing and Lifestyle on Purchase Intention

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ARTICLE INFO	ABSTRACT
Article history: Received Nov 01, 2024 Revised Nov 25, 2024 Accepted Des 10, 2024	The purpose of this study is to analyze the influence of celebrity endorser, content marketing, lifestyle on purchase intention in Bukalapak E-commerce. The case study was conducted in Padang City. The research method is quantitative by using a questionnaire as a data collection instrument. Technique of taking samples was using purposive sampling techniques for sampling obtained 81 respondents. Data was analyzed by using Smart-PLS. The results of this study indicate that the Celebrity Endorser variable has a significant effect on Purchase Intention, Content Marketing has a significant effect on Purchase Intention, And Lifestyle has no effect significantly on Purchase Intention.
Keywords: Purchase Intention Celebrity Endorser Content Marketing Life Style	

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1. INTRODUCTION

The American Marketing Association (AMA) defines consumer behavior as a dynamic interaction between influence and cognition, behavior, and events around us where humans carry out aspects of their lives. The purpose of marketing activities is to influence consumers to be willing to buy the company's goods and services when they need them. Therefore, companies should understand the factors that can influence consumer behavior to make purchases. These factors are environmental influences, individual differences, and psychological processes (Engel et al., 1995).

The theory of Planned Behavior (TPB) is a social psychology theory that explains how individual behavior is influenced by intention, attitude, subjective norms, and perceived behavioral control. When applied to purchase intention behavior, TPB can help factors that influence a person's purchase intention (Ajzen, 1985). Along with the development of the times, people's lifestyles are increasingly instant because the majority of people have high mobility in their daily activities. People often look for something practical and instant to meet their daily needs. This is followed by the provision of various services that help the community. Nowadays, the presence of the Internet helps consumers in making shopping activities easier and makes the consumer behavior of Indonesian people a potential market for the marketplace (Putra et al., 2020).

Online shopping is a method of buying and selling transactions that occurs through e-commerce sites or social networks that offer products or services. The process begins by ordering the desired goods through a vendor or reseller by accessing the online buying and selling site using an internet connection. After that, payment is made by transferring funds through banking services (Zakiyah et al., 2020).

Business people are now increasingly choosing to use e-commerce as the main means to sell their products online. E-commerce platforms such as Shopee, Tokopedia, Blibli, Bukalapak,

Lazada, Zalora, and others are increasingly in demand by sellers. Bukalapak is one of the e-commerce sites in Indonesia and is one of the online marketplace business models. Bukalapak services from its first appearance can be used for free via the application. In early 2010, Bukalapak was opened and had reached 10,000 people who had joined the Bukalapak buying and selling site. However, currently many similar applications have been made and this case affected Bukalapak's consumers (Effendi et al., 2020).

Purchase intention is something that represents consumers who have the possibility, will, plan or are willing to buy a product or service in the future (Nabillah & Lubis, 2023). Furthermore, purchase intention is a level to which consumers have the desire to buy a product (Ferdinand, 2002). Purchase Intention is the act of someone buying something to fulfill their desires and in the purchasing process, it can influence their actions to make purchases in the future (Kotler, Philip and Keller, 2007). Purchase Intention is something that represents consumers who have the possibility will plan or are willing to buy a product or service in the future. This increase in purchase intention means an increase in the likelihood of purchasing (Schiffman & Kanuk, 2009).

According to George & Michael (2009) stated that an endorser is someone who supports an advertisement to convey the intent of a product. A celebrity endorser is a figure who is well-known in society because he has achievements and can explain the product, which can ultimately influence consumer behavior and attitudes regarding a product being promoted (Shimp, 2003). In line with Kotler et al, (2007) wrote that celebrity endorsers are one of the communication channels used by celebrities by expressing their words to promote brands based on their popularity and personality. One of the factors that can influence purchase intention is celebrity endorser (Putri & Hendratmi, 2022).

Content marketing is a promotional strategy by creating and distributing commercial content to provide written or oral information to consumers through websites, social media, blogs, and videos (Shimp, 2003). Shimp & Craig (2013) explain that content as a marketing strategy through websites, social media, blogs, videos, and podcasts has an important role in conveying company values. According to Puro (2013), content marketing is a promotional technique for creating and distributing content containing product and brand information to consumers. Content marketing also influences purchase intention (Purwanto, Sahetapy, and Laura, 2022).

Solomon (2013) said that lifestyle is a consumption pattern that reflects a person's choice about how they use their time and money. A person's lifestyle can be seen when they express their opinion on a particular object. A person's lifestyle in using money creates a new nature and characteristic of an individual. Setiadi & Nugroho (2013) stated that lifestyle or lifestyle is one of the habits carried out by consumers that is adjusted to a certain atmosphere. The lifestyle that is carried out is part of a habit that has become the main consensus. In the customer's mind, lifestyle becomes a decision choice to choose a product. Kasali (2001) Lifestyle is a condition where consumers direct their activities taking the intention to buy in companies that care about their environment with their green marketing, as a way for them to spend their money and time, not only that but this lifestyle provides an image as an image of a person's position in their environment. Lifestyle also influences purchase intention (Sakti et al., 2020).

According to Similarweb, the 5 e-commerce sites in the marketplace category with the most visitors in Indonesia in 2023 are Shopee, Tokopedia, Lazada, Blibli and Bukalapak.

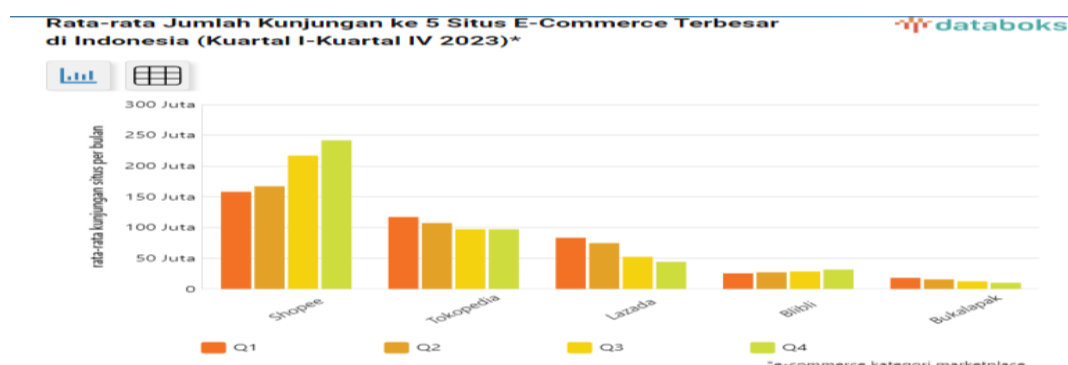


Figure 1: Consumers visit at E-commerce at Indonesia

The number of visitors to an e-commerce site in Indonesia can be seen from the e-commerce mapping data for Q1-Q4 of 2023 on the databoks site. Shopee leads the market as the e-commerce with the largest site visitors in 2023, reaching 241.6 million. The next position is occupied by Tokopedia with 96.9 million, then Lazada with 44.13 million. Furthermore, Blibli with 31.5 million and Bukalapak with 10.06 million. Business actors are now increasingly choosing to use e-commerce as the main means to sell their products online. E-commerce platforms such as Shopee, Tokopedia, Blibli, Bukalapak, Lazada, Zalora, and others are increasingly in demand by sellers. Bukalapak is one of the e-commerce sites in Indonesia and is one of the online marketplace business models. Bukalapak services from its first appearance can be used for free via the application. Early 2010

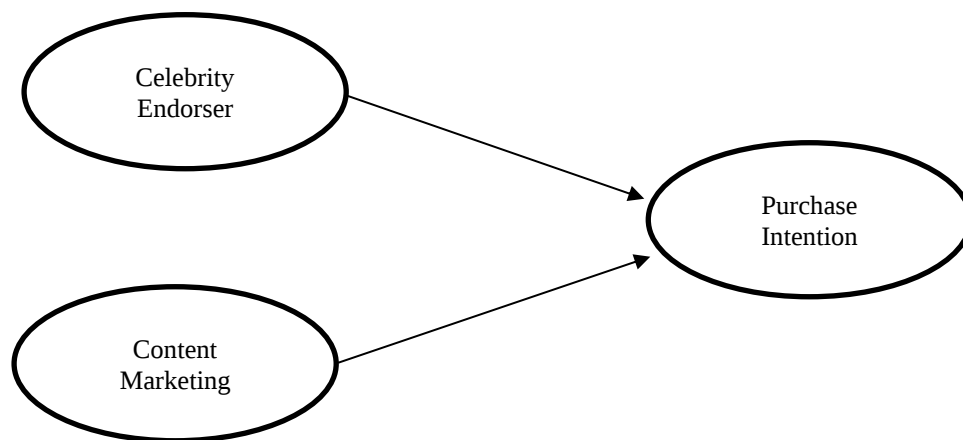
Bukalapak was opened, there were already 10,000 people who joined the Bukalapak buying and selling site. However, currently the many similar applications have been made and it makes Bukalapak e-commerce decreasingly in consumers (Effendi et al., 2020).

The availability of a market place to meet the needs of its people with good quality, easy methods and various best offers will be able to attract consumers' purchase intention to shop. Purchase intention is something that represents consumers who have the possibility to plan or are willing to buy a product or service in the future (Nabillah & Lubis, 2023). Purchase intention is a level to which consumers have the desire to buy a product (Ferdinand, 2002). One of the factors that can influence purchase intention is celebrity endorsers. Celebrity Endorsers are figures who are famous in society because they have achievements and can explain about products, which can ultimately influence consumer behavior and attitudes regarding a product they promote (Shimp, 2003). Meanwhile, content marketing also affects purchase intention. According to Puro (2013), content marketing is a promotional technique that creates and distributes content containing product and brand information to consumers. However, lifestyle can also affect purchase intention.

Kasali (2001) Lifestyle is a condition where consumers direct their activities taking the intention to buy in companies that care about their environment with green marketing, as a way for them to spend their money and time, not only that, but this lifestyle provides a picture as an image of a person's position towards their environment. To reveal the phenomenon related to the purchase intention of Bukalapak e-commerce users in Padang City, an initial survey was conducted on 30 respondents showed that that 93.3% did not have the desire to realize purchases on Bukalapak e-commerce and 93.3% of respondents were not willing to refer Bukalapak e-commerce to other people, then 93.4% of respondents did not like Bukalapak e-commerce compared to other e-commerce, it was also seen that 93.3% of respondents did not have the desire to buy more and more often on Bukalapak e-commerce, and 93.4% of respondents did not seek further information about Bukalapak E-commerce. This provides a phenomenon that there is low purchase intention of Bukalapak e-commerce in Padang City.

The gap of this study which is a development of research conducted by Putri & Hendratmi (2022). This last research found that the independent variables are celebrity endorser and content marketing as independent variables and purchase intention as the dependent variable. Meanwhile, this study added the lifestyle variable as an independent variable. The addition of the Lifestyle variable as an independent variable is supported by research conducted by Ferry & Besafira (2022) which found that Lifestyle has a positive effect on Purchase Intention.

Based on the background description above, it can see some problems that have been explained previously, the formulation of the problems in this study can be stated that does celebrity endorser, content marketing, and lifestyle influence purchase Intention on Bukalapak E-Commerce in Padang City?



2. RESEARCH METHOD

The object of the study is Bukalapak e-commerce customers who are based in Padang City, West Sumatra Province. The population is Bukalapak e-commerce customers who are located in Padang City, West Sumatra Province. The population in this study is all Bukalapak e-commerce customers in Padang City which were not exactly identified. Meanwhile, the sample is part of the population, namely some Bukalapak e-commerce customers who were selected to be respondents of this study. According to Sugiyono (2013) to determine the number of samples in a population which response total is unknown can be done by multiplying the number of variables with range from 10 to 20. In this study there are 4 variables (Celebrity Endorser, Content Marketing, Lifestyle, and Purchase Intention). In this case, the authors use the minimum number of samples needed is $4 \times 20 = 80$ samples. The sampling technique used is purposive sampling, which is a sampling technique based on certain criteria set by the researcher. The criteria determined in this study are as follows: 1.) Domiciled in Padang City. 2.) Have a Bukalapak application. 3.) Aged between 17 years and over. The type of data used is primary data. The data analysis technique uses Smart-PLS 3.0 software. Before the data analyze, the validity of data should be measured namely with the Measurement Model Assessment (MMA) test which uses convergent validity and discriminant validity. Furthermore, the data should be analyze the Structural Model Assessment (SMA) test to prove the hypotheses test and R-Square analysis (Hair et al., 2017).

3. RESULTS AND DISCUSSIONS

The results of the analysis begin with the Response Rate or level of response of research respondents, then followed by the respondent profile, Measurement Model Assessment, R square analysis, Structural Model Assessment, and Descriptive Analysis. Response rate is the level of respondent response to the questionnaire that has been distributed to the people of Padang City. In this study, the number of questionnaires distributed was 81 copies. All questionnaires were returned 100 percent and there were no questionnaires were filled incompletely. Thus, the number of questionnaires ready to be analyzed was 81 units. The respondent profile in this study was grouped based on gender, faculty and semester.

The majority of respondents aged 17-25 years as many as 40 people (49.4%). Followed by respondents aged 26-33 years as many as 26 people (32.1%) and respondents 34-40 years as many as 11 people (13.6%), Then followed by respondents aged 41-48 years (3.7%) and the lowest respondents aged 60 years and over as many as 1 person (1.2%). The second is distinguished by gender, where the majority of respondents are female as many as 45 people (55.6%), while the number of male respondents is 36 people (44.4%). The third is distinguished by type of work, where the majority of respondents work as students as many as 27 people (33.3%). Followed by respondents who work as private employees as many as 20 people (24.7%), Then followed by respondents who work as entrepreneurs as many as 16 people (19.8%). Furthermore, respondents who work as civil servants are 9 people (11.1%), etc. are 5 people (6.2%), BUMN/BUMD employees are 3 people (3.7%), and the lowest respondents who work as TNI/POLRI are 1 person (1.2%). The last one is distinguished by the type of domicile (district), where the most respondents are domiciled

in Nanggalo District as many as 23 people (28.4%), followed by respondents who live in Koto Tangah District as many as 9 people (11.1%), Lubuk Begalung 9 people (11.1%), South Padang 9 people (11.1%), West Padang 8 people (9.9%), East Padang 8 people (9.9%), Lubuk Kilangan 5 people (6.2%), Kuranji 4 people (4.9%), and the least domiciled in Bungus Teluk Kabung, North Padang, and Pauh Districts each as many as 2 people (2.5%).

Moreover, Measurement Model Assessment (MMA) was used for determining the relationship between statement items and constructs/variables consisting of Cronbach alpha, convergent validity and discriminant validity (Hair et al., 2014). According to Hair et al., (2017) convergent validity is the extent to which the items of the specific construct converge together. Reflects correlation between items measuring the same construct (convergent validity is the extent to which items of the construct are grouped together. Reflects the correlation between items measuring the same construct). In the analysis of convergent validity there are four assumptions that must be met, namely outer loading > 0.7; Cronbach's alpha > 0.7; composite reliability > 0.7; average extracted variance (AVE) > 0.5. Analysis results based on the results of the data processing that has been carried out.

After all the datas' were measured which all the datas were considered valid. The Celebrity endorser variable contains 9 statement items that have an outer loading value > 0.7 (greater than 0.7) and are declared valid. The Content Marketing variable contains 11 statement items that have an outer loading value > 0.7 (greater than 0.7) and are declared valid. Then the Lifestyle variable contains 7 statement items that have an outer loading value > 0.7 (greater than 0.7) and are declared valid. Finally, the Purchase Intention variable contains 4 statement items that have an outer loading value > 0.7 (greater than 0.7) and are declared valid. After the outer loading analysis is carried out, the results of the cronbach's alpha, composite reliability, and average extracted variance (AVE) analysis can be stated as valid.

Table 1: Result of Cronbach's Alpha, Composite Reliability, dan AVE

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<i>Celebrity Endorser</i>	0,933	0,940	0,944	0,651
<i>Content Marketing</i>	0,947	0,950	0,954	0,653
<i>Lifestyle</i>	0,881	0,887	0,907	0,584
<i>Purchase Intention</i>	0,848	0,849	0,898	0,687

Based on Table 1, it can be seen that all variables such as Cronbach's alpha > 0.7, composite reliability > 0.7 and AVE > 0.5 have met the specified requirements 2. The measurement based on discriminant validity such as using cross loading, Fornell - Larcker criterion, and Heterotrait-Monotrait (HTMT) showed the datas were considered valid.

Structural Model Assessment (SMA) is a structural model to predict causal relationships between latent variables. SMA testing uses the bootstrapping procedure.

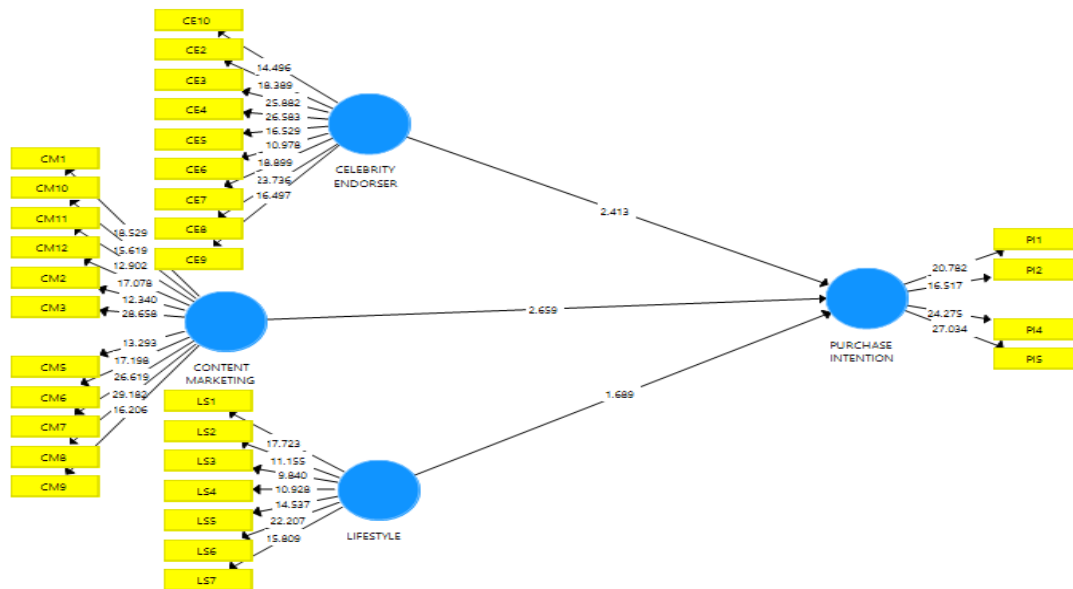


Figure 2: Structural Model Assessment

Table 2. Result of Structural Model assessment (SMA)

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hipotesis
Celebrity Endorser -> Purchase Intention	0.335	2,413	0,016	Supported
Content Marketing -> Purchase Intention	0.410	2,659	0,008	Supported
Lifestyle -> Purchase Intention	0.161	1,689	0,092	Not Supported

Based on Table 2, the results of the analysis can be interpreted that the influence of Celebrity Endorser on Purchase Intention has an original sample value of 0.335, T statistics of 2.413, and P values of 0.016. From these results, it can be concluded that Celebrity Endorser has affect significant on purchase intention. Therefore, hypothesis H-1 can be accepted. Furthermore, the influence of content marketing on purchase intention has an original sample value of 0.410, T statistics of 2.659, and P values of 0.008. This shows that content marketing has a significant affected on purchase intention. Thus, hypothesis H-2 can be accepted. Finally, the influence of lifestyle on purchase intention which it has an original sample value of 0.161, T statistics of 1.689, and P values of 0.092. Based on these results, it can be concluded that Lifestyle does not affect purchase intention. Therefore, hypothesis H-3 is rejected.

The results of the first hypothesis test (H1) can be concluded that Celebrity Endorser has a significant effect on Purchase Intention (H1 is accepted). The results of this study provide strong evidence that the use of Celebrity Endorser can be an effective strategy for Bukalapak in Padang City to increase consumer interest and purchase intention. This approach not only influences positive perceptions of the brand, but also encourages consumers to make purchases by utilizing the influence and positive image of the Celebrity Endorser (George & Michael, 2009)

The results of the descriptive analysis revealed that the implementation of the Celebrity Endorser variable in Padang City is still classified as "Quite Good", while Bukalapak's Purchase Intention in Padang City is still classified as "Quite High". Bukalapak in Padang City is considered quite good in using endorsers and has high purchase intentions from consumers. Focusing on improving aspects of endorser expertise and loyalty programs can further improve performance.

The results of this study are in line with and supported by Hapsoh et al (2022) based on the results of his research stating that celebrity endorsers have a significant effect on purchase intention. This is related to the research results of Juliana et al (2018) who stated that Celebrity Endorser has a positive and significant effect on Purchase Intention on Etude House cosmetic products. In line with Watung et al (2022) in his research, he stated that Celebrity Endorser has a positive and significant effect on Purchase Intention on online ticket purchases on the Traveloka site.

The results of the second hypothesis test (H2) can be concluded that Content Marketing has a significant effect on Purchase Intention (H2 is accepted). This finding indicates that an effective content marketing strategy can increase consumer interest and purchase intention in Bukalapak, especially in Padang City. This approach not only helps build awareness and better understanding of the Bukalapak brand, but also encourages consumers to make purchases by utilizing informative, interesting, and relevant content. This study provides valuable insights for Bukalapak in designing a more effective marketing strategy in the Padang market. With the right focus on developing content that suits the preferences and needs of local consumers, companies can strengthen connections with their audiences and improve the results of their overall marketing efforts (Shimp, 2003).

The results of the descriptive analysis revealed that the implementation of the Content Marketing variable in Padang City is still classified as "Quite Good", while Bukalapak's purchase intention in Padang City is still classified as "Quite High". Bukalapak in Padang City is considered quite good in content marketing and has high purchase intentions from consumers. Improving content quality and introducing loyalty programs can further increase user engagement and loyalty. The results of this study are in line with and supported by previous research by Nabillah & Lubis (2023) in their research stating that Content Marketing has a positive and significant effect on Purchase Intention in Shopee Marketplace users. This is in line with the research of Purwanto & Sahetapy (2022) stating that Content Marketing has a positive and significant effect on Purchase Intention on Somethinc products. Also in line with Yunita & Fadlan (2023) in their research stating that Content Marketing has a positive and significant effect on Purchase Intention at Roti Romi Medan.

The results of the third hypothesis test (H3) can be concluded that Lifestyle does not have a significant effect on Purchase Intention (H3 is rejected). This finding indicates that factors related to consumer Lifestyle, such as preferences in using e-commerce or suitability with status and financial capabilities, do not directly affect consumer purchasing interest in Bukalapak, especially in Padang City. This study provides important insights for Bukalapak in designing more effective marketing strategies in the region. The company's focus can be shifted to other variables that are more significant in influencing consumer purchasing interest, such as Celebrity Endorser or Content Marketing, which have previously been shown to have a positive and significant influence.

The results of the descriptive analysis revealed that the implementation of lifestyle variables in Padang City is still classified as "Low", while Bukalapak's purchase intention in Padang City is still classified as "Quite High". Bukalapak in Padang City needs to improve aspects related to user lifestyle to increase the relevance and ease of use of the platform. Meanwhile, purchase intention is already high and can be further improved through other programs.

The results of this study are supported by Huthasuhut et al (2022) who stated that Lifestyle does not have a significant effect on Purchase Intention. However, it is not in line with the results of previous research by Salim & Cecilia (2023) in their research, which stated that Lifestyle has a positive and significant effect on Purchase Intention of Local Brand Canvas Shoes. This is also not in line with the research of Sakti et al (2020) which stated that Lifestyle has a positive and significant effect on Purchase Intention on Fashion Products in Instagram Social Media, also not in line with Ramadhan & Saraswati (2023) in their research, which stated that Lifestyle has a positive and significant effect on Purchase Intention on the Uniqlo Brand in Indonesia.

4. CONCLUSION

Based on the results of the research can be concluded that celebrity endorser has a significant effect on purchase intention on E-Commerce Bukalapak in Padang City. Celebrity Endorser Usage as a marketing strategy is the importance of utilizing celebrities as endorsers in marketing campaigns. The presence of celebrities not only increases brand awareness but also significantly increases consumer purchasing interest. Therefore, Bukalapak can consider investing more in collaborating with celebrities who have strong influence and credibility in Padang City to increase sales

conversions. Furthermore, content marketing has a significant effect on purchase intention on E-Commerce Bukalapak in Padang City. Optimizing Marketing Contented, the finding showed that content marketing has a significant and positive influence on purchase intention. It shows the importance of Bukalapak to continue optimizing their marketing content. interactive, easy-to-understand, educational content that can build good communication with consumers is essential. Bukalapak can focus on continuing to improve the quality of this content to be more effective in influencing consumer purchasing interest in Padang City. Lifestyle does not have a significant effect on purchase intention on E-Commerce Bukalapak in Padang City. Adjustment of Strategy Based on Lifestyle, although lifestyle has not been proven to have a significant influence on purchase intention in the context of this study, Bukalapak still needs to pay attention to local consumers preferences and habits in designing marketing strategies. Although it does not directly affect purchasing intention, understanding consumer lifestyles can help Bukalapak to adjust user experiences and product offerings that are more relevant and attractive to consumers in Padang City. As a result, Bukalapak can improve the effectiveness of its marketing strategies and optimize their business growth potential sustainably. This study only uses three variables that influence purchase intention, namely celebrity endorser, content marketing, and lifestyle, so that other variables that have the potential to influence purchase intention such as hedonic shopping motivation, electronic word of mouth and sales promotion are still ignored. Thus, future researchers should add these other variables to their research model. Moreover, this study only used 81 respondents. Thus, it is recommended for future researchers to use a larger number of respondents.

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