

The Role Of Influencers And Lifestyles In Influence Purchase Intention Of Shoppe And Tik –Tok Shop Users

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Abstract

Purpose of this article: . In this study, it aims to see how much influence influencers and lifestyle have in influencing the purchase intention of marketplace users. Methodology The use of data in this study uses the IBM SPSS 25 for windows application with several stages of statistical testing through a distribution of 100 respondents. Result : The results of this study influencer and lifestyle simultaneously have a positive effect on the purchase intention of marketplace users, influencers partially have a positive effect on the purchase intention of marketplace users and lifestyle partially have a positive effect on the purchase intention of marketplace users.

Keywords: Influencer, Lifestyle And Purchase Intention.

1. INTRODUCTION

Internet trends in Indonesia have increased from the previous year in 2018 internet penetration in this country reached 64.8% and its level rose to 73.7% in 2019-2020 (APJI , 2022). This was due to the influence of the government's policy of banning people from leaving their homes without a very important reason to go out, due to the Covid-19 outbreak which was attacking almost all over the world at that time (Driantama, 2021). Many household needs are fulfilled online, which is usually done by accessing e-commerce platforms. Several choices of e-commerce platforms that can be used to shop online, including marketplaces, websites and social media. Of the several platforms that people in Indonesia are most interested in is the marketplace. Then followed by the website and then social media (Tjendry, 2020). This happens because consumers make purchases without seeing and touching the physical condition of the product, but by looking at videos or pictures.

This is where influencers help review online products by working with sellers in the marketplace. Influencers are trend centers or digital opinion leaders, because their reputation is considered to often come from knowledge of a particular topic, usually because of beauty, fashion and others (Kim, 2022).

This happens because consumers make purchases without seeing and touching the physical condition of the

product, but by looking at videos or pictures. This is where influencers help review online products by working with sellers in the marketplace. Lifestyle or what is usually called lifestyle is a pattern of life of a person then his behavior and nature are reflected in his activities, interests and opinions (Kotler & al.], 2012). The two factors above show their influence on buying interest. Purchase intention or buying interest is buying products or services that have been planned by consumers in the future (Diallo, 2012). On the basis of the phenomenon of purchases made online through the marketplace which is currently popular and is expected to increase rapidly due to the Covid19 outbreak.

Research Formulation The research formulation in this study is as follows: (a) Do influencers and lifestyle simultaneously affect the purchase intention of marketplace users?; (b) Do influencers partially influence the purchase intention of marketplace users? (c.) Does lifestyle partially affect the purchase intention of marketplace users?

a. Literature Review

E-commerce according to Kotler and Armstrong (2018) is an online channel that can be reached by

consumers using computer media, which is used by business people to expedite their business activities and used by consumers to obtain information with the help of computers whose process begins by providing information services so that they can make it easy to make a choice. Most consumers recognize e-commerce as limited to an online store that sells goods that may often be confused with the marketplace. Marketplace itself is a third-party website that acts as an intermediary by connecting sellers and buyers via the internet, while e-commerce is a website for selling products from the website owner so only 1 brand products.

Basically, marketplace owners are not responsible for the goods sold because their job is to provide a place for sellers who want to sell and help them to meet customers and make transactions more simple and easy. payment, the seller will send the goods to the buyer (Andriati, 2020).

Marketplace according to Apriadi & Saputra (2017) is a product marketing container that electronically then brings together many sellers and buyers to transact with each other. According to Nathasya in (Artaya & Purworusmiardi, 2019) reveals that a marketplace can be defined as a website or online application that is able to facilitate the process of buying and selling from various sources, especially online shops. Currently, there are several local marketplaces that are quite popular in Indonesia, including: Shopee, Lazada, Tik-Tok Shop, Tokopedia and others.

Even though people are flocking to fulfill their needs by buying online, most of them feel very unfamiliar and confused about product selection online. This happens because consumers make purchases without seeing and touching the physical condition of the product, but by looking at videos or pictures. This is where influencers help review online products by working with sellers in the marketplace.

Most influencers are really needed by companies or manufacturers as a promotional component in the form of advertisements delivered by someone who has a background that is widely trusted by the public to find information related to the product being used in the record that the product has been intended to be marketed to consumers and this is what known as influencer marketing. Influencer indicators according to (Cholifah et al., 2016) in (Stevani & Junaidi, 2021) are as follows:

- (1) Trustworthiness (trustworthiness),
- (2) Expertise (expertise),
- (3) Attractiveness (physical attractiveness)
- (4) Respect (quality that is appreciated)

In addition to influencer marketing, consumer behavior will be influenced by the surrounding environment such as family, friends, customs and culture. Consumer behavior is also strongly influenced by lifestyle or

lifestyle which is reflected in itself because of the environment they live in.

Lifestyle or lifestyle is an individual's active adaptation to a social condition in order to meet needs so that they unite and socialize with other people, especially with regard to self-image to reflect their social status. social status he bears (Sugiharta ti, 2010). Lifestyle indicators according to (Winda, 2022) are as follows: (1) Activity; (2) Interest; (3) Opinion, (4) Value

The two factors above show their influence on buying interest. Purchase intention or purchase intention according to Setiawan in (Udayana et al., 2022) can be classified as consumer behavior regarding buying interest in a brand/brand, usually consumers before making a purchase they will seek information about the product brand they are going to buy. In addition, buying interest is a strategy that can be used by companies to predict market share and sales that will be obtained later (Morwitz, 2014). Purchase intention can also be said to be a consumer's desire or interest in a product or service so that there is a desire to buy within a certain period and amount, this is what marketers will predict to fulfill consumer desires, consumers will carry out an evaluation process then analyze and create a series which leads to selection or purchases based on their interests (Hermawan, 2021). Indicators of purchase intention according to (Widjaja & Wiranta, 2017) are as follows: (1) Attention, (2) Interest, (3) Desire.

b. Hypothesis

The influence of influencers and lifestyle on purchase intention. In Alam et al.'s research, (2022) in his research showed a significant influence between influencers on purchase intention in line with research conducted by Dhanesh & Duthler (2019); Dufhastan (2021); Stevani and Junaidi (2021). Research by Ariati and Pratama (2020) shows a significant influence between lifestyle on purchase intention in line with research conducted by Puji et al., (2021); Rahma (2022), ; Azhari & Yuliana (2021), the researchers formulated the following hypothesis:

H1a: There is a simultaneous positive influence of influencers and lifestyle on purchase intention.

The influence of influencers on purchase intention. According to Alam el al., (2022) in his research showed a significant influence between influencers on purchase intention in Indian society.

In their research, Stevani and Junaidi (2021) revealed that there is a positive influence of influencers on buying interest in fashion on Instagram. Dhanesh & Duthler (2019) also mentioned in their research that influencers have a significant influence on consumer buying interest

in Dubai. And in research conducted by Dufhastan (2021) states that influencers have a significant influence on the purchase intention of fashion products on Instagram. Based on several previous researchers, the first hypothesis (H1) in this study is as follows:

H2a: There is a partial positive influence on purchase intention.

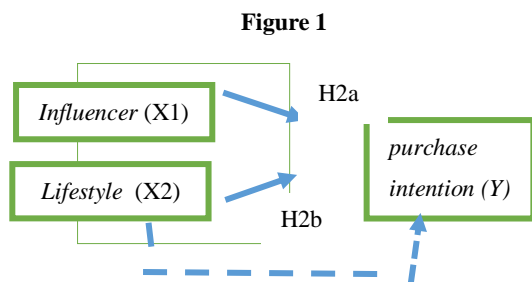
Influence of lifestyle on purchase intention

In research conducted by Ariati and Pratama (2020) concluded that lifestyle has a fairly positive influence on consumer purchase intentions at Permata Xuping Gombong Central Java Stores. According to Rahma (2022) stated in his research that there was a significant influence of lifestyle on buying interest in the Air Jamban Village in Riau. It was also found that there was a significant influence between lifestyle variables on people's buying interest in the Amahami market during the Covid19 pandemic in Bima, NTB in research conducted by (Puji et al., 2021). Azhari and Yayuk Yuliana (2021) concluded in their research that lifestyle has a positive effect on Vivo Smartphone purchase intentions in Jaharun B Village, Dusun 1, Galang District, Deli Serdang Regency, so the researchers formulated the following hypothesis:

H2b: There is a partial positive influence on lifestyle on purchases intention)

c. The Conceptual Model

Hypothesis in this study is as follows:



2. The Research Methods

population is all the groups of members studied (Algifari, 2013). The sample is part of the number that has the same characteristics as those of the population (Sugiyono, 2018). The sample in this study is people aged 17 years and over who are marketplace users who

have been determined by researchers, namely: shoppe and lazada. The study used 100 respondents with reference to Hair et al, (2014) by multiplying the number of variables 20X. Then $3 \times 20 = 60$, meaning that this research is required to use a minimum of 60

respondents. The technique used in this research is purposive sampling. According to (Sugiyono, 2018) purposive sampling by determining the sample for certain considerations. Measurement of the respondent's questionnaire using a Likert scale with a weight value of 1 to 5, namely:

Strongly Disagree	(STS)	1
Disagree	(TS)	2
Neutral	(N)	3
Agree	(S)	4
Strongly Agree	(SS)	5.

3. Data Collection Methods

Several steps conducted by researchers in collecting data are as follows:

(1) Make questions and statements that are included in the questionnaire that has been adjusted to the indicators to be studied and then distributed to respondents, (2) Record the results of the respondents' answer, (3) Make data tabulations, (4) Perform data analysis using the IBM SPSS 25 for windows application with several stages of statistical tests.

4. Data Analysis Techniques

Instrument Test

1. Validity Validity

Tests are generally used to measure whether a questionnaire is valid or not, then to determine the correlation of item scores for each question with variable scores (Siregar, 2015). If $r_{count} > r_{table}$ (confidence level 0.05) it can be said that the items from the questionnaire questions are valid and vice versa. The value of r_{table} in this study is $nk-1$ $(100-(4+3)-1 = 95$, significant $0.05:2 = 0.025$ so $r_{table} 1.990$. The following are the results of the validity test in this study:

Table 1

Validity Test

Variabel	Indikator	r _{hitung}	r _{tabel}	Keterangan
Influencer	IF 1	0,381	0,1990	Valid
	IF 2	0,539	0,1990	Valid
	IF 3	0,664	0,1990	Valid
	IF 4	0,614	0,1990	Valid
	IF 5	0,478	0,1990	Valid
Lifestyle	LS 1	0,719	0,1990	Valid
	LS 2	0,629	0,1990	Valid
	LS 3	0,736	0,1990	Valid
	LS 4	0,665	0,1990	Valid
Purchase Intention	PI 1	0,583	0,1990	Valid
	PI 2	0,462	0,1990	Valid
	PI 3	0,656	0,1990	Valid
	PI 4	0,522	0,1990	Valid

Based on the table above, the overall value of r-count on the influencer, lifestyle and variables purchase intention \geq r-table with a significance level of 0.5% so that the overall value is said to be valid, meaning that all item indicators statement of place to measure variable.

2. Reliability Test Reliability

Testing of the entire statement item uses the Cronbach alpha coefficient formula. The Cronbach Alpha coefficient is said to be reliable if the Cronbach alpha is > 0.6 . The following are the results of the reliability test in this study:

Table 2

Variabel/ indikator	Alpha Cronbach	N-of item	Keterangan
<i>Influencer</i>	0,762	0,6	<i>Reliable</i>
<i>Lifestyle</i>	0,878	0,6	<i>Reliable</i>
<i>Purchase Intention</i>	0,777	0,6	<i>Reliable</i>

Based on the table above that the overall Cronbach alpha value of the influencer, lifestyle and purchase intention variables is ≥ 0.6 so that the overall value is said to be reliable. This means that all answers from all respondents can be said to be consistent and reliable.

Classical Assumption Test

1. Normality

Test The normality test aims to find out whether in this study the distribution is normal or vice versa and if the probability value shows < 0.05 then it is stated that the distribution is not normal. The Normality test in this study used the Kolmogorov-Smirnov statistical test. The following are the results of the normality test in this study:

Table 3
Normality Test

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N		100
Normal Parameters ^{a,b}	Mean	14,7600
	Std. Deviation	2,34895
Most Extreme Differences	Absolute	,137
	Posit4e	,137
	Negat4e	-,080
Test Statistic		,137
Asymp. Sig. (2-tailed)		,102 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: 2022 data processing results

Based on the table above, it is known that the overall normality test value is Asymp. Sig. (2-tailed) shows a value of 0.102, which means the value is > 0.05 so it can be concluded that the normality test in this study states that it is normally distributed.

The multicollinearity

Test aims to find out whether in the regression model there is a correlation between the independent variable and the effect of the test, whether it is the cause of the variable to the coefficient. provided that the t-count will be less than the t-table. The cut-off value or tolerance value used in this study is 0.10 or with a VIF value above 10. The following are the results of the multicollinearity test from 100 respondents

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

	B	Std. Error	Beta		Tolerance	VIF
1	(Constant)	5,121	1,341		3,818	,000
	X1	,230	,091	,263	2,525	,013
	X2	,349	,091	,399	3,827	,000

a. Dependent Variable: Y

Source: Processed data for 2022

From table 4 above, it can be seen that the influencer variable (X1) has a VIF output of $1.650 < 0.10$ with a tolerance value of $0.650 > 0.10$. These results indicate that the influencer variable (X1) does not show any multicollinearity. The lifestyle variable (X2) has a VIF output of $1.650 < 0.10$ with a tolerance value of $0.650 > 0.10$. These results indicate that the influencer variable and lifestyle variable (X2) do not show multicollinearity.

3. Heteroscedasticity test

The purpose of the heteroscedasticity test is to find out whether in the regression model there is an inequality of variance from one residual observation to another (Ghozali, 2011). To detect whether there is heteroscedasticity or not, a glazer test is carried out, which is to regress the residual absolute value on the independent variable or variable. If the probability is significant at the real level of 0.5% or 0.05, then the regression model does not contain heteroscedasticity. The following is a table of heteroscedasticity in this study using a number of 100 respondents:

Table 5
Heteroscedasticity test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5,121	1,341		3,818	,000
	X1	,230	,091	,263	2,525	,013
	X2	,349	,091	,399	3,827	,000

a. Dependent Variable: Y

Source: 2022 data processing results

From table 5 above it can be seen that a constant value is 0.000 with the value of the influencer variable (X1), and the lifestyle variable (X2) has a significant value $(X1 + X2) > 0.05$,

$(0.013+0.000>0.05)$. This means that the data shows that all variables do not contain heteroscedasticity.

Multiple Linear Regression Test

Multiple Linear Regression Test is intended to see the expansion of simple linear regression (Sanusi, 2011), namely through increasing the number of independent variables. In this study, multiple linear regression tests using IBM statistics 25 software with tests on 100 respondents are as follows:

Table 6
Multiple Linear Regression Test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5,121	1,341		3,818	,000
	X1	,230	,091	,263	2,525	,013
	X2	,349	,091	,399	3,827	,000

a. Dependent Variable: Y

Source: 2022 data processing results

From the table above it can be seen that the results of multiple linear regression testing produce the following equation:

$$PI(Y) = IF(X1) + LS(X2)$$

$$PI(Y) = 2,525 IF(X1) + 3,827 LS(X2)$$

Description: IF(X1) = influencer (X1),

LS(X2) = lifestyle (X2)

PI(Y) = purchase intention (Y)

Based on the regression equation test in table 4. 17 above can be seen a value of 0.339 IF means that adding or subtracting 1 (one) influencer score will affect purchase intention by 0.339 points, a value of 0.320 lifestyle means that adding or subtracting 1 (one) lifestyle score will affect purchase intention by 0.320 points.

Hypothesis Test

1. Simultaneous Test (f)

The f test or simultaneous test is carried out to test whether all of the independent variables (X1 and X2) affect the dependent variable (Y). In this study, the independent variables (influencer X1 and lifestyle X2) simultaneously influence the dependent variable (purchasing interest Y). All independent variables have an effect simultaneously if the results of the calculation of $f\text{-count} > f\text{-table}$ with a significance level of 0.05%. The F-table in this study is point $df_1 = k-1 = (3-1) = 2$ and point $df_2 = nk = (100-4) = 96$, so the result is 3.09. The following are the results of the f test in this study:

Table 6
Simultaneous Test (f)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	196,985	2	98,49	27,355	,000 ^b
	Residual	349,255	97	3,601		
	Total	546,240	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Source: Results of data processing 2022

It can be seen in table 6 above that it can be concluded that the f-count is 27,335 and a significance value of 0,000. This is proof that the value of $f\text{-count} > f\text{-table}$ ($27,335 > 3,09$) with a significance value of $0,000 < 0,05$. so that the results of this f test show that H_a is rejected and H_o is accepted, meaning that influencers and lifestyle simultaneously influence the purchase intention of marketplace users, especially the shoppee and tiktok shop.

2. Partial test (t)

The partial test is intended to find out whether the independent variables (influencers and lifestyle) each have a significant influence on the dependent variable (purchase intention).

The independent variable is said to have influence if $t\text{-count} > t\text{-table}$ and $\text{sig} < 0,05$ so that H_a is rejected and H_o is accepted and vice versa if $t\text{-count} < t\text{-table}$ and $\text{sig} > 0,05$. This study used 100

respondents, so the t-table value in this study was $(nk-1) (100-3-1) = 96$ with a significant level of $0,05:2 = 0,025$, indicating a t-table value = 1,986. The following are the results of the t test in this study as follows:

Table 7
Partial Test (t)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	5,121	1,341		3,818	,000
	X1	,230	,091	,263	2,525	,013
	X2	,349	,091	,399	3,827	,000

a. Dependent Variable: Y

Source: 2022 data processing results

1. The influence of influencers on purchase intention

Based on the results from table 7 above, it shows the results of the t test which states that the t-count value of the influencer variable on the buying interest of marketplace users is $2,525 > 1,986$. with a significance value of $< 0,05$. This shows that the significance value of the influencer variable (X1) is $0,013 < 0,05$ so that the results of the t test show that H_a is rejected and H_o is accepted, meaning that influencers have a partial effect on the purchase intention of marketplace users, especially shoppes and tik-tok shops.

2. Influence of lifestyle on purchase intention

Based on the results of table 7 above, it shows the results of the t test which states that the t-count value of the lifestyle variable on the buying interest of marketplace users is $3,827 > 1,986$. with a significance value of $< 0,05$.

This shows that the significance value of the lifestyle variable (X1) is $0,000 < 0,05$ so that the results of the t test show that H_a is rejected and H_o is accepted, meaning that lifestyle has a partial effect

on the purchase intention of marketplace users, especially shopees and tik-tok shops.

3. Test of the Coefficient of Determination (R2)

Test of the coefficient of determination (R2) was carried out with the aim of knowing how much the model's ability to explain. The following are the results of the test for the coefficient of determination (R2) in this study as follows:

Table 8
Coefficient of Determination Test

The foSource: 2022 data processing results.

It can be seen from the table above that the results of the determination test show an Adjusted R Square value of 0.361 = 34%, meaning that the contribution of the independent variables (influencers and lifestyle) to the dependent variable (purchase) intention) of 34% and the remaining 67% is influenced by variables that cannot be explained at the research stage.

4. Standardized Beta Coefficients Test

This study produced standardized beta coefficients in t he following table:

Table 9
Standardized Beta Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,121	1,341		3,818	,000
	X1	,230	,091	,263	2,525	,013
	X2	,349	,091	,399	3,827	,000

a. Dependent Variable: Y
Source: Processed data for 2022 .

It can be seen in table 9 above that the most dominant independent variable in this study is the lifestyle variable with a value ofn0.339 followed by the

influencer variable with a value of 0.320 and finally the product variable features with a value of 0,150.

5. Conclusion

The results of the IBM SPSS 25 statistical data processing in this study can be concluded regarding influencers, and lifestyles that have an influence on buying interest of marketplace shopee and tik-tok shop users can be explained as follows: (1) Influencers and lifestyle simultaneously influence purchase intention of marketplace users, especially shopee and tik-tok shops. Forms of attention such as greetings on special days, attractive display of

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,601 ^a	,361	,347	1,89752

a. Predictors: (Constant), X2, X1
product photos, and ease of access make -

the marketplace more desirable than offline shopping, so it is very suitable for users with limited time requirements, resulting in a high influence of buying interest through the marketplace. (2)Influencers have a partial effect on the purchase intention of marketplace users, especially shopee and tik-tok shops. Influencers usually have a lot in common with their followers and audience and the influence of influencers who are honest in reviewing products has its own charm due to its physique and achievements so that it has a strong impact on influence the buying interest of the audience. (3) Lifestyle has a partial effect on the purchase intention of marketplace users, especially the shopee and tik-tok shop. The convenience of social media networks to access the marketplace, there is a rating column that helps assess the feasibility of selling products and the needs of consumers who always like fast and practical things because it can save time and costs, making purchases through the marketplace has become a trend so that it has a strong influence on product purchase intentions. on a marketplace.

6. Suggestions

The results of the process in this research can be used as some suggestions for marketplace users, especially in doing business using online social media services.

(1) Comply with existing rules in the marketplace used and be prudent in predicting tax costs in applying the prices of products sold will minimize the risk of account blocking. Good service, competent products, competitive prices, attractive display of product details can influence buyer interest so that buyers become loyal and give good reviews, (2) Giving honest reviews can help the next buyer. Be careful if the payment is not in accordance with the procedures that have been implemented by the marketplace because there is a possibility that there will be a lot of fraud which is pure error, the losses that occur cannot be helped by the marketplace service provider, (3) Implementation of good policies from the government and companies to protect marketplace users from loss costs. The importance of always innovating in forming features that support convenience for marketplace users both in terms of service, usage fee policies, display features and payment access, and access to distribution because according to the results of this research these things are very necessary for users, especially for: business people, sellers and buyers as a form of mediation because online media purchases do not meet physically

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