



## The Social Media Marketing Toward Purchase intention: the Mediating Role of Brand Image and Source Credibility in Indonesia

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### ARTICLE INFO

*Keywords:* Brand Image, Purchase Intention, Source Credibility, Social Media Marketing

*Received :* 21 December

*Revised :* 23 January

*Accepted:* 23 February

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### ABSTRACT

This study exploring impact of social media marketing on purchase intention on TikTok in Indonesia. The research, which uses quantitative techniques, emphasizes how social media marketing has a big impact on customer behavior. Additionally, the study emphasizes the pivotal role of brand image in enhancing the effectiveness of social media marketing in driving consumer purchase interest. The findings indicate that social media marketing is a powerful tool for strengthening brand image, which, in turn, boosts consumer buying interest. This research offers valuable insights for marketers and entrepreneurs, underscoring the importance of implementing effective social media marketing strategies to attract and engage consumers. Future studies are encouraged to examine other contributing factors across diverse demographic groups and geographical regions

## INTRODUCTION

The rapid advancement of information and communication technology has caused a major transition in addition to economic growth. Globalization is becoming more and more accurate, and consumer behavior continues to adapt to digital trends. Individual mobility increases, and access to information is increasingly easy to obtain (Kravchenko et al., 2019). By way of social media marketing, A business may interact with customers at any point in time, from the moment customers recognize a brand to the post-purchase stage, As the experience certainly influences the decision, and the brand they like also has an opportunity to influence others on the brand (Divol et al., 2012).

There are 185.3 million internet users in Indonesia as of January 2024 (Kemp, 2024) Analysis by Keipos showed an increase of 0.8% by 1.5 million compared to the previous year. Meanwhile, social media users in January 2024 reached 139.0 million and recorded 126.8 million users aged 18 years and over, with 46.5% female and 53.5% male users. Based on research conducted by Data.ai, TikTok is the most downloaded social media platform, both through the App Store and Play Store (Saskia & Pratomo, 2023).

According to Annur, (2023) A survey on Databooks explains that Nike holds the first rank among the world's largest capitalized companies with a value of \$146.42 billion, while Crocs is ranked last with a value of \$5.4 billion, from this data, it possible to draw a conclusion that the market capitalization is also key to measuring company profitability and is used in various other essential metrics, such as revenue (Eryanto, 2023). Crocs are reffered known as a versatile shoes made of rubber brand that has seen a considerable increase in sales, partycullary in the Indonesian market. (Putri, 2021).

Through the 'Come As You Are' campaign, Crocs successfully turned negative stigma into a positive trend by encouraging users to express themselves through Crocs on social media. Collaborations with major brands and artists expand the reach of this campaign. Crocs' visual strategies, such as sharing creative content, including user-generated, create a positive image and high audience engagement (Beryl, 2022). One of the impetus of launching a Crocs campaign strategy is also collaborating with many big brands and artists, which is an attraction for fans of these big brands and artists (Lorincz, 2024). Crocs has successfully utilized the strength of visuals in social media marketing strategy. By consistently sharing attractive content of images and videos, including user-generated content, Crocs manages to create a positive brand image and reach a broad audience. This approach is not just about promoting the product but also encouraging audience engagement by inviting them to imagine themselves using Crocs in various everyday situations. Through engaging visual content, Crocs has managed to build a strong and loyal online community, as well as strengthen the brand's position in the market (Ambassify, 2024). The presence of social media is changing the way businesses interact with customers; through social media, companies can establish individual relationships with customers more efficiently and cost-effectively; social media also allows companies to stay

connected with their customers as long as they are connected to the internet (Chafidon et al., 2022).

Based on Crocs content circulating on TikTok varies, from fashion tutorials, product reviews, to collaborations with influencers. These entertaining and informative videos have helped Crocs build a loyal online community. Positive feedback shows that their content boosts public interest and encourages purchases. This means that in the post, crocs content can encourage the audience to purchase and use Crocs products. This indicates that these content creators have succeeded in transferring a positive brand image to their audience. But from content videos on TikTok, the expertise, credibility, and attractiveness of content creators are key factors in influencing purchase interest (Yulianti & Keni, 2022).

While Crocs has successfully leveraged user content to express freedom and creativity, this strategy also has its challenges. Along with the brand's increasing popularity, more and more parties are trying to imitate Crocs products. Furthermore, freedom in creating content can pose a risk of spreading inaccurate or even harmful information about the brand. This might harm Crocs' brand image in the minds of customers and harm the company's reputation. Social Media Marketing has a significant effect on brand image. (Ellitan et al., 2022). The study concluded that the more information, promotion, and communication a brand provides on social media, the more it will have an impact on the perception of consumers towards the company's brand image. Previous research has discovered that airlines which actively market on social media are much more likely to be remembered and recognized by consumers compared to competitors (Seo & Park, 2018).

## **LITERATURE REVIEW**

### **The Social Media Marketing Toward Purchase Intention**

A stronger connection between brands and consumers across social media increaseses customers trust and interest on brand Aji et al., (2020). Research conducted by Moslehpour et al. (2022) shows how social media marketing significantly affects purchase intention. Social media marketing aims to build a close relationship with easy access between the company and its customers.

### **The Social Media Marketing Toward Brand Image**

The researchers agree a social media marketing influences buying interest Ellitan et al., (2022). The study shows how social media marketing positively affects brand image, the results indicate a strong relationship between social media marketing and brand image. The better the social media marketing strategy implemented, the stronger the brand image formed in consumers' minds.

### **The Social Media Marketing Toward Source Credibility**

The research indicate that social media marketing significantly affects the source credibility Onofrei et al., (2022). Other research states that trust, quality of information, and content presented consistently on social media significantly impact on public perception of a person's credibility Saima & Khan, (2020).



### Brand Image Toward Purchase Intention

Purchasing decisions are influenced by the perception or brand image that customers develop of a company, a good view of a brand image will motivate consumers to make more purchases (Tanuwijaya & Ellitan, 2023). The research shows that there a strong relationship among brand image and purchase intention, in essence, a better brand image in consumers' eyes, the more likely they are to buy the product and service Benhardy et al., (2020).

### Source credibility Toward Purchase intention

Regarding the credibility of the source, it has a significant influence on consumer buying interest, the more credible a person is on social media in the eyes of consumers, the more likely they are to influence their purchase decisions Weismueller et al., (2020). Based on research that show a source credibility has significantly affecting purchase intention Añaña & Barbosa, (2023). To ensure that compelling messages are properly sent through the appropriate medium, businesses are recommended to collaborate with content creators on the most reliable social media platforms and the kind of message appeal that is utilized Xue Hui, (2017).

Therefore, based on the previous research of the theory presented, the model in this study is shown in figure 1, and the hypotheses can also be seen as follows:

### Research Hypothesis

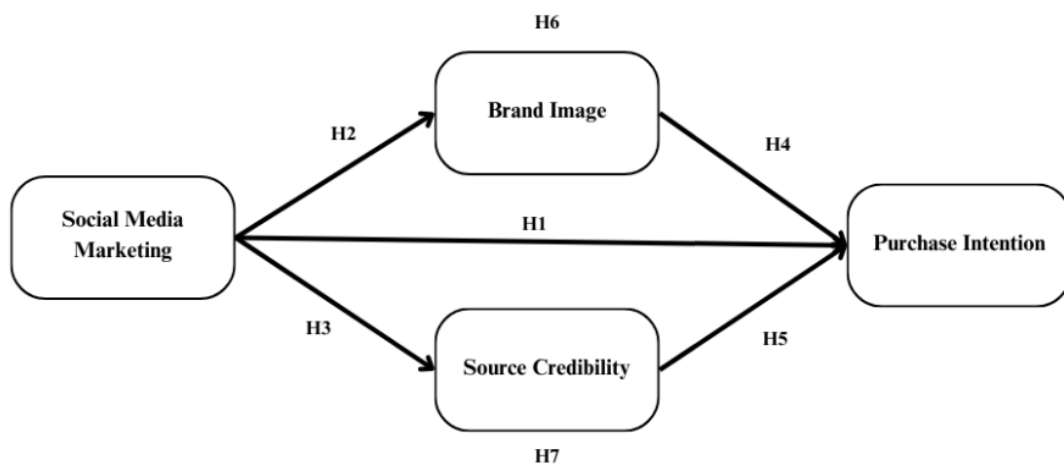


Figure 1: Research Model

- H1 : Social media marketing significantly affects Purchase intention
- H2 : Social media marketing significantly affects brand image.
- H3 : Social media marketing significantly affects source credibility.
- H4 : Brand image significantly affects purchase intention.
- H5 : Source credibility significantly affects purchase intention.
- H6 : Social media marketing significantly affects purchase intention through brand image.

H7 : Social media marketing significantly affects purchase intention through source credibility.

## METHODOLOGI

### Type of Research.

This study used a quantitative, descriptive research design. Because they are effective at evaluating models or hypotheses, quantitative research methods are frequently employed in a variety of studies with the goal of precisely measuring behavior, knowledge, views, or attitudes (Pak et al., 2024). Descriptive research is undertaken without the objective of reaching broad conclusions or generalisations. Its goal is to collect information about current occurrences, namely the state as it is (Kartawinata et al., 2024).

### Samples

A sample represents the size and makeup of the population. This sample was taken since the researcher was limited in time, money, and population size when completing the study. A sample is involvement of population member who are chosen to be respondents in a study to be treated by observation or asked for opinions about the matter we want to research (Wiratna. V, 2019). Suharsimi, (2020) States a sample is a part or representation of the entire population that will be tested (Suharsimi, 2020). When dealing with large populations that require significant resources, such as funding, effort, and time, researchers can select samples that accurately represent the entire population.

The researcher established the size of samples in this study by using the Lemeshow formula. When a population's behavior is uncertain, the Lemeshow formula can be used to determine the bare minimum of samples:

$$n = \frac{(Z\alpha)^2 P(1 - P)}{d^2}$$

If a confidence level of 95% is determined, with an accurate value of  $\alpha = 0.05$  and a value of  $Z\alpha = 1.64$  seen from the standard distribution table of one-tailed. If the estimated population size is  $P = 0.5$ , then  $P(1 - P) = 0.25$ . And the researcher set the error rate at 5% (0.05). Then the samples needed are:

$$n = \frac{(1,64)^2 0,5(1 - 0,5)}{0,05^2}$$

$$n = 268,96$$

### Structural Equation Modelling (SEM)

This work employed a Structural Equation Model (SEM) based on partial least squares (PLS) as an analytical method. SEM-PLS analysis is carried out to answer and test previously formed hypotheses. These variables include social media marketing variables as independent variables, brand image and source credibility variables as intervening variables, and purchase intention variables as dependent variables (Hair et al., 2021).

### Partial Least Square (PLS)

A model of SEM structural equations based on components or variations is called partial least squares, or PLS. PLS is a different strategy that switches from a covariant-based SEM approach to a variant-based one Hair et al., (2021). According to Ghozali, (2011), *Partial Least Squares* (PLS) is a powerful analysis technique due to the confidentiality of its data, reliance on a specific measurement scale, and minimum sample size requirements. In addition to confirming the hypothesis, PLS can assess the relationship between latent variables. In the Partial Least Squares (PLS) framework, two different assessments are made: *the outer model*, which maintains the measurement model, and *the inner model*, which maintains the structural model.

### RESULT AND DISCUSSION

In this research, convergent validity is measured, namely outer loading and AVE, which is considered valid if the value of outer loading  $> 0.7$  and the AVE value  $> 0.5$  (Hair et al., 2021). Supported by Indrawati, (2015), the convergent validity test in SEM-PLS results from analyzing the value of Loading Factor with a rule of thumb score. Which is considered valid if the loading factor value is  $> 0.7$  and has excellent validity. Reliability measurement can be seen from the value of Cronbah's Alpha and composite reliability, which is considered reliable if the value of Cronbah's Alpha is  $> 0.6$  and composite reliability  $> 0.7$ , and each indicator has a good level of consistency and confidence (Hair et al., 2019).

Table 1. Evaluation of Measurement Model

Factor	Cronbach's alpha	Average Variance Extracted (AVE)
Social media marketing	0.960	0.641
Brand image	0.754	0.575
Source Credibility	0.807	0.634
Purchase intention	0.729	0.649

According to Table 1, the results of the Outer loading value obtained show that all variables are valid, where each identifier has a value of  $> 0.7$ . That way, it can be concluded that the question item can be used as a research instrument. Furthermore, the validity of convergence is tested through the AVE value, indicating whether the set of question items that measure a variable is unified (Indrawati, 2015). In this study, it was stated that each indicator of each variable could meet the convergent validity criteria. This study's feasibility test showed that all variables' results were reliable, with Cronbah's Alpha value of  $> 0.6$  and composite reliability of 0.7.

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Table 2. Hypothesis Test

Variables	T-Statistic	P-Value
Social media marketing toward purchase intention	3.315	0.001
Social media marketing toward brand image	8.882	0.000
Social media marketing toward sources credibility	10.858	0.000
Brand image toward purchase intention	3.557	0.000
Source credibility toward purchase intention	2.478	0.014
Social media marketing through brand image toward purchase intention	3.176	0.002
Social media marketing through source credibility toward purchase intention	2.351	0.019

### Analysis and Implications of T-statistic and P-Value

#### 1. Social Media Marketing Toward Purchase Intention

- T-statistics = 3.315
- P-Value = 0.000

Obtained in H1, the T-value produced  $> 1.96$  is 3,315 and the P-value  $< 0.05$  is 0.001, then it is declared that H1 is accepted and  $H_a$  is rejected, determined by analysis, it is considered that social media marketing has a positive effect toward purchase intention.

#### Implications:

- **Marketing Strategy has an Impact:** By marketing on social media with an emphasis on severasl dimensions (e.g. entertainment, interaction,

trendiness, customization, and word of mouth), brands can increase buying interest.

- **Practical Interpretation:** TikTok content with entertainment elements makes brands more attractive, increasing consumers' desire to buy. Active interactions, trends, and personalization strengthen the customer's relationship with the product. In addition, word of mouth on TikTok allows for discussions and recommendations that influence purchase interest.
- **Future Research:** Investigate potential moderator variables (e.g., age, income, etc.) that can enhance social media marketing's strong relationship with purchase intention.

## 2. Social Media Marketing Toward Brand Image

- T-statistic: 8.882
- P-Value: 0.000

It was obtained in H2, the T-value produced  $> 1.96$  was 8.882, and the P-value  $< 0.05$  was 0.000; then it was declared that H2 was accepted and  $H_0$  was rejected, determined by analysis, it was considered that social media marketing had a positive effect toward brand image.

Implications:

- **Focused Marketing Strategy:** companies are expected to develop creative, relevant, and engaging content on social media to keep the audience engaged and strengthen the brand image.
- **Policy and Practice:** Interactive, relevant, and entertaining social media content can increase user engagement and create a positive relationship with the brand. With an effective customization strategy, companies can successfully differentiate themselves from competitors, strengthen their brand image, and encourage positive word of mouth, thereby strengthening their position in the market.
- **Future Research:** Explore the role of the word-of-mouth dimension on purchase intention in social media marketing.

## 3. Social Media Marketing Toward Source Credibility

- T-statistic: 10,858
- P-Value: 0.000

Obtained in H3, the T-value produced  $> 1.96$  is 10,858 and the P-value  $< 0.05$  is 0.000, then it is declared that H3 is accepted and  $H_0$  is rejected, determined by analysis, it is considered that social media marketing has a positive effect toward source credibility.

Implications:

- **Increase Consumer Trust:** An excellent social media campaign helps build the credibility of the source of information (brand or content creator) so that consumers have more confidence in the message and promotion conveyed.
- **Practical Interpretation:** marketing strategies through social media, especially those that involve influencers and encourage active user participation, can be an effective tool to increase a brand's or individual's credibility in the public's eyes.

- **Future Research:** Analyze what aspects of source credibility can be impacted by social media marketing.

#### 4. **Brand image toward purchase intention**

- T-statistic: 3.557
- P-Value: 0.000

Obtained in H4, the T-value produced  $> 1.96$  is 3,557 and the P-value  $< 0.05$  is 0.000, then it is declared that H4 is accepted and  $H_a$  is rejected, determined by analysis, it is considered that the Brand image does not have a positive and significant influence on purchase intention.

#### **Implications:**

- **The Importance of Credibility and Relevance:** Building trust and relevance with the audience is a priority so that the brand image can continue to influence purchasing decisions.
- **Practical Interpretation:** A solid brand image on TikTok gives the impression that Crocs is a reliable, high-quality company that can meet the needs of its consumers. This can increase purchase intent because customers are more likely to trust and choose items from brands that they believe have a positive brand image.
- **Future Research:** Learn about other impacts of brand image on buying interest on different social media.

#### 5. **Source Credibility Toward Purchase Intention**

- T-statistic: 2.487
- P-Value: 0.014

Obtained in H5, the T-value produced  $> 1.96$  is 2,478, and the P-value  $> 0.05$  is 0.0014. Thus, H5 is rejected, and  $H_a$  is accepted. determined by analysis, it is concluded that Source credibility affects purchase intention.

#### **Implications:**

- **Digital Marketing Strategy:** Marketing campaigns need to focus on other aspects, such as user-generated content or real customer testimonials, which may be more influential in building trust and purchase intent.
- **Practical Interpretation:** Based on the hypothesis's results, although both individuals and companies are considered credible sources, this does not directly affect the consumer's decision to buy the product. The source credibility factor is not always the main factor in influencing consumer purchasing decisions.
- **Future Research:** Examines what aspects of credible sources (content creators or brands) can influence buying interest.

#### 6. **Social Media Marketing Through Brand Image Toward Purchase Intention**

- T-statistic: 3.176
- P-Value: 0.002

Obtained in H6, the T-value produced  $> 1.96$  is 3.176, and the P-value  $< 0.05$  is 0.002, then it is declared that H3 is accepted and  $H_a$  is rejected, determined by analysis, it is concluded that social media marketing has a positive effect on Purchase intention through Brand image.

### Implications:

- **Appropriate Marketing Strategy:** Businesses must be mindful of the content presented, the interaction with the audience, and the way their brand is perceived online. Having a powerful brand image, consumers are more initiate to make purchases, which, in turn, can increase sales and customer loyalty.
- **Practical Interpretation:** Companies must develop a social media marketing plan that combines (e.g. entertainment, interaction, trends, customization, and word of mouth). Content that reflects brand values and positive experiences will strengthen the brand image. Additionally, encouraging consumer participation, such as sharing content or leaving reviews, can increase engagement and buying interest. Effective use of social media will build a strong brand image and increase consumer buying interest.
- **Future Research:** Dig deeper into the specific elements of social media marketing (e.g., content type, audience interaction, or collaboration with influencers) that are most effective in building brand image and influencing purchase intentions.

### 7. Social Media Marketing Through Source Credibility Toward Purchase Intention

- T-statistic: 2.351
- P-Value: 0.019

Obtained in H7, the resulting T-value  $> 1.96$  is 2,351, and the P-value  $> 0.05$  is 0.0019. Then, it is declared that H7 is rejected and  $H_{\alpha}$  is accepted. Based on the analysis, it is concluded that social media marketing does not positively influence Purchase intention through source credibility.

### Implications:

- **Other Marketing Factors:** The consumer's choice to purchase the product is not significantly influenced by their confidence level in the content's source. This suggests that other factors, such as engaging content or emotional connections with brands, are more dominant in influencing buying interest.
- **Practical Interpretation:** companies can focus more on content's quality and enjoyable interactions on social media rather than relying solely on the credibility of sources or influencers. The use of creative and personalized content may be more effective in increasing purchase intent than considering who is producing the content.

## CONCLUSION AND RECOMMENDATION

This study explores how social media marketing affects purchase intention through brand image and source credibility. The result of the study shows that social media marketing positively and significantly impacts Crocs' purchase intention, with brand image acting as the primary mediator. Content published on platforms like TikTok has been proven to increase purchase intention in Crocs products, as engaging and relevant content to the audience

strengthens the brand image and creates an emotional connection with consumers. However, the study also revealed that source credibility does not play a mediator role in this relationship, which suggests that source credibility does not directly influence consumer purchasing decisions.

Determined by these studies, it is recommended that Crocs focus more on developing a quality social media marketing strategy, especially on TikTok, to improve a positive brand image. While source credibility is not a key factor, active interaction and content that resonates with the audience can strengthen a brand's position in the market. By continuing to build a strong brand image aligned with consumer needs, Crocs can leverage the potential of social media to increase purchase intent and strengthen consumer loyalty.

### **FURTHER STUDY**

In the next research, it is hoped that the results of this research will be used as a reference and can be used as a comparison between previous research and future research, this aims to increase the level of trust that has been carried out. Furthermore, further research is expected to use a larger and diverse number of samples or respondents, this aims to increase the validation of better research results. Then the next research is expected to use more diverse variables, so that the control variables used are really able to explain the predicted dependent variables.

### **ACKNOWLEDGMENT**

The authors would like to express their deepest gratitude to the Allah SWT, which have been instrumental in the completion of this journal. The insights and expertise have greatly enriched this research. Special prayers and salutations are also dedicated to the Prophet Muhammad SAW, whose teachings continue to inspire and illuminate our journey in the pursuit of knowledge.

Furthermore, the authors extend their sincere appreciation to all parties who have contributed, either directly or indirectly, through their dedication, assistance, and encouragement. Their collective efforts and unwavering support have played a crucial role in the successful completion of this research.

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