

## THE INFLUENCE OF BEAUTY INFLUENCERS AND ONLINE CUSTOMER REVIEWS ON PURCHASE INTENTION OF D'ALBA PRODUCTS IN PALEMBANG CITY

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### Abstract

This study investigates the influence of Beauty Influencers (X1) and Customer Reviews (X2) on the Purchase Intention (Y) of d'Alba products in Palembang. A quantitative approach was employed, using structured questionnaires to collect clear and measurable insights into consumer behavior. Respondents were chosen through purposive sampling to ensure that participants were familiar with d'Alba products and actively engaged with the digital platforms where the brand is promoted. The data underwent multiple stages of analysis. Initially, validity and reliability tests confirmed the accuracy and consistency of the measurement instruments. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity checks, were performed to ensure the regression model met all statistical requirements. Multiple linear regression analysis was applied to examine the extent to which Beauty Influencers and Customer Reviews affect purchase intention. T-tests assessed the significance of each independent variable, while the coefficient of determination ( $R^2$ ) measured the proportion of variation in purchase intention explained by these variables. The findings demonstrate that both Beauty Influencers and Customer Reviews have a positive and significant effect on consumers' purchase intentions for d'Alba products in Palembang. This highlights the crucial role of digital marketing and peer feedback in shaping modern purchasing decisions.

**Keywords:** Beauty Influencer, Customer Review, Purchase Interest

### INTRODUCTION

Over the last twenty years, the swift advancement of digital technology has significantly transformed many facets of human life. Among its most notable effects is the rise of social media, which has become deeply embedded in everyday routines and interactions. Social media not only functions as a means of communication but has also evolved into a strategic platform in the world of business and marketing. Through social media, companies can reach consumers widely, build interactive relationships without spatial and temporal limitations, and introduce products creatively. Platforms such as TikTok and Instagram have become the most effective media for entrepreneurs to expand their market reach and build emotional closeness

with audiences.

In the context of the beauty industry, social media has a highly significant influence on modern consumer behavior. The beauty industry in Indonesia has experienced rapid growth, driven by lifestyle changes, increasing awareness of self-care, and the major role of social media in shaping beauty trends. Millennials and Generation Z have now become the primary market segment, actively seeking information and reviews before making a purchase. This situation encourages various cosmetic brands, including d'Alba, to rely not only on product quality but also on marketing strategies that align with the behavior of today's consumers.

One of the most effective marketing strategies is through the role of beauty influencers. Influencers are considered credible figures capable of influencing purchasing decisions due to the emotional connection they establish with their followers. According to Kotler and Keller (2016), influencers are individuals who possess the power to influence consumer purchase decisions because they provide information, recommendations, and direct product experiences. Meanwhile, Zukhrufani and Zakiy (2019) define beauty influencers as individuals who actively share their experiences, reviews, and recommendations on beauty products through digital platforms in the form of written content, photos, or videos.

A concrete example of the influence of beauty influencers on the d'Alba brand can be seen in its collaboration with Tasya Farasya, a prominent influencer known for the label "Tasya Farasya Approved." With more than 7.1 million followers on Instagram as of May 2025, Tasya has high credibility in providing product reviews. Her reputation and consistency in maintaining the authenticity of her opinions make many consumers trust the products she recommends, including d'Alba products. The promotional impact of influencers like Tasya Farasya has proven effective in boosting sales and strengthening the brand's positive image among social media users, particularly students and young women.

In addition to influencer factors, Online Customer Reviews (OCR) also play a crucial role in shaping the purchasing decisions of modern consumers. Consumers today do not rely solely on company promotions but also take into account the experiences of other users as a key consideration before purchasing. Gunawan (2022) stated that one of the main factors influencing online purchasing decisions is product reviews. Similarly, Wijaya et al. (2022) emphasized that positive consumer reviews can increase the purchase intention of new customers, while negative reviews may significantly damage a company's reputation.

Based on data from the Shopee platform, d'Alba products have received a high rating with an average score of 4.9 from more than 10,000 transactions, indicating a high level of consumer satisfaction with product quality. However, there are still negative reviews pointing out issues related to service or product suitability with user expectations. This variation in reviews serves as an important reflection for companies to improve service quality and strengthen consumer trust.

As a premium Korean beauty brand, d'Alba is known for its clean beauty concept and the use of luxurious ingredients such as white truffle, chia seed extract, and avocado oil. Its flagship product, the White Truffle First Spray Serum, has become a global icon with sales reaching millions of bottles. According to *Antaranews.com* (2021), this product achieved over 6 million cumulative sales, while *Kalbarnews* (2022) reported that the figure increased to 16 million bottles worldwide, including in the Indonesian market. This success cannot be separated from promotional strategies involving beauty influencers and the power of

consumer reviews, which enhance the product's credibility and appeal in the digital marketplace.

Before the rise of social media, the relationship between brands and consumers was one-directional, making it difficult for companies to obtain direct feedback from users. However, features such as online reviews and user engagement on e-commerce and social media platforms now allow companies to gain a deeper understanding of consumer experiences. This makes customer reviews not only a promotional tool but also a strategic data source for improving product and service quality.

Research on the impact of beauty influencers and customer reviews on purchase intentions has produced mixed results. In Saudi Arabia, Alfeel and Ansari (2019) found that social media marketing positively affects consumer purchase intentions. Similarly, Serly and Rosmita (2024) reported that beauty influencers have a positive influence on the purchase intentions of online fashion consumers. However, Thania et al. (2021) found contrasting results, indicating that during the COVID-19 pandemic, beauty influencers did not significantly affect purchasing decisions, possibly due to changes in consumer behavior.

Meanwhile, Munte et al. (2020) emphasized that product reviews and ratings on e-commerce platforms such as Shopee should be used as key marketing tools because they significantly affect consumer trust and purchase intention. Another study by Rahmawati (2021) found that trust acts as an important mediating factor between customer reviews and purchasing decisions. Furthermore, Sutanto and Aprianingsih (2016) highlighted the importance of managing online consumer reviews as part of the marketing strategy for premium cosmetics in Indonesia. These findings indicate that both influencers and consumer reviews can affect purchase intentions, but the level of significance varies depending on the context and market characteristics.

Based on the explanation above, it can be concluded that in today's digital era, the success of marketing strategies is not only determined by product quality but also by a company's ability to leverage the power of social media and digital interaction. Beauty brands such as d'Alba must understand the dynamics of consumer behavior, which are strongly influenced by public opinion in the online world. Therefore, this research aims to analyze "The Influence of Beauty Influencers and Customer Reviews on Purchase Intention of d'Alba Products in Palembang City."

## **IMPLEMENTATION METHOD**

This study employs a quantitative approach with a survey method to explore the influence of beauty influencers and customer reviews on consumers' purchase intentions toward d'Alba products in Palembang City. The quantitative approach was selected for its ability to objectively measure relationships between variables and provide data that can be analyzed statistically. Surveys are particularly effective in research that involves a large population and aims to gather representative insights from respondents who meet specific criteria, as emphasized by Suwartono (2014). In this study, the survey method was applied to capture the perceptions and behaviors of consumers exposed to d'Alba's digital marketing campaigns.

The population targeted in this study consists of consumers who show interest in d'Alba

products and actively engage with social media platforms such as Instagram and TikTok, as well as e-commerce platforms including Shopee. These platforms were chosen because they represent the primary channels through which d'Alba promotes its products and interacts with consumers online. To ensure the data were highly relevant and focused, a purposive sampling technique was employed. Respondents were selected based on specific criteria: they must be active users of social media, have encountered d'Alba promotions through endorsements or online reviews, and reside in Palembang City. This sampling strategy allows the study to focus on individuals who are most likely to be influenced by digital marketing efforts and online customer feedback.

To uncover insights for this study, data were gathered from both primary and secondary sources. Primary data were obtained directly from respondents through carefully designed online questionnaires distributed via Google Forms. By engaging with participants directly, the study captured firsthand perspectives on their experiences and perceptions, providing a clearer understanding of how Beauty Influencers and Customer Reviews shape purchase intentions. To reach a wider audience, the questionnaire link was shared across several social media platforms, including WhatsApp and Instagram. The questionnaire consisted of statements aimed at assessing respondents' perceptions of beauty influencers, customer reviews, and their intentions to purchase d'Alba products. Secondary data were obtained from scholarly books, journal articles, previous research studies, and relevant online sources to strengthen the theoretical foundation and support the analysis of the primary data.

The study focuses on two independent variables, beauty influencers and customer reviews, and one dependent variable, purchase intention. These variables were measured using a five-point Likert scale ranging from strongly disagree to strongly agree, providing a structured and quantifiable way to interpret respondents' perceptions.

The data analysis unfolded through a series of carefully planned stages. It began with validity and reliability tests to make certain that each questionnaire item truly captured what it was intended to measure and produced consistent results across respondents. Once the instruments were confirmed to be reliable, descriptive statistics were used to paint a detailed picture of the respondents, revealing the patterns and distributions hidden within the raw data. Following this, classical assumption tests were carried out, including checks for normality, multicollinearity, and heteroscedasticity, ensuring that the regression model was built on a solid statistical foundation and ready to provide meaningful insights into the relationships between variables.

In the final stage of the analysis, multiple linear regression was employed to explore both the strength and direction of the relationships between the independent variables and purchase intention. The regression model, expressed as  $Y = a + b_1X_1 + b_2X_2 + e$ , positioned  $Y$  as purchase intention,  $X_1$  as beauty influencers,  $X_2$  as customer reviews, and  $e$  as the error term. To uncover how these factors interacted, an F-test was conducted to examine their combined effect on purchase intention, while t-tests were used to assess the individual contribution of each variable. To complete the picture, the coefficient of determination,  $R^2$ , was calculated to reveal how much of the variation in purchase intention could be explained by beauty influencers and customer reviews. This stage allowed the study to quantify the influence of digital endorsements and peer feedback, showing how they together shape consumer decision-making.

Through this comprehensive methodological framework, the study provides detailed insights into how beauty influencers and customer reviews shape consumer decision-making processes for d'Alba products in Palembang City. This approach not only ensures the accuracy and reliability of the results but also highlights the importance of digital marketing strategies and online feedback in influencing purchase behavior.

## RESULTS

The questionnaires were distributed using Google Forms over a period of one to two weeks, resulting in 120 respondents who completed the questionnaire. Of these, 18 respondents did not meet the predetermined criteria, while 102 respondents were deemed suitable according to the sampling criteria established by the researcher. Therefore, the final sample eligible for analysis consisted of 102 respondents.

**Table 1. Results of Descriptive Statistical Analysis**

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Beauty Influencer	102	10	30	25.49	4.116
Online Customer Review	102	7	20	17.64	2.710
Purchase Intention	102	7	25	20.71	3.373
Valid N (listwise)	102				

The descriptive statistical analysis provides a detailed picture of respondents' tendencies and perceptions regarding their purchase intentions and the factors influencing them. Looking first at the dependent variable, Purchase Intention (Y), the scores range from a minimum of 7 to a maximum of 25, with an average of 20.71 and a standard deviation of 3.373. These numbers suggest that, in general, respondents demonstrate a fairly high level of intention to make a purchase, although there is some variability in how strongly different individuals express this intention. Turning to the independent variables, the Beauty Influencer ( $X_1$ ) variable shows scores ranging from 10 to 30, with a mean of 25.49 and a standard deviation of 4.116. This indicates that respondents, on the whole, perceive the influence of beauty influencers positively. However, the impact of these influencers is not entirely uniform, as some respondents experience stronger effects than others. Meanwhile, Online Customer Review ( $X_2$ ) scores range between 7 and 20, with a mean of 17.64 and a standard deviation of 2.710, suggesting that respondents generally recognize the role of customer reviews in shaping their purchase intentions, though the variation here is slightly less pronounced than for beauty influencers. Taken together, these descriptive statistics offer a thorough overview of the data, illustrating the distribution and central tendencies of the variables under study, and providing a foundation for the more detailed inferential analysis that follow.

## Classical Assumption Test

**Table 2. Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		102
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.86461219
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.068
Test Statistic		.083
Asymp. Sig. (2-tailed)		.083 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The table above shows a significance value of 0.083, which is greater than the 0.05 threshold. This result indicates that the residuals of the regression model follow a normal distribution, satisfying one of the essential assumptions for ensuring the validity of the regression analysis.

**Table 3. Multicollinearity Test Results**  
**Coefficients<sup>a</sup>**

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.834	1.281		1.432	.155		
	Beauty Influencer	.413	.072	.505	5.769	.000	.403	2.479
	Online Customer Review	.472	.109	.380	4.339	.000	.403	2.479

a. Dependent Variable: Minat Beli

Based on the table above, the VIF values for both Beauty Influencer and Online Customer Review are 2.479, which is below the threshold of 10, while the tolerance value is 0.403, exceeding the minimum criterion of 0.1. These results suggest that multicollinearity is not an issue among the independent variables in the regression model. In other words, each variable appears to contribute independently and uniquely to explaining variations in the dependent variable, ensuring that the influence of one variable is not redundantly captured by another and that the regression analysis can produce reliable and interpretable results.

**Table 4. Heteroscedasticity Test Results**

Coefficients <sup>a</sup>					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.845	.758		2.433
	Beauty Influencer	.012	.042	.043	.271
	Online Customer Review	-.037	.064	-.090	-.567

a. Dependent Variable: Abs\_RES

The table above shows that the significance value for the Beauty Influencer variable (X1) is 0.787, while the Online Customer Review variable (X2) has a significance value of 0.572. Both values are higher than the 0.05 threshold, indicating that heteroscedasticity is not present in the regression model according to the Glejser test. This finding suggests that the variance of the residuals remains consistent across varying levels of the independent variables. Maintaining a stable residual variance is essential for ensuring that the regression model produces reliable and unbiased estimates. Consequently, the results can be interpreted with confidence, confirming that the relationships between Beauty Influencers, Online Customer Reviews, and Purchase Intention are not distorted by unequal variability in the data.

**Table 5. Results of Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.834	1.281		1.432
	Beauty Influencer	.413	.072	.505	5.769
	Online Customer Review	.472	.109	.380	4.339

a. Dependent Variable: Minat\_Beli

Based on the results of the multiple linear regression analysis, the regression equation obtained is  $Y = 1.834 + 0.413X_1 + 0.472X_2$ . This indicates that both Beauty Influencer (X<sub>1</sub>) and Online Customer Review (X<sub>2</sub>) have a positive effect on Purchase Intention (Y). The coefficient of 0.413 for the Beauty Influencer variable suggests that for every one-unit increase in the influence of beauty influencers, purchase intention is expected to increase by 0.413 units in a positive direction. This demonstrates that the Beauty Influencer variable has a positive and significant impact on consumer purchase intention. Similarly, the coefficient of 0.472 for the Online Customer Review variable indicates a positive and significant effect as well. This implies that higher quality or more favorable online customer reviews are associated with increased consumer purchase intention. Overall, these findings highlight the important role that both digital influencers and online customer feedback play in shaping consumers' decisions to purchase d'Alba products.

## Hypothesis Testing (t-Test)

**Table 6. t-Test Results**  
**Coefficients<sup>a</sup>**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.834	1.281		1.432	.155
	Beauty Influencer	.413	.072	.505	5.769	.000
	Online Customer Review	.472	.109	.380	4.339	.000

a. Dependent Variable: Minat\_Beli

The results of the t-test provide clear and detailed insights into the influence of the independent variables on purchase intention. For the Beauty Influencer variable, the analysis produced a significance value of 0.000, which is well below the conventional threshold of 0.05, accompanied by a t-count of 5.769. This finding confirms that the first hypothesis (H1) is accepted, indicating that beauty influencers exert a positive and statistically significant effect on consumers' purchase intentions. In other words, the presence and activities of beauty influencers appear to meaningfully shape the decisions of consumers, reflecting the important role that digital endorsements play in modern purchasing behavior.

Similarly, the Online Customer Review variable demonstrates a significance value of 0.000, again below the 0.05 cutoff, with a t-count of 4.339. This result validates the second hypothesis (H2), suggesting that online customer reviews also have a positive and significant influence on purchase intention. Taken together, these outcomes indicate that both independent variables contribute substantially to the formation of consumers' purchase intentions. These findings emphasize the critical and intertwined roles of both digital influencers and peer-generated feedback, illustrating how modern consumers rely on multiple trusted sources of information before making purchasing decisions.

**Table 7. F-Test Results**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	798.022	2	399.011	112.492	.000 <sup>b</sup>
	Residual	351.155	99	3.547		
	Total	1149.176	101			

a. Dependent Variable: Minat\_Beli

b. Predictors: (Constant), Online Customer Review, Beauty Influencer

Based on the table above, the obtained significance value is 0.000, which means that the regression model is considered fit and appropriate, as the significance value is less than 0.05.



**Tabel 8. Hasil Uji Determinasi**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 <sup>a</sup>	.694	.688	1.883
a. Predictors: (Constant), Online Customer Review, Beauty Influencer				
b. Dependent Variable: Minat_Beli				

Based on the table above, the Adjusted R Square value is 0.688 or 68.8%. This indicates that Purchase Intention is influenced by the Beauty Influencer and Online Customer Review variables by 68.8%, while the remaining 31.2% is influenced by other variables not examined in this study.

## DISCUSSION

### The Influence of Beauty Influencers on Purchase Intention in Palembang

The results of this study indicate that the Beauty Influencer variable has a positive and significant effect on purchase intention in Palembang. The greater the influence possessed by a beauty influencer, the higher the consumers' desire to purchase the products they recommend. The significance value of  $0.000 < 0.05$  strengthens this finding, showing that beauty influencers have a significant relationship with purchase intention in Palembang.

This finding cannot be separated from the changing behavior of society, especially among the younger generation, in receiving information and making purchasing decisions. Consumers today tend to trust figures who appear closer and more relatable to them, rather than public figures who merely appear on social media. Influencers with a good reputation, consistent quality content, and honesty in sharing product reviews can build trust that encourages followers to try the products they recommend.

In this context, beauty influencers do not merely serve as promotional tools but also as figures capable of establishing emotional connections with their audience. Their casual communication style, relatable lifestyle, and ability to deliver messages engagingly are key factors that strengthen their influence. When consumers feel that the influencer's experiences are similar to their own, the decision to purchase a product becomes easier to make.

This finding is consistent with the study conducted by Alfeel and Ansari (2019), which also reported a positive and significant relationship between beauty influencers and consumers' purchase intentions. From a theoretical perspective, these results support the concept of consumer trust in consumer behavior, emphasizing that trust in the source of information plays a pivotal role in the decision-making process. When consumers perceive beauty influencers as credible and reliable, their recommendations can strongly shape attitudes and intentions toward purchasing products, reinforcing the importance of trustworthy information in guiding consumer choices.

From a practical standpoint, these results provide valuable insights for businesses in the beauty industry to be more selective in choosing influencers who reflect their brand image and values. Collaborating with credible influencers who share similar values can help companies reach their target market more effectively. It is not merely about the number of

followers, but rather how authentically an influencer can build relationships with their audience. For management, this can serve as a long-term strategy to strengthen consumer trust, increase brand engagement, and ultimately drive product sales.

### **The Influence of Online Customer Reviews on Purchase Intention in Palembang**

The findings of this study indicate that both beauty influencers and online customer reviews exert a positive and significant impact on purchase intention. The effect of beauty influencers, in particular, aligns with the results reported by Alfeel and Ansari (2019), who also found a strong and significant relationship between beauty influencers and consumers' intentions to purchase. From a theoretical perspective, these results reinforce the concept of consumer trust in decision-making, highlighting that consumers rely heavily on the credibility of information sources when forming their purchase intentions. Similarly, online customer reviews were found to positively affect purchase intention. Today's consumers tend to seek direct evidence from other users' experiences before deciding to purchase a product. Positive customer reviews provide a sense of security and confidence that the product being purchased truly meets their expectations in terms of quality and performance.

Reviews on online platforms now function like recommendations from close friends, perceived as more honest and genuine. When someone reads about other users' satisfying experiences with a product, their trust in that product increases. Conversely, when reviews contain mostly negative experiences, potential buyers tend to hesitate or switch to alternative products. This mechanism highlights how strongly perceptions shaped by previous consumers influence future purchasing behavior.

From a consumer behavior perspective, this indicates that purchasing decisions are not solely influenced by personal needs but also by social opinions circulating around consumers, especially in digital environments. Online customer reviews act as a form of social proof, validating a consumer's choice. The greater the number of positive reviews, the stronger the confidence that the product is worth buying.

The results of this study further corroborate the findings of Sutanto and Aprianingsih (2016), who reported that online customer reviews exert a positive and significant influence on purchase intention. Together, these studies highlight that in today's digital era, information shared by fellow users has emerged as a crucial source of trust for potential buyers, shaping their decisions and guiding their purchasing behavior.

From a managerial standpoint, these findings serve as a reminder for companies to pay closer attention to how their products are received and reviewed by consumers. Building trust through positive customer experiences can be a far more effective marketing strategy than paid promotions. Companies should encourage customers to leave reviews after purchase, provide a space for feedback, and respond to comments openly and professionally. Quick and empathetic responses to complaints can even enhance brand image and strengthen customer loyalty.

Overall, the results of this study demonstrate that both beauty influencers and online customer reviews play crucial roles in shaping consumer purchase intention in Palembang. These two factors illustrate how purchasing decisions are now deeply influenced by social interaction within digital spaces. Trust, emotional connection, and authentic experiences from others have become key elements in building purchase intention, making it essential for

companies to adapt to this new pattern of communication to remain relevant and competitive amid increasingly dynamic consumer behavior.

## CONCLUSION

The study concludes that both beauty influencers and online customer reviews significantly and positively influence consumer purchase intention in Palembang. Regression analysis reveals that together, these two factors explain 68.8% of the variation in purchase intention, with the remaining 31.2% attributed to other factors beyond the scope of this research. These findings indicate that trust and emotional engagement built by beauty influencers play a major role in encouraging purchasing decisions, especially when influencers are perceived as credible, honest, and relatable in their communication style. Meanwhile, online customer reviews act as a form of social proof that strengthens potential buyers' confidence in a product's quality. The more positive reviews a product receives, the greater consumers' intention to purchase it. Practically, this study provides implications for business practitioners to be more strategic in selecting influencers who align with their brand image and to actively manage customer feedback on digital platforms. By optimizing these two factors, companies can build trust, enhance customer engagement, and strengthen their brand positioning in an increasingly digital and competitive market environment.

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