

The Effect of Viral Marketing and Celebrity Endorsement on Buying Decision of Beauty Products at Tiktok Shop (Study on Generation Z Women)

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Abstract

Purpose: The evaluation of the impact of Viral Marketing is the subject at hand and Celebrity Endorsement on the Decision to Buy Beauty Products at the Tiktok Shop.

Design/methodology/approach: This study uses a quantitative method with an explanatory approach. Data collection techniques used field research (surveys, interviews, questionnaires) and library research by reviewing (journals, books, and online information). The technique employed for sampling was non-probabilistic and purposive sampling with a research sample of 97 respondents. Then the data analysis tool uses PLS-SEM with SmartPLS 3.0 software.

Finding: The study's results with descriptive analysis stated that Viral Marketing, Celebrity Endorsements, and Buying Decisions for Beauty Products at the Tiktok Shop had good criteria. Meanwhile, the results of the influence analysis stated that Viral Marketing had a positive and significant effect on the Buying Decision of Beauty Products at the Tiktok Shop, and Celebrity Endorsements had a positive and significant impact on the Buying Decision of Beauty Products at the Tiktok Shop.

Practical Implications: The research results are expected to serve as input and consideration for sellers or online businesses using Viral Marketing and Celebrity Endorsement strategies to help achieve the maximum economic potential of Beauty Products offered at the Tiktok Shop.

Keywords: *Buying Decision, Celebrity Endorsement, Tiktok Shop, Viral Marketing.*

1. INTRODUCTION

Besides changing aspects of life such as changes in cultural elements, current technological developments also support a person in carrying out activities, acting, and behaving in everyday life to meet their needs. According to CNBC Indonesia, internet users in Indonesia are increasing every year in the new normal era. The chairman of the Association of Indonesian Internet Service Providers (APJII) said that approximately 77% of Indonesia's population had used the internet, a fantastic increase because there were 175 million internet users before the pandemic. As of the latest APJII report, it has been found that the number of internet users in Indonesia has reached a staggering 210 million in the year 2022 (Dewi, 2021). As it is today, people use the internet more as a connecting tool in communicating, teaching and learning, watching videos, playing games, sending

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packages, shopping, and so on. For example, in terms of shopping, where previously people made purchases directly at stores or offline, now they shop more online or through the internet on e-commerce platforms. These changes are because people will benefit more in terms of time, price, quality of goods, etc. According to the Chairperson of the Indonesian E-Commerce Association (idEA), quoted from Indonesia.go.id, the e-commerce industry's development is growing faster. The community has experienced benefits and efficiency, driving extraordinary growth from sellers, consumers, and transactions. This growth projection is in line with the shift in people's lifestyles towards digital, as well as the growing development of digitization of the payment system. One of the social commerce platforms that are being widely discussed is the TikTok Shop. The Tiktok Shop feature is an innovative social commerce that can reach sellers, buyers, and creators to provide a safe, smooth, and enjoyable shopping experience. With this feature, people are more interested because apart from seeing funny snippets, there is also content about product recommendations or promotions that are directly applied through their bodies, such as beauty product recommendation content. (Indonesia.go.id, 2022).

According to the Chairperson of the Indonesian E-Commerce Quoted from Kompas.id, beauty industry companies are experiencing growth. BPOM recorded up to 20.6% growth from 2021, from 819 to 913 in July 2022. SMEs dominated the increase in beauty industry growth by 83%. At the same time, the value of the cosmetics market in Indonesia in 2021 will reach 6.3 billion US dollars, or the equivalent of IDR 98 trillion. BPOM has granted the most distribution permits in the last five years, namely Beauty Products, with 411,410 products (Hamasy, 2022). According to CNBC Indonesia, Indonesian people prefer to use social media platforms for online shopping with a percentage of 86%, including Tiktok Shop dominating as much as 45%, then WhatsApp 21%, Facebook 10%, and Instagram 10%. With a shopping percentage for clothes of 61%, then beauty products at 43%, food and beverages at 38%, and mobile phones and accessories at 31% (Bestari, 2022).

Table 1 Beauty Product Sales Data at Tiktok Shop

No	Brand	Time (14 days) Tanggal	Order	Sales	Growth Order (%)
1	Scarlett Whitening	22 Maret 2023	38.220	Rp4.699.093.362	11,51%
		05 April 2023	42.620	Rp5.270.079.683	
2	Wardah	22 Maret 2023	4.930	Rp310.184.516	18,05%
		05 April 2023	5.820	Rp369.635.295	
3	Skintific	22 Maret 2023	185.110	Rp41.059.651.448	32,86%
		05 April 2023	245.940	Rp51.337.903.622	
4	Emina	22 Maret 2023	5.550	Rp212.168.483	24,50%
		05 April 2023	6.910	Rp245.820.202	
5	Implora	22 Maret	3.070	Rp67.999.096	1,3%

No	Brand	Time (14 days) Tanggal	Order	Sales	Growth Order (%)
		2023			
		05 April 2023	3.110	Rp66.959.772	
6	Ms Glow	22 Maret 2023	2.160	Rp329.611.239	32,41%
		05 April 2023	2.860	Rp417.584.010	
7	Make Over	22 Maret 2023	10.750	Rp1.536.410.338	99,63%
		05 April 2023	21.460	Rp3.019.287.125	
8	Hanasui	22 Maret 2023	21.450	Rp911.362.907	19,21%
		05 April 2023	25.570	Rp1.098.430.134	
9	Bio Aqua	22 Maret 2023	33.410	Rp3.304.054.256	22,90%
		05 April 2023	41.060	Rp4.048.197.046	
10	Somethinc	22 Maret 2023	31.040	Rp3.600.309.047	158,50%
		05 April 2023	80.240	Rp9.673.052.036	

Source: Data processed by Researchers from FastData Tiktok Analytics, 2023

Table 1 shows that sales at the Tiktok Shop for several Beauty Product brands within 14 days, namely on (09 March – 22 March 2023) and (23 March – 05 April 2023) experienced growth in orders. There is an increase in the development of orders for some of these beauty products, which can interest research. Every consumer who has made a Buying Decision on these Beauty Products is usually made through several considerations that make them confident. This consumer buying decision is part of consumer behavior about choosing, buying, and using goods, services, ideas, or experiences that can meet and satisfy their needs and desires (Kotler & Keller, 2016). To make consumers make buying decisions, the delivery of beauty product information must be able to modify consumer behavior, persuade and motivate consumers, then continue to remind consumers about the advantages of the products offered. Prospective consumers will be sure if these Beauty Products are widely discussed and highly recommended in digital media (Viral Marketing), both regarding products that have been clinically tested, Halal and already BPOM, and recommendations regarding online seller shops.

Similar research from (Latifah et al., 2022) entitled The Effects of Viral Marketing and Celebrity Endorsements on the Purchase Decision Process (Study of Ms.Glow Product on Instagram(IG) Followers @Tunis.Store) obtained results which stated Celebrity Endorsements and Viral Marketing had a positive influence and significant to the Purchase Decision Process. That is, if there is an increase in the value of the Viral Marketing variable or the Celebrity Endorsement variable, there will also be an increase

in the Purchasing Decision Process variable. From this description, researchers want to examine Viral Marketing and Celebrity Endorsements at TikTok shops in influencing Buying Decisions on Beauty Products.

2. THEORITICAL FRAMEWORK

Manajemen Pemasaran yang merupakan pasar sasaran untuk menarik, Marketing Management is the target market to attract, retain and increase consumers through good sales quality. Within Marketing Management is a Marketing Mix such as Product, Price, Promotion, and Location. In Promotion, there is a Promotion Mix as a tool to communicate the superiority of a product or service to consumers. Based on a study conducted by Burson-Marsteller and Roper Starch Worldwide, word of mouth by someone who has influence (Celebrity) can influence a person's buying attitude, then it will spread to several different people when the conversation is conducted online (Viral Marketing). This can be caused by asking for recommendations from other people with knowledge and experience; if they are sure of the recommendation, they usually act according to that reference (Kotler & Keller, 2016). Wangenheim dan Bayon (Cahyani et al., 2022), tated that Viral Marketing makes consumers feel better because the information comes from trusted sources (marketers or advertisers) so they can make their own Buying Decisions. Based on the theory of Uses and Gravitation (Usability and Satisfaction) by Herbert Blumer and Eliu Katz (Irawan, 2019) social media users making a product Viral can influence Buying Decisions because Viral products can create curiosity that makes consumers interested in making Buying Decisions. The definition of Viral Marketing (Wiludjeng & Nurlela, 2013), is an effort to influence society through the power of word of mouth using online media, for example, email and social networks (Facebook, Twitter, and others).Based on previous research (Wiludjeng & Nurlela, 2013) entitled Tokopedia in Bali relies on viral marketing and consumer trust to influence online purchase decisions. Purchase decisions are positively affected by viral marketing and consumer trust. Then (Latifah et al., 2022) n their research, The Effects of Celebrity Endorsements and Viral Marketing on the Purchase Decision Process (Study of Ms. Glow Product Marketing on Instagram Followers @Tunis.Store). The result is that Celebrity Endorsement and Viral Marketing significantly affect the Purchasing Decision Process.The dimensions and indicators of Viral Marketing used are(Wiludjeng & Nurlela, 2013):

- 1) Electronic Media (Internet) with indicators: video sharing, comment forums, websites, e-mails, and social networks.
- 2) Product involvement with indicators: opinion leader involvement.
- 3) Knowledge of the product with indicators: knowledge of product and product superiority knowledge.
- 4) Talking about Products with indicators: clarity of information, information attractiveness, and data trustworthiness.
- 5) Reducing Uncertainty with indicators: product talks and purchasing decisions.

Advertising is excellent and exciting if the message is well received and can attract consumers' attention. Therefore, in designing effective communications to support marketing communications in advertising, celebrities can be used as a message source and a spokesperson (Kotler & Keller, 2016). Celebrity is interested in influencing the target market to make buying decisions (Shimp, 2014). he attractiveness of a celebrity is not only physical attractiveness. However, this is very important. Other factors include the level of popularity, achievement, image, and celebrity's ability to introduce products. The definition of Celebrity Endorsement (Royan, 2014) s a spokesperson for a brand in an advertisement so that the message conveyed quickly sticks in the minds of consumers.

Based on previous research (Leonardo & Erdiansyah, 2020) in his study, A study of Celebrity Endorsement and Perceived Advertising Value at Fore Coffee. Purchasing decisions are significantly influenced by Celebrity Endorsement, according to the study. Then the research results from (Kalangi et al., 2019) with the title Effects of Celebrity Endorsers and Brand Image on Clear Shampoo Purchasing Decisions. Shows Celebrity Endorser and Brand Image partially and simultaneously influence the Purchasing Decision variable.

Celebrity Endorsement dimensions and indicators used (Royan, 2014):

- 1) Visibility (Popularity) with indicators: Celebrity Endorsement is someone famous, accomplished, and often appearing in the mass media.
- 2) Credibility (expertise) as for the indicator: Celebrity Endorsement can generate trust, has knowledge, and has expertise..
- 3) Attractiveness indicators are: Celebrity Endorsement is a person who has an attractive appearance, the character of the Celebrity Endorsement is in accordance with the advertised product, and the Celebrity Endorsement has a good personality
- 4) Power (Strength) indicator, namely Celebrity Endorsement, can motivate the audience to buy, the ability to influence consumer minds, and the ability to influence consumer perceptions..

The dependent variable, Buying decisions are influenced by a number of factors, including the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people, and the process of buying. (Buchari, 2016). They are buying Decisions as part of consumer behavior in choosing, buying, and using goods, services, ideas, or experiences to satisfy their needs and desires (Kotler & Keller, 2016).

- 1) Product Selection, indicators: Products should meet the needs of consumers, have a variety of variants, and be of high quality.
- 2) Brand Selection, the indicator: brand trust and popularity.
- 3) Selection of Purchasing Channels, indicators: ease of obtaining products and availability.
- 4) Purchase Time, the indicator: selection of purchase time.
- 5) Number of Purchases, the indicator is the need for the product.
- 6) Payment Methods, and indicators: cash and non-cash.

3. METHODOLOGY

The method used is Quantitative with an Explanation approach. Viral Marketing indicators include video sharing, comment forums, websites, e-mails, social networks, opinion leaders, product knowledge, product superiority knowledge, information clarity, information attractiveness, information trust, product talks, and purchasing decisions. The Celebrity Endorsement indicator consists of a Celebrity Endorsement of someone famous, achiever, often appears in the mass media, can generate trust, has knowledge, has expertise, has an attractive appearance, has a character according to the advertised product, has a good personality, can motivate the audience to buy, the ability to influence consumer minds, and can influence consumer perceptions. The Buying Decision indicator consists of the need for a product, the diversity of product variants, product quality, trust, brand popularity, ease of obtaining products, product availability, purchase timing, need for products, and cash and non-cash. Data collection includes the field (surveys, interviews, questionnaires) and literature.

Meanwhile, the population for this study is all Generation Z women who use TikTok in Garut. The sampling technique used Non-Probability Sampling with the sampling technique using Purposive Sampling to obtain a total of 97 respondents. Questionnaire data collection uses a Likert scale arranged on an interval scale with distribution carried out directly and through the Google form—data analysis technique using PLS-SEM with SmartPLS 3.0 software. The data analysis stage begins with testing the validity and reliability of the fit model, then testing it using Bootstrapping.

The design of this research hypothesis:

H1: Viral Marketing influences the Buying Decision of Beauty Products at the Tiktok Shop.

H2: Celebrity endorsements affect buying decisions for beauty products at the Tiktok Shop.

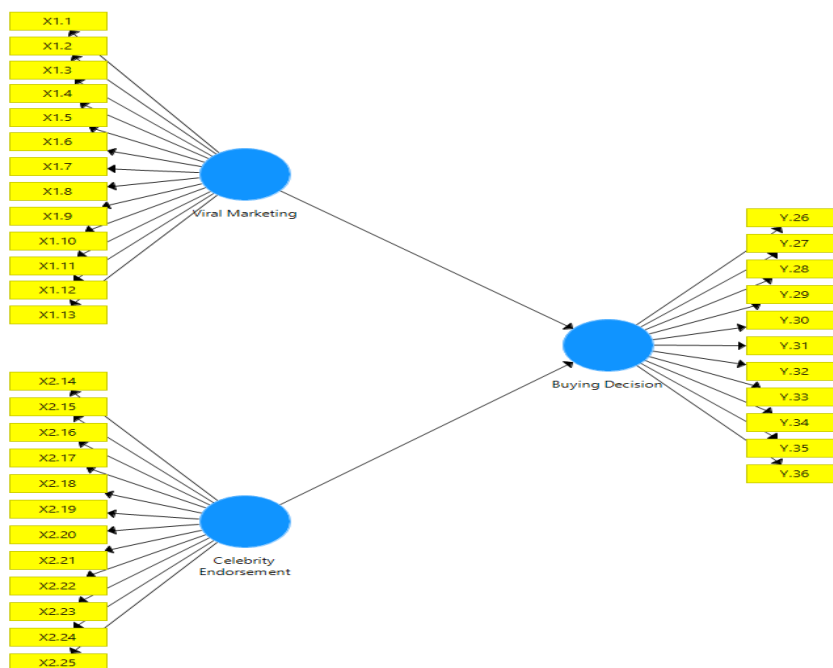


Figure 1 : Research Model

4. RESULT AND DISCUSSION

4.1 Characteristics of Respondents

According to research, age-based characteristics show that 60.82% of purchases of beauty products at the Tiktok Shop are made by ages 21-28, while the remaining 39.18% are caused by ages 13-20. Meanwhile, the characteristics based on the beauty product or brand sought were obtained by the percentage of Scarlett Whitening 14.43%, Wardah 15.46%, Skintific 21.65%, Emina 7.22%, Implora 2.06%, Ms. Glow 10.31%, Make Over 7.22%, Hanasui 9.28%, Bio Aqua 0%, and Something 12.37%. And characteristics based on the frequency of watching content 1-3 times watching as many as 48 respondents and > 3 times surveying as many as 49 respondents.

4.2. Descriptive Analysis

Berikut merupakan hasil rekapitulasi tanggapan responden terhadap variabel Viral Marketing, dapat dilihat sebagai berikut:

Tabel 4. 1 Viral Marketing

No	Dimensi	Skor	Kriteria
1	Internet	394	Good
2	Product Engagement	415	Very good
3	Product Knowledge	402	Good
4	Talking about product	418	Very good
5	Reducing Uncertainty	383	Good
Average		402	Good

The results of the recapitulation of the average score for the Viral Marketing variable, taken from the score for each dimension, obtained an average score of 402 with a good comparison. Beauty product brand owners who do marketing at the Tiktok Shop have created and implemented Viral Marketing strategies in digital marketing so that better Viral Marketing for Beauty Products can influence Purchase Decisions. This is the opinion of Wangenheim and Bayon (Cahyani et al., 2022), stating that Viral Marketing makes consumers feel better because the information comes from trusted sources (marketers or searchers) to make their own Purchase Decisions. Then according to the theory of Uses and Gravitation (Usability and Satisfaction), Herbert Blumer and Eliu Katz (Irawan, 2019) social media users Viralizing a product can influence Purchase Decisions because Viral products can create curiosity that makes consumers interested in making a purchase decision..

Tabel 4. 2 Celebrity Endorsement

No	Dimensi	Skor	Kriteria
1	Visibility	401	Good
2	Credibility	381	Good
3	Attractiveness	393	Good
4	Power	396	Good
Rata-rata		393	Good

Table 4.2 is the result of the recapitulation of the average score obtained from the scores for each dimension of the Celebrity Endorsement variable. This table obtains an average score of 393 with suitable criteria. This means that the dimensions of the Celebrity Endorsement variable have been well implemented in using Celebrity Endorsements by the indicators used in marketing Beauty Products at the Tiktok Shop. So that the better the use of Celebrity Endorsement on a Beauty Product, it can affect the Buying Decision. This is to the theory (Shimp, 2014) which states, Celebrities have an interest in influencing the target market to make Buying Decisions..

Tabel 4. 3 Buying Decision

No	Dimensi	Skor	Kriteria
1	Product Choice	420	Very good
2	Brand Choice	421	Very good
3	Dealer Choice	380	Good
4	Purchase Timing	406	Good
5	Purchase Amount	419	Very good

6	Payment method	404	Good
Rata-rata		408	Good

The results of the recapitulation of respondents' responses to the Buying Decision variable can be seen in Table 4.3. The average score obtained from the average results of the Buying Decision dimension is 408, with suitable criteria. This means that Beauty Products marketed at the Tiktok Shop have applied the dimensions of the Buying Decision variable properly. So the better the Buying Decision of Beauty Products can affect the level of sales. This is to the Basu Swastha theory (Jepriansyah et al., 2022) which states that the larger the product sold, will affect the level of sales and company profits.

4.3 Validity and Reliability Test

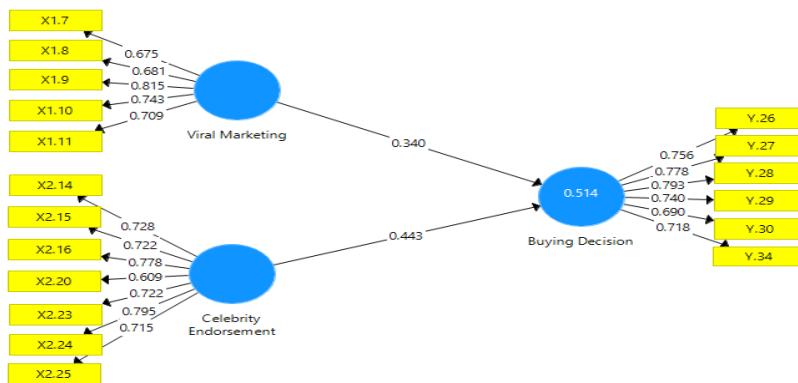


Figure 2 Loading Factor 4

Tabel 4. 4 Average Variance Extracted

Variabel	Average Variance Extracted
Viral Marketing	0,527
Celebrity Endorsement	0,527
Buying Decision	0,558

Table 4.4 shows that the AVE value is above 0.5, meaning that the Viral Marketing, Celebrity Endorsement, and Buying Decision constructs are declared valid. The following is the result of composite reliability:

Tabel 4.5 Composite Reliability

Variabel	Composite Reliability
Viral Marketing	0,847
Celebrity Endorsement	0,886
Buying Decision	0,883

Table 4.5 is a reliability value that is already above 0.7, or in other words, the construct is stated to be reliable. In addition, the reliability test can be strengthened from Cronbach's Alpha value; the following is the output result:

Tabel 4. 6 Cronbach's Alpha

Variabel	Cronbach's Alpha
Viral Marketing	0,775
Celebrity Endorsement	0,849
Buying Decision	0,841

Table 4.6 shows the Cronbach's alpha value is above 0.6, this can be stated that all the constructs of Viral Marketing, Celebrity Endorsement, and Buying Decision variables are reliable.

4.4 Pengujian Model Struktural (Inner Model)

The inner model functions to see the correlation of the significance value between related variables and the R-Square value from the results of the research model. The internal model is measured by the R-Square value and by the significance of the variable relationship indicated by the t-statistic value. Changes in the R-Square value can mean the contribution of the influence exerted by the exogenous variables on the endogenous variables. The following is the R-Square value of the inner model:

Tabel 4. 7 R-Square

	R-Square
Buying Decision	0,514

Table 4.7 is the R-Square value with a result of 0.514, which means that the Viral Marketing variable and the Celebrity Endorsement variable influence 51.4% of the Buying Decision variable. Other variables outside the research influence the remaining 48.6%.

4.5 Hypothesis or Significance Testing

Hypothesis or significance test can be seen from the path coefficient through the bootstrapping process. The measurement uses the t-statistic value to determine whether H_0 is accepted or rejected. With a t-statistic > 1.98 , H_0 is rejected, or H_a is accepted. Then use the original sample value to see the positive or negative direction of the path coefficient. In addition, using probability values to see the significance, with the criterion if the p-value < 0.05 , is significant. The following are the hypotheses proposed:

Hypothesis 1.

$H_0: \gamma_i = 0$, meaning that Viral Marketing does not affect the Buying Decision of Beauty Products at the Tiktok Shop.

$H_1: \gamma_i \neq 0$, meaning that Viral Marketing influences the Buying Decision of Beauty Products at the Tiktok Shop.

Hypothesis 2.

$H_0: \gamma_i = 0$, meaning that Celebrity Endorsement does not affect the Buying Decision of Beauty Products at the Tiktok Shop.

$H_1: \gamma_i \neq 0$, it means that Celebrity Endorsement affects the Buying Decision of Beauty Products at the Tiktok Shop.

Hypothesis testing can be seen from the bootstrapping results on the following path coefficient

Tabel 4.8 Path Coefficient

	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
Viral Marketing	0,340	0,341	0,099	3,421	0,001
Celebrity Endorsement	0,443	0,452	0,102	4,358	0,000

4.5.1 The Effect of Viral Marketing on the Buying Decision of Beauty Products at the Tiktok Shop

Judging from the path coefficient table, the Viral Marketing variable has a t-statistic value of $3.421 > 1.98$, meaning H_0 is rejected. Then the direction of the path coefficient is positive, which is seen from the original sample value with a value of 0.340. Moreover, it significantly influences the Buying Decision variable, which is seen from the p-value of $0.001 < 0.05$. It can be concluded, and Viral Marketing has a positive and significant effect on the Buying Decision of Beauty Products at the Tiktok Shop. The results of this study are supported by research (Kristanto et al., 2017), (Budhiartini & Yulianthini, 2022), and (Rimbasari et al., 2023) with the results of Viral Marketing having a positive and significant effect on Purchase Decisions.

These results concluded that using the Viral Marketing strategy in marketing Beauty Products was very effective and efficient in terms of time, cost, and effort. Because with Viral Marketing, the product information conveyed will influence consumers and significantly impact Buying Decisions..

4.5.2 The Effect of Celebrity Endorsement on the Buying Decision of Beauty Products at the Tiktok Shop.

The Celebrity Endorsement variable has a t-statistic value of $4.358 > 1.98$, meaning that H_0 is rejected or H_a is accepted. Then the direction of the positive path coefficient can be seen from the original sample value, which has a value of 0.443. Furthermore, it has a significant influence because the p-value is $0.000 < 0.05$. Celebrity Endorsement positively and significantly affects the Buying Decision of Beauty Products at the Tiktok Shop. The results of this study are supported by research (Kristanto et al., 2017), (Wijaya, 2020) and (Leonardo & Erdiansyah, 2020) which state that the Celebrity Endorsement variable has a positive and significant effect on Purchase Decisions.

Based on the results of this study, the use of Celebrity Endorsements in marketing Beauty Products will be more effective and efficient. In addition, product information spreads faster because Celebrity Endorsements have popularity with many fans and have an image that is considered reasonable by their fans. So that the many uses of Celebrity Endorsements in marketing Beauty Products will have a significant impact on Buying Decisions.

5. CONCLUSION

The Viral Marketing variable has good criteria, meaning that beauty product marketing at TikTok Shop has implemented Viral Marketing properly. This can be seen from the increasingly viral content, videos, reviews of consumer ratings, and product recommendations from influential people with clear and exciting information in marketing Beauty Products in digital media (Tiktok), which can impact Buying Decisions on products.

The Celebrity Endorsement variable has good criteria, meaning that beauty product marketing at TikTok Shop has properly chosen Celebrity Endorsement as a product brand spokesperson. It can be seen from the Celebrity Endorsement that they already have expertise in education, integrity, popularity, and attractiveness both visually and verbally, which are considered to have a good image by the public. This can create trust in the products introduced and impact buying decisions. Viral Marketing has a positive and significant effect on Buying Decisions. These results show that better marketing through the Viral Marketing strategy for Beauty Products at the Tiktok Shop can improve Buying Decisions for Beauty Products. Celebrity Endorsement has a positive and significant effect on Buying Decisions. These results indicate that more and more Celebrity Endorsements as spokespersons in marketing Beauty Products at the Tiktok Shop can increase Buying Decision behavior towards Beauty Products.

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