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The Influence of Social Media Influencers and Brand Congruence on Purchase Behavior of Multivitamin Products

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Non-prescription drugs are drugs that can be purchased without a doctor's prescription, which can be obtained at pharmacies, drug stores, or even on e-commerce. In the digitalization era of the 21st century, technological progress is increasingly rapid, where all aspects of human life are now dependent on the function of each type of technology. In the digitalization era of the 21st century, technological progress is increasingly rapid, where all aspects of human life are now dependent on the function of each type of technology. Traditional marketing activities are being innovated in the digital era to become digital marketing using social media influencers. This research aims to see the influence of SMI Characteristics and Brand Congruence on Purchasing Behavior which is mediated by Attitude Toward Brand and Social Influence. This research was carried out using an explanatory approach method which was processed from 180 respondents with SmartPLS software. The technique used was purposive sampling with the criteria that respondents saw promotional content from social media influencers from multivitamin product. The results of this research showed a significant influence between SMI Characteristics on Social Influence. Then there is a significant influence between Social Influence on Purchasing Behavior.

1. Introduction

Over-the-counter drugs, or commonly referred to as OTC drugs, refer to the type of drugs that are available to buy without a doctor's prescription. These are drugs that are generally available in pharmacies, drug stores, and even on various e-commerce platforms. The main function of these drugs is to treat mild symptoms or common conditions that often occur, such as fever, headache, flu, or cough. They are designed to provide temporary relief and relieve symptoms that are not so severe, so that they do not require further medical intervention. However, although these over-the-counter drugs or OTC drugs can help reduce unpleasant symptoms, it is important to remember that their use must be in accordance with the instructions for use. In addition, long-term use or in doses that are not in accordance with the instructions can potentially pose a risk of side effects or other health hazards. On the other hand, supplements or multivitamins that can also be purchased without a prescription have a slightly different purpose. Multivitamins generally contain a variety of vitamins and minerals that are needed by the body to maintain general health. They are often recommended to fill nutritional deficiencies in the daily diet or to support overall health. Although not considered drugs used to treat specific diseases, multivitamins can be a good addition to a healthy lifestyle and balanced diet.

From research conducted by Mahrous (2018), the use of over-the-counter drugs can be consumed appropriately and safely according to recommendations that are not excessive. The role of medical experts such as pharmacists plays an important role in consumer purchasing participation to direct how each multivitamin plays a role and how to use it. Based on research by Sholabi & Akinyemi (2023), over-the-counter drugs or over-the-counter drugs are used by the public by 93.7% compared to treatment from doctors, due to sociodemographic conditions, economic factors. Therefore, over-the-counter drugs or over-the-counter drugs are very effective in reducing medical costs and interaction time with medical experts. However, it must be an important factor for consumers to know accurate information about drug use and duration of use.

In its use, it is important to pay attention to the recommended dosage and understand that supplements should not replace a healthy and balanced diet. For the use of multivitamins, if you have several symptoms or severe health conditions, it is recommended to consult a doctor or medical professional. Multivitamins are usually intended to treat certain symptoms or replace medical care given by a doctor such as increasing immunity and endurance, strengthening bone health, and so on. The use of this multivitamin is usually used to ensure

the body gets enough nutrition, especially if the consumer has an unbalanced diet, the body is easily exposed to viruses such as coughs and colds, or increased nutritional needs such as pregnancy and breastfeeding.

The use of multivitamins in the community has circulated many types of vitamins or contents in their contents and have different roles in providing nutritional intake, increasing immunity and endurance. However, the sale of multivitamins circulating in the community has many types from single to combination. According to the journal Aryani et. al (2024) the highest sales of multivitamins are in the combination type which has a composition of more than one type of vitamin or mineral as much as 98.42% and the single type or contains one type of vitamin as much as 1.57% of the total studied amounting to 15,980 units. This is because the public also cares or knows the function of the multivitamin content in circulation and they prefer more complete and complex content in meeting micro or macronutrient needs.

In the digitalization era of the 21st century, technological progress is increasingly rapid where all aspects of human life now depend on the function of each type of technology. One of them is social media, this tool has a very important influence or role in the daily life of humans which has functions including tools for self-expression, tools for communication, and even becoming a mass media for its users in exploring various information needed. With the rapid growth of digital technology, it also has an influence on the business world, especially the increasingly creative marketing strategies carried out by new business people. Traditional marketing activities have also innovated in the digital era into digital marketing or digital marketing where almost all companies have implemented these activities.

According to Swasty (2016), branding is a process involving products, services, or companies to market or introduce their names to the public. Therefore, many categories of knowledge that can be obtained have emerged, one of which is marketing. One of the phenomena that is increasingly widespread in the world of digital marketing is the use of social media influencers (SMI).

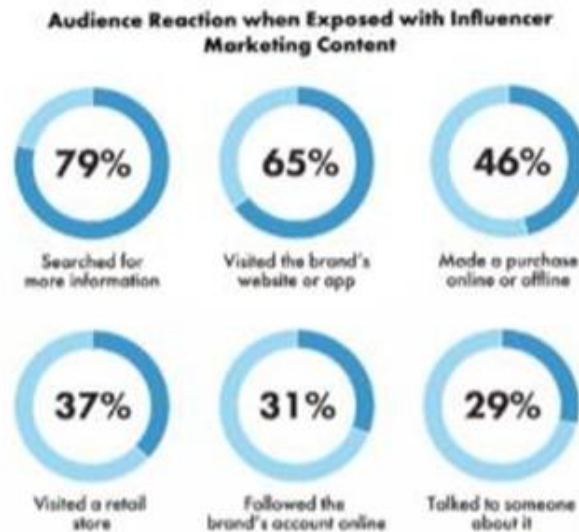


Figure 1.1 Impact of Influencer Marketing

Source: Markplus (2022)

Based on research conducted by Markplus on marketing campaigns during 2021, it was found that the use of influencers in marketing products has a positive effect on social media user engagement such as the existence of new platforms on a number of e-commerce live streaming, supporting giveaways, paid brand promotions, and so on. Referring to Figure 1.1., people who are exposed to influencer content will look for more information (79%), visit the brand's website/app (65%), follow the brand's social media (31%), talk about the brand with other people (29%), and even buy the advertised product (46%). In Indonesia, the use of influencers has started to spread since several years ago. In the past, many brands preferred to collaborate with celebrities who were required to use and advocate products during the contract period. Usually influencers will be invited to collaborate according to the content created, generally carried out in the beauty, culinary, automotive, even consumer goods industries and others. According to Carter (2016), influencer marketing is an innovation in marketing that involves social media to promote products or services which aims to increase brand awareness through content messages created by influencers to influence social media users or their followers. This method is not limited to using celebrities or public figures, but can be anyone who has influence on social media so that their marketing targets are achieved. In general, someone is called an influencer when they meet things such as having a large number of followers and having influence over their followers, influencers can influence purchasing decisions because of their authority in bringing certain topics, to having a strong relationship (engagement) with their audience. Influencers can be categorized based on the number of followers. Mega influencers are those who have the widest reach with more than

one million followers. Furthermore, macro influencers have a fairly large reach with the number of followers ranging from 100,000 to 1 million. Meanwhile, nano influencers have the smallest reach, which is between 1,000 and 100,000 followers. This division helps in determining a promotional strategy that suits the target audience.

The use of influencers on social media has a big impact on brands, to introduce their goods or services. Brands usually have special considerations in choosing influencers to help market their products or services. The first is seen from the engagement rate which can be calculated through several service sites on the internet. That the more interactions of social media users can affect the high engagement rate of this influencer, so it is not only calculated from the number of followers. And it can also be seen from the content journey of the influencer, whether in their latest posts they discuss key messages that have a relationship or alignment with brand value or not. For example, from multivitamin or supplement products, choosing influencers from the healthy lifestyle, work out, and foodie segments and choosing influencer engagement rates from the nano, macro, and mega categories.

Brand Congruence also has an important value, because it can see the alignment between the product value and the content segment created by the influencer. When viewed from a number of multivitamin brands, the selection of influencers to be used must also be in line with the key message of the brand, which can use content that can motivate social media users or followers to follow a healthy lifestyle to maintain their immune system to stay healthy. Posts made by influencers inform their followers about product alternatives or other useful information (Lou & Yuan, 2019).

According to (Azevedo et al., 2018) in (Herviani et al., 2020) social media influencers are social media users with a high number of followers on social media, who are trusted by the general public and can spread information on social media easily and whenever an influencer publishes a post it will reach many other users. The phenomenon of the existence of social media influencers as a tool for a brand's media marketing on social media, raises how they can become one of the stakeholders trusted by brands for audiences in purchasing behavior. The use of social media influencers (SMI) to promote brands on multivitamin products is still relatively new since 3 years ago. The activities carried out by social media influencers are mostly to promote a brand (hard sell) and even provide education (soft selling) related to trends or news that are the hottest topics being discussed on social media by including several

unique points from multivitamin products.



Figure 1.2 Example of Social Media Influencer Activation

Source: Instagram @holisticareid

The selection of influencers cannot be arbitrary, brands have several assessments in terms of characteristics (credibility, attractiveness, expertise, popularity), their attitude in advocating brands that have collaborated, and social influence carried out for purchase intentions (purchase behavior) as well as the relevance between SMI and brand (brand congruence).

Researchers use the Theory of Reasoned Action (TRA) to examine the factors that influence the use of social media influencers because according to Riley and Klein (2019) this theory can test customer behavior in making purchases online. The Theory of Reasoned Action (TRA) emphasizes the individual's desire to carry out certain behaviors. When shopping online, in making a purchase transaction, buyers usually have received encouragement or previous desire to make purchases via the internet. Online shopping behavior refers to the process of purchasing goods or services through a digital platform. Individuals who actively shop online tend to have more positive trust and experiences with digital services, compared to those who shop more often in conventional stores. This theory is influenced by factors such as attitudes and subjective norms.

Attitude refers to an individual's tendency to act consistently in a manner that is considered favorable or unfavorable towards a particular object (Arora, 2017). In other words, attitude towards behavior is an individual's positive or negative evaluation of the relevant behavior, which includes the individual's beliefs about the possible consequences of performing the behavior. According to Fishbein in Raman (2019), subjective norms are "an individual's

perception of the views of important people in his or her life about whether or not he or she should perform a particular behavior." In the context of purchasing intention, a person considers the normative expectations of others such as friends, family, coworkers, or influencers when deciding to perform a particular behavior.

Consumer behavior includes the actions of individuals, groups, or organizations in selecting, purchasing, and using products or services according to their needs and desires (Kotler & Keller, 2012). Purchasing decisions are influenced by internal factors such as motivation, perception, learning, personality, and attitude, as well as external factors such as product, promotion, price, distribution, and socio-cultural environment (Gogoi, 2013). A good understanding of consumer behavior is essential for companies because it helps them design products that suit consumer needs and desires (Kotler & Armstrong, 2011). Purchase intention, which reflects the consumer's commitment to purchase a product regularly, is important for marketing practitioners in planning sales strategies and estimating market share (Kotler & Armstrong, 2011). This study aims to compare brands in the multivitamin industry, so it is important for management to understand the factors that influence consumer purchasing interest (Kotler & Armstrong, 2011).

In the pharmaceutical industry, the use of influencers has become commonplace, especially by large companies such as Deka Medica, Sanbe, and Kalbe for non-prescription products. The use of SMI also needs special attention from marketers, because the pharmaceutical industry itself has several unique features. One of them is that this industry is highly regulated. Although the regulation of non-prescription products is not as strict as prescription products, there are still many rules that must be obeyed compared to other products. For example, it is not allowed to be overclaimed, to do black campaigns, even things like the place and time to promote the product are also regulated. Another characteristic is a healthy lifestyle, which requires companies to look for SMI that has this perception in the eyes of the public, in addition to the appropriate perception, it must also be the same as the product specifications which makes it not easy. This uniqueness can be the cause of some uses of SMI not always succeeding in increasing consumer buying interest. In the Indonesian pharmaceutical industry, research on SMI (Social Media Influencer) is still relatively rare, because the type of drug has several categories, one of which is efficacious drugs (hard drugs), the use of promotion is medical representatives using direct communication marketing strategies or face-to-face between medical representatives as sellers and doctors as users because it has high regulations.

Therefore, with the uniqueness in the pharmaceutical sector, marketing does not choose SMI carelessly.

To fill this gap, this study was conducted. This research is expected to provide insight for practitioners to increase the success of SMI use. Regarding brands, industry practitioners take relatively different approaches when promoting brands that are already known or unknown, such as what kind of influencer message is raised to the stage of behavioral influencers as a brand assessment to be invited to collaborate to carry the brand or company name.

In the preliminary stage, several previous studies were used as a basis for designing a research framework and supporting the validity of the approach used. One important reference comes from Alkis et al. (2020) which emphasizes the importance of mapping more deeply into the use of social media influencers (SMI) in the context of theory, practice, and future methodology. Then, Irwansyah and Sari Anjani (2020) showed that the time of publication of content by SMI on Instagram greatly influences the effectiveness of messages to followers.

Abosog et al.'s (2020) research discusses how brand congruence influences user satisfaction with social media, but is also influenced by consumer needs for uniqueness. Min et al. (2019) emphasized that celebrity-brand congruence and publicity play a major role in shaping consumer attitudes and purchase intentions. Furthermore, Putranto and Nirmala (2024) found that brand mascots and advertising engagement on Instagram have a positive impact on attitude toward brands and purchase intentions through positive emotions. Zulfikar and Lestari (2022) also emphasized that attitudes toward brands and advertising contribute significantly to brand preferences, as seen in the case of Dove shampoo products.

Liang et al. (2024) highlighted the importance of social influence and brand image in shaping purchase intention, especially through social interaction in digital media. Meanwhile, Bhukya and Paul (2023) used a hybrid systematic literature approach to evaluate theory and methodology in social influence research, and suggested future research directions. Zhang et al. (2020) suggested the integration of data-based and theory-based approaches for online review research in shopping behavior, and Rahbar & Wahid (2010) found that attitudes toward environmentally friendly products do not directly affect purchase behavior, emphasizing the need for educational interventions by the government.

Overall, these studies strengthen the relevance of research on the influence of SMI characteristics and brand congruence on attitude toward brand, social influence, and purchase behavior, especially in the context of digital marketing and multivitamin products such as brand XYZ.

This study aims to investigate the influence of Social Media Influencers (SMI) on consumer behavior (purchase behavior), using the Theory of Reasoned Action as the main theoretical basis. This theory states that a person's intention to perform an action is influenced by two main factors, namely attitude toward brand and social influence from the surrounding environment. Based on interviews with several practitioners, researchers identified that SMI characteristics and brand congruence are the two most dominant variables in influencing consumer perception.

2. Method

This study uses the positivist paradigm as a philosophical basis for understanding reality, with a quantitative and explanatory approach. The main objective is to test the relationship between variables in consumer behavior towards purchasing PT XYZ multivitamin products. Data were collected through a survey using a closed questionnaire to randomly selected respondents. This approach allows for deductive and statistical analysis of the relationship between variables, so that the results can be generalized as an understanding of consumer behavior patterns.

The object of this study is the purchasing behavior of XYZ multivitamin consumers, with male and female subjects aged 20 to 35 years and over who have consumed this product for more than three months. This age range was chosen because it represents the majority of consumers of the product. The study also considers the use of social media influencers in promotion, and refers to the regulation of BPOM Regulation Article 16 Paragraph 2 of 2004 which requires pharmaceutical product advertisements to be objective, complete, and not misleading according to registered claims.

In this study, the population refers to all XYZ multivitamin consumers, while the sample was

taken using a purposive sampling technique because the population size is not known for sure. The sample criteria include consumers who have consumed the product for at least three months and have been exposed to promotions from social media influencers. Although 100–130 respondents are recommended, this study involved 50 respondents.

This study examines the relationship between the characteristics of social media influencers (SMI), brand congruence (BC), attitude toward brand (ATB), and social influence (SI) on purchase intentions (purchase behavior) of PT XYZ multivitamin products. The four variables act as exogenous variables, while purchase behavior is an endogenous variable. Table 3.1 presents the definition and measurement indicators for each variable used.

Table 3.1. Operationalization of Social Media Influencer Characteristics Variables

Operational Definition Variables	<i>Social Media Influencer Characteristic</i> A person who is active on social media, has a large number of followers, is trusted by the public, and is able to spread information quickly and effectively on the platform, then publishes posts that can reach a wide audience. (Azevedo et al., 2018)	
Measurement Indicators		
<i>Credibility</i>	SMI1 Social media influencer gives honest review of multivitamin products	SHA
	SMI2 Social media influencers convince followers of the quality of multivitamin products	SHA
	SMI3 Social media influencer has experience in providing information about multivitamin products	INP
	SMI4 Social media influencers can be relied on as a reference source for followers regarding multivitamin products	INP
<i>Attractiveness</i>	SMI5 Social media influencers have an attractive appearance	SHA
	SMI6 The social media influencers used have good personalities in the eyes of their followers.	SHA
	SMI7 Social media influencers have good use of language in multivitamin reviews	INP

	SMI8 Social media influencers have followers who want to imitate what the influencer does in consuming multivitamin products.	INP
	SMI9 Social media influencers have an interesting way of communicating	INP
Expertise	SMI10 Social media influencers have a convincing communication technique to their audience.	SHA
	SMI11 Social media influencers have a positive impact on their lifestyle	SHA
	SMI12 Social media influencers have sufficient experience using multivitamin products	INP
	SMI13 Social media influencers have extensive knowledge regarding healthy lifestyle	INP
	SMI14 Social media influencers are individuals who are already widely known	SHA
	SMI15 Social media influencers often appear in several videos that pass through my social media.	SHA
	SMI16 Social media influencers always build relationships with their followers	INP
	SMI17 Social media influencers have a community that provides likes and comments on uploaded content.	INP

Note: SHA (Shimp & Andrews, 2013); INP (input from researcher)

3.1.2 Operationalization of Brand Congruence Variables

Operational Definition Variables	Brand Congruence (Brand-Influencer Fit) <i>The fit between influencer characteristics and relevant brand attributes (Breves et. al., 2019)</i>	
Measurement Indicators	BC1 The social media influencer's personality matches the multivitamin brand image	BLA
	BC2 Social media influencer lifestyle matches the benefits promoted by multivitamin brands	BLA
	BC3 Social media influencer image is in line with the message conveyed by the multivitamin brand	SHA

	BC4 Brand multivitamins feel like a good fit for social media influencers	INP
	BC5 Social media influencers are only looking for money, not suitable for promoting multivitamin brands	SHA
	BC6 Multivitamin brand becomes more alive when promoted by social media influencers	INP

Note: BLA (Breves et al., 2019); INP (input from researchers); and SHA (Sharkasi, 2022)

Table 3.1.3 Operationalization of Attitude Toward Brand Variables

Operational Definition Variables	<i>Attitude Toward Brand</i> <i>A learned tendency to respond favorably or unfavorably to a given brand (Lamb et al., 1992)</i>	
Supporting Indicators	ATB1 Brand multivitamins are friendly for sensitive stomachs	LEA
	ATB2 Brand multivitamins have attractive packaging	LEA
	ATB3 Multivitamin products have complete certification	LEA
	ATB4 Brand multivitamins can be consumed by adults	LEA
	ATB5 Brand multivitamins have a positive impact on my health	INP
	ATB6 Multivitamins are affordable for me	INP
	ATB7 Multivitamin products have the content that my body needs	INP
	ATB8 Multivitamin products are easy to find / buy everywhere	INP

Note: LEA (Lamb et al., 1992) & INP (input from researchers)

Table 3.1.4 Operationalization of Social Influence Variables

Operational Definition Variables	<i>Social Influence</i> <i>Social influence has the potential to influence other individuals so that they can change their behavior. (Vahdat et al., 2020)</i>
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Supporting Indicators	SI1 The many good testimonials made me interested in buying it.	VEA
	SI2 Family recommended me to buy a multivitamin brand	VEA
	SI3 Colleagues recommended me to buy a multivitamin brand	VEA
	SI4 My husband or wife recommended me to buy a brand of multivitamins	VEA
	SI5 I got the urge to make a multivitamin purchase because I saw other people doing the same thing.	VEA
	SI6 The surrounding environment recommended me multivitamin brand	INP

Note: VEA (Vahdat et al., 2020), INP (input from researchers)

Table 3.1.5 Operationalization of Purchase Behavior Variables

Operational Definition Variables	<i>Purchase Behavior</i> Actions and activities carried out by individuals, groups, and organizations related to selecting, purchasing, and using goods or services to meet needs and desires (Kotler & Keller, 2012)	
Supporting Indicators	PB1 I bought a brand of multivitamin because of need.	KK
	PB2 I will buy this brand of multivitamin again in the future	KK
	PB3 I invite family and friends to buy multivitamin brands	KK
	PB4 I bought a multivitamin brand because there was an interesting promotion at the sales outlet.	KK
	PB5 I bought a brand of multivitamin because people around me felt the benefits.	KK
	PB6 I regularly consume a brand of multivitamins	INP
	PB7 I like to buy multivitamin brands	INP

Note: KK (Kotler & Keller, 2009:137); INP (input from researchers)

This study uses a data collection method through Google Form to consumers of the XYZ

multivitamin brand. The data collected will use a Likert scale. Previously, the indicators in the variable operationalization statement will be tested through a Pre-Test to see whether or not it is valid and the reliability of this questionnaire data before the Main Test is carried out on a minimum of 125 respondents. At this Pre-Test stage, it will be checked using SPSS 23 software to 30 respondents. This study uses two stages of analysis, namely pre-test and main-test with a Structural Equation Model (SEM) approach. The pre-test was conducted on 30 initial respondents using SPSS 23 to test the validity and reliability of the measurement model (outer model). Descriptive analysis is used to describe the characteristics of respondents such as gender, age, occupation, and domicile. Validity is tested through convergent validity and discriminant validity with AVE and outer loading indicators ≥ 0.5 , while reliability is assessed through Cronbach's Alpha and Composite Reliability with a minimum value of > 0.70 . Inner model analysis includes testing the coefficient of determination (R^2), effect size (f^2), and path coefficients using bootstrapping in SmartPLS to test the relationship between variables.

3. Result and Discussion

Data collection techniques are distributed and obtained through digital forms Google Forms distributed via Instagram direct messages and WhatsApp. In addition, they also collaborate with the XYZ multivitamin brand consumer community to distribute this research questionnaire to the WhatsApp group of participants in this community. The distribution of this questionnaire began in May 2023 for pre-test data and February to May 2024 for the main test. The number of respondents obtained in this study was 150 respondents who had met the requirements to watch a number of promotional content from social media influencers from the XYZ multivitamin brand.

Instrument Test (Measurement Model)

The instrument test in this study was carried out to ensure that the questionnaire used was able to produce valid and reliable data, so that it was worthy of further analysis. This process is carried out in two stages, namely pre-test and main test. In the pre-test stage, 30 respondents who met the age criteria and were active consumers of XYZ multivitamins were involved. The data collected through the questionnaire was then analyzed using SPSS 23 to test the validity and reliability of the research instrument.

Table 4.1 Validity and Reliability Test

Variabel	Kode Variabel	Uji Validitas					Uji Reliabilitas		
		KMO	Sig	MSA	Loading Factor	Valid/ Tidak Valid	Cronbach's Alpha	> 0.7	Reliabel/ Tidak Reliabel
<i>Social Media Influencer Characteristics</i>	SMI1	0.719	0	0.749	0.809	Valid	0.802	Yes	Reliabel
	SMI2			0.663	0.878	Valid		Yes	Reliabel
	SMI3			0.720	0.845	Valid		Yes	Reliabel
	SMI4			0.813	0.647	Valid	0.890	Yes	Reliabel
	SMI5			0.867	0.802	Valid		Yes	Reliabel
	SMI6			0.871	0.814	Valid		Yes	Reliabel
	SMI7			0.892	0.835	Valid		Yes	Reliabel
	SMI8			0.843	0.864	Valid		Yes	Reliabel
	SMI9			0.861	0.855	Valid	0.911	Yes	Reliabel
	SMI10			0.840	0.894	Valid		Yes	Reliabel
	SMI11			0.823	0.903	Valid		Yes	Reliabel
	SMI12			0.821	0.890	Valid		Yes	Reliabel
	SMI13			0.837	0.884	Valid		Yes	Reliabel
	SMI14			0.720	0.806	Valid	0.830	Yes	Reliabel
	SMI15			0.663	0.766	Valid		Yes	Reliabel
	SMI16			0.664	0.858	Valid		Yes	Reliabel
	SMI17			0.642	0.827	Valid		Yes	Reliabel
<i>Brand Congruence (Brand- Influencer Fit)</i>	BC1	0.825	0	0.810	0.840	Valid	0.787	Yes	Reliabel
	BC2			0.783	0.936	Valid		Yes	Reliabel
	BC3			0.871	0.841	Valid		Yes	Reliabel
	BC4			0.884	0.846	Valid		Yes	Reliabel
	BC5			0.351	0.740	Tidak Valid		Yes	Reliabel
	BC6			0.814	0.832	Valid		Yes	Reliabel
<i>Attitude Toward Brand</i>	ATB1	0.813	0	0.794	0.865	Valid	0.920	Yes	Reliabel
	ATB2			0.886	0.768	Valid		Yes	Reliabel
	ATB3			0.739	0.843	Valid		Yes	Reliabel
	ATB4			0.889	0.833	Valid		Yes	Reliabel
	ATB5			0.835	0.867	Valid		Yes	Reliabel
	ATB6			0.589	0.603	Valid		Yes	Reliabel
	ATB7			0.720	0.889	Valid		Yes	Reliabel
	ATB8			0.887	0.781	Valid		Yes	Reliabel
<i>Social Influence</i>	SI1	0.790	0	0.858	0.694	Valid	0.894	Yes	Reliabel
	SI2			0.829	0.902	Valid		Yes	Reliabel
	SI3			0.784	0.917	Valid		Yes	Reliabel
	SI4			0.720	0.814	Valid		Yes	Reliabel
	SI5			0.814	0.708	Valid		Yes	Reliabel
	SI6			0.769	0.807	Valid		Yes	Reliabel
<i>Purchase Behavior</i>	PB1	0.807	0	0.758	0.894	Valid	0.924	Yes	Reliabel
	PB2			0.718	0.921	Valid		Yes	Reliabel
	PB3			0.849	0.884	Valid		Yes	Reliabel
	PB4			0.926	0.748	Valid		Yes	Reliabel
	PB5			0.805	0.898	Valid		Yes	Reliabel
	PB6			0.893	0.788	Valid		Yes	Reliabel

Source: Researcher Processed Results (2023)

In the table above, it can be seen that each variable is greater than 0.5 and yet there is one indicator of the brand congruence variable BC5 that is not valid, which means that this number shows that each of the most variable indicators has validity and correlation with the purchase behavior variable. Then the researcher tested the reliability where according to Gozali (2018) the criteria for assessing the reliability test are the Cronbach Alpha value > 0.7 and a variable is declared unreliable if the Cronbach Alpha value of the variable is < 0.6.

Descriptive Analysis

This study is a quantitative study that examines the influence of social media influencers and brand congruence on the purchase behavior of PT XYZ multivitamin consumers. After going through the pre-test stage, the study continued with the collection of main data (main test) involving 150 respondents. In the results section, respondent characteristics data are presented, including distribution by gender.

Table 4.2. Respondent Characteristics Gender

Gender	Jumlah (N)	N (%)
Female	105	70%
Male	45	30%

Source: Researcher Processed Results (2024)

Based on Table 4.2, the majority of respondents in this study were female, as many as 105 people (70%), while males numbered 45 people (30%) out of a total of 150 respondents. Furthermore, the characteristics of the respondents were also analyzed based on age range.

Table 4.2.1 Respondent Characteristics Age

Age Range	Number (N)	N (%)
20-25 years	13	8.7%
25-30 years	68	45.3%
30-35 years	54	36%
35-40 years	15	10

Source: Researcher Processed Results (2024)

The results of the study showed that most respondents were aged 25–30 years as many as 68 people (45.3%), followed by 30–35 years as many as 54 people (36%), 35–40 years as many as 15 people (10%), and 20–25 years as many as 13 people (8.7%). In addition, the characteristics of the respondents were also analyzed based on the type of work.

Table 4.2.2 Respondent Characteristics Based on Occupation

Type of Job	Number (N)	N (%)
Private Employee	94	62.7%
Housewife	45	30%

Student	10	6.7%
Entrepreneur	1	0.6%

Based on Table 4.2.2, the majority of respondents work as private employees as many as 94 people (62.7%), followed by housewives 45 people (30%), students 10 people (6.7%), and entrepreneurs only 1 person (0.6%). Furthermore, the characteristics of respondents are also seen based on their domicile.

Table 4.2.3 Characteristics of Respondents' Domicile

Domicile	Number (N)	N (%)
Jakarta	91	60.7%
Tangerang	59	39.3%

Source: Researcher Processed Results (2024)

Table 4.4 shows that most of the respondents in this study live in Jakarta as many as 91 people (60.7%) and followed by Tangerang as many as 59 people (39.3%).

Research Results

In the results of this quantitative study using data testing that has been obtained by conducting various statistical-based analyzes, starting from descriptive statistical research analysis which is then continued with outer model and inner model analysis. All of which are run using the SmartPLS 3 statistical data processing program. In the data analysis, there are 32 indicators that are excluded from this study because they do not meet the criteria for an outer loading value of less than 0.6. The 32 indicators include SMI1, SMI2, SMI3, SMI4, SMI5, SMI6, SMI7, SMI8, SMI9, SMI10, SMI11, SMI12, SMI13, SMI14, BC1, BC2, BC5, BC6, ATB1, ATB2, ATB4, ATB5, ATB6, ATB7, ATB8, SI1, SI4, SI7, PB1, PB2,

PB4, PB7, and PB8. Then after removing the indicators, it states valid results. According to Leslie & Littvay (2012), the use of a single indicator can encourage and strengthen the theory used, because it can encourage the closeness of the relationship between the researcher's thinking and the structural model used. Therefore, the use of latent indicators consisting of one, two, or more is not considered a problem as long as the statement used is the best and has a close correlation with the theory used. The following are the research results from all statistical analyses carried out.

Evaluation of Construct Measurement Model (Outer Model)

Outer Model Test

The outer model test is useful for seeing the relationship between variables with various indicators of their statements. The outer model test is carried out by measuring the validity test against convergent validity, discriminant validity, heterotrait-monotrait ratio (HTMT).

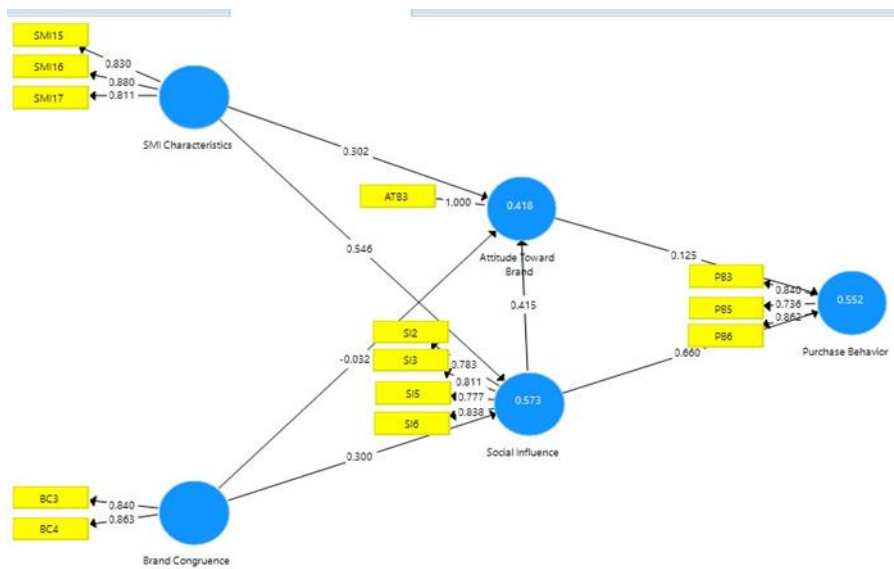


Figure 4.2 Outer Model Test Results

Source: Researcher Processed Results (2024)

Convergent Validity

Convergent validity is a measurement to see the extent to which a variable converges to explain the variance in its indicators from variables that share the proportion of variance in general (Hair et al., 2014). Convergent validity is measured by looking at the value of the loading factor and average variance extracted (AVE). The following are the results of the convergent validity test.

Table 4.3 Convergent Validity Test Results

Variable	Indicator	Outer Loading	AVE	Remarks
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<i>Social Media Influencer (SMI) Characteristics</i>	SMI15	0.830	0.707	VALID
	SMI16	0.880		
	SMI17	0.811		
<i>Brand Congruence</i>	BC3	0.840	0.725	VALID
	BC4	0.863		
<i>Attitude Toward Brand</i>	ATB3	1.000	1.000	VALID
<i>Social Influence</i>	SI2	0.788	0.644	VALID
	SI3	0.809		
	SI5	0.774		
	SI6	0.837		
<i>Purchase Behavior</i>	PB3	0.840	0.664	VALID
	PB5	0.737		
	PB6	0.862		

Source: Researcher Processed Results (2024)

The recommended loading factor value in this study is > 0.7 and the average variance extracted (AVE) value is > 0.6 . Based on Table 4.3, each indicator has an outer loading > 0.7 and each variable has an AVE value > 0.6 . The conclusion from the convergent validity test is that all variables and indicators meet the requirements with each outer loading value > 0.7 and AVE > 0.6 .

Discriminant Validity

Discriminant validity is a measurement of the extent to which a variable has differences between other variables in the structural model (Hair et al., 2014). Discriminant validity can be measured by looking at the value of the cross loading factor with the accepted value being the cross loading factor value in a construct must be greater than other constructs with a value in each variable > 0.7 .

Table 4.4 Cross Loading Test Results

	SMI	BC	ATB	SI	PB
SMI15	0.830	0.396	0.518	0.830	0.499
SMI16	0.880	0.521	0.502	0.880	0.594

SMI17	0.811	0.504	0.445	0.811	0.539
BC3	0.401	0.840	0.355	0.475	0.490
BC4	0.552	0.863	0.312	0.557	0.509
ATB3	0.581	0.391	1.000	0.612	0.529
SI2	0.622	0.502	0.447	0.788	0.594
SI3	0.590	0.569	0.544	0.809	0.614
SI5	0.492	0.430	0.479	0.774	0.569
SI6	0.584	0.439	0.491	0.837	0.584
PB3	0.608	0.517	0.556	0.683	0.840
PB5	0.476	0.414	0.350	0.475	0.737
PB6	0.484	0.493	0.359	0.614	0.862

Source: Researcher Data Processing Results (2024)

Based on Table 4.4, all cross loading values are greater than other constructs. So it can be concluded that the results are in accordance with the recommendations of cross loading measurements. In addition to measuring the cross loading factor value, the next evaluation is by looking at the fornell larcker criterion value as follows.

Table 4.5 Fornell Larcker Criterion Test Results

	ATB	BC	PB	SMI	SI
ATB	1.000				
BC	0.391	0.852			
PB	0.529	0.587	0.815		
SMI	0.581	0.563	0.648	0.841	
SI	0.612	0.607	0.736	0.716	0.803

Source: Researcher Processed Results (2024)

The fornell larcker criterion value can be accepted when the value is higher than each correlation between latent constructs (Hair et al., 2014). Based on data from Table 4.5, it shows that all AVE squared values meet the criteria because they have higher values than other constructs.

Reliability Test

Reliability testing refers to how consistent the indicators are in the latent variables that measure variables by proving the accuracy, consistency, and precision of the instrument in measuring a construct (Hair et al., 2014). In this reliability test, it is taken from the Cronbach's alpha and composite reliability values which are explained as follows.

Table 4.6 Reliability Test Results

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
SMI	0.793	0.879
BC	0.748	0.841
ATB	1.000	1.000
SI	0.816	0.879
PB	0.748	0.855

Source: Researcher Processed Results (2024)

Based on the Cronbach's alpha and composite reliability values of each variable, they are within the acceptable criteria because each value is > 0.7. It can be concluded that each variable in this study has passed the reliability test.

Inner Model Test

After conducting the outer model test and obtaining valid and reliable data results to be studied, the next step is to conduct an inner model test using the SmartPLS statistical analysis program. The inner model test is carried out by measuring R2, multicollinearity test, f2 test, hypothesis test.

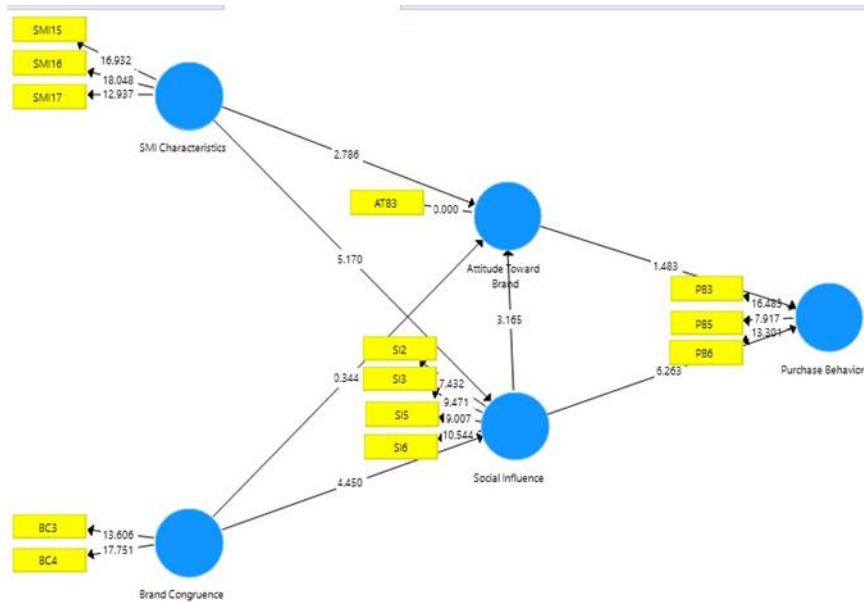


Figure 4.7 Inner Model Results

Source: Researcher Processed Results (2024)

R2 Test

The R2 test is conducted to determine the predictive power of the structural model of endogenous latent variables (Hair et al., 2014) where changes in the R2 value are used to explain the influence of exogenous variables on endogenous latent variables on their substantive influence. The results are below.

Table 4.8 R2 Test Results

Variable	R Square	R Square Adjusted
ATB	0.344	0.335
PB	0.552	0.546
SI	0.574	0.568

Source: Researcher Processed Results (2024)

Based on the test of the R2 value for attitude toward brand, it gives a result of 0.344, where the variable has a weak influence. So it can be concluded that 34% of the attitude toward brand from this study is influenced by SMI Characteristics and Brand Congruence.

Furthermore, it can be seen that the R2 value for social influence gives a result of 0.574, where the variable has a moderate influence. So it can be concluded that 57% of the social influence

from this study is influenced by SMI characteristics and brand congruence.

Finally, it can be seen that the R2 value for purchase behavior gives a result of 0.574, where the variable has a moderate influence, so it can be concluded that 57% of purchase behavior from this study is influenced by attitude toward brand and purchase behavior.

Collinearity Test

Multicollinearity or collinearity is a test conducted to determine whether there is a collinearity problem in the variables studied (Hair et al., 2014).

Table 4.9 Multicollinearity Test Results

	SMI	BC	ATB	SI	PB
SMI			1.463	1.463	
BC			1.463	1.463	
ATB					1.598
SI					1.598
PB					

Source: Researcher Processed Results (2024)

From the results of the multicollinearity above that have been run, it can be seen that all VIF values of each influence are <5 on the variable. So it can be concluded that there is no multicollinearity in this study.

Hypothesis Testing

Hypothesis testing is measured by looking at the path coefficient or bootstrapping which measures the level of significance of each hypothesis that has been compiled. The hypothesis test is stated to give significant results with t-statistics> 1.65 and a p-value <0.05 (Hair et al., 2014). The following are the results of the hypothesis test or path coefficient measurement below.

Table 4.10 Path Coefficient Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
SMI -> ATB	0.529	0.503	0.123	4.306	0.000
SMI -> SI	0.547	0.517	0.112	4.887	0.000
BC -> ATB	0.093	0.088	0.092	1.014	0.311
BC -> SI	0.300	0.303	0.068	4.401	0.000
SI -> ATB	0.415	0.386	0.131	3.165	0.002
ATB -> PB	0.126	0.125	0.085	1.481	0.139
SI -> PB	0.660	0.642	0.105	6.278	0.000

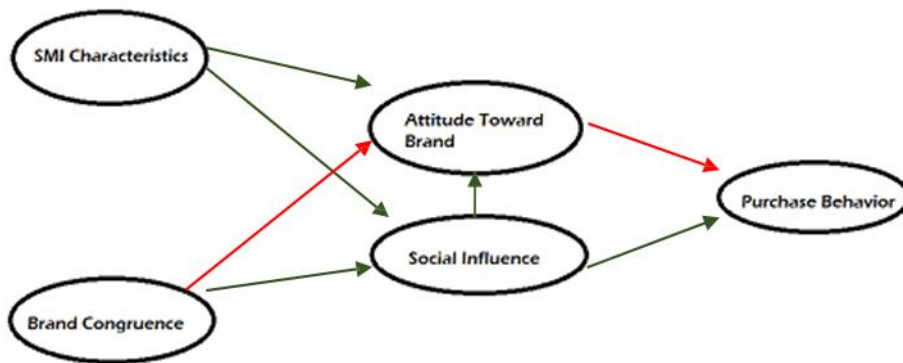


Figure 4.8 Hypothesis Test Results (Research Model)

Based on the results of the hypothesis test (Table 4.10 and Figure 4.8), several main findings were obtained. SMI characteristics are proven to have a significant effect on attitude toward brand (t-value 4.306; p-value 0.000) and social influence (t-value 4.887; p-value 0.000), so both hypotheses are accepted. On the other hand, brand congruence does not have a significant effect on attitude toward brand (t-value 1.014; p-value 0.311), so the hypothesis is rejected. However, brand congruence has a significant effect on social influence (t-value 4.401; p-value 0.000). Furthermore, social influence affects attitude toward brand (t-value 3.165; p-value 0.002), but attitude toward brand does not affect purchase behavior (t-value 1.481; p-value 0.139). Finally, social influence is proven to have a significant effect on purchase behavior (t-value 6.278; p-value 0.000).

Discussion

The Effect of SMI Characteristics on Attitude Toward Brand

Referring to Table 4.10, the results of the hypothesis test have a significant effect between SMI Characteristics on Attitude Toward Brand, so it can be concluded that this hypothesis can be accepted. This is in line with previous research by T. Alkis., Christofi, Michael., M. Anna., & V. Demetris (2020) showing that there is a significant effect on the Social Media Influencer (SMI) characteristic variables on brand attitudes or behaviors where there are similarities between the selection of SMI to help brand marketing with the attitude highlighted by the brand.

The Effect of SMI Characteristics on Social Influence

Seen from Table 4.10, the results of the hypothesis test have a significant effect between SMI Characteristics on Social Influence, so it can be concluded that this hypothesis can be accepted. This can be seen in previous research conducted by T. Alkis., Christofi, Michael., M. Anna., & V. Demetris (2020) has not shown that there is a significant influence on the characteristics of social media influencers (SMI) on social influence. According to researchers, these two variables have an important relationship, especially in the message conveyed in promoting the brand so that it can have an impact on the surrounding environment.

The Influence of Brand Congruence on Attitude Toward Brand

If we look closely at the results of the hypothesis in Table 4.10, the results obtained have an insignificant and unacceptable influence between brand congruence and attitude toward brand. It can be seen from previous research from Min et. al (2019) that brand congruence has an important role in attitude toward brand to produce a positive brand image and have a long-term effect on the brand.

The Influence of Brand Congruence on Social Influence

Referring to Table 4.10, the hypothesis test has a significant influence between brand congruence on social influence so that it can be concluded that this hypothesis can be accepted. This is in line with research conducted by Abosog et al (2019) showing that there is a positive and significant influence of brand congruence on social influence where the multivitamin brand can be accepted by the surrounding environment, especially from social media.

The Influence of Social Influence on Attitude Toward Brand

Referring to Table 4.10, the hypothesis test has a significant influence between brand congruence on social influence so that it can be concluded that this hypothesis can be accepted. Research conducted by Liang et al (2024) shows that social influence on the surrounding environment can affect attitudes towards the brand to be marketed so that there needs to be a correlation between the two variables, especially on social media.

The Influence of Attitude Toward Brand on Purchase Behavior

If we look closely at the results of the hypothesis in Table 4.10, the results obtained have an insignificant and unacceptable influence between attitude toward brand and purchase behavior. However, research conducted by Zulfikar & Lestari (2022) shows that there is a positive and significant influence of attitude toward brand on purchase behavior where the product can highlight its attitude to the public to create a sense of purchase intention (purchase behavior) on the product being marketed. However, when taking this research, the results were not significant, which could be influenced by the demographic conditions of consumers on multivitamin brands that are different from previous research conducted. Therefore, attitude toward brand has no influence on the purchase behavior variable of XYZ multivitamin products.

The Influence of Social Influence on Purchase Behavior

Referring to Table 4.10, the hypothesis test has a significant influence between social influence on purchase behavior so that it can be concluded that this hypothesis can be accepted. Research conducted by Zhang et al (2020) is in line with this study which shows that there is a positive and significant influence of social influence on purchase behavior where social influence can provide knowledge to multivitamin consumers to intend to buy (purchase behavior) through multivitamin product messages that can influence purchase behavior.

Research Contribution

Based on the results of the SMI Characteristics hypothesis, especially the expertise and popularity indicators, play a major role in increasing purchase behavior, especially for consumer purchase intentions for OTR (Over-the-Counter Drug) multivitamin products on XYZ multivitamin products. In this study, it has been found that what plays an important role

in SMI Characteristics is attitude toward brand, social influence, and purchase behavior. The influence of social media influencers on attitude toward brand and social influence is very significant in this digital era. The use of social media influencers has the ability to influence opinions and behavior in their followers. If an influencer has a good and credible reputation, it can increase trust in the brand being promoted. The influencer's followers also feel that the brand is worth using or consuming because the influencer used is an expert in his/her field. Social influence also influences the attitude toward the brand through its high engagement rate on social media. Relevant and interesting content can be posted by influencers to build an emotional connection between followers and the brand being promoted. Promotions carried out by influencers also have the potential to go viral on social media, reaching a wider audience so that it can increase brand awareness and influence consumer attitudes towards the brand. Social influence also has the ability to influence the social behavior of its followers. If an influencer uses or recommends a product, his/her followers tend to follow in their footsteps in an effort to match themselves. Therefore, enriching social media influencers in Indonesia, in practice, multivitamin brands can concentrate on the social influence variable, namely how the use of this influencer can have a good impact and can change consumer behavior to intend to buy.

The influence of brand congruence on social influence and attitude toward the brand can be very significant. When a brand is in line with the consumer's identity or lifestyle, promotion by social media influencers can have a greater influence on consumer behavior. Consumers may feel compelled to follow in the footsteps of influencers who they consider to be in line with the brand. Brand congruence can positively influence attitude toward the brand. If consumers feel that a brand fits their personality or values, they tend to have a more positive attitude toward the brand. This can increase brand loyalty, likelihood of repurchasing, and even recommendations to others.

The most powerful social influence is word of mouth, from recommendations from friends or family members. If someone sees that their friends or family are buying or recommending a product or brand, they are more likely to buy it too. Social media influencers have the ability to influence the purchasing behavior of their followers. When they recommend or promote a product or brand through social media platforms, their followers can feel compelled to buy the product.

4. Conclusion

Based on the analysis using SEM-PLS, this study concluded that SMI Characteristics and Brand Congruence have a significant effect on Social Influence, indicating that messages from influencers and brand suitability with market needs are able to form social influence. Brand Congruence does not have a significant effect on Attitude Toward Brand, indicating that brand values are not enough to form consumer attitudes. Conversely, Social Influence has an effect on Attitude Toward Brand and Purchase Behavior, indicating that the social environment plays an important role in forming consumer attitudes and purchasing decisions towards XYZ multivitamin products.

Based on the research findings, the researcher provides two main suggestions. For companies, it is advisable to ensure that influencer content is in line with the brand's image and values in order to build consumer trust. The selection of influencers must also consider the suitability of the audience, values, and interests with the brand, and be accompanied by regular evaluation of the effectiveness of the campaign. For further research, it is advisable to focus on brand consistency across various social media platforms and its influence on purchasing behavior, including analysis of content, sentiment, and emotions in messages delivered by influencers.

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