

## THE INFLUENCE OF ENDORSEMENT ON SOCIAL MEDIA INSTAGRAM ON PURCHASE INTEREST FOR PRODUCT LIP CREAM MAKEOVER

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### Abstract

This research aims to determine the decision in purchasing makeover products in which there are ten dimensions consisting of Selebgram, Adolescent Consumptive behavior, Can be trusted, Attractiveness, Skill, Selection of products and brands, Channel Selection, Consumers have different choices, Total purchases, and Payment Method. MakeOver, too, can find the effect of endorsement through Instagram social media on lip cream makeover products. The method used in this study uses quantitative methods with this type of research using descriptive and casual methods. Based on the research strategy used using a questionnaire. The technique used in this study used Impossible Sampling with purposive sampling using a questionnaire with 554 respondents who bought makeover products. Data analysis was carried out in this study using Multiple Linear Regression using SPSS software. Based on the results of the descriptive analysis, the endorsement variable and purchase decision are in a good category. The results of the hypothesis show that celebrity variables, Adolescent Consumptive behavior, Can be trusted, attractiveness, and Skill have a positive and significant relationship to purchase satisfaction either partially or simultaneously. This research is expected to provide benefits and broad insights to other researchers and makeover products regarding the endorsement of satisfaction in purchasing lip cream makeover products. As well as engagement, There is a relationship between endorsement and purchase intention. It is recommended that cosmetic/beauty product makeover companies pay more attention to consumers when buying their products, as this will trigger the success of a product and increase the company's success rate.

**Keywords:** Endorsement; Purchase Interest; Social Media

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### INTRODUCTION

Along with the development of digital media in society, the use of this media is

increasingly complex. Social media is a group of internet-based applications that are built on web 2.0 technology, support the creation and exchange of user-generated content, also allow users to participate and share in communications, and are packaged in various forms such as blogs, social networks, forums, wikis, the world virtual and others.<sup>1</sup> Especially the use of digital media as an arena or place to run a business, especially as a means to promote goods or services offered by producers (sellers) to consumers (buyers). This is, of course, based on the reality in the digital world (online). It can be seen by utilizing digital media (online), especially Social Media. Producers (sellers) can easily get consumers' attention when offering their products on Social Media at a relatively lower cost than conventional promotional media. And on the other word, it can also simultaneously reduce the burden or operational costs of the company.<sup>2,3</sup>

Data from [www.shopify.com](http://www.shopify.com) 2022 shows that Instagram is one of the most widely used social media by the public today, with 1.39 billion users. Instagram is a photo-sharing application that allows users to take photos and videos and apply several features. And Indonesia is ranked fourth with the most Instagram users in the world; the number of Instagram users in Indonesia is 60 million active Instagram users. Most Instagram users, for men and women, come from 18-24 years old.<sup>4</sup> Instagram itself has succeeded in becoming one of the applications in great demand by the public; not just for finding information and sharing personal experiences, Instagram is also used as a business opportunity for its users. Digital marketing trends have emerged, bringing new types of marketing and making several new companies switch from direct marketing to digital or online marketing, which is more straightforward and attractive. Instagram is the most widely used digital marketing medium with marketing activities through endorsements.<sup>5,6</sup>

According to Hussain (2020) are generally known for their accomplishments and

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<sup>1</sup> Delicia Tungka and others, 'Pengaruh Social Media Marketing Pada Instagram Terhadap Minat Beli Chatime Indonesia', *Jurnal Hospital Dan Manajemen Jasa*, 8.2 (2020), 77–87 <<https://publication.petra.ac.id/index.php/manajemen-perhotelan/article/view/10554>>.

<sup>2</sup> Wibi Anindra Lukito and D Lukito Fahmi, 'Pengaruh Promosi Dengan Media Sosial Terhadap Keputusan Pembelian Sepatu Olahraga Ortuseight Pada Masyarakat Tanjung Morawa', *ARBITRASE: Journal of Economics and Accounting*, 1.2 (2020), 90–95 <<http://www.djournals.com/arbitrase/article/view/105>>.

<sup>3</sup> Junjie Lv and others, 'How Can E-Commerce Businesses Implement Discount Strategies through Social Media?', *Sustainability (Switzerland)*, 12.18 (2020), 7459 <<https://doi.org/10.3390/SU12187459>>.

<sup>4</sup> Greg Bernhardt, 'Top 10 Most Popular Social Media Platforms in 2023', *Shopify.Com*, 2022 <<https://www.shopify.com/blog/most-popular-social-media-platforms>>.

<sup>5</sup> Wan Laura Hardilawati, Intan Diane Binangkit, and Riky Perdana, 'Endorsement: Media Pemasaran Masa Kini', *JIM UPB (Jurnal Ilmiah Manajemen Universitas Putera Batam)*, 7.1 (2019), 88–98 <<https://doi.org/10.33884/jimupb.v7i1.920>>.

<sup>6</sup> Rafki Chandra Wibawa, Putri Pratiwi, and Hasna Larasati, 'The Role of Nano Influencers Through Instagram as an Effective Digital Marketing Strategy', in *Proceedings of the Conference Towards ASEAN Chairmanship 2023 (T-A-C 23 2021)* (Atlantis Press, 2021), pp. 233–38 <<https://doi.org/10.2991/aebmr.k.211207.036>>.

celebrity endorsers promoting something in their advertisements.<sup>7</sup> Endorsement is one of the marketing communication strategies by using well-known figures such as artists/actors, celebrities, and others as supporting and supporting figures to attract public attention to the products offered on social media that are used. The use of endorsements to promote products or services indirectly affects followers on Instagram so that they can form brand awareness.<sup>8</sup> Many business actors choose endorsement systems as a means of promotion because it is easier to do advertising and can reach many people quickly. This form of cooperation with the exchange of goods and services carried out between brands and Instagram celebrities holds an important control in conveying consumer interest in wanting to buy products that have been advertised.<sup>9,10</sup> Only some people can become an influencer (endorsement). One of the important requirements for an influencer is to have a lot of attention from the public. In this case, the attention is in the form of followers. On social media, followers are an important part that describes how influential or famous that person is in society. Therefore, brands choose an endorsement, usually based on the number of their followers. The more followers an endorsement has, the more public attention will be towards the product (brand) being promoted.<sup>11,12</sup> The company will look at many perspectives for good feedback, starting from the number of followers, popularity, and ability of influencers to deliver advertising communications to the media. As it is known that the cost of doing an endorsement varies quite a lot depending on the image owned by the Instagram celebrity itself, the more famous and has a good image in society, the more expensive the endorsement cost.<sup>13</sup>

One of the cosmetic products that are in great demand by teenagers today is the

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<sup>7</sup> Imran Hussain, 'Impact of Celebrity Endorsement on Consumers' Buying Behavior', *Journal of Marketing Strategies*, 2.1 (2020), 1–9 <<https://doi.org/10.52633/jms.v2i1.23>>.

<sup>8</sup> Muhammad Gala Pratama, 'Tinjauan Terhadap Perjanjian Pemasaran Barang Dan Atau Jasa Dengan Cara Endorse Ditinjau Dari Perspektif Hukum Islam' (Universitas Islam Riau, 2019) <<http://repository.uir.ac.id/1956/>>.

<sup>9</sup> Edward Yohanes and C. Marlina Junaedi, 'The Effect Of Endorsers And Social Media Advertising On Consumer Purchase Decisions Of Instagram Social Media Users With Brand Awareness As A Mediating Variable', *Journal of Entrepreneurship & Business*, 2.2 (2021), 71–85 <<https://doi.org/10.24123/jeb.v2i2.4472>>.

<sup>10</sup> Isyachquilla Ekya Jasmine, 'Sistem Endorsement Melalui Instagram Sebagai Strategi Pemasaran Di RH Collection Ditinjau Dari Etika Bisnis Islam' (IAIN Ponorogo, 2022) <<http://etheses.iainponorogo.ac.id/18644/>>.

<sup>11</sup> Cindy Mutia Annur, 'Beauty Influencer Indonesia Dengan Jumlah Followers Terbanyak Di Instagram (Per Maret 2022)', *Katadata.Co.Id*, 2022 <<https://databoks.katadata.co.id/datapublish/2022/03/14/deretan-beauty-influencer-indonesia-terpopuler-di-instagram-siapa-saja>>.

<sup>12</sup> Frans Folkvord, Elze Roes, and Kirsten Bevelander, 'Promoting Healthy Foods In The New Digital Era On Instagram: An Experimental Study On The Effect Of A Popular Real Versus Fictitious Fit Influencer On Brand Attitude And Purchase Intentions', *BMC Public Health*, 20.1 (2020), 1–8 <<https://doi.org/10.1186/s12889-020-09779-y>>.

<sup>13</sup> Nurhanifah Nurhanifah and others, 'Influencer Marketing Sebagai Strategi Public Relations Pada Produk Kecantikan MS Glow', *Dawatuna: Journal of Communication and Islamic Broadcasting*, 3.2 (2023), 665–75 <<https://doi.org/10.47467/dawatuna.v3i2.2747>>.

MakeOver product from PT Paragon Technology and Innovation, a local cosmetics company in Indonesia. The makeOver is a product with premium quality, according to the Indonesian people, and is guaranteed to be halal. Quoted from Kompas, MakeOver ranks second after Wardah's products in 7 local cosmetic brands that are equal in quality to foreign product brands. Besides that, MakeOver won many awards, starting from the Women's Health Choice and Jakarta Fashion Week awards, making MakeOver the cosmetic brand of choice for Indonesian women. Sourced data from [www.kompas.co.id](http://www.kompas.co.id), Wardah, and MakeOver brands have a minor difference in the number of users, and most likely, these two brands are beauty brands currently competing fiercely to attract people's buying interest. Especially for MakeOver products, it must further improve its marketing strategy. Compared to last year, the MakeOver brand still occupies the first position as Indonesia's most popular beauty brand, with 10.3% users (a decrease of 3.47% this year).<sup>14</sup>

Indonesia is one of the biggest markets for cosmetic products. Many products from cosmetic brands in Indonesia range from local brands and international brands. Sales of cosmetic products in Indonesia continue to increase every year. Based on the latest sales data, it increased by US\$ 500 thousand from US\$ 6.95 million in the previous year to US\$ 7.45 million. And it is predicted that it will continue to increase this year.<sup>15</sup>

Instagram brand MakeOver (@makeoverid) has a total following of 1.3 million followers. This amount is quite a lot for a makeup brand. From this number, it can also be concluded that public attention to the MakeOver brand is quite high. For the brand itself, it is an advantage to expand its market. In other words, social media Instagram can be used as a promotional tool for MakeOver brands to promote their products. And to attract more consumers' attention, brands must also collaborate in endorsements with public figures who are popular among the public. MakeOver has collaborated with several popular artists and Instagrammers in Indonesia, including Paula Verhoeven, Indah Nada Puspita, Tasya Farasya, and others. Endorsements are usually in the form of photos and videos (Instagram reels and Instastories), where payment is calculated based on each post's number of viewers and likes. The average number of followers of each artist and Instagrammer who endorses MakeOver ranges from 300 thousand followers to 5 million. And the number of viewers and likes ranges from 100 thousand to 1.5 million viewers and likes. This amount is quite high and very good for marketing a brand or product. And when compared to conventional advertising costs on television or magazines, these costs will be far more expensive than collaborating (endorsing) with artists and Instagrammers.

The above is an example of an endorsement made by Paula Verhopen for the MakeOver product, and it can be seen that the post received 108,233 likes and 504 comments. That is quite a number for a brand to promote its product and increase its

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<sup>14</sup> Farah Ramadhani, 'Intip Data Penjualan Kosmetik Wajah Terlaris Di Shopee Dan Tokopedia: Brand Makeup Lokal Dan Impor Bersaing Sengit!', *Kompas.Co.Id*, 2022 <<https://kompas.co.id/article/brand-makeup-lokal/>>.

<sup>15</sup> PPAK Indonesia, 'Indonesia Sales of Cosmetics Indonesia', *Instagram*, 2021 <<https://www.instagram.com/ppakosmetika/?hl=id%0A>>.

sales.<sup>16</sup> Therefore, endorsement through social media is an option for a brand in promoting their product; besides that, this method also has a lower cost than conventional advertising. The use of endorsers in business communication forms a process that will occur between producers and consumers, with output so that the business communication process gets great attention besides being very easy for consumers to remember. The role of the endorser is important for building brand recognition and helping consumers to understand the functions and characteristics of a product or service.<sup>17,18</sup>

Purchase intention is a part that arises in consumers towards a product as the impact of a process of viewing and observing consumers towards a product. To decide in choosing a product, consumers will plan and describe in advance the products or services they will buy in the future.<sup>19</sup> Simamora (2011) quoted from Ardana & Rastini, 2018 explains that buying interest in a product arises because there is a basis of trust and the ability to buy the product. Buying interest can also arise if there is influence from other people. As well as from the information obtained about a product.<sup>20</sup> According to Maghfiroh et al. (2016) buying interest is a psychological aspect that considerably influences attitudes and behavior. From this explanation, it can be interpreted that buying interest is a behavior that occurs in consumers before deciding to buy a product that gets encouragement from external to the product. External encouragement can come from other people where currently, many people are interested in buying after seeing a celebrity promote or use a product.<sup>21</sup>

This research aims to determine the decision in purchasing makeover products in which there are ten dimensions consisting of Selebgram, Adolescent Consumptive behavior, Can be trusted, Attractiveness, Skill, Selection of products and brands, Channel Selection, Consumers have different choices, Total purchases, and Payment Method.

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<sup>16</sup> Paula Verhoeven, 'Endorsment Makeover Product', *Instagram*, 2022 <<https://www.instagram.com/p/CDQn00LnfjA/>>.

<sup>17</sup> Philip Kotler and Kevin Lane Keller, *Marketing Management* (New Jersey: Pearson Prentice Hall, 2012).

<sup>18</sup> Dony Buntoro, Fathorrahman, and Theresia Pradiani, 'Pengaruh Product Knowledge, Brand Image Dan Celebrity Endorser Terhadap Keputusan Pembelian Mikrofon Seruniaudio Di PT. Seruni Karya Indonesia', *Bursa: Jurnal Ekonomi Dan Bisnis*, 2.1 (2023), 38–55 <<https://doi.org/10.59086/jeb.v2i1.231>>.

<sup>19</sup> Jhon Fernos and Ahmad Syarief Ayadi, 'Pengaruh Bauran Pemasaran Terhadap Minat Beli Konsumen Pada Toko Donat Madu Lapai', *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*, 3.2 (2023), 593–604 <<https://doi.org/10.46306/vls.v3i2.208>>.

<sup>20</sup> Yande Agus Ardana and Ni Made Rastini, 'Peran Citra Merek Memediasi Pengaruh E-Wom Terhadap Minat Beli Smartphone Samsung Di Kota Denpasar', *E-Jurnal Manajemen Universitas Udayana*, 7.11 (2018), 5901–29 <<https://doi.org/10.24843/ejmunud.2018.v07.i11.p04>>.

<sup>21</sup> As'alul Maghfiroh, Zainul Arifin, and Sunarti Sunarti, 'Pengaruh Citra Merek Terhadap Minat Beli Dan Keputusan Pembelian (Survei Pada Mahasiswa Program Studi Administrasi Binis Tahun Angkatan 2013/2014 Fakultas Ilmu Administrasi Universitas Brawijaya Malang Pembeli Indosat Ooredoo)', *Jurnal Administrasi Bisnis (JAB)*, 40.1 (2016), 132–40 <<http://download.garuda.kemdikbud.go.id/article.php?article=636014&val=6468&title=PENGARUH CITRA MEREK TERHADAP MINAT BELI DAN KEPUTUSAN PEMBELIAN Survei pada Mahasiswa Program Studi Administrasi Binis Tahun Angkatan 20132014 Fakultas Ilmu Administrasi Uni>>.

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Makeover, too, can find out the effect of endorsement through Instagram social media on lip cream makeover products.

## RESEARCH METHODS

The research method used is the quantitative method by carrying out the research. Based on the objectives of this research, it uses a casual description. The unit of analysis used is the type of individual, where the data obtained from these variables come from individual community members. And based on the involvement of researchers, do not intervene in the data obtained by researchers. This research has Independent Variable (X) and Dependent Variable (Y). This study's Independent Variable (X) is an endorsement, and the Dependent Variable (Y) is Purchasing Intention. According to Sugiyono, 2019, a questionnaire is a data collection technique in which the researcher lists questions or written statements for respondents. In this study, researchers distributed questionnaires directly.<sup>22</sup>

The population in this research is that people throughout Indonesia buy makeover brand cosmetic products with a total number of followers on Instagram makeover social media with a total of 1.3 million followers until 2022. The search technique used in impossible sampling is a sampling technique that only offers equal opportunities for some elements or members of the sample population. Determining the number of respondents (sample) was carried out using a purposive sampling technique, where samples were taken based on criteria set by the researcher.<sup>23</sup> The minimum number of samples that will be required to represent a population if the size of the population is known can be calculated using the Slovin formula because the number in the population is known, then this formula is used. The following is the Slovin formula according to Sanusi, 2013.<sup>24</sup>

$$n = \frac{N}{1 + Ne^2}$$

Information:

N = Population size

n = Sample size

e = The level of error in sampling that can still be tolerated (5%) based on the formula above in the sample calculation.

$$\frac{1.3000.000}{1 + 1.3000.000(0,05)^2}$$

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<sup>22</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Bandung: Alfabeta, 2019).

<sup>23</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif Dan R&D* (Bandung: PT Alfabet, 2016).

<sup>24</sup> Anwar Sanusi, 'Metodologi Penelitian Bisnis, Cetakan Ketiga', *Salemba Empat, Jakarta*, 2013.

$$\frac{1.8000.000}{3,250.0025}$$
$$= 553.84$$
$$= 554$$

The author conducted a descriptive analysis of the answers to each of the questions answered by the respondents. In this study, the Likert scale was used in the survey questionnaire, providing five options for each question. Participants are asked to select one option as their answer, with choices ranging from "strongly disagree" to "strongly agree," resulting in a five-point scale.

According to Riduwan, 2016, the Method of Successive Interval (MSI) is a method used to convert ordinal data into interval data. This method is necessary because, in this study, researchers used a correlation test and multiple linear regression analysis. The Method of Successive Intervals (MSI) is an alternative method for transforming ordinal data into intervals, which is determined using the following formula.<sup>25</sup>

$$ns = \frac{\text{Density at lower limit} - \text{Density at upper limit}}{\text{Area below upper limit} - \text{Area below lower limit}}$$

## RESULT AND DISCUSSION

### Characteristics of Respondents

Respondents in this study were 554 respondents who knew the Makeover brand and either had or were interested in using MakeOver products. From the results of collecting and processing data obtained through the media distributing questionnaires to respondents, it can be seen that some of the characteristics of the respondents studied are as follows:

**Table 1. Characteristics of Respondents Based on Gender, Age, and Occupation**

Gender	Total	Percentage
Woman	551	99.6%
Man	3	0.4
17-26 years	385	69.5%
27-36 years	150	27.1%
37-50 years	7	1.2%

<sup>25</sup> Riduwan, *Skala Pengukuran Variabel-Variabel Penelitian*, Alfabeta (Bandung: Alfabeta, 2016).

<b>Gender</b>	<b>Total</b>	<b>Percentage</b>
>50 years	2	0.3%
<b>Base on Occupation</b>	<b>Total</b>	<b>Percentage</b>
<b>Students</b>	341	61,6%
<b>Civil servants</b>	78	14.1%
<b>Private employees</b>	63	11.4%
<b>Others</b>	72	13%

Source: Processed Data (2023)

Based on the data in the table above, 551 women (99.6 percent) of the 554 respondents have used/want to use makeover products. Meanwhile, 3 out of 554 respondents who had used/wanted to use makeover products were men, accounting for 0.4 percent. This shows that female respondents contributed more than male respondents in this study. Based on age characteristics, it can be seen that 385 (69.5%) of the 554 respondents have an age range of 17-26 years who have used/want to use makeover products. Then for the age range of 27-36 years, 150 (27.1%) of the 554 respondents had used/wanted to use makeover products. Next, for the age range of 37-50 years, 7 (1.2%) of the 554 respondents have used/want to use makeover products. And finally, for the age range > 50 years, 2 (0.3%) of the 554 respondents had used/wanted to use makeover products. So it can be concluded in the research based on the characteristics of the age range that the majority are aged 17-26 years, and the most minority have an age range > 50 years. Based on the characteristics of the type of work, it is separated into four groups in this study: students; 341 (61,6%) of the 554 respondents had used/wanted to use makeover products. Then for civil servants, 78 (14.1%) of the 554 respondents had used/wanted to use makeover products. Next, for those who have other jobs, there are 72 (13%) of the 554 respondents have used/want to use makeover products. And finally, for private employees, 63 (11.4%) of the 554 respondents had used/wanted to use makeover products. So it can be concluded in the research based on the characteristics of the type of work, the majority are students, and the minority are private employees.

### **Validity and Reliability Test**

To test the validity, the researcher used the correlation formula, or what is known as Pearson, which is known as the moment product correlation formula. This research uses a significance level of 5% and a validity coefficient 0.361 (r table of n = 30).

**Table 2. Validity Test**

<b>Variable</b>	<b>Number of Items</b>	<b>R-statistics</b>	<b>R-table</b>	<b>Conclusion</b>
<b>Endorsement</b>	Q1	0.774	0.3009	Valid



<b>Variable</b>	<b>Number of Items</b>	<b>R-statistics</b>	<b>R-table</b>	<b>Conclusion</b>
<b>(X)</b>	Q2	0.585	0.3009	Valid
	Q3	0.501	0.3009	Valid
	Q4	0.605	0.3009	Valid
	Q5	0.501	0.3009	Valid
	Q6	0.658	0.3009	Valid
	Q7	0.358	0.3009	Valid
	Q8	0.663	0.3009	Valid
	Q9	0.642	0.3009	Valid
	Q10	0.578	0.3009	Valid
	Q11	0.545	0.3009	Valid
	Q12	0.684	0.3009	Valid
	Q13	0.419	0.3009	Valid
	<b>Purchase Interest</b>	Q1	0.79	0.3009
<b>(Y)</b>	Q2	0.395	0.3009	Valid
	Q3	0.891	0.3009	Valid
	Q4	0.408	0.3009	Valid
	Q5	0.547	0.3009	Valid
	Q6	0.81	0.3009	Valid
	Q7	0.758	0.3009	Valid
	Q8	0.555	0.3009	Valid
	Q9	0.569	0.3009	Valid
	Q10	0.445	0.3009	Valid
	Q11	0.49	0.3009	Valid

Source: Processed Data (2023)

Based on the table, the validity test results from 31 respondents, all question items on both variables have a greater r-statistic value than the r-table; in this case, having question items in each variable is declared valid.

The reliability test was carried out with the Cronbach alpha table. This research conducted a reliability test on 31 respondents with a significant level of 5% with processing using SPSS 22, which showed the following results:

**Table 3. Reliability Test**

Variable	Cronbach's	Critical	Conclusion
	Alpha	Value	
<b>Endorsement (X)</b>	0.792	0.6	Reliable
<b>Purchase Interest (Y)</b>	0.628	0.6	Reliable

Source: Processed Data (2023)

Based on Table 3 above, it can be concluded that Cronbach's alpha can be inferred from each variable > 0.60; all variables in this study are declared reliable. So that the measurements are carried out reliably and remain consistent when repeating measurements.

### **Descriptive Analysis**

In this research, the descriptive analysis explains the independent variable, namely the endorsement, and the dependent variable in this study, namely the purchasing interest. The following are the results of the responses of all respondents, which can be seen in the table.

**Table 4. Descriptive Analysis of Endorsement**

No	Item	Measurement Category					N	TS	IS
		5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)			
<b>1</b>	Q1	130	324	87	11	2	554	2231	2770
	%	23,5	58,5	15,7	2	0,36	100	80,54	
<b>2</b>	Q2	314	136	81	20	3	554	2401	2770
	%	56,7	24,5	14,6	3,6	0,5	100	86,6	
<b>3</b>	Q3	124	176	165	69	20	554	2359	2770
	%	22,3	31,7	29,7	12,4	3,6	100	85,16	

No	Item	Measurement Category					N	TS	IS
		5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)			
4	Q4	199	189	100	46	20	554	2163	2770
	%	35,9	34,1	18	8,3	3,6	100	78	
5	Q5	220	193	102	36	3	554	2253	2770
	%	39,7	34,8	18,4	6,4	0,5	100	81,3	
6	Q6	190	197	120	43	4	554	2188	2770
	%	34,2	35,5	21,6	7,76	0,7	100	78,9	
7	Q7	162	269	99	21	3	554	2233	2770
	%	29,2	48,5	17,8	3,8	0,5	100	98,37	
8	Q8	269	178	76	28	3	554	2350	2770
	%	48,5	32,1	13,7	5	0,5	100	84,8	
9	Q9	155	166	128	69	36	554	1997	2770
	%	27,9	29,9	23,1	12,4	6,5	100	72	
10	Q10	229	224	65	27	9	554	2299	2770
	%	41,3	40,3	11,7	4,8	1,6	100	82,9	
11	Q11	228	222	72	30	2	554	2306	2770
	%	41,1	40	12,9	5,4	0,36	100	83,2	
12	Q12	186	191	125	43	9	554	2164	2770
	%	33,5	34,4	22,5	7,7	1,6	100	78,1	
13	Q13	183	223	112	28	8	554	2207	2770
	%	33	40,2	20,2	5	1,4	100	79,6	
<b>Total Average Score</b>									2.242
<b>Total Average Percentage</b>									82,26692
<b>Overall Total Score</b>									29151

Source: Processed Data (2023)

The results of the descriptive analysis on the endorsement item show that the endorsement variable is categorized as very good. Based on Table 3, one item from the endorsement variable has the highest score, namely the endorsement (7th item), with a

score of 98.37%, and is categorized as very good. The endorsement states, "I seek information about makeover products from sources I trust before purchasing." Where 162 respondents chose to agree strongly, 269 respondents chose to agree, 99 respondents chose neutral, 21 chose to disagree, and three chose to disagree strongly. There is one item from the endorsement variable that has the lowest score, namely endorsement (item 9), with a score of 72% and is categorized as good; the item states, "I feel makeover products have good efficacy for my beauty care" Where there are 36 respondents who choose strongly not agreed, 69 respondents chose to disagree, 128 respondents chose neutral, 166 respondents chose to agree, and 155 respondents chose to agree strongly. Based on these calculations, the results of the respondents regarding the endorsement statement from the data Table 4 have a total average of 2,242, a total average percentage of 82.2%, then an overall score of 29,152.

**Table 5. Descriptive Analysis of Purchasing Interest**

No	Item	Measurement Category					N	TS	IS
		5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)			
1	Q1	229	224	65	27	9	554	2299	2770
	%	41,3	40,3	11,7	4,8	1,6	100	82,9	
2	Q2	164	169	116	76	29	554	2025	2770
	%	29,6	30,5	20,9	13,7	5,2	100	73,1	
3	Q3	160	183	101	88	22	554	2033	2770
	%	28,8	33	18,2	15,8	3,9	100	73,3	
4	Q4	244	198	73	34	5	554	2304	2770
	%	44	35,7	13,1	6,1	0,9	100	83,1	
5	Q5	186	191	125	43	9	554	2164	2770
	%	33,5	34,4	22,5	7,7	1,6	100	78,1	
6	Q6	190	197	120	43	4	554	2188	2770
	%	34,2	35,5	21,6	7,76	0,7	100	78,9	
7	Q7	178	157	126	46	47	554	2035	2770
	%	32,1	28,3	22,7	8,3	8,4	100	73,4	
8	Q8	183	223	112	28	8	554	2207	2770
	%	33	40,2	20,2	5	1,4	100	79,6	
9	Q4	199	189	100	46	20	554	2163	2770

No	Item	Measurement Category					N	TS	IS
		5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)			
	%	35,9	34,1	18	8,3	3,6	100	78	
<b>10</b>	Q10	264	133	91	42	24	554	2233	2770
	%	47,6	24	16,4	7,5	4,3	100	80,6	
<b>Total Average Score</b>									2.165
<b>Total Average Percentage</b>									78,1
<b>Overall Total Score</b>									21651

Source: Processed Data (2023)

The results of the descriptive analysis on the endorsement item show that the endorsement variable is categorized as very good. Based on Table 5, one item from the endorsement variable has the highest score, namely the endorsement (item 17), with a score of 83.1%, and is categorized as good. The endorsement item stated that "I feel the makeover product has good safety and has no side effects." Where 244 respondents agreed strongly, 198 chose to settle, 73 chose neutral, 34 decided to disagree, and five chose to disagree strongly. There is one item from the endorsement variable that has the lowest score, namely the endorsement (item 15), with a score of 73.1% and is categorized as good; the item states, "I feel influenced by recommendations or testimonials from friends or family in purchasing makeover products" Where there are 29 respondents who chose to disagree strongly, 76 respondents chose to disagree, 116 respondents chose neutral, 169 respondents chose to agree, and 164 respondents chose to agree strongly. Based on these calculations, the results of the respondents regarding the endorsement statement from the data Table 5 have a total average of 2,165, a total average percentage of 78.1%, then an overall total score of 21651.

### Normality Test

The normality test used in this study is the Monte Carlo exact test with the Kolmogorov-Smirnov test to see the normality of the data.

**Table 6. Normality Test**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		554
Normal Parameters <sup>b</sup>	Mean	.0000000
	Std. Deviation	3.66764747
Most Extreme Differences	Absolute	.046

Positive	.038
Negative	-.046
Test Statistic	.046
Asymp. Sig. (2-tailed)	.007 <sup>c</sup>
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	

Source: Processed Data (2023)

The data above is normally distributed because the significance is > 0.05.

### Multiple Regression Test

**Table 7. Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.193	1.513		15.330	.000
	Selebram	.847	.148	.235	5.718	.000
	Adolescent Consumptive behavior	.354	.101	.146	3.520	.000
	Can be trusted	.284	.087	.130	3.248	.001
	Attractiveness	.355	.085	.180	4.159	.000
	Skill	-.175	.076	-.094	-2.286	.023

a. Dependent Variable: Purchase Interest

Source: Processed Data (2023)

The multiple linear regression equation based on the data provided above can be written as follows:

$$Y = 23.193 + 0.847X_1 + 0.354X_2 + 0.284X_3 + 0.355X_4 + (-0.175X_5)$$

Based on the multiple linear regression analysis results, five variables are statistically significant in influencing the dependent variable, "Purchase Interest." A constant of

23.193 means that if celebrities, adolescent consumptive behavior, can be trusted, attractiveness, and skills are given a value of 0 (zero), and there is no change, then purchase interest is still worth 23.193. The variable Selebram regression coefficient (B) is 0.847, and the standard regression coefficient (Beta) is 0.235. The t value is 5.718 with a significance (Sig.) of 0.000. The Celebgram coefficient is 0.847, which is positive; this means that every time the Celebgram variable increases and other variables are constant, the variables related to the Celebgram will increase by 0.847. The variable of adolescent consumptive behavior has a regression coefficient (B) of 0.354 and a standard regression coefficient (Beta) of 0.146. The t value is 3.520 with a significance (Sig.) of 0.000. The coefficient of adolescent consumptive behavior is 0.354, which is positive; this means that every variable and other variables increase in adolescent consumptive behavior is constant, so the variables related to adolescent consumptive behavior will increase by 0.354.

The variable Can be Trusted; the regression coefficient (B) is 0.284, and the standard regression coefficient (Beta) is 0.130. The t value is 3.248 with a significance (Sig.) of 0.001. The coefficient of being able to be trusted is 0.284, which is positive; this means that for every increase in the variable can be trusted and the constant other variables, the variables related to Can be trusted will increase by 0.284. The attractiveness variable regression coefficient (B) is 0.355, and the standard regression coefficient (Beta) is 0.180. The t value is 4.159, with a significance (Sig.) 0.000. The attractiveness coefficient is 0.355, which is positive; this means that if every variable attractiveness increases and other variables are constant, the variables related to attractiveness will increase by 0.355. The variable Skills regression coefficient (B) is -0.175, and the standard regression coefficient (Beta) is -0.094. The t value is -2.286 with a significance (Sig.) of 0.023.

### Hypothesis Testing

**Table 8. Partial Test (t-Test)**

Model		Coefficients <sup>a</sup>				Sig.
		Unstandardized Coefficients		Standardized Coefficients	T	
		B	Std. Error			
1	(Constant)	23.193	1.513		15.330	.000
	Selebram	.847	.148	.235	5.718	.000
	Adolescent Consumptive behavior	.354	.101	.146	3.520	.000
	Can be trusted	.284	.087	.130	3.248	.001
	Attractiveness	.355	.085	.180	4.159	.000
	Skill	-.175	.076	-.094	-2.286	.023

a. Dependent Variable: Purchase Interest

Source: Processed Data (2023)

**Table 9. Simultaneous Test (F-Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1472.051	5	294.410	24.832	.000 <sup>b</sup>
	Residual	6497.049	548	11.856		
	Total	7969.099	553			

Source: Processed Data (2023)

The results from the partial Test, the t-value for the influence of Celebgram factors on purchase interest in product lip cream makeover was 5.718, with a significance (p-value) of 0.000. Since the calculated (t-value) was greater than the critical (t-table) =  $5.718 > 1.966$ , and the significance (p-value) 0.000 was less than the predetermined significance level of  $0.05 = 0.000 < 0.05$ , the null hypothesis ( $H_0$ ) was rejected, and the alternative hypothesis ( $H_a$ ) was accepted. The simultaneous hypothesis test (F-test) results showed a calculated F-value of 24.832, with a significance (p-value) of 0.000. This indicates that the calculated F-value (24.832) is higher than the critical F-value (2.23) =  $24.832 > 2.23$ , and the significance (p-value) (0.000) is lower than the predetermined significance level of  $0.05 = 0.000 < 0.05$ . The results of the descriptive analysis of the program items show that the endorsement variable is categorized as very good. It can be seen that items Q1 and Q2 have results of 80.54 and 86.6, with the highest score being in item Q2, which states, "I feel the makeover ad promoted by the program is effective in increasing your interest in trying the product." Based on these results, a "very good" continuum line result was obtained. Therefore, there is a significant positive influence of Celebgram factors on purchase interest in the product lip cream MakeOver. This study's results align with Susanti (2020) who found that celebrity programs had a significant effect on the buying interest of IISIP Yapis Biak Communication Sciences study program students in shopping online.<sup>26</sup> Other research also states that celebrity programs have a positive effect on consumer buying interest.<sup>27</sup> However, in contrast to research Megayani

<sup>26</sup> Cici Susanti, 'Pengaruh Selebgram Terhadap Minat Beli Mahasiswa Program Studi Ilmu Komunikasi IISIP Yapis Biak Dalam Berbelanja Online', *Copi Susu: Jurnal Komunikasi, Politik & Sosiologi*, 2.2 (2020), 31–41 <<https://e-journal.iyb.ac.id/index.php/copisusu/article/view/176/142>>.

<sup>27</sup> Salma Sepilla and Dian Purworini, 'The Effect of Celebrity Endorser Raffi Ahmad and Testimonial on Consumer Buying Interest of Lemonilo Products on Social Media', in *Proceedings of the International Conference on Community Empowerment and Engagement (ICCEE 2021)* (Atlantis Press, 2022), pp. 71–79 <<https://doi.org/10.2991/assehr.k.220501.009>>.



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& Marlina (2019) which states that celebrity endorsement not have impact significant to purchase intention.<sup>28</sup>

The results from the partial Test, the t-value for the influence of adolescent consumptive behavior factors on purchase interest in product lip cream makeover was 3.520, with a significance (p-value) of 0.000. Since the calculated (t-value) was greater than the critical (t-table) =  $3.520 > 1.966$ , and the significance (p-value) 0.000 was less than the predetermined significance level of  $0.05 = 0.000 < 0.05$ , the null hypothesis (Ho) was rejected, and the alternative hypothesis (Ha) was accepted. The simultaneous hypothesis test (F-test) results showed a calculated F-value of 24.832, with a significance (p-value) of 0.000. This indicates that the calculated F-value (24.832) is higher than the critical F-value (2.23) =  $24.832 > 2.23$ , and the significance (p-value) (0.000) is lower than the predetermined significance level of  $0.05 = 0.000 < 0.05$ . The results of the descriptive analysis on the adolescent Consumptive behavior item show that the endorsement variable is categorized as very good. It can be seen that items Q3 and Q4 have results of 85,16, and 78, with the highest score being item Q3, which states, "I feel pressure from the environment to always look beautiful or handsome when purchasing makeover products." Based on these results, a "very good" continuum line result was obtained. Therefore, it can be concluded that adolescent consumptive behavior factors have a significant positive influence on purchase interest in the product lip cream MakeOver. This is supported by the research of Dinny & Purwanto (2022) which states that consumptive behavior has a significant positive effect on purchase intention of Lemonilo Noodles.<sup>29</sup> However, these results are contrary to the research of Audrey, et al. (2022) which states that consumer behavior has no significant effect on purchase intention.<sup>30</sup>

The study results showed that the t-value for the influence of can-be-trusted factors on purchase interest in product lip cream MakeOver was 3.248, with a significance (p-value) of 0.001. Since the calculated (t-value) was greater than the critical (t-table) =  $3.248 > 1.966$ , and the significance (p-value) 0.000 was less than the predetermined significance level of  $0.05 = 0.001 < 0.05$ , the null hypothesis (Ho) was rejected, and the alternative hypothesis (Ha) was accepted. The simultaneous hypothesis test (F-test) results showed a calculated F-value of 24.832, with a significance (p-value) of 0.000. This indicates that the calculated F-value (24.832) is higher than the critical F-value (2.23) =  $24.832 > 2.23$ , and the significance (p-value) (0.000) is lower than the predetermined significance level of  $0.05 = 0.000 < 0.05$ . The results of the descriptive analysis on trusted items show that the endorsement variable is categorized as very good. It can be seen that items Q5, Q6, and Q7 have results of 81.3, 78.9, and 98.37, with the highest score being

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<sup>28</sup> M Megayani and Ellen Marlina, 'The Influence of Celebrity Endorsement on Purchase Intention through Brand Image', *[JAM] Jurnal Akuntansi Dan Manajemen*, 16.1 (2019), 175–93 <<http://repository.stei.ac.id/id/eprint/3985>>.

<sup>29</sup> Dyah Ayu Sekar Dinny and Sugeng Purwanto, 'Pengaruh Brand Ambassador Dan Perilaku Konsumtif Fans NCT Dream Terhadap Keputusan Pembelian Mie Lemonilo', *J-MAS (Jurnal Manajemen Dan Sains)*, 7.2 (2022), 762–66 <<https://doi.org/10.33087/jmas.v7i2.622>>.

<sup>30</sup> Audrey Siwu and others, 'Pengaruh Waseda Boys Sebagai Brand Ambassador Dan Perilaku Konsumtif Terhadap Minat Beli Produk Menantea Di Kota Manado', *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10.4 (2022), 1881–90 <<https://doi.org/10.35794/emba.v10i4.44644>>.

item Q7, which says, "I seek information about makeover products from sources I can trust before purchasing." A "very good" continuum line result is obtained based on these results. Therefore, it can be concluded that can-be-trusted factors have a significant positive influence on purchase interest in the product lip cream MakeOver.

The study results showed that the t-value for the influence of attractiveness factors on purchase interest in lip cream MakeOver was 4.159, with a significance (p-value) of 0.000. Since the calculated (t-value) was greater than the critical (t-table) =  $4.159 > 1.966$ , and the significance (p-value) 0.000 was less than the predetermined significance level of  $0.05 = 0.000 < 0.05$ , the null hypothesis ( $H_0$ ) was rejected, and the alternative hypothesis ( $H_a$ ) was accepted. The results of the descriptive analysis on trusted items show that the endorsement variable is categorized as very good. It can be seen that items Q8, Q9, and Q10 have results of 84.8, 72, and 82.9, with the highest score being in item Q8, which says, "I evaluate makeover products in enhancing my beauty or attractiveness." Based on these results, a "very good" continuum line result was obtained. Therefore, attractiveness factors have a significant positive influence on purchase interest in the product lip cream MakeOver.

The results showed that the t-value for the influence of skill factors on purchase intention of lip cream makeover products was (-2.286), with a significance (p-value) of 0.000. Because the (t-value) count is smaller than critical (t-table) =  $(-2.286) > 1.966$ , then the null hypothesis ( $H_0$ ) is accepted, the alternative hypothesis ( $H_a$ ) is rejected, and the significance (p-value) is 0.023 less than predetermined significance level is  $0.05 = 0.023 < 0.05$ , then the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_a$ ) is accepted. Therefore, based on the results of the study, there is no significant positive effect on the intention to buy lip cream MakeOver products because the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_a$ ) is rejected. The results of the descriptive analysis on trusted items show that the endorsement variable is categorized as good. It can be seen that items Q11, Q12, and Q13 have results of 83.2, 78.1, and 79.6, with the highest score being item Q11, which says, "I evaluate makeover products in enhancing my beauty or attractiveness." Based on these results, a "good" continuum line is obtained. Therefore, based on the study results, there is no significant positive effect on the intention to buy lip cream MakeOver products because the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_a$ ) is rejected.

## **CONCLUSION**

Based on the results of the research "The Influence of Endorsement on Social Media Instagram on Purchase Interest for Product Lip Cream MakeOver," conclusions were obtained that: 1) The influence of endorsement of product lip cream MakeOver is in the "Very Good" category, so the endorsement of product lip cream makeover very influential on the purchase interest of lip cream MakeOver products; 2) The purchase interest of product lip cream makeover is in the "Good" category, so it can be concluded that the purchase interest for lip cream makeover products as expected; 3) The endorsement of product lip cream makeover consisting of Celebgram, adolescents consumptive behavior, Can Be Trusted, Attractiveness, and skill influences purchase the interest of product lip cream makeover.

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