

THE INFLUENCE OF INFLUENCERS, VIRAL MARKETING AND CONTENT MARKETING ON TIKTOK ON THE PURCHASE DECISION OF GLAD2GLOW SKINCARE PRODUCTS. (Case Study of Glad2glow Teenage Consumers in Lamongan Regency)

Fadya Indah Lestari
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
fadyaindah.I@unisla.ac.id

Nurus Safaatillah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
nurussafaatillah@unisla.ac.id

Evi Yulia
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
eviyulia@unisla.ac.id

Sani Rusminah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
sanirusminah@unisla.ac.id

Articel Info	ABSTRACT
Keywords: influencer, viral marketing, content marketing, purchasing decision, skincare glad2glow	This study aims to determine the influence of influencers, viral marketing and content marketing on tiktok on purchasing decisions for glad2glow skincare products (case study of glad2glow teenage consumers in lamongan regency). In this study, the population used nonprobability sampling technique. The sample in this study using the lemeshow formula amounted to 96 respondents of glad2glow teenage consumers in lamongan regency. The data collection method in this study used a questionnaire distribution method to glad2glow teenage consumers in lamongan district. The data analysis techniques used are validity test, reliability test, classical assumption test, multiple linear regression analysis, correlation coefficient test, determinant coefficient test, t test and f test. The results of the study based on the t-test showed that influencers had a calculated t of 3.866 > ttable 1.986, viral marketing had a calculated t of 2.486 > ttable 1.986 and content marketing had a calculated t of 3.424 > ttable 1.986. The results of the F test show a significance value for influencers, viral marketing and content marketing of 0.000, < 0.05. In addition, the F count is 30.658, which is greater than the F table value of 2.70 (30.658 > 2.70). Shows a positive and significant influence partially and simultaneously on purchasing decisions. The most dominant influencer variable influencing the purchasing decision of glad2glow skincare products in Lamongan Regency shows a t count value of 3,866, which is higher than other variables and is supported by the results of multiple regression analysis greater than other variables, namely 0.284.

INTRODUCTION

Digital marketing is a marketing activity that includes branding using various media. And provides an example of a blog, website, e-mail, adwords, and various social media networks. (Ridwan Sanjaya & Josua Tarigan 2009). The growth of internet penetration has also increased the popularity of platforms such as TikTok, which is now a source of business opportunities (source: data.goodstats.id,

October 8, 2024). In 2024, the number of cosmetic businesses is expected to increase from 913 in 2022 to 1,010 in 2023, with a growth of 21.9%. Although many new products are available, consumers are increasingly concerned about them because of the presence of hazardous materials in some products (Rahma and Sudarwanto, 2024:292).

Glad2glow Skincare is a viral skincare product, offering quality ingredients in attractive packaging at affordable prices. Its sales on TikTok reached 327 units in the first quarter of 2023 and is produced by PT. Suntone Wisdom Indonesia with official permission. Glad2glow attracts consumers' attention through innovative marketing strategies and a strong brand image. In the 'duastep glowing ala Syifa Hadju' campaign, they chose Syifa Hadju as the brand ambassador to promote the Brightening Series. (Rahma and Sudarwanto, 2024:292).

According to Uyuun and Dwijayanti (2022:166), Kotler defines influencer marketing as individuals who can influence others in making purchasing decisions. According to research by Uyuun and Dwijayanti (2022:173), it can have a significant impact on the influence of influencer marketing and brand awareness on purchasing decisions. Meanwhile, previous research by Pratiwi and Sidi (2022:203) showed that influencer marketing represented by Rachel Vennya stated that there was a positive, but not significant, influence on purchasing decisions for Scarlett Body Whitening in the same area.

Viral marketing strategy is among the types of relevant online marketing that depend on recommendations from one individual to another (Kusmawati et al., 2019:5864). According to research by Tanuwijaya and Mulyandi (2021:371), Viral marketing has a significant impact on actions that influence purchasing decisions. On the other hand, according to Hapsari et al. (2024:202) identified that viral marketing does not have a significant impact on purchasing decisions.

According to Fadhilah and Saputra (2021:502), Rowley defines content marketing as a management process in which businesses define, assess, and meet consumer needs to utilize digital content that is distributed through digital media. Nurivananda and Fitriyah (2023:36669) found that live streaming is more significant than content marketing in influencing purchasing decisions on TikTok. According to Rahayu and Mulyaningsih (2021:145) it shows that content marketing has a higher impact than influencers in attracting consumer interest in fashion products. According to Kristina and Aminah (2023:1112) it states that both content marketing and user comments have a positive impact, but content marketing has a greater influence on purchasing decisions for Garnier facial soap products..

The purchase decision is a stage in the consumer process that involves deciding to buy a product. This is a step in solving the problem faced when someone chooses a product based on their wants and needs. (Kusmawati et al., 2024: 5864).

RESEARCH METHODS

The form of research used in this study is a quantitative research method. The data analysis methods used in this study are Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Correlation Coefficient Test, Determinant Coefficient Test, t-test and F-test using SPSS 26 software. The population in this study were glad2glow teenage consumers in Lamongan Regency whose number is not known for certain. According to Sugiyono (2020: 127) the sample is part of the number and characteristics possessed by the population. The sampling technique uses a nonprobability sampling technique. Nonprobability sampling is a sampling technique that does not provide the same opportunity/chance for each element or member of the population to be selected as a sample (Sugiyono, 2020: 131).

The requirements for people who can be used as data sources are as follows:

1. Lamongan Regency community
2. Women and Men aged 12-18 years
3. Consumers who have purchased and used Glad2glow products

Using the Lemeshow formula which uses a standard error rate of 10%. Therefore, the number of samples for this study was 96 respondents of Glad2glow teenage consumers in Lamongan Regency.

RESULTS AND DISCUSSION

Validity Test

Validity testing was carried out using the SPSS 26 program. The results of the validity test are as follows:

Table 1 Validity Test Results

No.	Variabel	Question Items	r count	r table	Keterangan
1.	X1	X1-1	0,793	0.2006	Valid
		X1-2	0,800	0.2006	Valid
		X1-3	0,756	0.2006	Valid
		X1-4	0,765	0.2006	Valid
2.	X2	X2-1	0,664	0.2006	Valid
		X2-2	0,799	0.2006	Valid
		X2-3	0,829	0.2006	Valid
		X2-4	0,799	0.2006	Valid
3.	X3	X3-1	0,660	0.2006	Valid
		X3-2	0,736	0.2006	Valid
		X3-3	0,602	0.2006	Valid
		X3-4	0,714	0.2006	Valid
		X3-5	0,708	0.2006	Valid
		X3-6	0,637	0.2006	Valid
4.	Y	Y1	0,655	0.2006	Valid
		Y2	0,750	0.2006	Valid
		Y3	0,719	0.2006	Valid
		Y4	0,636	0.2006	Valid

Source: Data processed by researchers, 2025

Reliability Test

Reliability testing aims to assess the extent to which the measurement instrument used has adequate accuracy, stability, or consistency.

Tabel 2 Reliability Test Results

Variabel	Cronbach's Alpha	Standart Reliabilitas	Status
<i>Influencer</i>	0,783	0,60	Reliabel
<i>Viral Marketing</i>	0,777	0,60	Reliabel
<i>Content Marketing</i>	0,770	0,60	Reliabel
Keputusan Pembelian	0,630	0,60	Reliabel

Source: Data processed by researchers, 2025

The results of the reliability test of the variable constructs in this study showed a Cronbach Alpha value greater than 0.60. Thus, it can be concluded that this questionnaire has a good level of reliability.

Multiple Linear Regression Analysis

From the results of multiple linear regression analysis, the following equation was obtained:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 3,352 + 0,284X_1 + 0,211X_2 + 0,207X_3 + e$$

From the regression equation above, it can be explained as follows:

- Shows how much influence the independent variable has on the dependent variable.
- Regression Coefficient Value X1 = 0.284. Thus, it can be concluded that Influencer (X1) has a positive influence on purchasing decisions (Y).
- Regression Coefficient Value X2 = 0.211. Thus, it can be concluded that viral marketing (X2) has a positive influence on purchasing decisions (Y).

- d. Regression Coefficient Value $X_2 = 0.207$. Thus, it can be concluded that content marketing (X_3) has a positive influence on purchasing decisions (Y).
- e. Error term (confounding variable) functions as a substitute for all variables that are not included in the model, but overall affect the dependent variable. Examples include Brand Awareness, Product Quality, Live Streaming and Online Customer Review.

Correlation Coefficient Test

A value used to measure how strong the influence or relationship between two or more variables simultaneously with other variables. The following are the results of the correlation coefficient test:

Tabel 3 Uji Koefisien Korelasi Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.500	.484	1.429

a. Predictors: (Constant), *Influencer*, *Viral Marketing*, *Content Marketing*.

Source: Data processed by researchers, 2025

Based on the results of the correlation coefficient test in table 4.13, the correlation coefficient (R) figure is 0.707, which indicates a strong relationship between influencers, viral marketing, content marketing and purchasing decisions. This means that the better the promotion from influencers, viral marketing, content marketing, the higher the level of purchasing decisions.

Determinant Coefficient Test

The coefficient of determination is basically used to measure the percentage of influence of the independent variable on the dependent variable. If the R^2 value is less than 50%, it means that the independent variable can only explain the variation of the dependent variable to a limited extent. The results of the coefficient of determination test are:

Table 4 Results of Determination Coefficient Test Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.500	.484	1.429

a. Predictors: (Constant), *Influencer*, *Viral Marketing*, *Content Marketing*.

Source: Data processed by researchers, 2025

The R^2 value shown in the R Square table is 0.500. This means that the strength of the relationship between the dependent and independent variables in the regression model is 50%, while the remaining 50% is explained by other factors outside this research model.

Classical Assumption Test

Classical assumption tests including normality, multicollinearity, and heteroscedasticity tests were conducted using SPSS 26 to ensure the validity of the regression analysis.

Normality Test

This test uses the Kolmogorov-Smirnov test, which can be considered normal if the significance value is greater than 0.05 (5%).

**Table 5 Normality Test Results
 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.1083333
	Std. Deviation	1.28804364
Most Extreme Differences	Absolute	.077
	Positive	.037
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.196

a. Test distribution is Normal.

b. Calculated from data.

Source: Data processed by researchers, 2025

Based on the output from SPSS, this test shows a Sig. (2-tailed) value of 0.196, so $0.196 > 0.05$. This result shows that the data has a normal distribution. In addition, the results are also supported by graphical analysis, namely the normal probability Plot graph which is displayed as follows:

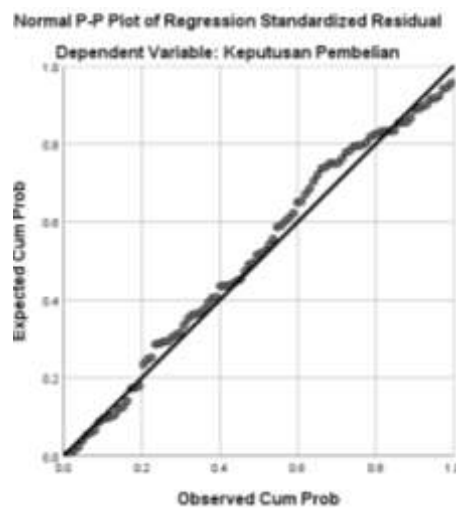


Figure 1. Data Normality Plot

By observing the appearance of the Normal Probability Plot graph, it can be observed that the points are close to the normal line. Therefore, based on the normality test using the graphical method, the regression model formed shows that the data has a normal distribution.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is equality of variance and residual values for all observations in the regression model.

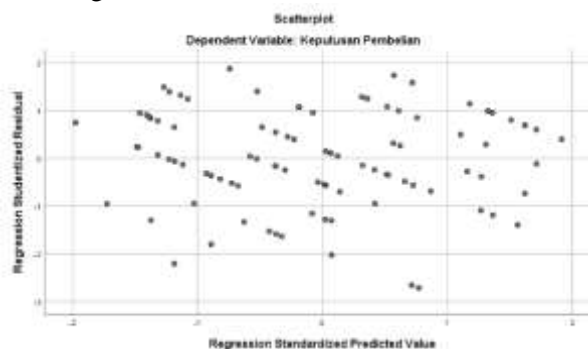


Figure 2 Heteroscedasticity Test

The points are spread randomly around zero on the Studentized Residual Regression axis, indicating that the regression model does not experience heteroscedasticity.

Multicollinearity Test

Multicollinearity aims to check whether there is a correlation between independent variables in the model. A good regression model should not show any correlation between independent variables.

Table 6. Multicollinearity Test Results

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.352	1.430		2.343	.021		
	<i>Influencer</i>	.284	.073	.336	3.866	.000	.718	1.392
	<i>Viral Marketing</i>	.211	.085	.232	2.486	.015	.625	1.599
	<i>Content Marketing</i>	.207	.060	.305	3.424	.001	.683	1.464

a. Dependent Variable: Keputusan Pembelian
 Source: Data processed by researchers, 2025

Based on the results of the multicollinearity test shown in table 6 above, it can be seen that all independent variables, namely influencers, have a tolerance value of > 0.10, which is 0.718. Viral Marketing shows a tolerance value of > 0.10, which is 0.625, while content marketing has a tolerance value of > 0.10, which is 0.683. The VIF value for influencers <10 is 1.392, the VIF value for Viral Marketing <10 is 1.599, and the VIF value for Content Marketing <10 is 1.464. Thus, it can be concluded that the regression model in this study does not experience multicollinearity and the regression model can be used.

T-Test (Partial)

This test is basically used to find out whether the independent variables, namely influencers (X1), viral marketing (X2), and content marketing (X3), partially have a significant influence on the dependent variable, namely purchasing decisions (Y). In this test, tcount is compared with ttable. The results of the t-test were carried out using SPSS 26. In addition, significance testing can also be carried out by observing the level of significance that is less than 0.05.

Here are the criteria for testing the hypothesis partially:

- a. If tcount < ttable then H0 is accepted, meaning that partial independence does not have a significant effect on the dependent variable.
- b. If tcount > ttable then H0 is accepted, meaning that partial independence has a significant effect on the dependent variable.

Table 7 Results of t-test calculation (partial)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.352	1.430		2.343	.021
	<i>Influencer</i>	.284	.073	.336	3.866	.000
	<i>Viral Marketing</i>	.211	.085	.232	2.486	.015
	<i>Content Marketing</i>	.207	.060	.305	3.424	.001

a. Dependent Variable: Keputusan Pembelian

Sumber: Data yang diolah oleh peneliti, 2025

Based on the test carried out with a significance level of $\alpha = 0.05$, $df = nk-1$ ($0.05/2: 96-4 = 0.025:92$) the t table (1.986) was obtained with the following analysis:

1. The influence of influencers (X1) on purchasing decisions (Y).
 From table 7, the t-test results obtained a t count of 3.866 and a t table value of 1.986 while the sig value is 0.00. It can be concluded that $t \text{ count} > t \text{ table}$ with a value of $3.866 > 1.986$ and $0.00 < 0.05$, then H_0 is rejected and H_a is accepted. From these results, it shows that there is a significant partial influence between influencers on purchasing decisions.
2. The influence of viral marketing (X2) on purchasing decisions (Y).
 From table 7, the t-test results obtained a t count of 2.486 and a t table value of 1.986 while the sig value is 0.015. It can be concluded that $t \text{ count} > t \text{ table}$ with a value of $2.486 > 1.986$ and $0.015 < 0.05$, then H_0 is rejected and H_a is accepted. From the results, it shows a positive and significant partial influence between viral marketing on purchasing decisions.
3. The influence of Content Marketing (X3) on purchasing decisions (Y).
 From table 7, the t-test results obtained a t count of 3.424 and a t table value of 1.986 while the sig value is 0.001. It can be concluded that $t \text{ count} > t \text{ table}$ with a value of $3.424 > 1.986$ and $0.001 < 0.05$, then H_0 is rejected and H_a is accepted. From the results, it shows a positive and significant partial influence between Content Marketing on purchasing decisions.

F Test (Simultaneous)

The simultaneous influence test (f test) is used to determine whether the independent variables simultaneously influence the dependent variable. The criteria for rejecting and accepting the hypothesis are:

- a. If $F_{\text{count}} > F_{\text{table}}$, then H_0 is rejected and H_a is accepted, meaning that the independent variables simultaneously have a significant effect on the dependent variable.
- b. If $F_{\text{count}} < F_{\text{table}}$, then H_0 is accepted and H_a is rejected, meaning that the independent variables simultaneously have a significant effect on the dependent variable.
- c. If the significance value < 0.05 then H_0 is rejected, meaning that the independent variables simultaneously have a significant effect on the dependent variable.
- d.

Table 8 Results of F Test Calculation (Simultaneous)
 ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	187.719	3	62.573	30.658	.000 ^b
	Residual	187.771	92	2.041		
	Total	375.490	95			

- a. Dependent Variable: Keputusan Pembelian
- b. Predictors: (Constant), Influencer, Content Marketing, Viral Marketing
 Sumber: Data yang diolah oleh peneliti, 2025

The calculation results using SPSS 26 in this calculation can be seen in table 8, it is known that F_{count} is 30.658 with a significance level of 0.000. The F_{table} value is obtained through the formula ($F_{\text{table}} = n-k = 96-2 = 94$). Then the F_{table} value is obtained of 1.986 so that $F_{\text{count}} > F_{\text{table}}$ ($30.658 > 2.70$) and the research significance is $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. From these results it can be concluded that influencers, viral marketing and content marketing have a positive and significant effect simultaneously on purchasing decisions.

CONCLUSION

Based on research conducted by researchers, which shows the influence of influencers, viral marketing and content marketing on purchasing decisions, the following conclusions can be drawn:

1. t-Test (Partial)

The Influencer variable has a partial effect on purchasing decisions. This is proven through the t-test, which shows a calculated t value $> t$ table of $3.866 > 1.986$ and a significance value of 0.00

<0.05. Therefore, it can be concluded that Influencers have a positive and significant effect on purchasing decisions. The Viral Marketing variable has a partial effect on purchasing decisions. This is proven through the t-test, which shows a calculated t value > t table of 2.486 > 1.986, and a significance value of 0.015 < 0.05. Thus, it can be concluded that Viral Marketing has a positive and significant effect on purchasing decisions. The Content Marketing variable has a partial effect on purchasing decisions. This is proven through the t-test, which shows a calculated t value > t table of 3.424 > 1.986, and a significance value of 0.001 < 0.05. Thus, it can be concluded that Content Marketing has a positive and significant effect on purchasing decisions.

2. F Test (Simultaneous)

The variables Influencer, Viral Marketing and Content Marketing have a significant influence simultaneously on purchasing decisions. This can be seen from the F test which shows a calculated F value of 30.658, higher than Ftable of 2.70, and a significance value of 0.000 < 0.05. Thus, it can be concluded that the three variables positively and significantly influence purchasing decisions.

3. Multiple Linear Regression Analysis

The most dominant influencer variable influences the decision to purchase Glad2glow skincare products. Obtained based on the results of linear regression analysis, the value of $Y = 3.352 + 0.284 X_1 + 0.211 X_2 + 0.207 X_3 + e$. The results of the Influencer variable (X_1) = 0.284 are greater than the viral marketing variable (X_2) = 0.211 and content marketing (X_3) = 0.207.

REFERENCES

Referensi dari buku:

- Abdul Rauf, et. (2016). Digital Marketing Digital Marketing. In تقرير (Issue September).
- Kotler, P., & Keller, K. L. (2016). Marketing Management 15th Edition
- Kotler, Keller. 2009. Manajemen Pemasaran. Jakarta: Erlangga
- Kotler, Phillip dan Kevin Lane Keller. (2016). Manajemen Pemasaran edisi 12 Jilid 1 & 2. Jakarta: PT. Indeks.
- Sugiyono. (2016). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R & D. Bandung: Alfabeta.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R & D. Bandung Alfabeta.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R & D. Bandung Alfabeta.
- Sugiyono. (2020). Metode Penelitian kuantitatif Kualitatif dan R & D. Bandung: Penerbit Alfabeta

Referensi dari jurnal ilmiah:

- Ababil, R. (2019). Analisis Kualitas Produk, Word Of Mouth, dan Lokasi terhadap Keputusan Pembelian Merek Senduro Coffee.
- Chaffey, D. (2002). E-Business and E-Commerce Management. Strategy,. Implementation and Practice. Fourth Edition.
- Ghozali, I. (2018). Aplikasi Multivariate Dengan Program IBM SPSS 25 (Edisi 9). Semarang: Badan Penerbit Universitas Diponegoro.
- Hapsari, I., Bugis, H., Syaranamual, I. S., & Nurkhalisa, S. (2024). PERAN E-WOM MEMEDIASI VIRAL MARKETING TERHADAP KEPUTUSAN PEMBELIAN JAFRA COSMETICS INTERNASIONAL DI KOTA KENDARI. *Journal Publicuho*, 7(1), 193-203. <https://journalpublicuho.uho.ac.id/index.php/journal/article/view/349>
- Kristina, N. A., & Aminah, S. (2023). Pengaruh Content Marketing dan Online Customer Review di TikTok Terhadap Keputusan Pembelian Produk Sabun Cuci Muka Garnier. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(1), 1107-1114. <https://journal.ipm2kpe.or.id/index.php/COSTING/article/view/6729>
- Musnaini, Suyoto, Y. T., Handayani, W., & Jihadi, M. (2021). Manajemen pemasaran.
- Nurivananda, S. M., & Fitriyah, Z. (2023). Pengaruh Content Marketing Dan Live Streaming Terhadap Keputusan Pembelian Pada Aplikasi Media Sosial Tiktok (Studi Pada Konsumen Generasi Z@

- Scarlett Whitening Di Surabaya). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(4), 3664-3671. <https://yrpiku.com/journal/index.php/msej/article/view/2498>
- Nenden Kusmawati, Citra Savitri, & Syifa Pramudita Faddila. (2024). Pengaruh Viral Marketing dan Elektronik Word Of Mouth Terhadap Keputusan Pembelian pada UMKM Seblak Teh Windy Melalui Followers Tiktok. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(9), 5858-5871.
- Purwanto, Y., Sahetapy, L., Management, P. B., Manajemen, P. S., Bisnis, F., & Siwalankerto, J. (2022). Pengaruh Content Marketing Pada Brand Skincare Somethinc. *Agora*, 10(1), 1-6.
- Pratiwi, C. S., & Sidi, A. P. (2022). Pengaruh Kualitas Produk, Harga Dan Influencer Marketing Terhadap Keputusan Pembelian Scarlett Body Whitening. *Relasi: Jurnal Ekonomi*, 18(1), 192-204. <https://jurnal.itsm.ac.id/index.php/relasi/article/view/531>
- Rahma, N. L. Y., & Sudarwanto, T. (2024). Pengaruh Brand Image Dan Brand Ambassador Terhadap Keputusan Pembelian Produk Kosmetik Glad2glow. *Jurnal Pendidikan Tata Niaga (JPTN)*, 12(3), 292-300. <https://ejournal.unesa.ac.id/index.php/jptn/article/view/63571>
- Rahayu, R. O. C., & Mulyaningsih, H. D. (2021). Pengaruh Content Marketing dan Dukungan Influencer terhadap Minat Beli Konsumen pada Produk Fashion. *Jurnal Riset Manajemen Dan Bisnis*, 137-146. <https://journals.unisba.ac.id/index.php/JRMB/article/view/544>
- Panjaitan, Roymon. 2018. *Manajemen Pemasaran*. Semarang: Penerbit Sukarno Pressindo
- Tanuwijaya, J., & Mulyandi, R. (2021). Pengaruh Viral Marketing dan Turbo Marketing Terhadap Keputusan Pembelian Skincare Somethinc. *Jurnal sosial dan sains*, 1(5), 368-373. <https://sosains.greenvest.co.id/index.php/sosains/article/view/81>
- Uyuun, S. N. (2022). Pengaruh Influencer Marketing Dan Brand Awareness Terhadap Keputusan Pembelian Produk Scarlett Whitening Pada Mahasiswa FEB UNESA. *Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan*, 1(2), 164-174.
- Wiska, M., Resty, F., & Fitriani, H. F. H. (2022). Analisis Content Marketing Dan Electronic Word of Mouth (E-Wom) Terhadap Keputusan Pembelian Generasi Z Pada Media Sosial Tik-Tok (Studi Kasus Generasi Z Kabupaten Dharmasraya). *Manajemen Dewantara*, 6(2), 153-162. <https://jurnal.ustjogja.ac.id/index.php/manajemendewantara/article/view/12524>
- Yasinta, K. L., & Nainggolan, R. (2023). Pengaruh Influencer Marketing Terhadap Keputusan Pembelian Somethinc Di Surabaya Dimediasi Oleh Brand Image. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, 8(6), 687-699. <https://journal.uc.ac.id/index.php/performa/article/view/3806>

Referensi dari kamus/ensiklopedia – online :

- Negara dengan Pengguna TikTok Terbesar Juli 2024. (2024). Raisya Aliya Fatika. <https://data.goodstats.id/statistic/10-negara-dengan-pengguna-tiktok-terbesar-indonesia-urutan-berapa-xFOgI>
- Setiabudi, J. (n.d.). sumber: Linked in Glad2Glow Manufaktur Produk Perawatan Diri. <https://id.linkedin.com/company/glad2glow>