

The Effects of Content Marketing and Influencer Credibility on Purchase Decisions: The Mediating Role of Brand Image

Yulindah Aulia¹, Sahara², Sylvani³

^{1,2,3}Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, West Java, Indonesia

Email: yulindahaulia@student.umc.ac.id, sahara@umc.ac.id, sylvani@umc.ac.id

Abstract:

Companies increasingly rely on content marketing and influencer endorsement to attract consumers and strengthen brand competitiveness in digital platforms. However, purchasing decisions are not solely influenced by promotional activities but are also shaped by consumers' perceptions of brand image. This study aims to examine the effects of content marketing and influencer credibility on purchase decisions, with brand image serving as a mediating variable for Skintific products among students of the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon. This study employed a quantitative explanatory approach using purposive sampling. The respondents consisted of 150 students who had purchased Skintific products. Data were collected through structured questionnaires using a five-point Likert scale and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal that content marketing, influencer credibility, and brand image positively and significantly influence purchase decisions. These findings indicate that effective digital content and credible influencers can strengthen consumers' perceptions of the brand, thereby increasing their likelihood of purchasing Skintific products.

Keywords:

Content marketing; influencer credibility; brand image; purchase decision; social commerce.

I. Introduction

Developments in information and communication technology have brought significant changes to marketing activities, particularly through the use of digital media as a means of communication between companies and consumers. This transformation has given rise to digital marketing, which enables companies to reach consumers more widely, rapidly, and interactively through various social media platforms. One rapidly growing form of digital marketing is social commerce, which integrates social media with electronic commerce and allows information searches, interactions, and transactions to take place on a single platform. Consequently, social media no longer serves solely as a communication channel but has also become a primary medium for influencing consumer purchasing behavior (Kotler et al., 2022; Royadi et al., 2026).

In Indonesia, TikTok has become a social commerce platform with rapidly growing user numbers. Its For You Page (FYP) algorithm, short-form video content, and integration with TikTok Shop provide opportunities for companies to build closer relationships with consumers by delivering engaging and interactive information. Unlike conventional promotion, marketing through TikTok enables consumers to obtain product information, view usage demonstrations, read customer reviews, and make purchases directly without switching applications. These characteristics make TikTok an effective digital marketing medium for building customer engagement and increasing purchase decisions (Shadrina & Sulistyanto, 2022; Royadi et al., 2026).

As social media use increases, content marketing has become an approach widely adopted by companies to attract consumer attention. Content marketing is a marketing strategy that focuses on creating and distributing informative, relevant, and valuable content for a target audience to build long-term relationships with consumers. High-quality content serves not only as a promotional medium but also as an educational resource that helps consumers understand product benefits before making a purchase. Therefore, the quality of the content delivered is an important factor in shaping positive perceptions of a brand and influencing consumer purchase decisions (Fahimah & Latifah, 2024; Eka Yuni Astuti et al., 2025).

In addition to content quality, companies use influencers as part of their digital marketing communication strategies. Influencers can build emotional relationships with their followers, making their recommendations a frequent consideration in purchase decision-making. However, influencer effectiveness is determined not only by follower numbers but also by credibility, including expertise, honesty, and the ability to communicate information objectively. The higher an influencer's credibility, the greater consumers' trust in the information provided and, consequently, the greater the likelihood of a purchase decision (Dian Kinanti et al., 2025; Ginayatunnisa et al., 2025).

One company that makes extensive use of content marketing and influencer marketing is Skintific, a skincare brand that has experienced rapid sales growth in Indonesia. Skintific's success is closely associated with its digital marketing strategy, which uses educational videos, creative content, product reviews, and collaborations with various beauty influencers on TikTok. Based on the market data presented in this undergraduate thesis, the skincare industry continues to show an upward growth trend, while Skintific has become one of the highest-selling brands in the skincare category on e-commerce platforms and TikTok Shop. This situation indicates that digital marketing strategies make an important contribution to improving brand competitiveness amid increasingly intense competition in the beauty industry.

Nevertheless, a high intensity of digital promotion does not always produce optimal purchase decisions. Preliminary survey results show that some respondents consider Skintific's promotional content increasingly repetitive, offering fewer new experiences for consumers. Some respondents also express doubts about the honesty of certain influencers because their reviews are perceived as exaggerated, making excessive claims and prioritizing promotional interests over actual usage experiences. This phenomenon indicates that content quality and influencer credibility present distinct challenges to maintaining the effectiveness of digital marketing strategies.

From a consumer behavior perspective, information obtained through content marketing or influencer recommendations does not always lead directly to a purchase decision. Before deciding to purchase a product, consumers first form perceptions of its quality, reputation, and brand characteristics, collectively known as brand image. A positive brand image increases consumers' confidence in product benefits, thereby increasing the likelihood of a purchase decision. Conversely, when the resulting brand image is weak, digital promotion tends to become less effective because consumers remain uncertain about the product offered (Nur Aeni & Ekhsan, 2021; Pratama & Yasa, 2023).

Various previous studies have demonstrated that content marketing and influencer credibility are associated with purchase decisions. However, findings remain inconsistent,

particularly regarding the mechanisms through which these two variables influence purchase decisions through brand image. Some studies find that brand image mediates the effects of digital marketing strategies on purchase decisions, while others show that direct effects remain more dominant. Moreover, most previous studies have examined different products or contexts, leaving relatively limited research on the integration of content marketing, influencer credibility, brand image, and purchase decisions for Skintific skincare products on TikTok.

Based on these empirical phenomena and research gaps, this study aims to analyze the effects of content marketing and influencer credibility on purchase decisions, both directly and through brand image as a mediating variable, among Skintific product users who are students at the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon. The findings are expected to contribute to the development of digital marketing literature, particularly marketing communication strategies in social commerce, and provide guidance for companies in designing content marketing strategies and selecting influencers who can strengthen brand image and increase consumer purchase decisions.

II. Review of Literature

2.1 Stimulus–Organism–Response (S-O-R) Theory

This study uses Stimulus–Organism–Response (S-O-R) Theory as its conceptual foundation to explain how consumer purchase decisions are formed. Developed by Mehrabian and Russell, the theory explains that individual behavior begins with a stimulus (S) received from the environment, which is then processed through the individual's psychological state as the organism (O), ultimately producing a response (R) in the form of a particular behavior. In digital marketing, stimuli can include various marketing communication activities undertaken by companies through digital media, while the organism process is reflected in consumers' evaluations and perceptions of a brand before a purchase decision is made (Mehrabian & Russell, 1974; Kotler et al., 2022).

In this study, content marketing and influencer credibility are positioned as stimuli received by consumers through TikTok. This information is subsequently processed through the formation of brand image, which represents consumers' perceptions of brand quality and reputation. The process then produces a response, namely the consumer's decision to purchase Skintific products. Thus, S-O-R Theory explains the mechanism through which digital marketing activities influence purchasing behavior by changing consumers' perceptions of a brand.

2.2 Content Marketing

Content marketing is a marketing strategy oriented toward creating and distributing valuable, relevant, informative, and consistent content to attract the attention of target audiences and build long-term relationships with consumers. Unlike conventional advertising, which focuses on direct sales, content marketing places greater emphasis on providing information that helps consumers understand product benefits, thereby increasing trust in the company (Kotler et al., 2022).

In social commerce, content marketing is a primary instrument influencing consumer behavior. Creative, educational content that meets consumer needs can increase customer engagement, strengthen brand perceptions, and encourage purchase decisions. Conversely, repetitive and less relevant content can cause audience fatigue, reducing the effectiveness of marketing communication. Therefore, content marketing quality is an important factor in

improving company competitiveness in the digital era.

2.3 Influencer Credibility

Influencer credibility refers to the degree of trust consumers place in an influencer based on perceived expertise, trustworthiness, and attractiveness when communicating information about a product. The higher the influencer's credibility, the greater the likelihood that consumers will accept the information provided as trustworthy.

In digital marketing, influencers serve not only as conveyors of promotional messages but also as opinion leaders who can shape consumers' perceptions of a brand. Recommendations from influencers with substantial experience, competence, and integrity tend to generate greater trust than direct company promotion. Therefore, influencer credibility is an important determinant of digital marketing communication effectiveness.

2.4 Brand Image

Brand image is a set of perceptions, beliefs, and associations formed in consumers' minds about a brand. It develops through product usage experiences, marketing communication activities, recommendations from others, and information received through various media. A positive brand image increases consumers' trust in product quality, thereby increasing the likelihood of a purchase decision.

In the skincare industry, brand image plays a particularly important role because consumers consider not only the functional benefits of a product but also the brand's reputation, safety, and credibility. Companies therefore need to build brand image consistently by providing accurate information, positive customer experiences, and effective marketing communication to maintain consumer trust over the long term.

2.5 Purchase Decision

A purchase decision is the decision-making process through which consumers select and buy a product after progressing through need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Purchase decisions are influenced by various factors arising from both individual characteristics and the marketing stimuli consumers receive.

In digital marketing, purchase decisions are influenced not only by product quality but also by information obtained through social media, influencer reviews, marketing content, and perceptions of brand image. The more positive consumers' perceptions of a product, the greater their tendency to purchase it. Therefore, purchase decisions are an important indicator for measuring the success of a company's digital marketing strategies.

This literature review provides the conceptual basis for understanding how content marketing and influencer credibility, as digital marketing stimuli, can create a positive brand image that subsequently increases consumer purchase decisions. This conceptual framework forms the basis for developing the research hypotheses to be tested using Partial Least Squares–Structural Equation Modeling (PLS-SEM).

2.6 Research Hypotheses

The Effect of Content Marketing on Purchase Decisions

Content marketing that presents relevant, educational, and engaging information can improve consumers' understanding of product benefits and encourage purchase decisions.

From the Stimulus–Organism–Response (S-O-R) perspective, content marketing is a stimulus that influences consumer evaluation before a purchase decision is made. Various studies show that content marketing positively affects purchase decisions by increasing consumer interest and confidence in products (Duana & Tjahjaningsih, 2024; Galih Harfinaldi et al., 2025). Accordingly, the following hypothesis is proposed.

H1: Content marketing has a positive and significant effect on purchase decisions.

The Effect of Influencer Credibility on Purchase Decisions

Influencer credibility, reflected in expertise, honesty, and experience in communicating information, increases consumers' trust in promoted products. The higher an influencer's credibility, the more likely consumers are to accept the recommendations provided, thereby encouraging purchase decisions. Previous studies also show that credible influencers can improve the effectiveness of digital marketing communication and influence consumer purchasing behavior (Ginayatunnisa et al., 2025; Dian Kinanti et al., 2025). Accordingly, the following hypothesis is proposed.

H2: Influencer credibility has a positive and significant effect on purchase decisions.

The Effect of Content Marketing on Brand Image

Consistent, informative, and high-quality content marketing not only provides product information but also creates positive brand perceptions. Content that meets consumer needs can strengthen a company's identity and reputation, thereby improving brand image. Several studies identify content marketing as an important factor in brand image formation in digital environments (Fahimah & Latifah, 2024; Nurazizah et al., 2025). Accordingly, the following hypothesis is proposed.

H3: Content marketing has a positive and significant effect on brand image.

The Effect of Influencer Credibility on Brand Image

Influencers with a good reputation can strengthen consumers' positive perceptions of a brand. Recommendations delivered by trusted influencers increase information credibility, thereby improving brand image in consumers' eyes. Previous research also shows that influencer credibility contributes to the formation of a positive brand image (Penny Rahmawaty & Dewanti Eka Purnama, 2025; Sani Apriliani & Dini Fithrah, 2024). Based on this discussion, the following hypothesis is proposed.

H4: Influencer credibility has a positive and significant effect on brand image.

The Effect of Brand Image on Purchase Decisions

A positive brand image reflects a product's quality, reputation, and trustworthiness, thereby reducing consumers' perceived risk when making a purchase. The better a company's brand image, the greater consumers' tendency to select and purchase its products. Various studies show that brand image is an important determinant of purchase decisions across product categories, including beauty products. Accordingly, the following hypothesis is proposed.

H5: Brand image has a positive and significant effect on purchase decisions.

The Role of Brand Image in Mediating the Effect of Content Marketing on Purchase Decisions

High-quality content marketing can create positive brand perceptions before ultimately encouraging consumers to make a purchase. Brand image is therefore expected to provide a mechanism explaining how content marketing indirectly affects purchase decisions. Based on S-O-R Theory, brand image serves as the organism linking marketing stimuli to consumer

responses. Accordingly, the following hypothesis is proposed.

H6: Brand image positively and significantly mediates the effect of content marketing on purchase decisions.

The Role of Brand Image in Mediating the Effect of Influencer Credibility on Purchase Decisions

Highly credible influencers not only directly influence purchase decisions but also create a positive brand image, thereby increasing consumer confidence in products. Brand image is therefore expected to serve as a mediating variable explaining the relationship between influencer credibility and purchase decisions. Based on this discussion, the following hypothesis is proposed.

H7: Brand image positively and significantly mediates the effect of influencer credibility on purchase decisions.

III. Research Methods

This study employs a quantitative approach with an explanatory research design to test the causal relationships among content marketing, influencer credibility, brand image, and purchase decisions among Skintific product users. A quantitative approach was selected because it can explain relationships among variables through hypothesis testing using statistical analysis. The independent variables are content marketing (X_1) and influencer credibility (X_2), while purchase decision (Y) is the dependent variable and brand image (Z) serves as the mediating variable.

The study population comprises all active students at the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, who use or have purchased Skintific products. Sampling was conducted using non-probability sampling with a purposive sampling method. Respondents were selected based on specific criteria: active enrollment at the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon; previous purchase or use of Skintific products; and experience obtaining product information through social media, particularly TikTok. Based on these criteria, 150 respondents were selected as the research sample.

The study uses primary data collected through an online questionnaire using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The research instrument was developed using indicators for each variable adapted from previous studies, providing an adequate conceptual foundation. Content marketing was measured using information reliability, trust in content (disbelief), and persuasion knowledge indicators. Influencer credibility was measured through expertise, trustworthiness, and attractiveness. Brand image was measured using the strength of brand associations, brand favorability, and brand uniqueness, while purchase decisions were measured through need recognition, evaluation of alternatives, purchase decision, and post-purchase behavior.

Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The analysis began with measurement model (outer model) evaluation through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha testing to ensure the validity and reliability of the research instrument. The structural model (inner model) was then evaluated using R^2 values to measure the model's ability to explain endogenous variables, followed by hypothesis testing through bootstrapping based on path coefficients, t-statistics, and p-values. The mediating effect of brand image was

analyzed using specific indirect effects to determine the significance of indirect relationships among variables. Hypotheses were accepted when the t-statistic was > 1.96 and the p-value was < 0.05 at a 5% significance level.

Table 1. Operational Definitions of Variables

Variable	Operational Definition	Indicators	Theoretical Basis
Content Marketing	A marketing strategy that presents valuable, relevant, and consistent content to attract and retain consumers.	Reliability, Disbelief, Persuasion Knowledge	Firdausi (2024)
Influencer Credibility	The degree of consumer trust in an influencer based on competence, honesty, and attractiveness.	Expertise, Trustworthiness, Attractiveness	Ohanian (1990)
Brand Image	Consumers' perceptions and associations regarding a brand.	Strength of Brand Association, Favorability of Brand Association, Uniqueness of Brand Association	Keller (2013)
Purchase Decision	The process through which consumers decide to purchase a product.	Need Recognition, Information Search, Alternative Evaluation, Purchase Decision, Post Purchase Behavior	Kotler & Keller (2016)

IV. Results and Discussion

4.1 Respondent Characteristics

This study involved 150 respondents who were students at the Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, and had purchased or used Skintific products. All respondents met the research criteria, allowing all questionnaires to be used in the data analysis. Respondents were predominantly active students from various study programs and entry cohorts who had experience obtaining information about Skintific products through social media, particularly TikTok.

4.2 Measurement Model Evaluation (Outer Model)

The measurement model results show that all indicators meet the convergent validity criteria, with factor loadings > 0.70 and Average Variance Extracted (AVE) values > 0.50 . Accordingly, all indicators are considered valid. Discriminant validity is also established based on the Fornell–Larcker criterion and HTMT, while reliability testing shows that all constructs have Cronbach's alpha and Composite Reliability values above 0.70. Thus, the research instrument meets the validity and reliability requirements and is suitable for structural model testing.

4.3 Structural Model Evaluation (Inner Model)

The R^2 value for Brand Image is 0.600, while that for Purchase Decision is 0.588. These values fall within the moderate category, indicating that the research model has a moderate ability to explain the endogenous variables. Thus, 60.0% of the variation in Brand Image can be explained by Content Marketing and Influencer Credibility, while 58.8% of the variation in Purchase Decision can be explained by Content Marketing, Influencer Credibility, and Brand Image. The remaining variation is influenced by other factors outside the research model.

Table 2. Coefficients of Determination

Endogenous Variable	R^2	Category
Brand Image	0.600	Moderate
Purchase Decision	0.588	Moderate

4.4 Hypothesis Testing

Table 3. Hypothesis Testing Results

Hypothesis	Relationships Among Variables	β	t-statistic	p-value	Decision
H1	Content Marketing $\rightarrow$ Purchase Decision	0.198	2.642	0.004	Accepted
H2	Influencer Credibility $\rightarrow$ Purchase Decision	0.335	4.847	0.000	Accepted
H3	Content Marketing $\rightarrow$ Brand Image	0.462	8.649	0.000	Accepted
H4	Influencer Credibility $\rightarrow$ Brand Image	0.554	11.832	0.000	Accepted
H5	Brand Image $\rightarrow$ Purchase Decision	0.401	4.294	0.000	Accepted
H6	Content Marketing $\rightarrow$ Brand Image $\rightarrow$ Purchase Decision	0.185	3.591	0.000	Accepted
H7	Influencer Credibility $\rightarrow$ Brand Image $\rightarrow$ Purchase Decision	0.222	3.930	0.000	Accepted

Source: Results of data analysis using SmartPLS 4 (2026).

Based on the hypothesis testing results in Table 3, all proposed hypotheses are accepted because they have t-statistics > 1.96 and p-values < 0.05 . These results show that Content Marketing, Influencer Credibility, and Brand Image have positive and significant effects on Purchase Decision. In addition, Brand Image is shown to serve as a mediating variable in the relationships of both Content Marketing and Influencer Credibility with Purchase Decision. The research model therefore provides an empirical explanation of the relationships among the variables.

4.5 Discussion

a. The Effect of Content Marketing on Purchase Decisions

The results show that content marketing has a positive and significant effect on purchase decisions. This finding indicates that the higher the quality of Skintific's marketing content delivered through digital media, the greater consumers' tendency to make a purchase decision. Informative, educational, engaging, and relevant content improves consumers' understanding of product benefits, thereby reducing uncertainty in the decision-making process.

This finding aligns with Stimulus–Organism–Response (S-O-R) Theory proposed by Mehrabian and Russell (1974), which explains that content marketing serves as a stimulus

influencing consumers' psychological processes before producing a response in the form of a purchase decision. The results are also consistent with Duana and Tjahjaningsih (2024), who demonstrated that content marketing can increase consumer interest and purchase decisions. Similar findings were reported by Galih Harfinaldi et al. (2025), who stated that delivering relevant digital content can improve marketing communication effectiveness and encourage purchase decisions.

b. The Effect of Influencer Credibility on Purchase Decisions

The results demonstrate that influencer credibility has a positive and significant effect on purchase decisions. This indicates that consumers place greater trust in product information communicated by influencers with competence, experience, and a good reputation. This trust encourages consumers to accept product recommendations and ultimately make a purchase.

According to Ohanian (1990), influencer credibility is built on three main dimensions: expertise, trustworthiness, and attractiveness. These dimensions provide a basis for consumers to evaluate the quality of the information they receive. The results align with Ginayatunnisa et al. (2025), who found that influencer credibility significantly affects purchase decisions. Similar findings were reported by Dian Kinanti et al. (2025), who stated that trusted influencers can increase consumers' confidence in purchasing a product.

c. The Effect of Content Marketing on Brand Image

This study shows that content marketing has a positive and significant effect on brand image. This finding indicates that delivering high-quality content can create positive consumer perceptions of the Skintific brand. Informative and consistent content strengthens consumers' brand associations, thereby improving overall brand image.

According to Kotler et al. (2022), content marketing functions not only as a promotional medium but also as a strategy for building long-term relationships with consumers by delivering valuable information. Keller (2013) further explains that brand image is formed through associations that emerge in consumers' memories as a result of various marketing communication activities. These results support Fahimah and Latifah (2024), who stated that content marketing is an important factor in brand image formation in the digital era.

d. The Effect of Influencer Credibility on Brand Image

The results show that influencer credibility has a positive and significant effect on brand image and represents the relationship with the largest coefficient in the research model. This finding indicates that consumers' perceptions of Skintific are strongly influenced by their level of trust in the influencers promoting its products.

According to Ohanian (1990), influencers with high competence and integrity can more readily create positive consumer perceptions of a brand. This finding supports Penny Rahmawaty and Dewanti Eka Purnama (2025), who demonstrated that influencer credibility significantly affects brand image formation. Thus, selecting influencers whose characteristics align with the brand is an important strategy for improving a company's brand image.

e. The Effect of Brand Image on Purchase Decisions

The results demonstrate that brand image has a positive and significant effect on purchase decisions. This means that the more positive Skintific's brand image in consumers'

minds, the greater their tendency to purchase its products. A favorable brand image reflects product quality, safety, and reputation, thereby reducing consumers' perceived risk.

According to Keller (2013), brand image is a set of perceptions formed in consumers' memories through experiences and marketing communication. Kotler and Keller (2016) further explain that positive brand perceptions are a major determinant in the purchase decision process. These results support previous studies identifying brand image as an important factor in increasing purchase decisions in the skincare industry.

f. The Role of Brand Image in Mediating the Effect of Content Marketing on Purchase Decisions

The analysis shows that brand image significantly mediates the effect of content marketing on purchase decisions. This indicates that effective content marketing not only directly influences purchase decisions but also creates a positive brand image before ultimately encouraging consumers to purchase.

This finding supports Stimulus–Organism–Response Theory (Mehrabian & Russell, 1974), which explains that a stimulus in the form of content marketing is processed through consumers' brand perceptions (organism) before producing a purchase decision (response). Thus, content marketing strategies can achieve greater success when they strengthen a company's brand image.

g. The Role of Brand Image in Mediating the Effect of Influencer Credibility on Purchase Decisions

The results show that brand image significantly mediates the effect of influencer credibility on purchase decisions. This indicates that recommendations provided by credible influencers first create positive brand perceptions, which subsequently increase consumers' confidence in making a purchase.

This finding aligns with Source Credibility Theory developed by Ohanian (1990), which explains that credible information sources can improve marketing communication effectiveness by creating positive perceptions of the promoted object. Therefore, companies need to select influencers whose characteristics align with their brands to strengthen brand image and increase consumer purchase decisions.

V. Conclusion

The results show that Content Marketing and Influencer Credibility have positive and significant effects on Purchase Decision among Skintific product users. These findings indicate that delivering high-quality marketing content and using highly credible influencers can increase consumers' confidence in making purchase decisions.

This study also demonstrates that Content Marketing and Influencer Credibility have positive and significant effects on Brand Image. This indicates that effective digital marketing strategies supported by trusted influencers can create positive consumer perceptions of the Skintific brand. A favorable brand image subsequently contributes to increased consumer purchase decisions.

Furthermore, Brand Image has a positive and significant effect on Purchase Decision, making it an important factor influencing consumer behavior in purchasing choices. This

study also shows that Brand Image mediates the effects of Content Marketing and Influencer Credibility on Purchase Decision. Thus, improving content marketing quality and selecting credible influencers will be more effective in encouraging purchase decisions when accompanied by efforts to build a strong brand image.

Overall, the results emphasize that integrating content marketing, influencer marketing, and brand image strengthening is an effective approach to increasing consumer purchase decisions regarding Skintific products. These findings are expected to guide companies in designing more focused digital marketing strategies and serve as a reference for future research examining other factors influencing purchase decisions in the beauty industry.

References

- Abdillah, W., & Jogiyanto. (2015). Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis [Partial Least Square (PLS): An Alternative to Structural Equation Modeling (SEM) in Business Research]. Andi.
- Duana, D., & Tjahjaningsih, E. (2024). Pengaruh content marketing terhadap keputusan pembelian pada era pemasaran digital [The effect of content marketing on purchase decisions in the digital marketing era].
- Firdausi, A. (2024). Pengaruh content marketing terhadap purchase decision pada konsumen produk kecantikan [The effect of content marketing on purchase decisions among consumers of beauty products].
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Harfinaldi, G., et al. (2025). Pengaruh digital marketing terhadap purchase decision pada platform social commerce [The effect of digital marketing on purchase decisions on social commerce platforms].
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson Education.
- Kirana, A. S., Damayanti, A., Tumanggor, N. N., & Purnamasari, P. (2025). Pengaruh kredibilitas influencer, kualitas konten, dan interaksi sosial terhadap keputusan pembelian di E-Commerce TikTok [The effects of influencer credibility, content quality, and social interaction on purchase decisions in TikTok e-commerce]. *Jurnal Bisnis dan Komunikasi Digital*, 2(2). <https://doi.org/10.47134/jbk.v2i2.3571>
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2024). *Marketing Management* (5th ed.). Pearson Education.
- Kuswoyo, C., Lu, C., & Abednego, F. (2025). Efektivitas influencer marketing terhadap keputusan pembelian Generasi Z pada produk Azarine melalui brand trust [The effectiveness of influencer marketing in influencing Generation Z purchase decisions for Azarine products through brand trust]. *Sang Pencerah: Jurnal Ilmiah Universitas Muhammadiyah Buton*, 11(2), 417–430. <https://doi.org/10.35326/pencerah.v11i2.7036>
- Latan, H., Hair, J. F., & Noonan, R. (Eds.). (2023). *Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues and Applications* (2nd ed.). Springer. <https://doi.org/10.1007/978-3-031-37772-3>

- Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. MIT Press.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.
- Rahmawaty, P., & Eka Purnama, D. (2025). Brand image mediates the relationship between influencer credibility and purchase decisions among Generation Z. *Jurnal Ilmu Manajemen*, 22(1), 130. <https://doi.org/10.21831/jim.v22i1.86427>
- Ramadhani, F. Y., & Ali, H. (2025). Determinasi keputusan pembelian: Analisis strategi pemasaran, perilaku konsumen dan teknologi terhadap keputusan pembelian [Determinants of purchase decisions: An analysis of marketing strategies, consumer behavior, and technology in relation to purchase decisions]. *Dinasti Information and Technology*, 2(4), 145–155. <https://doi.org/10.38035/dit.v2i4.1793>
- Ridha Alfia Zachra, Suhud, U., & Fawaiq, M. (2024). Faktor yang memengaruhi keputusan pembelian: Kualitas produk, kualitas pelayanan, kepercayaan dan kepuasan konsumen pada produk sneakers di Shopee Live Video Shopping [Factors influencing purchase decisions: Product quality, service quality, trust, and consumer satisfaction regarding sneaker products on Shopee Live Video Shopping]. *Jurnal Manajemen dan Bisnis Ekonomi*, 2(3), 311–334. <https://doi.org/10.54066/jmbe-itb.v2i3.2068>
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* [Quantitative, Qualitative, and R&D Research Methods]. Alfabeta.