

The Influence of Social Media Marketing, Brand Image, and Influencer Marketing on Purchase Intention at XYZ Restaurant

Shelvy Kurniawan^{1*}, Fina Fauzi Setiadi²

^{1,2} Management Department, BINUS Business School Undergraduate Program,
Bina Nusantara University,
Jakarta 11480, Indonesia

shelvy.kurniawan001@binus.ac.id; fina.setiadi@binus.ac.id

*Correspondence: shelvy.kurniawan001@binus.ac.id

ABSTRACT

The use of social media in marketing is not only to market products but it can be used to improve the company's image and consumer purchasing interest. XYZ restaurant is engaged in the food & beverage sector by serving typical Indonesian cuisine, they realize the importance of using social media as an efficient marketing tool. The purpose of this study is to determine the influence of social media marketing and influencer marketing on purchase intention and the role of brand image in mediating the influence of social media marketing on purchase intention. The data collection method in this study was by distributing questionnaires. The data analysis method used in this study is SEM. The results of this study indicate that social media marketing has a significant impact on brand image, brand image has a significant impact on purchase intention, influencer marketing has a significant impact on purchase intention, and social media marketing has a significant impact on purchase intention mediated by brand image.

Keywords: Social Media Marketing; Influencer Marketing; Brand Image; Purchase Intention

INTRODUCTION

F&B or Food and Beverage is a business that operates in the food and beverage sector, this industry includes various types of businesses ranging from restaurants, cafes, food stalls, to food and beverage producers (Bizhare, 2024). Indonesia is known for its diverse cultures and ethnicities, and one reflection of Indonesia's wealth is the culinary delights that come from each region in Indonesia. According to (Harsana & Triwidayati, 2020), traditional food is used as an identity for a community group of food origin and can also be used as a means of uniting the nation and building a sense of love for the homeland. Added by (Arwachyntia & Sijabat, 2022) that every region in Indonesia has a culinary wealth that is characteristic or becomes an identity of the region.

XYZ Restaurant is a restaurant that serves Indonesian cuisine. XYZ restaurant sales from 2022 to 2023 decreased by 22.7%. This can be influenced by several factors, one of which is the low purchase intention at XYZ restaurant. Purchase intention is very important to pay attention to in the midst of business competition (Ong & Firdausy, 2023), because a high purchase intention for a product can also increase the level of purchases for that product (Laksana & Ekawati, 2020). Purchase intention is one of the most important aspects in increasing sales levels in a business (Selly & Purba, 2021).

Branding is one of the important things in shaping the perspective of consumers (Arwachyntia & Sijabat, 2022) and to help the firms' success (Perera, Nayak, & Nguyen, 2022). The creation of a brand involves a

personality and image value that articulates an emotional potential in the ability to develop a statement that is reciprocal between the product and the consumer (Nevárez, 2021). One way to increase purchase intention is to have a strong brand image (Ong & Firdausy, 2023). Brand Image is an important part of a product in helping to differentiate the product from competitors (Harijanto, 2023), the better the brand image of a product, the more interested consumers are in buying and trying it because consumers will feel safe if the product has a good brand image.

In order for consumers to know and recognize a product, proper marketing is needed. One way of marketing in communicating a product is by using social media marketing. According to (Narottama & Moniaga, 2022), social media marketing is a process that can encourage each individual to promote products or services through social media and they also use social media as a communication tool by utilizing a larger community to carry out more efficient promotions. Social media is a marketing tool that has an influence on marketing activities regardless of time, boundaries, and also region (Damayanti, Chan, & Barkah, 2021). Therefore, if applied properly, social media marketing can be a means for business people to carry out marketing efficiently, and can also help increase awareness of products or services, so that it can also increase purchase intention for products or services (Narottama & Moniaga, 2022). According to (Oktriyanto, Budiarto, Siahaan, & Sanny, 2021) that social media has become an important tool in online marketing activities to reach a wider target market that cannot be reached with traditional marketing.

The high use of social media has resulted in a new ecosystem, namely social media influencers, who have a role in providing references to marketed products (Arwachyntia & Sijabat, 2022). They use social media platforms in the form of videos to convey product information & reviews to consumers (Farasandy & Arafah, 2023). Furthermore, influencer marketing is defined as a form of social media marketing involving endorsements and product placements from influencers, people and organizations who possess a purported expert level of knowledge and/or social influence in their respective fields (Glenister, 2024). Currently, Instagram is one of the platforms widely used by influencers to share video reviews & reviews of a product (Purwanto & Purwanto, 2019). XYZ Restaurant actively collaborates with influencers to market its products on Instagram. This is one of the marketing efforts made by XYZ Restaurant to increase purchasing interest in the product. Carrying out promotions with food bloggers can certainly affect purchasing interest (Purwanto & Purwanto, 2019).

Based on the explanation above, the author will conduct a study entitled “The Influence of Social Media Marketing, Brand Image and Influencer Marketing on Purchase Intention at XYZ Restaurant” with the research mode as described in Figure 1 Previous studies indicated several factors that can influence brand image. In the study of (Yanti & Muzammil, 2023) stated that social media marketing has a positive impact on brand image. The study was conducted in the skincare industry, therefore this study will be conducted in a different industry, namely F&B. In addition, previous research conducted by (Fahmi, Arif, Farisi, & Purnama, 2020), also stated that social media marketing can influence brand image where their study was conducted in the fast food sector, while in this study, it will be conducted in the F&B sector with the category of Indonesian restaurants.

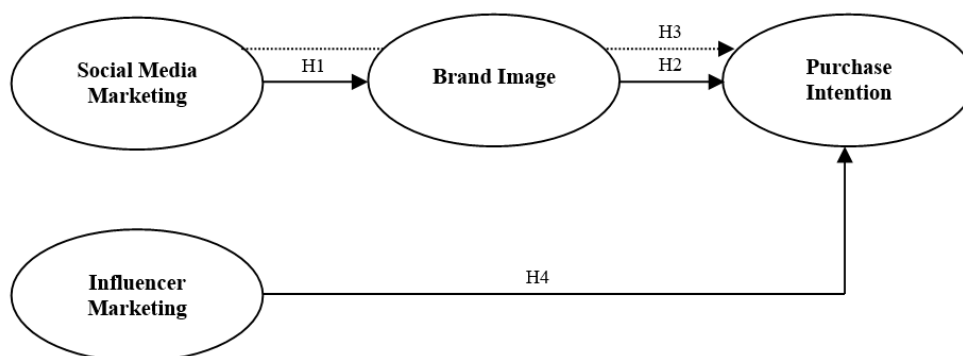


Figure 1. Research Model

Hypothesis 1 (H1):

Social media marketing has a significant influence on brand image

Based on the results of research conducted by (Waworuntu, Mandagi, & Pangemanan, 2022) which showed positive results between social media marketing and brand image. This is in line with research conducted by (Yanti & Muzammil, 2023) which showed positive results between social media marketing and brand image. It can be concluded that social media marketing can be the right marketing tool to improve brand image.

Hypothesis 2 (H2):

Brand image has a significant influence on purchase intention

Based on research conducted by (Benhardy, Hardiyansyah, Putranto, & Ronadi, 2020) which shows positive results between brand image and purchase intention. This is in line with research conducted by (Sanny, Arina, Maulidya, & Pertiwi, 2020) which shows positive results between brand image and purchase intention. It can be concluded that brand image can influence purchase intention on a product.

Hypothesis 3 (H3):

Social media marketing has a significant influence on purchase intention which is mediated by brand image

Based on research conducted by (Yanti & Muzammil, 2023), which shows positive results on social media marketing towards purchase intention mediated by brand image. This is also in line with research conducted by (Waworuntu, Mandagi, & Pangemanan, 2022) which states that there are positive results on social media marketing towards purchase intention through brand image. It can be concluded that social media marketing can increase brand image towards purchase intention on a product.

Hypothesis 4 (H4):

Influencer marketing has a significant influence on purchase intention.

Based on research conducted by (Pop, Săplăcan, Dabija, & Alt, 2021) which shows positive results on influencer marketing on purchase intention. This is in line with research conducted by (Jarrar, Awobamise, & Aderibigbe, 2020) which shows positive results from influencer marketing on purchase intention. It can be concluded that marketing tools carried out using influencer marketing can influence purchase intention on a product.

METHODS

This research used associative research with a quantitative approach with cross-sectional time horizon. The unit analysis of this research is customer of Restaurant XYZ. The data collection technique is using questionnaires where the research item for each variables is referred to the following indicators. Social media marketing is measured by entertainment, interaction, trendiness, customization and word of mouth (Sanny, Arina, Maulidya, & Pertiwi, 2020), influencer marketing is measured by attractiveness, expertise and trustworthiness (Pop, Săplăcan, Dabija, & Alt, 2021), brand image is measured by corporate image, brand image and user image (Anita & Ardiansyah, 2019), and purchase intention is measured by transactional interest, referential interest, preferential interest and explorative interest (Japariato & Adelia, 2020).

Since the population in this study is unknown, the sample calculation can use the formula published by (Hair Jr, Black, Babin, & Anderson, 2019) namely the number of indicators times 10. In this research consists of 5 indicators for Social Media Marketing (SM), 3 indicators for Influencer Marketing (IM), 3 indicators for Brand Image (BI) and 4 indicators for Purchase Intention (PI). With total 15 indicators, so the number of sample needed is 150 respondents. The data collected is processed using Structural Equation Modeling with the SmartPLS tools.

RESULT AND DISCUSSION

The initial test will be evaluating the outer model, where at this stage the researcher should ensure that the data can meet the validity and reliability criteria. The following stage is the inner model evaluation which is done to analyze the impact of independent variables towards the others by looking at at the R-square and T-statistic tests or P Value.

First stage will be the outer model testi which is done through convergent validity, discriminant validity and composite reliability test.

Outer Model - Convergent Validity Test

Convergent validity is a test carried out to test the magnitude of the correlation between indicators and other latent variables. According to (Hair Jr, Hult, Ringle, Sarstedt, Danks, & Ray, 2021), the criteria in order to pass the

convergent validity test is the loading factor should be higher than 0.7 and the average variance extracted (AVE) should be higher than 0.5.

Table 1. Loading Factor Analysis

| Variable | Code | Outer Loading Value | Result |
|------------------------|------|---------------------|--------|
| Social Media Marketing | SM1 | 0,803 | Valid |
| | SM2 | 0,845 | Valid |
| | SM3 | 0,849 | Valid |
| | SM4 | 0,802 | Valid |
| | SM5 | 0,798 | Valid |
| Influencer Marketing | IM1 | 0,826 | Valid |
| | IM2 | 0,815 | Valid |
| | IM3 | 0,878 | Valid |
| Brand Image | BI1 | 0,874 | Valid |
| | BI2 | 0,900 | Valid |
| | BI3 | 0,845 | Valid |
| Purchase Intention | PI1 | 0,818 | Valid |
| | PI2 | 0,763 | Valid |
| | PI3 | 0,790 | Valid |
| | PI4 | 0,794 | Valid |

In Table 1, it is found that the loading value of all indicators are considered to meet the criteria higher than 0.7, it means that all indicators are valid. The next step is to continue to AVE analysis. After testing in Table 2, it can be seen that the AVE value of all indicators is higher than 0.5. So it can be concluded that all indicators have passed the convergent validity test. After passing the convergent validity test which consists of loading value and AVE analysis, the next step is to continue to discriminant validity test.

Table 2. AVE Analysis

| Variables | AVE Value | Parameter | Result |
|-----------|-----------|-----------|--------|
| SM | 0,672 | >0,5 | Valid |
| IM | 0,705 | >0,5 | Valid |
| BI | 0,763 | >0,5 | Valid |
| PI | 0,626 | >0,5 | Valid |

Outer Model - Discriminant Validity Test

In determining discriminant validity the Fornell–Larcker criterion is done by comparing if the fornell lacker criterion value of the variable is greater than the fornell lacker criterion value of the correlation of the variable with other variables, this will be calculated as valid (Hair Jr, Hult, Ringle, Sarstedt, Danks, & Ray, 2021). Besides the Fornell–Larcker criterion, in discriminant validity test, the other test that can be done is the cross loading test. The cross loading test can be done by looking at the root value of AVE or the correlation of the indicator with the variable itself must be higher than the correlation of the indicator with the other variables.

Table 3. Discriminant Validity Test: Fornell-Larcker Criterion

| | BI | IM | PI | SM |
|----|--------------|--------------|--------------|--------------|
| BI | 0.873 | | | |
| IM | 0.444 | 0.840 | | |
| PI | 0.653 | 0.522 | 0.791 | |
| SM | 0.614 | 0.649 | 0.527 | 0.820 |

In Table 3, the square root values of average variance extracted (AVE) is higher than the correlation between variables, this means that the variables are valid. Then the cross loading test will be done. Based on Table 4, no indicators were found that had lower loading values than other variables. So it can be concluded that the indicators used in this study are valid and can measure the variables, so that the next test stage can be carried out, namely the reliability test.

Table 4. Discriminant Validity Test: Outer Loading Analysis

| | Brand Image | Influencer Marketing | Purchase Intention | Social Media Marketing |
|-----|--------------|----------------------|--------------------|------------------------|
| SM1 | 0,551 | 0,466 | 0,390 | 0,803 |
| SM2 | 0,514 | 0,565 | 0,465 | 0,845 |
| SM3 | 0,446 | 0,543 | 0,319 | 0,849 |
| SM4 | 0,412 | 0,471 | 0,428 | 0,802 |
| SM5 | 0,556 | 0,602 | 0,537 | 0,798 |
| IM1 | 0,374 | 0,826 | 0,414 | 0,534 |
| IM2 | 0,332 | 0,815 | 0,437 | 0,571 |
| IM3 | 0,411 | 0,878 | 0,462 | 0,532 |
| BI1 | 0,874 | 0,395 | 0,554 | 0,544 |
| BI2 | 0,900 | 0,403 | 0,578 | 0,538 |
| BI3 | 0,845 | 0,364 | 0,579 | 0,525 |
| PI1 | 0,614 | 0,377 | 0,818 | 0,426 |
| PI2 | 0,373 | 0,450 | 0,763 | 0,312 |
| PI3 | 0,528 | 0,354 | 0,790 | 0,408 |
| PI4 | 0,522 | 0,479 | 0,794 | 0,503 |

Outer Model - Composite Reliability Test

Reliability test is processed by measuring composite reliability alpha and Cronbach's alpha. According to (Hair Jr, Hult, Ringle, Sarstedt, Danks, & Ray, 2021), the value that will be obtained from composite reliability must be higher than 0.7 to be said to be reliable and and Cronbach's alpha values should be higher than 0.7.

Table 5. Composite Reliability Test Results

| Variable | Composite Reliability | | Result |
|------------------------|-----------------------|-------|----------|
| | Criteria | Score | |
| Social Media Marketing | >0.7 | 0,911 | Reliable |
| Influencer Marketing | >0.7 | 0,878 | Reliable |
| Brand Image | >0.7 | 0,906 | Reliable |
| Purchase Intention | >0.7 | 0,870 | Reliable |

As presented in Table 5, it can be analyzed that all the variables above have met the criteria of the reliability test with composite reliability > 0.7 . Then, based on the result in Table 6, it can be analyzed that the cronbach's alpha of each variables is higher 0.7, so it can be concluded as reliable. After the variables is valid and reliable, the next stage is the inner model analysis.

Table 6. Cronbach's Alpha Analysis

| Variables | Cronbach's Alpha | Parameter | Result |
|-----------|------------------|-----------|----------|
| SM | 0,878 | >0.7 | Reliable |
| IM | 0,791 | >0.7 | Reliable |
| BI | 0,844 | >0.7 | Reliable |
| PI | 0,802 | >0.7 | Reliable |

Inner Model - Significance Test

The significance test is processed with the T statistics value which should have a value greater than 1.96 with a tolerance level of 5% in order to have a significant effect, but if the T statistics value is less than 1.96, it means the effect is not significant (Sanny, Arina, Maulidya, & Pertiwi, 2020). After testing using SmartPLS in Table 7, it can be analyzed that SM against BI has a T Statistics value of 9.601 which has a value greater than 1.96, so it can be concluded that SM has a significant effect on BI. Then BI against PI has a T Statistics value of 7.419 which has a value greater than 1.96, so it can be concluded that BI has a significant effect on PI. Then SM

against PI mediated by BI which has a T Statistics value of 6.013 which has a value greater than 1.96, so it can be concluded that SM mediated by BI has a significant influence on PI. Last, IM against PI has a T Statistics value of 4.120 which has a value greater than 1.96, so it can be concluded that IM has a significant effect on PI.

Table 7. Significance Test

| Hypothesis | Variables | T Statistics | Parameter | Result |
|------------|--------------|--------------|-----------|----------|
| H1 | SM → BI | 9.601 | >1.96 | Accepted |
| H2 | BI → PI | 7.419 | >1.96 | Accepted |
| H3 | SM → BI → PI | 6.013 | >1.96 | Accepted |
| H4 | IM → PI | 4.120 | >1.96 | Accepted |

Inner Model - Path Coefficient Analysis

The path coefficient test is done by using the path coefficients value which if it has a value greater than 0, then it can be concluded to have a positive influence, but conversely, if the path coefficients value is less than 0, it means it has a negative influence (Giovanni & Ie, 2022). After testing using SmartPLS in Table 8, it can be observed that SM on BI has a path coefficient value of 0.614 which has a value greater than 0, so it can be concluded that SM has a positive influence on BI. Then, the influence of BI on PI has a path coefficients value of 0.525 which has a value greater than 0, so it can be concluded that BI has a positive influence on PI. The influence of SM on PI mediated by BI has a path coefficient value of 0.322 which is greater than 0, so it can be said that SM mediated by BI has a positive influence on PI. Finally, for the influence of IM on the path coefficient of 0.289 which is greater than 0, it can be concluded that IM has a positive influence on PI.

Table 8. Path Coefficient Test

| Hypothesis | Variables | Path Coefficient | Parameter | Result |
|------------|--------------|------------------|-----------|----------|
| H1 | SM → BI | 0.614 | >0 | Positive |
| H2 | BI → PI | 0.525 | >0 | Positive |
| H3 | SM → BI → PI | 0.322 | >0 | Positive |
| H4 | IM → PI | 0.289 | >0 | Positive |

Inner Model – R Square Analysis

The R square test is carried out by looking at the R square value which aims to determine how much influence is given (Hair Jr, Hult, Ringle, Sarstedt, Danks, & Ray, 2021). After testing on SmartPLS, in Figure 9, it can be observed that BI has an R square value of 0.372, so it can be concluded that BI is 37.2% influenced by SM, while the remaining 62.8% is influenced by other variables outside of this study. Then PI has an R square value of 0.487, so it is concluded that PI is influenced 48.7% by SM and IM, while the remaining 51.3% is influenced by other variables outside of this study.

Table 9. R-Square Test Results

| | Adjusted R-Square |
|--------------------|-------------------|
| Brand Image | 0.372 |
| Purchase Intention | 0.487 |

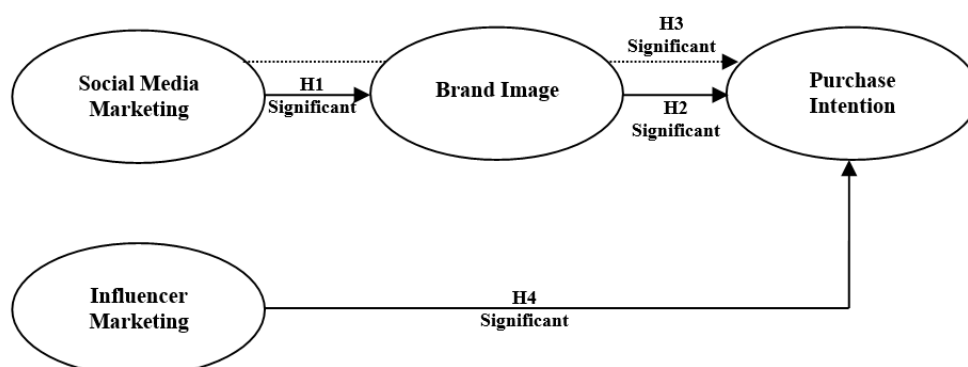


Figure 2. Research Findings

In this study, the influence of social media marketing on brand image at XYZ restaurant shown by H1 in Figure 2, produced a positive and significant influence. The results of this study support previous research conducted by (Yanti & Muzammil, 2023) which found that social media marketing can influence a company's brand image. This is also in line with research conducted by (Saima & Khan, 2020) which also stated that the effective use of social media marketing can improve a company's brand image.

Then, the influence of brand image on purchase intention, as stated in Figure 2, produce a positive and significant influence. This also supports previous research conducted by (Anita & Ardiansyah, 2019) which stated that a company's brand image can increase purchase intention on the products or services it sells. This is also supported by (Benhardy, Hardiyansyah, Putranto, & Ronadi, 2020) which also stated that there is a significant influence of brand image on purchase intention, because if a company's brand image is good, consumers will have confidence in the products it produces.

Based on the discussion of hypothesis 1 and hypothesis 2 which were found significant and positive effect from social media marketing towards brand image and from brand image towards purchase intention, then the researchers studied hypothesis 3, regarding the mediation role of brand image towards the influence from social media marketing towards purchase intention, and the result is brand image is found to have positive and significant effect to be the mediator of the influence from social media marketing towards purchase intention. This study supports previous research conducted by (Yanti & Muzammil, 2023) which stated that social media marketing has a positive impact on purchase intention mediated by brand image. This is also in line with research conducted by (Waworuntu, Mandagi, & Pangemanan, 2022) which also said the same thing, namely that there is a significant influence of social media marketing on purchase intention mediated by brand image.

The last hypothesis which studied the influence from influencer marketing towards purchase intention is found to have positive and significant effect. This study supports previous research conducted by (Wardah & Albari, 2023) which stated that there is a significant influence in conducting promotions using influencers on consumer purchasing interest in a product. This is also in line with research conducted by (Dwidienawati, Tjahjana, Abdinagoro, Gandasari, & Munawaroh, 2020) which also found that influencer marketing can influence purchase intention.

CONCLUSION

Based on the results that have been studied using Structural Equation Modeling with the help of SmartPLS, it can be concluded that at the XYZ restaurant, there is a significant impact of social media marketing on brand image, brand image on purchase intention, social media marketing on purchase intention mediated by brand image and influencer marketing on purchase intention.

XYZ Restaurant can improve and maximize the use of Instagram social media as a promotional medium, product introduction, and also sales so that it can provide in-depth knowledge about the restaurant's products. In addition, it can provide interesting content on social media to reach a wider audience. XYZ Restaurant, which currently only uses Instagram, in the future can use other social media applications, such as TikTok, YouTube, and so on, with the hope of attracting audiences with other criteria. This study is limited to variables of social media marketing, influencer marketing, purchase intention, and brand image as mediating variables, meanwhile, there are still a lot of variables that can predict purchase intention, thus the researcher suggests that further researchers add other variables that can influence purchase intention.

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