

Analysis of Purchase Intention Towards MS Glow Skincare Products (A Study on the Local Community in Cilacap City)

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Abstract. The rapid expansion of Indonesia's cosmetic industry has intensified market competition, where MS Glow has emerged as a dominant player despite facing challenges related to negative digital sentiment regarding product quality. This phenomenon is particularly relevant in the context of Cilacap City, characterized by consumers who are price-sensitive yet highly responsive to digital trends. Consequently, this study aims to comprehensively analyze the influence of price perception, social media exposure, and celebrity endorser appeal on consumer purchase intention for MS Glow skincare products in this specific region. Employing a quantitative explanatory approach, primary data were gathered through questionnaires distributed to 97 respondents, selected via purposive sampling criteria based on product awareness and domicile in Cilacap. The data were analyzed using multiple linear regression assisted by SPSS version 25 to test the hypotheses. Empirical findings reveal that price exerts a negative and significant effect on purchase intention, indicating that price increases substantially diminish buying interest. Conversely, social media and celebrity endorsers demonstrate positive and significant effects, with social media emerging as the dominant factor. Collectively, these independent variables contribute an Adjusted R Square of 73.2% to purchase intention. The study's managerial implications suggest that MS Glow should formulate more affordable pricing strategies tailored to regional markets, while simultaneously optimizing creative social media content and selecting relevant public figures to reinforce brand image and drive consumer purchasing decisions.

Keywords: Celebrity Endorser, Indonesian Cosmetics Industry, Price, Purchase Interest, Social Media.

1. INTRODUCTION

In the era of globalization, business competition has become increasingly intense with the presence of diverse products and brands in the market. The beauty industry in Indonesia is experiencing rapid growth alongside the increasing public awareness of the importance of skincare (Nawiyah, N.; Kaemong, R. C.; Ilham, M. A.; Muhammad, 2023). Despite rising sales, negative comments regarding the quality of certain products, such as MS Glow, still persist on social media. This situation often leads to consumer confusion when making choices. Therefore, companies must enhance their brand image, product quality, and marketing strategies to attract consumer interest and maximize sales (Priyanto, 2024).

Table 1 Beauty Clinic / Skincare Category.

Brand	2020	2021	2022	2023	2024
Erha Clinic	27.20	29.30	33.40	31.70	32.20
Esther House Of	-	-	-	-	5.10
Beauty					

MS Glow	-	-	3.20	4.60	13.20
Natasha Skincare	27.70	26.80	24.00	20.40	13.80
ZAP clinic	-	-	9.40	7.00	5.00

Source: (Top Brand Award, 2024)

Based on the Top Brand Award 2021–2024, Erha Clinic continues to lead the market, while Natasha Skin Care has shown a significant decline. Interestingly, MS Glow experienced a major increase, rising from 3.20% in 2022 to 13.20% in 2024, indicating a strengthened brand image and growing consumer interest within a short period. This occurred despite several negative comments appearing on MS Glow's social media in 2024.

This phenomenon is increasingly relevant to the conditions of Cilacap Regency, which in 2024 has a population of approximately 2,02 million people (BPS, 2024). Such a large population represents a potential market opportunity for MS Glow. However, consumers in Cilacap possess characteristics of being price-sensitive, highly connected to social media, and easily influenced by celebrity endorsers when making choices. Therefore, this study is essential to analyze the influence of price, social media, and celebrity endorsers on the purchase intention of MS Glow skincare products in Cilacap City.

MS Glow is a skincare manufacturer established in 2013 with the motto "Magic For Skin", reflecting its position as a provider of the best glowing products in Indonesia. Currently, MS Glow has agents, members, and 13 beauty clinics in major cities such as Malang, Jakarta, Surabaya, Bali, Bandung, Makassar, Medan, and others. MS Glow products are able to compete with international brands due to their advantages of being safe, medically compliant, and having obtained BPOM and Halal certifications. Its marketing strategy is aggressively carried out both online and offline, particularly through social media platforms such as Instagram and TikTok, as well as television advertisements. The support of beauty vloggers and celebrity endorsers further strengthens the brand image, making dozens of MS Glow skincare products increasingly popular among consumers in Indonesia (Manajemen, 2024).

Consumer purchase intention is a crucial element that companies must maintain to ensure consumers remain confident and interested in purchasing their products. Purchase intention arises when consumers feel attracted to and provide a positive response toward the offered products. The higher the consumer purchase intention, the greater the opportunity for the company to gain profits and build loyal customers.

Price is often a primary consideration, especially for middle-to-lower-income consumers. If the product price aligns with the consumer's capabilities and expectations, they are highly likely to be interested in purchasing. Research by (Subastian, D. V.; Retno P. D. A.; Firsia, E.;

Sanjaya, 2021) demonstrates that price has a positive effect on purchase intention, meaning that the more affordable the MS Glow products are, the higher the consumer's interest in buying them. However, (Latuapo, S. J.; Fredriksz, G.; Wijaya, 2023) found different results, stating that price actually has a negative influence on purchase intention.

Social media enables companies to promote products rapidly and extensively at a relatively low cost. Information can be disseminated quickly, allowing consumers to respond immediately. Regarding social media, (Raheni, 2018) states that social media has a positive effect on purchase intention as it effectively attracts consumer attention. In contrast, according to (Sabar, M.; Moniharapan, S.; Poluan, 2022), social media does not have a significant effect.

Another important factor is the use of celebrity endorsers. The more famous a celebrity promoting a product, the greater the public attention toward that product. These celebrities leverage their popularity and influence to attract their fans' attention, which can ultimately increase sales. According to (Sari & Sudarwanto, 2022), celebrity endorsers have a positive influence on purchase intention as they are capable of drawing attention through their popularity. However, (Tarigan et al., 2023) states that celebrity endorsers don't have a significant effect.

Based on the observed phenomena and the previously explained research gaps, inconsistencies in prior research findings have been identified, serving as the primary problem in this study. Consequently, the researcher is interested in conducting a study involving the variables of Price, Social Media, and Celebrity Endorser. Accordingly, based on the formulated problem, this research aims to: (1) determine whether price perception influences consumer purchase intention of MS Glow products in Cilacap City. (2) determine the effect of social media on consumer purchase intention. (3) determine the effect of celebrity endorsers on consumer purchase intention.

2. KAJIAN TEORITIS

Theory of Planned Behaviour (TPB)

The primary theoretical framework of this study is the Theory of Planned Behavior (TPB), developed by Ajzen in 1991. TPB is an extension of the Theory of Reasoned Action (TRA), which was previously used to explain consumer behavior. TRA assumes that an individual's behavior is influenced by intention, attitude, and subjective norms. It assumes that if a person intends to perform a behavior, they will do so as long as there are no obstacles. However, in reality, various constraints such as time limitations, habits, abilities, or environmental factors can influence behavior. Due to these limitations, Ajzen developed TPB

by adding a new variable: Perceived Behavioral Control, to explain that individuals are not always free to act solely according to their intentions. Behavior is also influenced by the extent to which a person feels capable or in control of performing it. The Theory of Planned Behavior (TPB) explains that behavior does not occur spontaneously but is influenced by intention, which is formed by attitudes toward the behavior, social norms, and perceived behavioral control. This theory is highly useful in research aimed at studying purchase intention, product usage, or consumer behavior, such as in marketing studies of MS Glow products. Based on TPB, a crucial factor in every individual's behavior is the intention when wanting to perform an action. TPB is a theory that accounts for all things within and outside an individual's control (Ummah, 2019).

Purchase Intention

According to (Abdul et al., 2022), purchase intention is an individual's desire or tendency to buy a product that emerges after an evaluation process of that product. This intention reflects the extent of consumer interest in the product and the likelihood of them making a purchase. Purchase intention represents the consumer's tendency to buy a particular brand or take action related to a purchase, measured by the probability of the consumer completing the transaction. According to (Raya, 2015), the indicators of purchase intention include: (1) Transactional Intention, (2) Referential Intention, (3) Preferential Intention, and (4) Explorative Intention.

Price

According to Kotler & Keller (2021), price is the easiest element in the marketing program to adjust, whereas product features and even communication require more time. According to (Alfian, 2020), price is the perception of value that consumers must provide to obtain a product or service, in exchange for the perceived benefits of using or owning that product. In their research, Kotler & Armstrong (2020) explain that there are four price indicators: (1) Price affordability, (2) Price competitiveness or alignment with consumer capability, (3) Price compatibility with product quality, and (4) Price compatibility with benefits.

Social Media

According to Tjiptono (2020), social media is a new source of online information created and utilized by consumers. Its purpose is to educate one another regarding products, brands, and services within a marketing context. This implies that social media is not merely a one-way communication tool from companies to consumers but also serves as a platform for interaction among consumers, where they can exchange experiences, opinions, and information. The essence of social media lies in its nature as an internet-based technology that

enables conversation, engagement, and participation. This indicates that social media is more than just a communication tool; it is a dynamic ecosystem that allows users to simultaneously be producers and consumers of information. According to Tjiptono (2020), the indicators of social media are as follows: (1) Context, (2) Communication, (3) Collaboration, and (4) Connection.

Celebrity Endorser

Shimp (2019) defines a celebrity endorser as a publicly recognized individual, such as a celebrities, actors, athlete, or other famous figures, who are used in product promotions to attract consumer attention and enhance the credibility of the advertising message. The use of celebrities in advertisements aims to leverage their popularity and positive image to influence consumer perception and purchase intention toward the advertised product. According to Kotler & Keller (2021), a celebrity endorser involves using a spokesperson as an attractive or popular figure in an advertisement; this represents a creative method for message delivery, ensuring that the information conveyed achieves higher attention and remains memorable. Shimp (2019) further explains that the indicators of a celebrity endorser are as follows: (1) Trustworthiness, (2) Expertise, and (3) Attractiveness.

3. RESEARCH METHODS

Research Type and Data Sources

According to Sugiyono (2021), data sources are categorized into two types: primary data and secondary data. Primary data sources are obtained directly, while secondary data sources are obtained indirectly. In this study, primary data sources were obtained from questionnaires distributed by the researcher to respondents using Google Forms. This questionnaire distribution was targeted toward individuals aware of MS Glow products marketed in Cilacap City. Meanwhile, the secondary data sources for this study consist of data related to the research topic from official websites, as well as literature derived from books, journals, and other official publications. Data types can be classified into quantitative and qualitative data. This study adopts a quantitative approach, utilizing data sourced from questionnaires as the primary data.

Variables

According to Sugiyono (2021), a variable is anything that represents the characteristics or attributes of an individual, group, or organization, which can be measured or observed and varies among objects. In this study, there are independent variables and a dependent variable. Before conducting data collection, it is essential to define and explain each variable in detail. This process is referred to as the operationalization of variables, which aims to clarify how

each variable will be measured based on specific indicators and an appropriate measurement scale. The conceptual and operational definitions can be seen in the following table:

Tabel 2 Conceptual Definition and Operational Variable.

No	Variable	Conceptual Definition	Operational Definition	
			Indicator	Scale
1	Purchase Intention (Y)	Purchase intention is an individual's desire or tendency to buy a product that emerges following an evaluation process of that product. This intention reflects the extent of consumer interest in the product and the likelihood of them performing a purchase transaction. (Abdul et al., 2022)	1. Transactional Intention 2. Referential Intention 3. Preferential Intention 4. Explorative Intention (Raya, 2015)	5 points Likert Scale
2	Price (X1)	Price is the perception of value that consumers must provide to obtain a product or service, in exchange for the perceived benefits of using or owning that product. (Alfian, 2020)	1. Price affordability 2. Price competitiveness 3. Price compatibility with product quality 4. Price compatibility with benefits Kotler & Armstrong (2020)	5 points Likert Scale
3	Social Media (X2)	Social media defined as an internet-based technology that enables conversation, engagement, and participation. (Sosial et al., 2022)	1. Context 2. Communication 3. Collaboration 4. Connection Tjiptono (2020)	5 points Likert Scale

4	Celebrity Endorser	<i>Celebrity Endorser</i> adalah individu yang dikenal publik seperti bintang televisi, aktor film, atlet, atau tokoh terkenal lainnya yang digunakan dalam promosi produk untuk menarik perhatian konsumen dan meningkatkan kredibilitas pesan iklan.	1. Trustworthiness 2. Expertise 3. Attractiveness	5 points Likert Scale
(X3)				Shimp (2019)

(Niken Puspita Sari & Tri Sudarwanto, 2022)

Population and Sample

According to Sugiyono (2021), population is a generalization area consisting of objects or subjects that possess specific quantities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The population in this study consists of all individuals interested in using MS Glow in Cilacap City.

According to Sugiyono (2021), a sample is a portion of the number and characteristics possessed by the population. This is applicable when the population is large and it is impossible for the researcher to study everyone within it. Sampling in this study is selected using purposive sampling, which involves selecting samples based on specific objectives and characteristics. The specific criteria used for sample selection in this research include: (1) Respondents are potential consumers interested in using MS Glow products, (2) At least 15 years of age, (3) Domiciled in Cilacap City, and (4) Have seen or followed MS Glow promotions through various social media platforms, such as Instagram, TikTok, Facebook, and others. The sample used in this study consists of MS Glow users in Cilacap City. The determination of the minimum sample size in this research refers to the Lemeshow formula (Lemeshow et al., 1990):

$$n = \frac{z^2 p (1 - p)}{d^2}$$

Notes :

n = Sample size

z = Standard score (critical value) : 1,96

p = Estimated proportion : 50% (0,5)

d = alpha (0,10)

Based on the formula above, the calculation yields a result of 96.04, which is rounded up to 97 respondents who are interested in using MS Glow.

Data Collection Method

This study use primary data obtained through questionnaires. A questionnaire is a data collection technique conducted by presenting a set of written statements or questions to respondents for them to answer (Sugiyono, 2021). The measurement scale used in this research is 5 points Likert scale. On this scale, the number 1 represents Strongly Disagree (STS), 2 represents Disagree (TS), 3 represents Neutral (N), 4 represents Agree (S), and 5 represents Strongly Agree (SS).

4. RESULTS AND DISCUSSION

Data Analysis Techniques

In this study, a quantitative approach was employed, and the data were processed using SPSS software version 25.

Instrument Validation

Model	Validity	Reliability
Y	Valid	0,850
X1	Valid	0,887
X2	Valid	0,877
X3	Valid	0,839

Source: Processed data (2025)

Based on a sample of 97 respondents with a significance level of 5%, the r-table value is 0.199. If the Pearson Correlation exceeds the r-table value, the questionnaire is considered valid. Furthermore, a variable is deemed reliable if it yields a Cronbach's Alpha value greater than 0.70. Consequently, all variables in this study are declared valid and reliable.

Classical Assumption Tests

Normality Test

Asymp. Sig. (2-tailed)	0,200^{c,d}
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Source: Processed data (2025)

Based on the table above, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05 ($0.200 > 0.05$). Therefore, it can be concluded that the data in this regression model are normally distributed.

Multicollinearity Test

Model	Tolerance	VIF
X1	0,802	1,247
X2	0,416	2,404
X3	0,443	2,260

Source: Processed data (2025)

Based on the table above, the multicollinearity test shows a tolerance value greater than 0.1 and a VIF value of less than 10. Therefore, it can be concluded that multicollinearity does not occur in this regression model.

Heteroscedasticity Test

Model	Sig
X1	0,917
X2	0,948
X3	0,864

Source: Processed data (2025)

Based on the table above, the significance level for each independent variable is greater than 0.05 ($p > 0.05$). Consequently, it can be inferred that the regression model is free from heteroscedasticity.

Goodness Of Fit Model

Simultaneous Test (F-Test)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	620.870	3	206.957	88.576	.000 ^b
	Residual	217.294	93	2.336		
	Total	838.165	96			

Source: Processed data (2025)

With an F-value of 88.576 and a significance level of 0.000, the model demonstrates a robust overall relationship. Since the p-value is less than 0.05, it can be concluded that the independent variables collectively have a significant impact on Purchase Intention (Y). This indicates that the proposed regression model possesses a high goodness-of-fit.

Coefficient of Determination (R-Square Test)

Model	Adjusted R Square	Percentage
X1	0,732	73,2%
X2		
X3		

Source: Processed data (2025)

The results show an Adjusted R Square of 0.732, implying that 73.2% of the variance in Purchase Intention can be explained by the independent variables included in the model. The high value suggests that the model has a strong explanatory power.

Multiple Linear Regression Analysis

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std.	Beta		
Error					
1	(Constant)	2,994	0,845	3,544	0,001
	X1	-0,103	0,048	-2,157	0,034
	X2	0,732	0,079	9,266	0,000
	X3	0,239	0,099	2,405	0,018

Source: Processed data (2025)

Based on the regression table above, the following equation is obtained:

$$Y = 2,994 - 0,103X_1 + 0,732X_2 + 0,239X_3 + \varepsilon$$

The results of the multiple linear regression equation can be analyzed as follows:

1. Constant (α): The constant value is 2.994 with a significance level of $0.001 < 0.05$. This indicates that if all independent variables—Price (X_1), Social Media (X_2), and Celebrity Endorser (X_3)—are zero, the estimated value of Purchase Intention (Y) is 2.994. This value is statistically significant.
2. Price (X_1): The regression coefficient for Price is -0.103 with a significance level of $0.034 < 0.05$. This suggests that as Price increases, Purchase Intention (Y) decreases, assuming other variables remain constant. The negative value indicates that Price (X_1) has a significant negative effect on Purchase Intention (Y).
3. Social Media (X_2): The Social Media variable has a coefficient of 0.732 with a significance level of $0.000 < 0.05$. This indicates that more active or engaging product promotion on

social media leads to an increase in Purchase Intention (Y). The positive value demonstrates that Social Media (X₂) has a strong positive and significant effect on Purchase Intention (Y).

4. Celebrity Endorser (X₃): The coefficient for Celebrity Endorser is 0.239 with a significance level of $0.018 < 0.05$. This shows that the presence of celebrities or public figures promoting MS Glow products can enhance Purchase Intention (Y). The positive value indicates that Celebrity Endorser (X₃) has a positive and significant effect, although its impact is not as substantial as Social Media (X₂).
5. Error (e): This represents the error term or other influencing factors not included in the model that may affect Purchase Intention (Y).

Partial Hypothesis Testing (t-Test)

Model	T	Sig.
X1	3,544	0,001
X2	-2,157	0,034
X3	9,266	0,000

Source: Processed data (2025)

The results of the t-test are explained as follows:

1. Price (X₁): The t-statistic for Price is -2.157 with a significance value of $0.034 < 0.05$. This indicates that Price (X₁) has a significant negative effect on purchase intention. The negative sign implies that higher prices tend to lead to a decrease in consumer purchase intention.
2. Social Media (X₂): The t-statistic for Social Media is 9.266 with a significance value of $0.000 < 0.05$. Therefore, Social Media (X₂) has a significant positive effect on purchase intention. This suggests that more active or effective social media promotion significantly increases purchase intention.
3. Celebrity Endorser (X₃): The t-statistic for Celebrity Endorser is 2.405 with a significance value of $0.018 < 0.05$. Thus, Celebrity Endorser (X₃) has a significant positive effect on purchase intention, indicating that the presence of public figures or celebrities can effectively enhance consumer purchase intention.

Discussion

The Effect of Price on Purchase Intention

The Price variable has a t-statistic of -2.157 with a significance value of $0.034 (p < 0.05)$. These results indicate that Price has a significant negative effect on purchase intention. The negative coefficient suggests that an increase in price tends to lead to a decline in consumer

purchase intention. This confirms that price remains a sensitive factor for consumers in their decision-making process.

The Effect of Social Media on Purchase Intention

The Social Media variable yields a t-statistic of 9.266 and a significance value of 0.000 ($p < 0.05$), demonstrating that social media has a significant positive effect on purchase intention. This implies that more active, engaging, and high-quality social media promotions effectively drive higher purchase intention. The high t-value suggests that social media is a dominant factor in influencing consumer interest.

The Effect of Celebrity Endorser on Purchase Intention

The Celebrity Endorser variable shows a t-statistic of 2.405 and a significance value of 0.018 ($p < 0.05$). Thus, Celebrity Endorsers have a significant positive effect on purchase intention. This indicates that the involvement of public figures or celebrities in promoting products can successfully enhance consumer interest and build brand desire.

5. CONCLUSION AND RECOMMENDATIONS

This study concludes that Price has a significant negative effect on the purchase intention of MS Glow consumers in Cilacap Regency. Conversely, both Social Media and Celebrity Endorsers have a significant positive effect on purchase intention. These findings indicate that while price increases may deter potential buyers, intensive social media engagement and effective celebrity representation are key drivers in stimulating consumer interest. Based on these findings, it is suggested that MS Glow maintain and enhance its social media marketing activities by ensuring content remains interactive and visually appealing. Furthermore, the company should continue to collaborate with celebrity endorsers who possess high credibility and relevance to the target market. Additionally, a thorough evaluation of pricing strategies is recommended to ensure they remain competitive without compromising the perceived value of the brand.

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