

Analysis of the Influence of Smm, Ocr, and Im on the Brand Image of Fashion Products in Tiktok Shop

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Abstract. This research aims to determine the influence of social media marketing, online customer reviews and influencer marketing on brand image. This type of research uses quantitative research. Data collected in this research used a questionnaire distributed via a Google Form link. The population or sample in this study was 85 respondents. Respondents were taken from students who had purchased fashion products at the TikTok shop. Data were processed using multiple linear analysis, t test and f test with the help of SPSS. The results of this research show that the t test that has been carried out on the social media marketing variable on brand image partially has a significant effect. The online customer review variable on brand image partially has a significant effect. The influencer marketing variable on brand image partially has a significant effect. Simultaneously, all variables, namely social media marketing, online customer reviews and influencer marketing, have a positive and significant effect on brand image. Meanwhile, the results of the last test, namely the online customer review variable, show a dominant influence on brand image. The conclusion of this research shows that the variables of social media marketing, online customer reviews and influencer marketing have a positive and significant effect on the brand image of fashion products in the TikTok shop.

Keywords: *Social Media Marketing, Online Customer Review, Influencer Marketing, Brand Image*

INTRODUCTION

Advances in digital technology and the internet have had a significant impact on various aspects of life, including marketing. Today, technology is used not only in educational media but has also penetrated the business world, including the fashion industry. This development allows businesses to utilize technology and social media to expand their market reach. Social media has now become a crucial tool in product marketing, facilitating the dissemination of information and introducing products to the public more effectively. According to a recent report from the research firm We Are Social, approximately 178.9 million Indonesians shopped online between 2022 and early 2023, with an estimated online shopping value of US\$55.97 billion (Rp 851 trillion). The increase in internet usage has driven the rapid growth of e-commerce, run by businesses ranging from large corporations to home-based online stores. Interactions between buyers and sellers have become faster and more efficient, which in turn increases customer satisfaction and seller profits (Rehatalanit, 2021).

One example of significant technological development in marketing is TikTok. TikTok, a popular social media app, allows users to create and share short videos with filters and music. The app has experienced rapid growth in recent years and has demonstrated impressive success (Atmaja & Rahayu, 2023).

According to a We Are Social report, the number of global TikTok users reached 1.09 billion in April 2023, with 38.5% of them aged 18-24 years. Indonesia is the country with the second-highest number of TikTok users in the world, reaching 113 million users, most of whom are aged 18 and above (Ramadhan & Nasir, 2023). Demographic data shows that TikTok users are dominated by the 18-24 age group with 50 million users, followed by the 25-34 age group with 44.5 million users, and other age groups.

In 2021, TikTok launched an innovative feature called TikTok Shop. This feature integrates social media and e-commerce functions, allowing users to advertise and sell products directly within the platform. TikTok Shop simplifies the process of searching and purchasing products without having to switch apps,

making it an effective marketing tool. TikTok Shop experienced rapid market share growth in 2023 (Rifai & Luzi Dwi Oktaviana, 2018).



Figure 1. Market share in E-commerce in Southeast Asia (2022-2023)

Figure 1 shows the e-commerce market share in Southeast Asia from 2022 to 2023. TikTok Shop controlled 4.4% of the e-commerce market share in Southeast Asia in 2022 and is expected to increase to 13.2% in 2023. In contrast, Shopee's market share is predicted to decline from 48.1% to 46.5%, Lazada from 20.2% to 17.7%, Tokopedia from 18.5% to 13.9%, and other e-commerce platforms from 8.9% to 8.7%. TikTok Shop, although still small in market share, is showing significant growth and could pose a threat to major e-commerce players in the region.

Branding is an important marketing strategy because it helps consumers recognize products and make purchasing decisions. Brand image serves as an identity that helps consumers recognize and differentiate products. Brand image consists of tangible and intangible elements that create certain perceptions in the minds of consumers. Building a positive brand image can increase customer interest and trust in a product (Lombok & Samadi, 2022). Social media marketing is an internet-based marketing strategy that aims to build brand awareness through social media. Research shows that social media marketing has a significant impact on brand image and customer trust, which ultimately influences purchase intention (Reza et al., 2008).

Online customer reviews also play a crucial role in e-commerce. Reviews from

customers who have purchased a product can influence potential consumers' purchasing decisions and impact the product's brand image (Triwahyudi & Yanto, 2013). Furthermore, influencer marketing has become an effective promotional tool. Influencer marketing involves individuals with influence over a specific audience to promote products, increase sales reach, and build relationships with consumers. Influencers can create a strong online identity and communicate personal narratives through social media, increasing product visibility and appeal (Brand et al., 2024).

Social media marketing can be defined as a marketing activity conducted on social media. Marketing through social media can be done by anyone, including start-up entrepreneurs, large corporations, freelancers, students, and so on. Social media marketing is the process of attracting people's attention and engaging them with the content presented. Once engaged and engaging, the content is likely to be shared, growing in popularity and attracting more interest. Social media marketing is a digital marketing technique used by companies to disseminate information through social media platforms. Social media marketing encompasses the range of marketing activities, customer service, sales, and public relations within social networks, online communities, and collaborative online media to achieve broad goals (Indrawati et al., 2023).

Online customer reviews are services that allow customers to easily and freely post reviews and comments about various products and services online. Furthermore, online customer reviews are a component of electronic word-of-mouth (e-WOM), which is based solely on a person's evaluation and opinion rather than advertising. Another form of electronic word-of-mouth is online customer reviews, which can be used as a platform for consumers to check testimonials from other customers about a product, business service, and about the company's

manufacturer. Electronic word of mouth comes in various forms, including consumer satisfaction with a product after use, product sales data from various categories, and user-generated content such as images, text, videos, and other content (Amalia & Nurlinda, 2022).

Today, the internet and social media have transformed the way companies and customers communicate. The advent of the internet has enabled every company to conduct business worldwide. One factor that has evolved with the internet is the influence of social media. In recent years, social media has seen rapid growth. The unique aspects of social media and the resulting rapid growth have revolutionized marketing practices, advertising, and promotions (Gellysa Urva et al., 2022).

Over time, the use of influencer marketing has continued to grow rapidly year after year. Thanks to its significant role and benefits, many companies are integrating influencer marketing into their product marketing strategies. Currently, the majority (66%) Marketers conduct campaigns with influencer marketing at least twice a year. Consumers trust promotional content from influencers more than brand-generated content in the form of advertisements (Mahendra & Nugroho, 2013). In fact, the use of influencer marketing is nothing new in the industry. However, in the past, influencer marketing was limited to celebrities or public figures. However, today, thanks to the openness of information, anyone with a large online following can become a powerful channel for disseminating information for a product or brand (Azzahra et al., 2024).

Brand image is the impression that arises in the minds of consumers when consumers think of a particular brand of product. Brand image is related to how management forms an impression, perception, and assumption in the minds of consumers to achieve certain influences. Creating a strong brand image is expected to be the right strategy in facing competition, functioning to stimulate the

image of the company and product to the public so that the public trusts it and ultimately influences purchasing behavior. Based on the opinions that have been expressed, it can be concluded that brand image is the overall perception of a brand formed from information and experiences of the brand (Nasution et al., 2024).

METHOD

The type of research used in this study is quantitative. Judging by its nature, this study uses replication research. The research location was Mataram City, where the research subjects were TikTok Shop users, especially students in Mataram City. The population in this study was unknown, and the sampling method used was non-probability sampling with convenience sampling. In this case, the researcher took a sample of 85 respondents, meeting the sample requirements of a minimum of 5 and a maximum of 10 times the total number of question or statement indicators. The data collection method used in this study was a questionnaire containing questions related to the research, allowing respondents to answer based on their experiences purchasing fashion products on TikTok Shop. The data collection tool used was a questionnaire using Google Forms, distributed to respondents who met the established criteria.

The framework of thought built in this research can be seen in the image below as follows:

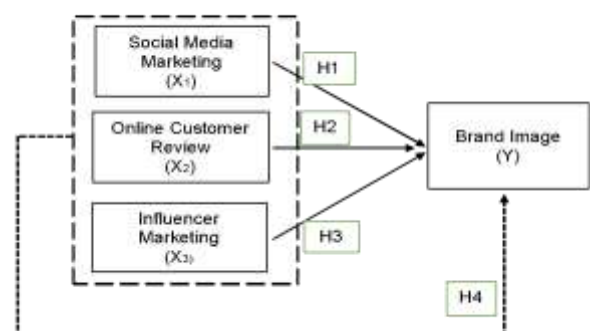
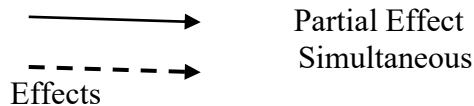


Figure 2. Research Framework

Information:



Based on the conceptual framework above, a test was conducted on the relationship between variables X1, X2, and X3 on Y. The partial influence test of each relationship of variables X1 (Social Media Marketing) X2 (Online Customer Review) and X3 (Influencer Marketing) on Y (Brand Image) was conducted. A test was also conducted on the simultaneous influence of the relationship of the three variables X1 (Social Media Marketing) X2 (Online Customer Review) and X3 (Influencer Marketing) on Y (Brand Image).

Based on the conceptual framework that has been prepared, the hypothesis in this study is as follows:

H1 = It is suspected that there is a partial influence between Social Media Marketing and Brand Image

H2 = It is suspected that there is a partial influence between Online Customer Review Marketing and Brand Image

H3 = It is suspected that there is a partial influence between Influencer Marketing and Brand Image

H4 = It is suspected that there is a simultaneous influence between Social Media Marketing, Online Customer Reviews and Influencer Marketing on Brand Image.

RESULTS AND DISCUSSION

A. RESULTS

This study examines the influence of social media marketing, online customer reviews, and influencer marketing on the brand image of fashion products in TikTok Shop (a study of college students in Mataram City). Data analysis used multiple linear regression to determine the direction and magnitude of the influence of the independent variables on the dependent variable.

1. Validity Test and Reliability Test

Validity/accuracy is used to determine the feasibility of the items in a research question item. The data has

been obtained and processed with the help of the SPSS program. The statement is declared valid if the calculated $r > r$ table, the value of the r table with a significance level of $\alpha = 0.05$ and $df = n - 2 = 30 - 2 = 28$ is 0.3610.

The results of the validity analysis of the calculated r -value of each item or indicator exceed the r -table value, namely 0.3610, so it can be concluded that all indicators that are statements in the questionnaire are declared valid.

Reliability tests are used to measure the consistency of variables in an instrument. Question items in a variable within an instrument are considered reliable if respondents' answers are consistent or stable over time. A construct or variable is considered reliable if it produces a Cronbach's Alpha value of ≥ 0.60 .

The reliability test results for the instruments used in this study showed that Cronbach's alpha for the variables social media marketing (0.706), online customer reviews (0.698), influencer marketing (0.685), and brand image (0.688) were greater than 0.60. Therefore, it can be concluded that the instruments used in this study are reliable.

2. Classical Assumption Test

The classical assumption tests conducted in this study include normality, multicollinearity, and heteroscedasticity tests. The results of these classical assumption tests are described below:

a. Normality Test

The normality test aims to test whether the dependent variable in the regression model has a normal distribution or not.

Table 1. Normality Test Results

Asymp. Sig (2 tailed)	Alpha a	Informati on
0,200	0,05	Normal

Based on the table above, it can be concluded that the residual

regression model is normally distributed. This is evident from the Asymp. Sig (2-tailed) of $0.200 > 0.05$.

b. Multicollinearity Test

The multicollinearity test aims to determine whether the independent variables are linearly related to each other. Multicollinearity testing is performed using VIF and Tolerance. The results of the multicollinearity analysis can be seen in the table below:

Table 2. Multicollinearity Test Results

Variables	Collinearity Statistics	
	Tolerance	VIF
Social media marketing	0,444	2,253
Online customer review	0,479	2,086
Influencer marketing	0,411	2,436

Based on the test results above, it shows that the VIF value of the social media marketing, online customer review and influencer marketing variables is <10 and the Tolerance value of each variable is more than 0.1 so it can be concluded that in the regression model there is no multicollinearity or there is no relationship between the independent variables in the regression model.

3. Heteroscedasticity Test

A heteroscedasticity test was conducted to determine residual variation between observations. This is necessary because multiple regression testing requires homogeneity of residual variation between observations. This study used the scatterplot method. The results of the heteroscedasticity test are presented in the following figure:

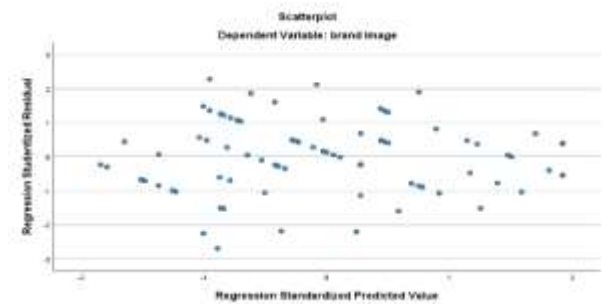


Figure 3. Heteroscedasticity Test Results

Based on the results of the image above, it can be seen that there is no clear pattern and the points are spread above and below the number 0 on the Y-axis and do not form a wavy pattern, the distribution of the points is not patterned. Therefore, it can be concluded that there is no problem of heteroscedasticity in the regression model, thus the sample is homogeneous.

4. Multiple Regression Analysis

The multiple regression analysis test functions to determine whether or not there is an influence of two or more variables X and variable Y. Therefore, in this study, a multiple regression analysis was conducted between the following variables: Social Media Marketing (X1) Online Customer Review (X2) Influencer Marketing (X3) on Brand Image (Y). The results of the research data processing are as follows:

Table 3. Multiple Linear Regression Test Results

Variables	B	Say
Constant	2,925	0,001
Social media marketing	0,158	0,008
Online customer review	0,275	0,002
Influencer marketing	0,239	0,006

Based on the table above, the constant value is 2.925. The social media marketing variable is 0.158. The online customer review variable is 0.275. The influencer marketing

variable is 0.239. Therefore, the multiple linear regression equation can be obtained as follows:

$$Y = 2.925 + 0.158X_1 + 0.275X_2 + 0.239X_3 + e$$

So, from the calculation results presented in the table above, it can be explained as follows:

1. The constant value is 2.925 and is positive. This result indicates that trust in the brand image of TikTok Shop fashion products is increasing, even though there is no influence from other variables.
2. The social media marketing variable obtained a positive value of 0.158. This indicates that the better or more developed the online community, the more engaging and accurate the content shared, the higher the brand image of TikTok Shop fashion products, assuming no other variables influence it.
3. The online customer review variable obtained a positive value of 0.275. This indicates that the better or increasing number of positive customer reviews, the higher the brand image of TikTok Shop fashion products, assuming no other variables influence it.
4. The influencer marketing variable obtained a positive value of 0.239. This indicates that the better or increasing an influencer's experience and ability to persuade consumers, the higher the brand image of TikTok Shop fashion products, assuming no other variables influence it.

5. Hypothesis Testing

a. Partial Test

The t-test is used to determine the partial effect of the independent variable on the dependent variable. The results of the (partial) t-test are as follows:

Table 4. Partial Test Results

Variable	T count	T able	Say	Information
Social media marketing	2,729	1,988	0,008	Partial Effect
Online customer review Influence	3,252	1,988	0,002	Partial Effect
influencer marketing	2,484	1,988	0,006	Partial Effect

Based on the table above, the results obtained for Ttable are 1.988 and the values for Tcount for each variable are as follows:

- 1) Social media marketing variable (X1)

Based on the results of the t-test (partial test) in table 4.18 above, it shows that the social media marketing variable has a calculated T value of $2.792 > T$ table 1.988. This means that the social media marketing variable (X1) has a partial effect on the brand image variable (Y). Therefore, it can be concluded that Ha1 is accepted.

- 2) Online customer review variable (X2)

Based on the regression results above, it shows that the online customer review variable has a calculated T value of $2.252 > T$ table 1.988. This means that the online customer review variable (X2) has an influence on the brand image variable (Y). Therefore, it can be concluded that Ha2 is accepted.

- 3) Variable influencer marketing (X3)

Based on the regression results above, it shows that the influencer marketing variable

has a calculated T value of $2.848 > T \text{ table } 1.988$. This means that the influencer marketing variable (X3) has an influence on the brand image variable (Y). Therefore, it can be concluded that H_{a3} is accepted.

b. Simultaneous Test

The simultaneous test (f-test) was conducted to determine whether the independent variables (X1, X2, and X3) together significantly influence the dependent variable (Y). The results of the f-test can be seen in the table below:

Table 5. Simultaneous Test Results

Model	F count	F table	Say	Information
Multiple Linear Regression	46,003	2,71	0,001	Simultaneous Effect

Based on the results of the table above in column F or the calculated F value of 46.003 and the F table value of 2.71. So it can be concluded that the independent variables (X1, X2 and X3) H_a are accepted and together have a significant effect on the dependent variable (Y).

c. Dominance Test

Table 6. Dominance Test Results

Variables	T count	T table	Information
Social media marketing	2,729	0,008	Dominant
Online customer review	3,252	0,002	
Influencer marketing	2,484	0,006	

Based on the table above, it can be seen in the T-count column that the online customer review variable (X1) with a value of 3.252 has the most dominant influence on the brand image (Y) of fashion products on TikTok Shop.

d. Coefficient of Determination

The coefficient of determination (R^2) essentially measures the extent to which a model can explain variations in the independent variable. Calculations using SPSS yield the following results:

Table 7. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	0,794	0,630	0,616	0,107

In the table above, it can be seen that the value of R Square is 0.630 or 63%, meaning that the ability of Social Media Marketing, Online Customer Reviews, and Influencer Marketing to explain the dependent variable or Brand Image by 63% and the other 37% is influenced by variables outside this study.

DISCUSSION

The social media marketing variable (x1) has a partial influence on brand image. The analysis found that the social media marketing variable (X1) has a partial influence on the brand image of fashion products on TikTok Shop. This indicates that the social media marketing variable is a factor influencing the brand image of fashion products on TikTok Shop.

This can be seen from the significant value, namely H_01 is rejected and H_{a1} is accepted, the social media marketing variable has a partial effect on brand image. Furthermore, the results of the multiple linear analysis in this study, the social media marketing coefficient value of 0.158, indicates that if the variable value increases by 1%, the brand image variable will increase by 98%. Assuming the independent variable remains constant, the coefficient is positive, indicating a relationship between the social media marketing variable (X_1) and brand image (Y). This is similar to research that states that social media marketing has an effect on brand image (Wahyuni, 2022).

The online customer review variable (X_2) has a partial influence on brand image.

The analysis found that the online customer review variable (X_2) had a partial influence on the brand image of fashion products on TikTok Shop. This indicates that the online customer review variable is a factor influencing the brand image of fashion products on TikTok Shop.

This can be seen from the significant value, namely H_02 is rejected and H_{a2} is accepted, the online customer review variable has a partial effect on brand image (Y). Furthermore, the results of the multiple linear analysis in this study, namely the online customer review coefficient value of 0.275, indicate that if the variable value increases by 1%, the value of the brand image variable (Y) will also increase. Assuming the dependent variable remains constant, the coefficient is positive, indicating a relationship between the online customer review variable (X_2) and brand image (Y). As research reveals, it is known that online customer reviews have a positive and significant effect on brand image (Angelique et al., 2021).

The influencer marketing variable (x_3) has a partial influence on brand image.

The analysis found that the influencer marketing variable (X_2) had a partial influence on the brand image of fashion products on TikTok Shop. This indicates

that the influencer marketing variable is a factor influencing the brand image of fashion products on TikTok Shop.

This can be seen from the significant value, namely H_03 is rejected and H_{a3} is accepted, the influencer marketing variable has a partial effect on brand image (Y). Furthermore, the results of the multiple linear analysis in this study, namely the influencer marketing coefficient value of 0.239, indicate that if the variable value increases by 1%, the value of the brand image variable (Y) will also increase. Assuming the dependent variable remains constant, the coefficient is positive, indicating a relationship between the influencer marketing variable (X_3) and brand image (Y). As stated in research, the results of the study revealed that influencer marketing has a positive effect on brand image (Agustina and Sari, 2021).

The variables social media marketing (X_1), online customer reviews (X_2) and influencer marketing (X_3) have a simultaneous influence on brand image.

The analysis found that social media marketing (X_1), online customer reviews (X_2), and influencer marketing (X_3) significantly influence the brand image (Y) of fashion products on TikTok Shop. This indicates that social media marketing, online customer reviews, and influencer marketing are factors that influence the brand image of fashion products on TikTok Shop.

According to the test results, the F -value obtained was $46.003 > F$ -table 2.71, which means that the variables of social media marketing, online customer reviews, and influencer marketing simultaneously have a significant influence on the brand image (Y) of fashion products in TikTok Shop.

The online customer review variable (X_2) is the variable that has the dominant influence on brand image (y)

The analysis found that online customer reviews had a dominant influence on the brand image of fashion products on TikTok Shop. This means that the brand

image variable (Y) was more influenced by the online customer reviews variable (X2).

In the hypothesis testing, the partial influence of the social media marketing variable (X1) has a t-value of 2.729. In online customer reviews (X2) it has a t-value of 3.252. Then in influencer marketing (X3) it has a t-value of 2.484. So the hypothesis testing states that partially online customer reviews (X2) have a more dominant influence on brand image (Y).

CONCLUSION

Based on the research that has been conducted and explained above regarding the analysis of the influence of social media marketing, online customer reviews and influencer marketing on brand image, it can be concluded that the social media marketing variable (X1) has a partial influence on the brand image of fashion products in TikTok Shop. This is evidenced by the significant value of the T count value of $2.792 > T \text{ table } 1.988$ which means H_01 is rejected and H_{a1} is accepted. The online customer review variable (X2) has a partial influence on the brand image of fashion products in TikTok Shop. This shows that the influencer marketing variable is a factor that influences the brand image of fashion products in TikTok Shop. This can be seen from the significant value obtained from the T count value of $2.848 > T \text{ table } 1.988$ which means H_02 is rejected and H_{a2} is accepted. The influencer marketing variable (X3) has a partial influence on the brand image of fashion products in TikTok Shop. This can be seen from the significant value obtained from the T count value of $2.848 > T \text{ table } 1.988$ which means H_03 is rejected and H_{a3} is accepted so that the influencer marketing variable has a partial influence on brand image (Y). From the analysis conducted, it was found that together the variables of social media marketing (X1), online customer reviews (X2) and influencer marketing (X3) significantly influence the brand image (Y) of fashion products in TikTok Shop. This shows that the variables of social media

marketing, online customer reviews and influencer marketing are factors that influence the brand image of fashion products in TikTok Shop. This is in accordance with the results of the F-count test obtained at $46.003 > F\text{-table } 2.71$. Online customer reviews have a dominant influence on the brand image of fashion products in TikTok Shop. This means that the brand image variable (Y) is more influenced by the online customer review variable (X2). This is because online customer reviews (X2) have the highest t-count value of 3.252.

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