

The Effectiveness of Endorser's Credibility on Purchase Decisions (A Study of Instagram Account @kulinerbandung)

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ABSTRACT

This study aims to analyze the effectiveness of endorser credibility on purchasing decisions. The research method implemented is descriptive and verification method with quantitative research and 100 respondents. In this study, the independent variable is the credibility of the endorser which consists of attractiveness, trustworthiness, and expertise. Meanwhile, for the dependent variable, namely is the purchase decision. The analytical techniques used are normality test, simple linear regression analysis, correlation analysis, coefficient of determination, and T test with testing using SPSS version 26 application and Microsoft Excel. The results of this research data processing resulted in a T count value of 14.320 > T table 1.985 so it was concluded that there was an influence of endorser credibility on purchasing decisions with the object of research @kulinerbandung.

Keywords: Endorser Credibility; Credibility; Instagram; Purchase Decision

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1. Introduction

Tourism is a travel activity carried out by a person or group within a certain time and place for recreation. Tourism is also an important part of human life, especially regarding the socio-economic activities of a country. In Indonesia, tourism is the third largest source of foreign exchange after coal and oil.

Traveling activities cannot be separated from the supporting infrastructure needed by tourists to fulfill all their needs and desires during their trip. Culinary tourism is tourism with the aim of enjoying special foods from various areas that you one likes (Revida, 2020:6). Culinary or another name for food was originally only as a complement in traveling for the purpose of meeting the food needs of tourists. However, along with the development of the current era, culinary has developed into a tourist activity called culinary tourism. In tourism, the culinary sub-sector contributes 30% of the total revenue of the tourism and creative economy sectors (Creative Economy Agency, 2020)

Based on the above statement regarding culinary, it can be seen that culinary has considerable potential in the tourism industry, the opportunity for a culinary business that looks good is supported by food which is the second dominant position in the distribution of tourist expenditures. Culinary contributions are quite large in tourism, making more and more people start pursuing businesses in the culinary field. With so many people becoming culinary business actors, the competition in the business world is getting tougher. Business actors are required to innovate in order to survive their business. Innovation can be from various aspects of food, for example innovation from taste, shape, packaging, atmosphere of the place that can attract the attention of consumers

According to the APJII Internet Survey Report (Association of Indonesian Internet Service Providers for 2019-2020) in 2020 the population in Indonesia will increase to 266.91

million people with internet users also increasing to around 196.71 million. With the large number of internet users, it is one of the factors that business actors must innovate in running their business. Innovation from the way of selling also includes the right innovation in reaching consumers. With the rapid development of technology and consumer data that is far more digital, selling can be done remotely, namely online without having to use brochures as before. This can be more efficient and effective for business actors.

Based on data according to Hootsuite (We are Social) Indonesian Digital Report 2020, social media users in Indonesia spend most of their time on the top four platforms, namely Youtube, Whatsapp, Facebook, and Instagram. Instagram is one of the platforms that is often used as an online promotion media. Instagram can connect a person or a business to the world, by sharing a creative photo online that is unique and fun, besides that Instagram has a choice of filter variations as a complement to beautify a photo. (Wallsbeck & Johansson, 2014)

According to Atmoko (2012) explains that in order for photos to work better as information, it is necessary to fill in some fields such as title, hashtag and location. In addition, users can also perform activities such as Follow, Like, Comments, and Mentions with many Instagram users and with various ages. From this diversity, it becomes an opportunity for Instagram users to promote their business products more broadly which can be done by a Celebrity (Instagram Celebrity) or Influencer as a marketing tool.

Celebrities or Influencers are Instagram users who can attract greater

attention due to the large number of followers on their accounts. So that the messages and information shared will be received by more people (Anjani & Irwansyah, 2020). The credibility of a celebrity or influencer has a positive impact and can improve consumer attitudes towards the brand and purchase intention (Jiang, 2018). The benchmark for an influencer used by the community is categorized by the number of followers, the number of likes or comments, the number of endorsements received, and often seen in search or explore. (Sakinah, 2017).

Based on this study, @kulinerbandung can be categorized as an influencer that is widely known by the public, where @kulinerbandung has 803,000 followers. In addition to having many followers, the Instagram account @kulinerbandung can also be categorized as an influencer with many likes and comments. This proves that @kulinerbandung is one of the most trusted influencers in society. Kuliner Bandung is an Instagram account that focuses on the food sector, either promoting or recommending food to its followers.

Currently, social media is one of the choices of consumers in doing various things, including viewing a product. According to Erdem & Swait (2004) brand credibility is a belief in product information contained in a brand that consumers need to understand that the brand has the ability and willingness to continue to deliver what has been promised. Lecinski (2017), reports that 70% of purchasing decisions occur during online searches, especially on recommended products. Therefore, the author is interested in exploring the research by taking the title "Effectiveness of Endorser Credibility on Purchase Decisions (Case Study on Instagram Account @kulinerbandung)" "

The formulations of the problem based on the background that has been described is are:

- a. How is the endorser's credibility related to the purchase decision?
- b. How is the effectiveness of the endorser's credibility on purchasing decisions on the @kulinerbandung account?

From the formulation of the problem above, it can be seen that the objectives of this research are as follows:

- a. To find out the characteristics of the endorser's credibility on the @kulinerbandung account.
- b. To determine the effectiveness of the endorser's credibility on purchasing decisions.

According to Ningsih (2014). The tourism industry is closely related to the creative industry, which is what is called the creative economy industry. Cooperation between the creative industry and the basis of tourism can support the creation of national industrial development and overcome the negative effects of globalization and liberalization of the world economy.

Social media is a tool and a way to share information in various forms such as text, audio, images, and videos that are shared by users to other users or vice versa. (Kotler & Keller, 2016).

According to Boyd & Ellison (2008), a social networking site is a web-based service that can allow someone to build a profile, both public and semi-public profiles in a limited system, and can also observe and view a list of other users who are connected to this person. With so many social networking sites today, Instagram is one of the social networking sites with the most users in fourth position in the Hootsuite (We are Social) Indonesian Digital Report 2020 data, beating outperforming Twitter, Line, and Facebook

Messenger. Instagram was founded by Kevin Systrom and Mike Krieger.

Instagram is a medium with easy accessibility in online sharing of photos, videos, and other social networking services that can be used by users to take and share them with other users. (Budiargo, 2015)

According to Drury (2008), marketing, office or department that directly deals with consumers or stakeholders, public communication is often done through social media. Currently, social media is a new trend in marketing in the form of product promotion, especially among the younger generation who tend to be consumptive, full of information, and technology. Social media is currently a marketing tool in seeing the market in a straight line or direction and can also improve a brand image to consumers. (Ashley & Tuten, 2015).

Credibility is something that is quite important in displaying self-image. (Arifin, 2010). Credibility can also be understood as the quality, strength or capability to build trust. An endorser plays a role in providing high credibility for an advertised product with the aim of attracting consumers to buy the product (Aaker & David, 2004).

According to Ohanian (1990), in evaluating celebrities who will be make endorsement d, there are three dimensions that make up credibility, namely attractiveness, trustworthiness, and expertise.

a. Attractiveness

Leads to an interested audience for an attractive display (Shimp, 2007). Then, the product that is delivered must match the characteristics of an endorser (Mowen & Minor, 2002).

b. Trustworthiness

According to Shimp (2007), trustworthiness, namely the ability that leads to endorsers who have honesty, can be trusted, and have integrity. An influencer

who is mediocre or does not have expert skills will be able to influence the audience if he can be trusted.

c. Expertise

About Expertise is to do with the knowledge, experience, and expertise of an endorser (Shimp, 2007).

The stages in making purchasing decisions are carried out by consumers in several stages, namely: (Kotler & Armstrong, 2008):

a. Needs Introduction Problem recognition

The buying process begins when the buyer recognizes a problem or need. Marketers need to gather information from customers to identify conditions that trigger specific needs, and marketers can identify the reviews that most often interest them for a particular product. Marketers can then develop marketing strategies to generate consumer interest.

b. Information gathering

Consumers who search for information before buying are usually tied to their own consumer needs. The amount of information that consumers want to receive depends on the level of encouragement of their needs, the amount of information already known, the ease with which they can obtain additional information, and the decisions made as a result of evaluation and additional activities. Searching for information and gathering information allows consumers to learn about the brand and the characteristics of a product.

c. Evaluating Solution

Evaluation of alternatives is the third stage in the buying decision process, where prospective buyers can use this information to choose alternative brands from the many available options.

d. Purchase Phase

Consumer purchasing decisions are influenced by two factors, namely internal and external factors. Internal factors are

buyers' opinions of the brands they choose. Buyers want to choose a brand they like. External factors are the attitudes of other people and unexpected conditions in making purchasing decisions. Consumers can make five decisions when making purchasing decisions, namely dealer, brand, quantity, time, and payment method.

e. Post-Purchase Phase

Marketing communication must be able to provide beliefs and values that can strengthen the buyer's choice to use the brand comfortably. For this reason, the marketer's job is not limited to buying. Companies must be able to observe post-purchase satisfaction, post-purchase activity, and post-purchase product use.

Previous research on the effect of endorser credibility on purchasing decisions has been studied by Yulianti & Sudrajat (2021) with the results of the study showing that the endorser credibility variable influences the purchasing decision of the Tokopedia online shopping site. This is also similarly stated by Ohanian (1990) which states that an endorser can be used as a public reference in buying a particular product.

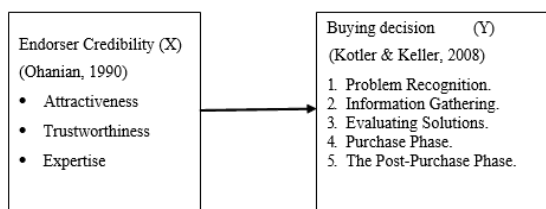


Figure 1. Research paradigm

Source: Data processed by authors

Based on the explanation above, the following hypotheses can be developed:

Ho : There is no relationship between endorser credibility and purchasing decisions

Ha : There is a relationship between the credibility of the endorser and the purchase decision.

2. Methods

The type of research method used in this research is quantitative research methods. Quantitative research method is a method for examining a particular sample or population with random sampling techniques in general, data collection using research instruments, quantitative/statistical power analysis aims to test existing hypotheses (Sugiyono, 2015).

Meanwhile, the research method used is a verification descriptive research method. With descriptive research results obtained from the effect of the effectiveness of the credibility of the endorser on purchasing decisions. Meanwhile, verification research is to obtain the truth of the endorser on purchasing decisions. Meanwhile, verification research is to obtain the truth of the hypotheses that have been prepared previously and carried out through questionnaires as a form of data collection.

In the title appointed by the author, the independent variable is taken, namely X is the effectiveness of the credibility of the endorser with indicators including Attractiveness, Trustworthiness, and Expertise. Then, for the dependent variable, namely Y is a purchasing decision with indicators namely such as need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation Problem Recognition, Information Gathering, Evaluating Solutions, Purchase Phase, and the The Post-Purchase Phase. The research subjects or targeted respondents are followers of the Instagram account @kulinerbandung.

Neolaka (2014) explained that the population and sample are defined as the main sources of research in obtaining the data needed to prove a phenomenon or the reality of a research being carried out. The population in this study are followers or followers of the Instagram account

@kulinerbandung as many as 808,000 accounts per September 2021. With such a large population, the determination of the number of samples is determined using the slovin formula and it is known that the number of samples needed is .99.98 respondents, which then rounded up to 100 respondents to facilitate the research.

In this study, the sampling technique used is quota sampling which is part of the non-probability sampling technique. Quota Sampling technique is a technique for determining a sample from the population with predetermined characteristics and up to the desired number or quota (Sugiyono, 2015). The data sources of this research are divided into two types, namely primary and secondary data:

a. Primary data

Primary data is a source of research data obtained directly from the original source without any intermediary (Echdar, 2017). In this study, the primary data obtained is the result of a questionnaire that has been filled out by respondents who are considered to have met the requirements to represent the entire population, namely followers of the Instagram account @kulinerbandung.

b. Secondary Data

Secondary data is data obtained indirectly and through intermediaries (Echdar, 2017). In this research, the secondary data sources are internet data and literature study.

There are several data collections carried out in the study, namely a questionnaire with a Likert scale used in the scoring technique. Then, literature studies such as journals, books, previous research, and also internet data. The data analysis technique used in this research is simple linear regression analysis.

Validity test

The results of the validity test are listed in table 1 below, consisting of 24

questionnaire questions given to 30 initial respondents. A questionnaire is said to be valid or not, that is, it is measured using the product moment correlation formula, the valid criteria for a questionnaire is when r count is $0.361 > r$ table. Can see on the table 1 and table 2.

Table 1. Validity Test Results for X variable

No. Question (X)	r _{count}	r _{Table}	Information
Attractiveness			
1.	0,715	0,361	Valid
2.	0,554	0,361	Valid
3.	0,654	0,361	Valid
4.	0,653	0,361	Valid
Trustworthiness			
1.	0,938	0,361	Valid
2.	0,851	0,361	Valid
3.	0,627	0,361	Valid
Expertise			
1.	0,582	0,361	Valid
2.	0,7787	0,361	Valid
3.	0,804	0,361	Valid
4.	0,850	0,361	Valid
5.	0,695	0,361	Valid

Source: Data processed by authors

Table 2. Validity Test Results for Y Variable

No. Question (Y)	r _{count}	r _{Table}	Information
1.	0,561	0,361	Valid
2.	0,877	0,361	Valid
3.	0,763	0,361	Valid
4.	0,668	0,361	Valid
5.	0,772	0,361	Valid
6.	0,846	0,361	Valid
7.	0,842	0,361	Valid
8.	0,746	0,361	Valid
9.	0,680	0,361	Valid
10.	0,825	0,361	Valid
11.	0,384	0,361	Invalid
12.	0,835	0,361	Valid

Source: Data processed by authors

Reliability Test

The instrument reliability test in this study used the Cronbach's alpha formula. A research the Cronbach's alpha formula. A research instrument is said to be reliable if the Alpha value is greater than the constant value, which is 0.6. can see on the table 2.

Table 3. Reliability Test Results

Variables	Cacount	Camin	Information
Endorser's Credibility (X)	0,91	0,6	Reliable
Purchase Decision (Y)	0,93	0,6	Reliable

Source: Data processed by authors

3. Results and Discussion

3.1 Classic assumption test

3.1.1 Normality test

Based on Table 3, the results of the Kolmogorov-Smirnov normality test using the Monte Carlo method showed a significance result of 0.183. So Therefore, it can be concluded that the data is normally distributed because the significance value exceeds 0.05 or $0.183 > 0.05$.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N	100		
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.10973533	
Most Extreme Differences	Absolute	.108	
	Positive	.092	
	Negative	-.108	
Test Statistic	.108		
Asymp. Sig. (2-tailed)	.006 ^c		
Monte Carlo Sig. (2- tailed)	Sig.	.183 ^d	
	99% Confidence Interval	Lower Bound	.173
		Upper Bound	.192

Source: Data processed by authors 2021

3.1.2 Simple Linear Regression Analysis Results

It can be seen below, the value of the constant means that when the Endorser's Credibility (X) is zero or the Purchase Decision is not influenced by the Endorser's Credibility, then the average Purchase Decision is 22.671 and the regression coefficient b has meaning if the variables X and Y have interrelated relationships, so that if the Endorser's Credibility variable (X) increases by one unit, then the Purchase Decision variable (Y) will also increase by 0.435.

Table 5. Simple Linear Regression Analysis Results

Model		Coefficients ^a		t	Sig.
		Coefficients			
		B	Std. Error		
1	(Constant)	22.671	1.469	15.438	.000
	Kredibilitas Endorser	.435	.030	.823	14.320 .000

a. Dependent Variable: Endorser's Credibility

Source: Data processed by authors 2021

3.2 Results of Correlation Analysis and Coefficient of Determination

Based on table 6, the correlation value (R) of endorser's credibility on purchasing decisions on the @kulinerbandung Instagram account is 0.823, this indicates that there is a relationship with the Very Strong category based on the guidelines for interpreting the correlation coefficient.

Table 6. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.823*	.677	.673	1.11538

A predictors: (constant), Endorser's Credibility

After conducting a correlation test, to find out how much influence the value of Endorser’s Credibility has on the Purchase Decision, it is shown through the coefficient of determination formula as follows:

$$\begin{aligned}
 KD &= (r^2) \times 100\% \\
 &= (0,823)^2 \times 100\% \\
 &= 67,73\%
 \end{aligned}$$

Based on the above calculation, the figure is 67.73%, which means that the influence of endorser credibility on purchasing decisions is 67.73% and the remaining 32.27% is influenced by other factors that are not examined.

3.3 Partial Test Results (t Test)

Based on table 7, it can be seen the effect of each variable X on variable Y. The t count value is 14,320 and the t table value is obtained based on the calculation of the degree of freedom (df). From the calculation, the t table value is 1.985. It can be concluded that t count 14.320 > t table 1.985, which means that H0 is rejected and Ha is accepted. So that it can be interpreted that there is an influence of endorser credibility on purchasing decisions with the object of research, namely the @kulinerbandung Instagram account.

Table 7. Partial Test Results (t)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.671	1.469		15.438	.000
	Endorser’s Credibility	.435	.030	.823	14.320	.000

a. Dependent Variable: Purchase Decision

Source: Data processed by author (2022)

Discussion

Advertising can be said to be successful and attractive if the message conveyed by advertising can be received well and is able to attract the attention of consumers. According to Tjiptono (2009) advertising is a form of indirect communication based on information about the advantages of a product, which are arranged in such a way that it can cause a sense of pleasure and will change a person's mind to make a purchase. The purpose of advertising is not only about increasing sales, but also to introduce people who previously did not know about a product to become aware of the existence of the product, so that people take a stand.

According to Shimp (2003), ads that are similar to some other ads will not be able to compete with the competitive advertising crowd and will not be able to attract the attention of consumers. One of the factors that can influence purchasing decisions is the credibility of the endorser from a celebrity. According to Ohanian (1990), the endorser credibility component is divided into three, namely attractiveness, trustworthiness, and expertise. Attractiveness which is associated with something that is fun and can attract viewers from the physical appearance of a celebrity endorser (Ohanian, 1991). A celebrity is attractive in a variety of ways that can attract various target audiences to make a buying decision (Shimp, 2003). Attractiveness or the attractiveness of the celebrity used does not mean only physical attractiveness, but there are several other supporting things, including the level of popularity, images, achievements of the celebrity and also the celebrity's ability to advertise or promote a product.

Trustworthiness which refers to the viewer's belief about the ability of a supporter to convey information, judged honestly or not by a supporter. Expertise is

the degree to which a person is considered to have an ability, knowledge, or experience (Ohanian, 1991).

Based on the results of statistical tests that have been carried out, it indicates that there is a positive influence of endorser credibility on purchasing decisions with the object of research, namely the @kulinerbandung instagram account. This is obtained based on the statistical results of the regression test, with a t count of 14,320 with a significance value of 0.000 which is smaller than 0.05 ($0.000 < 0.05$), and the regression coefficient has a positive value of 0.435, so seen from the description above, it proves that The second hypothesis in this study is correct, namely "There is an influence between endorser credibility and purchasing decisions".

In line with the results of research in the field, the results obtained support the research conducted by Space, et al (2017) positive and significant effect on purchasing decisions. Sharon, et al (2018), states that the characteristics of celebrity endorsers related to credibility, have a positive and significant effect. Then, Firdaus, et al (2018) mentions credibility has a positive and significant effect on purchasing decisions. It's just that The object of research used in this study is different, namely racing not against the not celebrities with their attractive physical appearance of a celebrity but on the profile of the Instagram account @kulinerbandung.

4. Conclusions and suggestions

4.1 Conclusion

The results of the research on the credibility of the endorser of the Instagram account @kulinerbandung on purchasing decisions can be concluded that there is an influence of the credibility of the endorser of the Instagram account @kulinerbandung on purchasing decisions. and In addition, the

credibility of the endorser of the Instagram account @kulinerbandung has an influence on purchasing decisions of 67.73% and the remaining 32.27% is influenced by by other factors not examined.

4.2 Suggestion

4.2.1 Theoretical

For further researchers who want to conduct research on endorser credibility, the authors suggest using other endorser credibility variables that the author does not use and can influence purchasing decisions. This is recommended because the results of the purchasing decision index are more optimal.

4.2.2 Practical

Judging based on the results of research conducted, @kulinerbandung has an effect of 67.73%, with the highest indicator being a culinary reference in the trustworthiness and skilled category.

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