

Original Article

## The Influence of Direct Marketing, Digital Marketing, and Instagram Celebrity Support on Purchase Decisions in Samarinda City, Indonesia

Suska Ari Setyawan <sup>a</sup>, Syarifah Hidayah <sup>a</sup> and Saida Zainurossalamia <sup>a,\*</sup>

<sup>a</sup> Department of Economics, Faculty of Economics and Business, Universitas Mulawarman, Kota Samarinda, 75119 Kalimantan Timur, Indonesia; [suskaari@gmail.com](mailto:suskaari@gmail.com) (S.A.S.); [syarifah.hidayah@feb.unmul.ac.id](mailto:syarifah.hidayah@feb.unmul.ac.id) (S.H.);

\* Correspondence: [saida.zainurossalamia@feb.unmul.ac.id](mailto:saida.zainurossalamia@feb.unmul.ac.id) (S.Z.)

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**Abstract:** This study examines the marketing strategy of the Momoo Milk Fresh micro business in Samarinda City. This research was conducted because the local micro business has been running for over six years with 15 branches in Samarinda City. This study aims to determine the effect of direct marketing, digital marketing, and Instagram celebrity support on the micro business's product purchasing decisions. This research is included in qualitative research. The population of this study was all buyers with the criteria of having bought before, and samples were taken from 15 branches of Momoo Milk Fresh in Samarinda City with a total of 152 respondents. The data was collected using a questionnaire and documentation. This study's results indicate direct and digital marketing has a positive and significant relationship with purchasing decisions. In contrast, Instagram celebrity support has no positive or significant influence. In conclusion, this study has examined the factors influencing purchase decisions by involving direct and digital marketing and Instagram celebrity support.

**Keywords:** direct marketing; digital marketing; Instagram celebrity support; purchase decision.



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### 1. Introduction

Currently, many businesses are developing, especially micro-business in Samarinda City. Almost all protocol roads in Samarinda City can be found by street vendors. One of the micro beverage businesses in Samarinda City is Momoo Milk Fresh. Momoo Milk Fresh has been running for six years, established in 2016 with 15 branches. The products sold from this are milkshakes with various flavours. In this study, the object of the MSME Momoo Milk Fresh is that during quite a lot of competition, this product can survive and be consistent. Another basis for taking this object is to compare the number of followers on Momoo Milk Fresh's Instagram with competitors' Instagram followers. Currently, the number of Instagram followers for Momoo Milk Fresh is above 5,000, while for competitors' Instagram, it is still below it. Of course, it makes researchers curious about what marketing strategies are applied by these micro-businesses so that they can survive until now.

Marketing strategy is a form of plan with direction in marketing to achieve optimal results (Cavusgil & Zou, 1994; Muis, 2020; Neill & Rose, 2006). This strategy is crucial, considering segmentation, targeting, and market positioning will not work if you do not follow the right marketing strategy (Fathurrochman et al., 2021). Marketing strategy is an important factor in attracting customers (Bala & Verma, 2018; Baubonienė & Gulevičiūtė, 2015; Cavusgil & Zou, 1994). The marketing strategy also plays an important role in dealing with competitors and competition within the company (Calderon et al., 1997; Hernández et al., 2009). Strategy is the steps taken by the company to achieve its goals (Davies, 2000). However, the strategy did not run smoothly at all. Many strategies were tried to attract and retain the company's customers (Sayyid, 2020). Momoo Milk Fresh has used various marketing strategies, including direct marketing, digital marketing and Instagram celebrity support.

The first strategy is direct marketing. Direct marketing question uses catalogues, telephone marketing, face-to-face marketing, marketing at direct kiosks and marketing channels using e-commerce applications (online applications). The second strategy is digital marketing. Digital marketing that has been carried out includes making give away, creating ad comedy video content in collaboration with local YouTubers, and making product videos with content creator service providers in the city of Samarinda. Momoo Milk Fresh also makes videos uploaded on feeds and Instagram stories about product order promotions through e-commerce and how to order to get a discount. From some of the content created, publications have been carried out on the Momoo Milk Fresh Instagram feed combined with Instagram adsense to reach more audiences to view content with the aim of the audience being interested in buying the product.

The last strategy is Instagram celebrity support. A celebrity has a high profile, popular appeal, and everyday media influence. It allows using celebrities to represent the intended market niche as a fast and accurate tool (Royan, 2004). Momoo Milk Fresh has used the services of celebgrams (Instagram celebrities) to help promote their products. Owners certainly have their criteria for choosing a program promoting their products. The criteria for selecting local celebgrams that are used by their services are by looking at the number of followers, affordable endorsement rates or fees, and seeing the celebgram's interactions either live or interacting with their followers in the comments column of the Instagram feed about the celebgram's post. The purpose of using Instagram celebrity endorsements is to attract the attention of the Instagram user community and promote product awareness. Celebrity endorsers can convey that consumers will be more picky in choosing and obtaining higher social status if they use the same product as an Instagram star (Pradhan et al., 2016).

The Instagram celebrity service used by Momoo Milk Fresh is Alfysaga. Profession Alfysaga is a video creator whose videos often appear on Instagram and YouTube. The advantages of Alfysaga are quite a lot, especially those who are experts in making videos that can attract the attention of all circles. If you look at Alfysaga's Instagram, you can see that the number of followers is very large, namely 5.9 million. According to observations, his followers are varied and there are many interactions on the feed, both likes and comments. On this basis, his services are in great demand as Instagram celebrities endorse the products of economic actors in the East Kalimantan region, of course, with rates and feedback that have been known and agreed upon in advance. Before this research, Momoo Milk Fresh was endorsed through Alfysaga's instastory once on July 2, 2022. On the basis of video testimonials from Alfysaga, Instagram Momoo Milk Fresh re-shared the video testimonials two times before the research was conducted.

Talking the Momoo Milk Fresh product, which has been running for six years, is certainly closely related to consumer purchasing decisions. Tjiptono (2019) explains that purchasing decisions result from a series of procedures that begin with the customer recognizing the problem, looking for clues about a product or brand, and assessing the product or brand with alternatives that can solve the problem. Kotler & Keller (2009) explain that the purchase decision consists of five steps: problem identification, information search, an alternative assessment that can solve problems, purchase options, and post-purchase. Consumers make actual purchases, which have a lasting impact afterwards. From the research done by Fadillah et al. (2021), they explain that direct marketing has a positive and significant impact on purchasing decisions. Other research on digital marketing variables conducted by Elbahar & Syahputra (2021) explains that digital marketing positively and significantly impacts purchasing decisions. Another study from Zavida & Rachmawati (2021) on the Instagram celebrity support variable also found that Instagram celebrity support had a positive and significant impact on purchasing decisions.

## 2. Materials and Methods

This study uses three variables: direct marketing, digital marketing, and celebrity endorsements on Instagram. The population consists of consumers buying products at the MSME Momoo Milk Fresh kiosk with the best autowork criteria. Best Autoworks is a sample size of 152 individuals. Therefore, with the number of indicators as many as 19 points multiplied by 8. Following the calculation based on this formula, the sample size of this study was determined to be 152 individuals from Best Autoworks consumers. The analytical method in this research is partial least squares (PLS) analysis. Partial least square (PLS) analysis was conducted through secondary data collection and hypothesis testing (Sugiyono, 2017). The following is the research model:



Figure 1. Research Framework

Based on the above model, so this research uses the Smart-PLS analysis tool with the following research hypotheses:

- H1 : Direct marketing has a significant positive effect on purchasing decisions
- H2 : Digital marketing has a significant positive effect on purchasing decisions
- H3 : Support significant positive effect on purchasing Instagram celebrity support

### 3. Results and Discussion

#### 3.1. Construct Validity and Reliability

Testing Convergent validity testing uses the AVE value to evaluate construct validity, and a model is considered valid if the AVE of each construct is more than 0.50 (Ghozali & Latan, 2015).

Table 1. Result of Convergent Validity

Construct(s)	Purchase Decisions	Instagram Celebrity Support	Digital Marketing	Direct Marketing
Catalogue Marketing				0.722
Phone Marketing				0.680
Face-to-face Marketing				0.826
Kiosk Marketing				0.741
Marketing Channel				0.662
Accessibility			0.810	
Interactivity			0.683	
Entertainment			0.775	
Credibility			0.846	
Irritation			0.779	
Informativeness			0.847	
Visibility		0.814		
Credibility		0.909		
attractiveness		0.886		
Power		0.859		

Stability	0.811
Habit	0.916
Recommendation	0.940
Repeat purchase	0.920

Table 1 captures two indicators in telephone marketing and marketing channels whose numbers are below 0.70. In addition to these two indicators, other variables are convergently valid because a score of more than 0.70 is obtained. However, it is still acceptable if you look at the theory from Ghozali & Latan (2015) for research in the development stage of a loading scale of 0.50 – 0.60. Thus, it means that all variable indicators can be said to be convergently valid.

**Table 2.** Result of Discriminant Validity

Construct(s)	Purchase Decisions	Instagram Celebrity Support	Digital Marketing	Direct Marketing
Purchase Decisions	0.868			
Instagram Celebrity Support	0.439	0.898		
Digital Marketing	0.623	0.607	0.728	
Direct Marketing	0.705	0.593	0.788	0.792

Table 2 indicates all variables compared to the latent variables exist one variable whose number is below 0.50. So, it can be concluded that the Instagram celebrity support variable compared with the discriminant validity test on purchasing decisions in this study is invalid because it has an AVE value of 0.439.

**Table 3.** Result of Construct Validity and Reliability

Variable(s)	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Purchase Decisions	0.890	0.898	0.924	0.753
Instagram Celebrity Support	0.919	0.922	0.943	0.807
Digital Marketing	0.785	0.813	0.849	0.531
Direct Marketing	0.882	0.897	0.910	0.628

There are two measurement results to see the reliability test results, namely Cronbach's Alpha and Composite Reliability. When compared, the Composite Reliability value is higher than Cronbach's Alpha. Composite Reliability Value uses the internal consistency of an indicator on the latent variable. The results of these two values are compared if they are reliable because the number is 0.7. It means that if the instrument in this study is reliable to measure the same symptoms twice or more, it will show consistent results.

**Table 4.** Result of Goodness of Fit Model (GoF)

	Model Saturated	Model Estimation
SRMR	0.087	0.087
d_ULS	1.445	1.445
d_G	0.506	0.506
Chi-Square	423.168	423.168
NFI	0.799	0.799

Fit Model test has been carried out from a questionnaire that has processed the data. Table 4 shows that the SRMR value is less than 0.10. It means that the model is suitable to describe how well a series of observations is made. The d\_ULS and d\_G values are not related to any values because they only calculate the value of the confidence distance between models. The results of the Chi-square calculation cannot be used as the sole fit of all models because the Chi-square is sensitive to sample size, so it is not recommended for Fit Model testing. At the same time, the NFI (Normal Fit Index) calculation results are good because they are close to number 1.

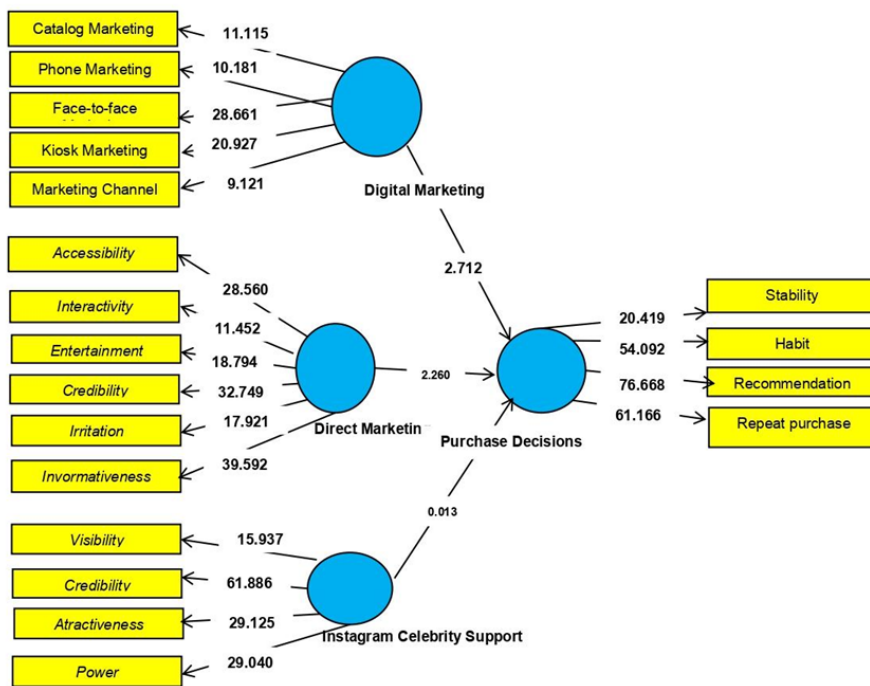
**Table 5.** Result of Coefficient Determination (R Square & Adj. R Square)

Variable	R-Square	Adjusted R-Square
Purchase Decision	0.403	0.391

Table 5 shows the model's results built with the dependent variable used is 39.1%. It means that the model can explain the Y variable and the rest explains other variables other than those studied.

**3.2. Hypothesis Testing**

value of t-statistics and probability values. Therefore, Ha is accepted when the t-statistic is more than 1.96 and rejected when the t-statistic is less than 1.96. The t-statistic for 5% alpha is 1.96 for hypothesis testing using statistical values. Following the criteria for accepting or rejecting the hypothesis, Ha is accepted and H0 is rejected if the t-statistic is greater than 1.96. To reject/accept the hypothesis based on probability, Ha is accepted if the p-value <0.05. The following are the results of the PLS-SEM analysis in the research analysis:



**Figure 2.** Result of PLS Bootstrapping

The t-statistical value between the independent and dependent variables in the Path Coefficient table of the SmartPLS output can be used to determine the relevance of the predictive model to evaluate the structural model.

**Table 6.** Result of Hypothesis Testing

Path Analysis	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Direct Marketing -> Purchase Decisions	0.307	0.307	0.136	2.260	0.024
Digital Marketing -> Purchase Decisions	0.370	0.375	0.137	2.712	0.007
dukungan selebritis Instagram -> Instagram Celebrity Support	-0.009	-0.004	0.085	0.103	0.918

**Testing Hypothesis 1** (direct marketing has a significant positive effect on purchasing decisions)

In Table 6, the findings of the first hypothesis show that the marketing relationship directly with the purchase decision shows a value greater than the value of the t table (> 1.960). This finding shows that direct marketing has a

positive and statistically significant relationship with purchasing decisions, confirming the first hypothesis that direct marketing has a positive and statistically significant effect on purchasing decisions. It indicates the acceptance of the initial hypothesis.

**Testing Hypothesis 2** (digital marketing has a significant positive effect on purchasing decisions)

The findings of the second hypothesis show that the original value for the relationship between digital marketing and purchase choice is greater than the t-table value ( $> 1.960$ ). Based on these data, digital marketing has a positive and statistically significant relationship with purchasing decisions, confirming the second hypothesis that digital marketing has a positive and statistically significant effect on purchasing decisions. It indicates acceptance of the second theory.

**Testing Hypothesis 3** (Instagram celebrity support has a significant positive effect on purchasing decisions)

The results of the third hypothesis show that the relationship between Instagram celebrity support and purchase decisions shows that the original sample value is smaller than the t table value ( $< 1.960$ ). These results indicate that Instagram celebrity support has no positive and significant relationship with purchasing decisions. It means that it does not follow the third hypothesis, namely that Instagram celebrity support can encourage purchase decisions. Means that the third hypothesis is rejected.

## 4. Discussion

### 4.1. The Effect of Direct Marketing on Purchase Decisions

The results of the SmartPLS analysis conducted in this study show that direct marketing has a significant positive effect on purchasing decisions. It shows that consumers accept the use of direct marketing strategies by Momoo Milk Fresh and can influence purchasing decisions for these products. Direct marketing is one of the methods owners use to attract the general public's attention in several ways, such as prices and menus posted quite clearly, use of telephone media, easy-to-find outlets, employee friendliness and product advertisements on online media. So that it can generate interest in buying the Momoo Milk Fresh product, several factors can explain the influence of direct marketing on consumer buying interest. Table 1 shows the highest outer loading score in the face-to-face marketing indicator. It indicates that the direct marketing strategy of face-to-face marketing is appropriate for Momoo Milk Fresh has good expertise in introducing a product. The lowest direct marketing outer loading score is on the marketing channel indicator. These results indicate that marketing indicators using marketing channels on direct marketing variables are good but need to be improved to increase consumer buying interest. According to the results of research conducted by Fadillah et al. (2021), the Effect of Direct Marketing on Impulsive Purchase Decisions for Pizza Hut Delivery. The variables in this study are Direct Marketing (X) and Purchase Decision (Y). The test results using SPSS partially show that the Direct Marketing variable (X) has a positive and significant effect on the Impulsive Purchase variable (Y). The results of these studies support the results of this study.

### 4.2. The Effect of Digital Marketing on Purchase Decisions

The results of SmartPLS analysis show that digital marketing has a significant positive effect on purchasing decisions. It shows that the public can accept digital marketing carried out by Momoo Milk Fresh. Digital marketing itself is one way that is often implemented to generate buying interest in potential consumers. Digital marketing carried out by Momoo Milk Fresh is as follows: the use of digital marketing, interaction using social media, creating photo and video content on social media, fish using social media, and the advertisements displayed on social media are honest. In other words, advertisements carried out by Momoo Milk Fresh can improve decisions in purchasing Momoo Milk Fresh products. Several factors can explain the influence of digital marketing on purchasing decisions. The highest outer loading score is found in the informativeness indicator. It indicates that the digital marketing used by Momoo Milk Fresh has good expertise in introducing its products through actual information about the product.

The interactivity indicator is the lowest score for outer loading in a digital marketing strategy. These results indicate that these indicators can lead to a desire for digital marketing variables that are almost complete. However, it needs to be improved again because it involves purchasing decisions. The results of this study are supported by Elbahar & Syahputra (2021)—The effect of digital marketing on purchase decisions in Kadatuan Koffie. The variables in this study are Digital Marketing (X) and Purchase Decision (Y). According to the results of descriptive analysis, Kadatuan Koffie is in a good category. In the SPSS statistical test, it was concluded that Digital Marketing significantly influenced purchasing decisions at Kadatuan Koffie.

### 4.3. The Effect of Instagram Celebrity Support on Purchase Decisions

The results of SmartPLS analysis show that Instagram celebrity support does not have a significant positive effect on consumer purchasing decisions. It shows that the support of Instagram celebrities that have been carried out with the services of Instagram celebrities does not affect the decision to purchase Momoo Milk Fresh products. The score on the outer loading, both the highest and lowest scores, does not affect the results of the SmartPLS analysis that has been carried out. The results of this study contradict the research conducted by Zavida & Rachmawati (2021) on the Effect of Instagram Celebrity Support on Food Product Consumption Behavior by Students of the Department of Economics, State University of Surabaya. The variables used in this study are Instagram celebrity support (X) and Food Product Consumption Behavior (Y). The T-test findings show that celebrity endorsement on Instagram has a strong beneficial influence on food item consumption. If the X variable (Instagram celebrity endorsement) increases, the Y variable (food product consumption behaviour) will also increase. It means the higher marketing activities with celebrity endorsements will be able to increase the consumption behaviour of food products carried out by students of the Department of Economics, State University of Surabaya.

## 5. Conclusions

Direct marketing has a positive and significant influence on purchasing decisions. These results are proven from the five indicators that all have high values. However, the results obtained from the questionnaire show that consumers accept the use of direct marketing strategies implemented by Momoo Milk Fresh and can influence purchasing decisions for these products, especially on face-to-face marketing indicators, because they have the highest outer loading value. It is supported by several face-to-face marketing strategies in the field that Momoo Milk Fresh has frequently implemented. While the lowest value is found in the marketing channel indicator. Digital marketing is one of the most frequently implemented ways by Momoo Milk Fresh to generate buying interest in potential consumers. Digital marketing has a significant positive effect on purchasing decisions. Of the six indicators in the digital marketing variable, informativeness has the highest outer loading. It shows that the public can accept digital marketing with informativeness indicators carried out by Momoo Milk Fresh. The informativeness indicator has been around all this time, as evidenced by the social media of Momoo Milk Fresh, which is always active in providing information about its products. Regarding the lowest indicator, there is interactivity. Instagram celebrity support does not have a significant positive on consumer purchasing decisions. It shows that the support of Instagram celebrities carried out with Alfysaga's Instagram celebrity services does not affect the decision to purchase Momoo Milk Fresh products. Another factor that affects the ineffectiveness of Instagram celebrities is that Alfysaga's Instagram celebrities are less well-known by respondents or buyers of Momoo Milk Fresh products.

In the direct marketing variable, it is necessary to evaluate the indicator with the lowest outer loading value, namely the marketing channel, so that the next plan can be more optimal and on target. Many consumers still buy Momoo Milk Fresh products directly from kiosks or outlets. Marketing channels are sales through online applications (grab, Gojek, Maxim, Shopee, and others). In the digital marketing variable, an evaluation is carried out on the indicator with the lowest outer loading value, namely interactivity, so that the next plan can be more optimal and on target. The interactivity indicator in question is interaction on Instagram Momoo Milk Fresh, which needs to be maximized with followers to make it more effective. On the Instagram celebrity support variable, if you are going to endorse again, you need to see and choose Instagram celebrities who are more targeted at consumers of Momoo Milk Fresh. Although the results obtained from the questionnaire of the four indicators all have outer loading with good results, these results do not make the hypothesis that Instagram celebrity support provides results related to purchasing decisions.

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