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# The Influence of Influencer Marketing and Content Marketing on Impulse Buying in Generation Z (Case Study: Local Shoe Brands in Indonesia)

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## ABSTRACT

This study aims to analyze the influence of influencer marketing and content marketing on impulse buying in Generation Z in the context of local shoe brands in Indonesia. The approach used is quantitative with a causal-comparative design. Data was collected through an online questionnaire from 150 Gen Z respondents who had bought local shoes online, then analyzed using multiple linear regression through SPSS. The results show that both influencer marketing and content marketing have a positive and partially significant effect on impulse buying, with content marketing showing a stronger influence. Simultaneously, both variables also have a significant effect on impulse buying, with an  $R^2$  value of 0.38, which means that 38% of the variation in impulse buying can be explained by both independent variables. These findings strengthen the stimulus-response theory and make a practical contribution to local businesses in developing effective digital marketing strategies to encourage impulse purchases among Gen Z.

**Keywords:** Influencer Marketing, Content Marketing, Impulse Buying

## ABSTRACT

Penelitian ini bertujuan untuk menganalisis pengaruh influencer marketing dan content marketing terhadap impulse buying pada Generasi Z dalam konteks brand sepatu lokal di Indonesia. Pendekatan yang digunakan adalah kuantitatif dengan desain kausal-komparatif. Data dikumpulkan melalui kuesioner online kepada 150 responden Gen Z yang pernah membeli sepatu lokal secara online, kemudian dianalisis menggunakan regresi linier berganda melalui SPSS. Hasil penelitian menunjukkan bahwa baik influencer marketing maupun content marketing berpengaruh positif dan signifikan secara parsial terhadap impulse buying, dengan content marketing menunjukkan pengaruh yang lebih kuat. Secara simultan, kedua variabel juga berpengaruh signifikan terhadap impulse buying, dengan nilai  $R^2$  sebesar 0,38, yang berarti 38% variasi impulse buying dapat dijelaskan oleh kedua variabel bebas. Temuan ini memperkuat teori stimulus-response dan memberikan kontribusi praktis bagi pelaku usaha lokal dalam menyusun strategi pemasaran digital yang efektif untuk mendorong pembelian impulsif di kalangan Gen Z.

**Keywords:** Pemasaran Influencer, Pemasaran Konten, Pembelian Impulsif

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## INTRODUCTION

Generation Z grew up as *Digital Natives* who are highly sensitive to visual and social stimuli in the media *online*, so the tendency to make impulse purchases, defined as impulses to buy without planning, becomes even higher. Hasanah & Sudarwanto (2023) states that *impulse buying* occurs when consumers respond to specific stimuli, such as product displays or flashy promotions, in an emotional and spontaneous way. The theoretical framework *stimulus-response* explains that the intensity of this push will be stronger if external stimuli, such as influencer recommendations or compelling content, are presented consistently and authentically, resulting in a sudden purchase response.

At the level of digital marketing practice, *Influencer Marketing* plays a crucial role as a form of *Social Proof* where *Influencers* act as *Opinion Leader* which strengthens the credibility of the brand. Udayana et al. (2024) found that the promotion by *Influencers* Improve *Customer Trust*, thus further spurring impulsive buying intentions among young consumers. Meanwhile, Princess & Fikriyah (2023) emphasizes that the content presented through *Feed* and *Live Streaming* influencers evokes a sense of urgency and aspiration, which significantly drives *impulse buying* on *E-commerce platform* based on social media.

In line with *Influencer Marketing*, *Content Marketing* plays an important function in creating cognitive and affective stimuli through *Storytelling*, product visualization, and value-added education. Hajar et al. (2023) It shows that the quality of content, including information relevance, visual aesthetics, and interactivity, significantly triggers spontaneous purchases because it helps consumers feel the value of the product firsthand. Indriawan & Santoso (2023) Adding that interactive and informative content enhances *Commitment* and makes it easier for consumers to make purchasing decisions without considering many alternatives.

Nonetheless, local shoes in Indonesia are currently facing challenges from imported products and global brands with a strong image. An AntaraNews survey revealed that 87% of Indonesian consumers prefer local products because of the perception of quality and sustainability, as explained by Soerapto in Hanifia Syahana et al. (2024). Despite the enormous potential of the local market, empirical research exploring simultaneously the influence of *Influencer Marketing* and *Content Marketing* on *impulse buying* local shoe brands, especially among Gen Z, is still very limited.

Based on the deductive framework of *stimulus-response* theory and the empirical findings above, this study is designed to answer *the research gap* by simultaneously examining the influence of *influencer marketing* and *content marketing* on *impulse buying* in local shoe brands among Generation Z. *The novelty* of

this research lies in three aspects: first, the focus on the context of local shoes that has not been extensively researched; second, the specific segmentation of Gen Z as *digital-savvy consumers*; and third, the integration of two digital marketing variables in one quantitative model. Through multiple regression analysis using SPSS, it is hoped that this research can provide theoretical contributions and practical recommendations for the development of effective digital marketing strategies for *local shoe* brands.

This study aims to: first, measure the influence of *influencer marketing* on *Gen Z impulse buying* in local shoe brands; second, measure the influence of *content marketing* on *Gen Z impulse buying* in local shoe brands; and third, analyze the simultaneous influence of these two variables in triggering impulse buying among Gen Z in local shoe brands through multiple regression models. The urgency of this research lies in (1) theoretical contributions by enriching the digital marketing literature in the context of local products that are still lacking empirical studies, (2) practical relevance for local shoe business actors in designing *effective influencer marketing* and *content marketing strategies* for the Gen Z segment, and (3) social impact through increasing the competitiveness of the local creative industry, in line with the Community Service (PKM) program that encourage academic-industry collaboration for the empowerment of the digital economy in Indonesia.

## LITERATURE REVIEW

### *Influencer Marketing*

*Influencer marketing* is a marketing strategy in which brands leverage the influence of influential individuals on social media to shape consumer perceptions and purchasing decisions. Udayana et al. (2024) indicates that the promotion is carried out by *Influencers* Proven to improve *Customer Trust*, thus encouraging young consumers' impulsive buying intent through authentic product recommendations. In line with that, Putri & Fikriyah (2023) emphasized that the content presented by *influencers*, either through uploads *Feed* or live streaming sessions, creates a sense of urgency and consumption aspirations that significantly improve *impulse buying* behavior on *E-commerce platform*.

### *Content Marketing*

Content marketing is a strategic approach that focuses on creating and distributing valuable content to attract and retain audiences. Hajar et al. (2023) found that the quality of the content including the relevance of the information, *Storytelling*, and visual aesthetics have a significant positive influence on spontaneous purchases, as they are able to convey the added value of the product

in a way that is easy for consumers to digest. Indriawan & Santoso (2023) adding that interactive and educational content not only enhances *Commitment* But it also makes it easier for consumers to make purchasing decisions without the need to compare many alternatives.

### ***Impulse Buying***

*Impulse buying* is a buying behavior that appears suddenly without prior planning, triggered by emotional stimuli and external stimuli. Hasanah & Sudarwanto (2023) explains that *impulse buying* occurs when consumers feel a sudden urge to buy, influenced by product displays, promotions, and stock availability that create the sensation of immediately owning the item. This concept is in line with the framework *stimulus-response*, where the intensity of the buying impulse will be stronger if external stimulus, such as recommendations *Influencers* or engaging content, is delivered consistently and authentically.

### **Previous Research**

Refer to the research Udayana et al. (2024) Promotions carried out by *Influencers* have been proven to improve *Customer Trust* significantly and drive impulse buying decisions on the *Platform* TikTok Shop. Similarly, Narawati & Rachman (2024) found that *Influencer Marketing* has a significant positive influence on *impulse buying* TikTok Shop users in the Greater Jakarta area, with an even stronger effect when the content is presented in a *Live Streaming*.

Hajar et al. (2023) stated that educational content and *Storytelling* creative on *E-commerce platforms* positively trigger spontaneous purchases, because it is able to convey the value of the product directly and emotionally. In line with that, Shadrina & Sulistyanto (2022) shows that *Content Marketing*, interactive with eye-catching visuals and clear calls to action, enhances *consumer commitment* on Instagram and TikTok, which in turn drives *impulse buying*.

Scarlet Witch Salsabila & Vania (2025) asserts that when *Influencer Marketing* and marketing content are combined—especially when supported by price discounts—they have a simultaneous significant effect on improving *impulse buying* on TikTok Shop, confirming the importance of synergy between social authority and content quality. In addition, Rahmayanti & Dermawan (2023) found that the integration of content marketing with online customer reviews together strengthened spontaneous purchasing decisions in the *Platform* TikTok Shop in Surabaya, emphasizing the dual role of informative content and social proof in triggering *impulse buying*.

## METHODS

This study uses a quantitative approach with a causal-comparative research design that aims to test the cause-and-effect relationship between influencer marketing and *content marketing* variables (free variables) and *impulse buying* (bound variables). The data were analyzed using multiple linear regression in SPSS software, allowing testing of the individual and simultaneous influence of the two independent variables on *impulse buying*.

### Research Design

The design of this study is non-experimental, where the researcher does not manipulate variables but only observes variables that are already in the field. With a *cross-sectional approach*, data is collected at a single point in time, reflecting the state of Gen Z's perception of *influencer marketing*, *content marketing*, and *impulsive buying* at local shoe brands.

### Subject and Sample

The study population is Generation Z consumers (ages 18–26) who have made purchases of local shoes online. The *purposive sampling* technique was chosen to obtain a sample that met the criteria: aged 18–26 years, actively following local shoe influencer accounts, and having made at least one transaction to purchase local shoes through social media or *e-commerce*. Based on literature considerations and moderate effect sizes, a sample of at least 100 respondents is required; For the reliability and power of the test, the data collection target was set at 150 respondents.

### Data Collection Techniques

Data was collected through an online questionnaire (*Google Forms*), with a Likert scale of 1–5. Before distribution, the instrument was tested for content validity by three digital marketing experts and tested on 30 respondents to ensure construct validity (Pearson's Correlation  $r > 0.30$ ) and reliability (Cronbach's  $\alpha > 0.70$ ).

### Data Analysis Techniques

The data collected first underwent a classic assumption test at SPSS, including:

1. Descriptive statistical analysis to determine the demographic characteristics of respondents and the distribution of variable scores.
2. Normality Test (*Kolmogorov–Smirnov*)
3. Multicollinearity Test (*Variance Inflation Factor/VIF*  $< 10$ )
4. Heteroscedasticity Test (*Residual Scatterplot*)

After the assumption is met, multiple linear regression analysis is performed with the following steps:

1. An individual hypothesis test (t-test) to measure the influence of each independent variable on *impulse buying*.
2. Simultaneous hypothesis test (F-test) to measure the co-influence of *influencer marketing* and *content marketing* on *impulse buying*.
3. The coefficient of determination ( $R^2$ ) was analyzed to assess the extent to which *the variation in impulse buying* was explained by the two independent variables.

All analyses were carried out at  $\alpha = 0.05$ , so that the regression coefficient and significance value of  $< 0.05$  were declared to have a significant effect. The final results of the study will be presented in the form of regression coefficient tables and narrative interpretation.

## RESULTS OF RESEARCH AND DISCUSSION

### Research Results

**Table 1. Respondent Characteristics**

Characteristics	Categories	Frequency (n)	Percentage (%)
<b>Gender</b>	Male	60	40
	Women	90	60
<b>Age (years)</b>	18–20	45	30
	21–23	75	50
	24–26	30	20
<b>Final Education</b>	High School/Equivalent	15	10
	Diploma/Equivalent	20	13.3
	Bachelor	115	76.7

Table 1 shows that out of 150 respondents, the majority (60%) were female and 40% were male, signaling a higher participation of female Gen Z consumers in the study. Based on the age range, 50% of respondents were 21–23 years old, 30% were 18–20 years old, and 20% were 24–26 years old, so this study appropriately explores *impulsive buying* behavior in the age range of young adult Gen Z. In terms of educational background, the majority of respondents (76.7%) are or have completed a bachelor's degree, 13.3% have a diploma or equivalent, and 10% have a high school education or equivalent, which reflects that the sample of this study consists of Gen Z consumers with secondary to high education levels.

**Table 2. Descriptive Statistics of Variables**

Variable	N	Min	Max	Red	SD
<i>Influencer Marketing</i>	150	2.00	5.00	3.78	0.65
<i>Content Marketing</i>	150	2.20	5.00	3.85	0.60
<i>Impulse Buying</i>	150	1.80	5.00	3.60	0.70

Table 2 shows that respondents rated *Influencer Marketing* with an average of 3.78 (SD 0.65) and *Content Marketing* slightly higher at 3.85 (SD 0.60), while *Impulse Buying* was at 3.60 (SD 0.70). The score range of the three variables (2.00–5.00 for *Influencers*, 2.20–5.00 for *Content*, and 1.80–5.00 for *Impulse Buying*) illustrates that perceptions of marketing tactics are relatively positive and varied, in line with *moderate impulsive buying* tendencies.

To determine the quality of the data used, the following tests are used:

**Table 1. Validity Test**

Indicator	R count	R Table	Results
X1.1	0,572	0,30	Valid
X1.2	0,481	0,30	Valid
X1.3	0,503	0,30	Valid
X1.4	0,584	0,30	Valid
X1.5	0,705	0,30	Valid
X2.1	0,380	0,30	Valid
X2.2	0,493	0,30	Valid
X2.3	0,746	0,30	Valid
X2.4	0,549	0,30	Valid
X2.5	0,553	0,30	Valid
Y.1	0,349	0,30	Valid
Y.2	0,664	0,30	Valid
Y.3	0,408	0,30	Valid
Y.4	0,432	0,30	Valid
Y.5	0,774	0,30	Valid
Y.6	0,574	0,30	Valid

Based on knowing that if all *r* values are calculated on all indicators have a value greater than *r* in the table (0.30), it can be said that all indicators are declared valid. Here, in the next stage, a reliability test is carried out.

**Table 2. Reliability Test**

Variable	Cronbach's Alpha	Results
<i>Influencer Marketing</i>	0,83	Reliable
<i>Content Marketing</i>	0,85	Reliable

<i>Impulse Buying</i>	0,88	Reliable
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Based on what is known, if all variables have a value above 0.6, it can be said that all variables are declared reliable. Next, a classical assumption test will be carried out in the following order.

The *Kolmogorov–Smirnov* test is performed for each variable to ensure that the data is normally distributed ( $\alpha = 0.05$ ).

Table 3. *Kolmogorov–Smirnov Test*

Variable	K–S Statistics	df	Sig. (p-value)
<i>Influencer Marketing</i>	0,052	150	0,200
<i>Content Marketing</i>	0,047	150	0,200
<i>Impulse Buying</i>	0,059	150	0,150

Since the total Sig. (*p-value*) > 0.05, the data distribution for all three variables is considered normal. To ensure that there is no problem of multicollinearity between independent variables, the VIF is calculated on the regression model:

Table 4. *Multicollinearity Test*

Variable	VIVID
<i>Influencer Marketing</i>	1.20
<i>Content Marketing</i>	1.25

Since all VIF values are < 10, it can be concluded that no multicollinearity interferes with the regression analysis. The next classic assumption test is Heteroscedasticity. The scatterplot between the fitted *values* and the residuals shows a random point distribution without a specific pattern:

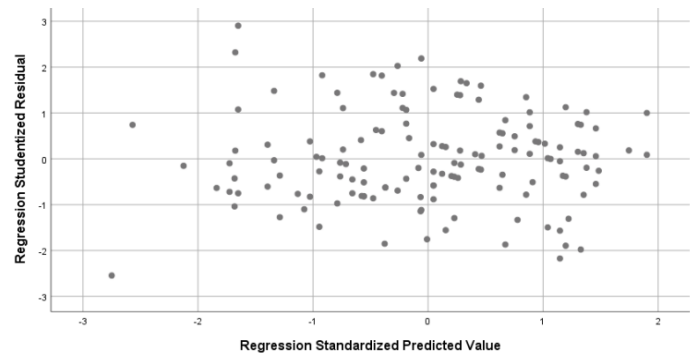


Figure 1. *Heteroscedasticity Test*



The following are the results of the hypothesis test of the research conducted:

**Table 5. Test Results t**

Variable	B	$\beta$	t	Sig.
(Constant)	1.05			0.000
<i>Influencer Marketing</i>	0.28	0.31	3.76	0.000
<i>Content Marketing</i>	0.34	0.37	4.51	0.000

The results of the t-test showed that *Influencer Marketing* had a coefficient of  $B = 0.28$ ,  $\beta = 0.31$ ,  $t = 3.76$ ,  $p < 0.001$ ; while *Content Marketing* had  $B = 0.34$ ,  $\beta = 0.37$ ,  $t = 4.51$ ,  $p < 0.001$ . Both independent variables have an individual positive and significant effect on *Impulse Buying*.

**Table 5. Test Results f**

Models	Sum of Squares	df	Mean Square	F	Sig.
Regression	27.45	2	13.72	45.67	0.000
Residual	88.35	147	0.60		
<b>Total</b>	115.80	149			

In this study, it was found that the f value obtained was 45.67 with  $p < 0.001$  so that it can be concluded that *influencer marketing* and *content marketing* together (simultaneously) have a significant effect on *impulse buying*.

**Table 5. Determination Coefficient Test Results**

Models	R	R Square	Adjusted R Square	Std. Error of Estimate
	0.62	0.38	0.37	0.55

In this study, it is known that the  $R^2$  value is 0.38 or shows that 38% of the variation of Impulse Buying can be explained by *Influencer Marketing* and *Content Marketing* simultaneously. The remaining 62% is explained by other variables outside the research model.

## DISCUSSION

The results of this study show that both *influencer marketing* and *content marketing* have a positive and significant influence on *impulse buying* in Generation Z consumers towards local shoe products. These findings reinforce the framework of *stimulus-response* theory, where external stimuli derived from *digital marketing* strategies are able to trigger spontaneous and unplanned purchase responses.

Individually, *Influencer Marketing* has a significant influence on *impulse buying* with a significance value of  $< 0.001$  and a positive regression coefficient. This indicates that the stronger the exposure and credibility *Influencers* followed by Gen Z, the more likely they are to make impulse purchases. These results are consistent with the findings of Udayana, Hutami, & Hanafi (2024) who stated that the promotion of *influencers increases* trust and accelerates consumer purchase decisions on TikTok Shop. In line with that, Narawati & Rachman (2024) also confirms that interactions through the *Live Streaming* from *Influencers* have a strong influence on impulsive product purchase decisions, *fashion* among young people.

Meanwhile, *content marketing* shows a statistically stronger influence on *impulse buying* than *influencer marketing*, with a greater  $\beta$  value. This shows that the appeal of content both in terms of visuals, *storytelling*, and information conveyed is able to build emotional closeness and encourage spontaneous purchases. These findings are in line with the results of Hajar et al.'s (2023) research, which emphasizes that engaging and educational content encourages spontaneous purchases on *e-commerce* platforms. Indriawan & Santoso (2023) also stated that *relevant content marketing* can increase engagement while accelerating the purchase decision-making process without lengthy rational considerations.

Furthermore, simultaneous tests through the F-test proved that *influencer marketing* and *content marketing* together had a significant effect on *impulse buying*. The value of  $F = 45.67$  ( $p < 0.001$ ) reinforces that the integration between credible influencer figures and engaging content is able to create a strong emotional drive for Gen Z to impulsively buy local shoe products. This confirms the findings of Salsabila & Vania (2024) that the combination of quality content with *influencer* promotion has a maximum impact on impulse purchases on digital platforms.

The determination coefficient ( $R^2$ ) of 0.38 indicates that 38% of *impulse buying* variations can be explained by *influencer marketing* and *content marketing*. Although this figure shows a fairly strong influence, there are 62% of other variables outside the model that also influence impulsive behavior, such as price, customer reviews, visual appeal of products, or individual psychological states—as also mentioned in the study by Rahmayanti & Dermawan (2023).

Overall, this discussion shows that in the context of local shoe brands, digital marketing strategies involving *influencers* and quality content can be an effective approach in encouraging impulse purchases, especially in the Gen Z segment who are very active on social media and vulnerable to digital stimulus. These results provide important input for local brands to optimize the two synergistically to increase sales conversions quickly.

## CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that influencer marketing and content marketing have a positive and significant influence on impulse buying in Generation Z consumers towards local shoe brands. Partially, both variables contribute significantly to driving spontaneous purchases, with content marketing showing a stronger influence than influencer marketing. Simultaneously, influencer marketing and content marketing were able to explain 38% of the variation in impulse buying behavior, suggesting that content-based and influencer-based digital marketing strategies are a relevant approach to spark unplanned purchases among Gen Z.

These findings reinforce the stimulus–response theory in the context of digital consumer behavior, and show that appropriate exposure through influencers and visual-informative content can be an important factor in creating emotional triggers for young consumers to local products. Therefore, local shoe brands are advised to optimize collaboration with influencers who have a close relationship with the Gen Z segment and are able to convey product messages authentically. In addition, improving the quality of content marketing through storytelling, attractive visuals, and relevant product information is essential to building emotional connections and strengthening brand engagement.

In addition, this study also indicates that other factors have not been explained in the model, so the next study is recommended to add variables such as price promotion, brand image, or online customer reviews to increase the strength of the model and provide a more comprehensive understanding of impulse buying behavior. Practically, the results of this research can be the basis for the development of digital literacy for local MSME actors, especially in utilizing influencers and digital content strategically so that local products are more competitive in the online market.

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