



The effect of social media marketing on buying interest MS Glow skincare on DP3AKB employees in Serang City

Khaerun Nisa¹, Yesika Divania², Irham Zidan³, Wahyudi Wahyudi⁴

^{1,2,3,4}Faculty of Economics and Business, Universitas Primagraha, Serang, Indonesia

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ABSTRACT

This study aims to determine the effect of Social Media Marketing on MS Glow skincare buying interest in social media users in Serang City. The method in this study uses quantitative methods while collecting data using questionnaires that are directly distributed to respondents; the population in this study was 90 employees while sampling specific criteria including skincare buyers and Ms Glow skincare users at DP3AKB, resulting in a total of 79 respondents. The data analysis technique used is multiple regression analysis, followed by hypothesis testing using SPSS. This study also aims to prove the amount of influence social media marketing has on buying interest. The results obtained based on field findings as well as the results of the calculation, namely on the Effect of Social Media Marketing on Buying Interest in MS Glow Skincare on DP3AKB Employees in Serang City, that Social Media Marketing has a positive and significant effect on buying interest. This is indicated by a significance level of $0.000 < 0.05$. So H_0 is rejected, and H_1 is accepted, meaning that the social media marketing variable positively and significantly affects buying interest.

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Corresponding Author:

KhaerunNisa,
Faculty of Economics and Business,
Universitas Primagraha,
Komplek Griya Gemilang Sakti, Jl. Trip Jamaksari No. 1A Kaligandu, Serang, 42111, Indonesia.
Email: 210528@primagraha.ac.id

1. INTRODUCTION

Indonesia, a developing country, faces tight competition in the global business world. Competition in the business world increases with advancing technology, prompting system changes including changes in the business world. To win, innovation to attract consumers' interest is necessary. Companies need to be innovative and efficient in their business activities as system changes occur in trading, marketing, transacting, and delivering information (Yolanda & Dwiridhotjahjono, 2021). Digital technology has revolutionized business-consumer interaction, allowing direct and interactive communication via social media, email, and websites. This development allows for quick business transactions through smartphones. The development of information technology enables efficient buying and selling. Fierce competition in the digital world requires companies' continuous innovation to stand out and attract connected consumers (Oktavenus, 2019). Business smartphone transactions

Information technology is the process of reviewing, collecting, and analyzing data to produce accurate information. It also impacts marketing methods, including social

media (APJII, 2023). 2020). Marketing melalui media sosial dapat meningkatkan penjualan secara signifikan dan hemat biaya (2019). Consumers can find product information online (Dewi, 2021). Popular social media platforms in Indonesia include Instagram, Facebook, Twitter, etc. Skincare business thrives on social media, especially for the younger generation. Skincare brands in Indonesia are rapidly growing, with the increase in product users seen from domestic and international brands (Meroket & Produk, 2022). The popularity of skin health and beauty has boosted the skincare market, particularly online transactions (Des Derivanti, M. I.). Kom et al. adalah penulis teks ini. Competition in skincare market has intensified due to emergence of various brands (2022). MS Glow skincare products founded by Shandy Purnamasari and Kadek Maharani have been in Malang City since 2013, competing for market dominance and consumer loyalty (Suhardi & Irmayanti, 2019).

Marketing through social media is a marketing strategy used by third parties, namely social media-based websites. Currently, many social media can be used to market goods and services (Shofiyah Khairunnisa, 2022). According to data on Indonesia's most popular social media from 2020 to 2021, Instagram is in third place, followed by WhatsApp and YouTube behind it (Shofiyah Khairunnisa, 2022). However, now TikTok has also emerged as a social media application that is in great demand by millennials and Generation Z. Related to this, sellers or entrepreneurs may try to increase sales by promoting the content of their products by inserting education to prospective buyers and loyal consumers of products. Social media marketing is an activity carried out to promote products in the form of goods and services on social media platforms using certain strategies (Saputra, D. H., Sutiksno, D. U., Kusuma, A. H. P., Romindo, R., Wahyuni, D., Purnomo, A., & Simarmata, 2020).

The ability of customers to identify and remember a particular brand so as to associate it with a particular product category is known as brand awareness. Thus, customers can automatically identify and describe brand features clearly (Mahendri & Lutfi, 2022). Social media is part of a cost-effective digital marketing method that can be used to increase business brand popularity. With the right strategy, business brands can have the opportunity to gain high awareness (Icube, 2022).

Marketing aims to know and understand customers well so that the product or service suits the customer and then can sell by itself (Rauf et al., 2021). Digital marketing is critical to be applied in efforts to market and sell products because of the advancement of technological developments that produce increasingly varied business trends. This is called the digital marketing trend (Ayesha et al., 2022).

Buying interest refers to the urge of buyers to purchase desired goods. To attract buyers' interest, promotional methods, strategies, and brand awareness are crucial (Tania et al., 2022). Buying interest is the desire to buy and own a product (Tania et al., 2022). The interest in making a purchase creates a motive that remains in memory and becomes an extreme activity. As it increases, consumers will actualize what they remember (Sari, 2020). Buying interest starts with identifying problems and evaluating products that meet needs and problems. Buying interest is driven by a positive consumer experience, leading to a desire to make repeat purchases (Caniago & Rustanto, 2022). Achieving a beautiful and clean face is a universal aspiration, achieved through facial treatments suited to individual skin conditions. MS Glow offers three facial care options: Whitening series for dry, dull skin, Acne series for oily and acne-prone skin, and Ultimate series for wrinkles, aging prevention, and anti-aging. The brand's name, MS Glow, stands for Magic For Skin Glowing and represents the best glowing products in Indonesia. MS Glow has penetrated all cities in Indonesia with 13 treatment clinics in various key cities, including Jakarta, Surabaya, Bali, Bandung, Bintaro, Sidoarjo, Makassar, Semarang, Depok, Bekasi, Medan, Bogor, and Banten. (compas, 2020). (2021) stated that MS Glow utilizes social media for marketing and sales opportunities, fostering ongoing communication with customers. In 2022, MS Glow beauty products are popular. These skincare products have good efficacy in every user and receive positive testimonials,

especially from customers of Ms. Glow. Despite being relatively new in the beauty industry, they have quickly gained recognition. MS Glow products have gained trust and are popular in Serang City. Distributors and resellers in Serang City make it easy for Ms. Glow lovers to buy products. A distributor of MS Glow products in Kota Serang has 240,000 Instagram followers (mybeautystore15), and several resellers sell products through Instagram, Facebook, and TikTok. The spread of Ms. Glow's skincare business in Serang City, covering the whole city and remote villages, is due to social media use. Cities and remote villages have high demand for interested buyers.

Research on marketing MS Glow skincare products through social media marketing has been conducted, such as in the analysis of marketing strategies in entering global marketing, a case study of MS Glow (Fachrozie, et al., 2022), The influence of social media influencers, Brand Awareness and Brand Image on MS Glow Purchasing Decisions (Mahendri, W., & Lutfi, M., 2022) and The Influence of Instagram Social Media Marketing, Brand Image, and Product Quality on Purchasing Decisions on MS Glow (Case Study on MS Glow Panakukkang Distributor Consumers in Makassar City) (Shofiyah Khairunnisa, 2022). However, information about the effect of social media marketing on buying interest MS Glow skincare in Serang City, especially interest in buying MS Glow skincare at DP3AKB Serang City is still limited. Therefore, it is necessary to conduct research on the influence of social media marketing on buying interest in MS Glow skincare in Serang City. This research presents information about MS Glow skincare products in Serang City and the interest of DP3AKB employees to buy products because they see marketing done through social media.

2. RESEARCH METHOD

The research to be carried out is a type of associative research, meaning that it is a study that aims to know the relationship between two or more variables. The type of approach used is quantitative to test the hypothesis being built. To obtain the needed quantitative data, researchers used a survey method for respondents, a data collection method realized through distributing questionnaires as research instruments.

In this study, the selected population is consumers who have or have not used MS Glow skincare but are familiar with the MS Glow brand. The population in this study was 90 employees while sampling specific criteria included consumers who buy skincare and users of Ms Glow skincare at DP3AKB, resulting in 79 respondents. The data source used in this study is primary data, which means research data sourced and obtained directly from the source. This study's data collection technique is distributing questionnaires, conducting interviews, and documenting.

Table 1. Research Instruments

Variable	Indicator
Social Media Marketing (Indriyani & Suri, 2020)	Engaging Content Consumer and Seller Interaction Product Information Easy Trust
Buying Interest (Ferdinand, 2014; Shabrina & Budiatmo, 2020; Sundari, 2022)	Transactional Interest Referential Interest Preferential Interest Exploratory Interest Interest in the need for a product Interest in plans to use the product in the future

The data analysis methods used are the validity test, reliability test, and classical assumption test, which consists of 3 test processes: normality test, multicollinearity test, and heteroscedasticity test. The Hypothesis Test is divided into three processes: the partial test, and the coefficient of determination test. All tests are processed through the SPSS application whose data comes from the results of the answers to the questionnaires

that are distributed. Therefore, the resulting analysis will influence the buying interest of MS Glow skincare on social media marketing.

3. RESULTS AND DISCUSSIONS

Information technology is a process that starts with running a review so that it gets data, processes and analyzes it, and is stored in various ways to create or produce quality and accurate information. Every business venture has different strategies and goals. Therefore, the strategy that must be used is attracting customers to buy a product we market. The strategy that must be applied is a marketing strategy through social media because social media has a broad scope and can provide information to all social media users; on this social media marketing, distributors can later market products, services, or brands to a more efficient and affordable community, especially at a distance. However, by definition, social media marketing is an application program that provides information listed on a sophisticated technology platform.

The benefits of nature provided by social media marketing influence the ease of transactions and the fast process of receiving goods and services so that this will be proportional to the response obtained by a customer and a user, be it a positive or a negative response. However, the response will be evaluated to make it even better for the next target market.

Skincare is a beauty product that targets someone who wants to look attractive and get self-satisfaction, namely having healthy skin and a clean face and attracting the audience's attention. This Ms Glow skincare can help the user's beauty process with treatments using Ms Glow because this product can provide good results for users with various skin symptoms on their face. In general, taking care of yourself is a good thing to do because it is also good for the physical health of the body, so a healthy and awake body is a body that can receive all the results of the treatment.

Therefore, this research will then analyze the data taken by the type of research conducted to find out how influential social media marketing is on people's buying interests. The results that can be presented are the results of the validity test. Each statement can be considered valid if $r_{count} > r_{table}$ (0.3061). SPSS uses this test method to determine the questionnaire statement items regarding the resulting influence.

3.1 Validity Test

The validity test is used to measure something valid or invalid because this will show the alignment of the research results by the direction of an influence obtained from a tester. The measuring instrument here is the questions in the questionnaire, and in the validity test, two variables will be tested for validity.

Tabel 2. Validity test

Indicator	N	R Count	R Table	Result
X1	79	0,666	0,219	VALID
X2	79	0,777	0,219	VALID
X3	79	0,732	0,219	VALID
X4	79	0,682	0,219	VALID
X5	79	0,827	0,219	VALID
Y1	79	0,693	0,219	VALID
Y2	79	0,457	0,219	VALID
Y3	79	0,728	0,219	VALID
Y4	79	0,678	0,219	VALID
Y5	79	0,898	0,219	VALID
Y6	79	0,603	0,219	VALID

(Source: Data processed, 2024)

From Table 2, it is known that of the five statements on the Social Media marketing variable (X) and six. In the purchase interest variable (Y), there are 11 statements with a value of $r_{count} > r_{table}$ (0, 3061) which shows that the data that has been tested has "valid" results. Reliability testing is carried out after the questionnaire

items are declared valid; Therefore, the results of the validity test provide valid results, so the next step is a reliability test with the results of testing the reliability of the research tool, namely a questionnaire related to social media marketing on purchasing interest, which is displayed in the table as follows.

3.2 Reliability Test

Tabel 3. Reliability Test

Variable	Respondent	Instrument	R Count	Cronbach's Alpha	Description
X	79	5	0,790	0,60	Reliable
Y	79	6	0,765	0,60	Reliable

(Source: Data processed, 2024)

Table 3 obtains data on reliability testing carried out internally using Cronbach's Alpha. The formula If the Cronbach's Alpha value > 0.60 , then the instrument is said to be reliable. So, in this study, alpha 0.60 is used. This test is reliable if the current Cronbach's Alpha value is $0.790 > 0.60$. Next is data analysis using the classical assumption test consisting of 3 test categories, namely the normality test, multicollinearity test, and heteroscedasticity test.

3.3 Classical Assumption Test

a. Normality Test

The model is good if the data distribution is normal or close to normal. Non-parametric statistical tests are used to determine whether the data is normally distributed. In this study, the normality test chosen was the Kolmogorov-Smirnov test, which looks at the significance value, which can be seen through the histogram curve test. The histogram curve test assumes that normal data is bell-shaped; good data has a normal distribution pattern. In the normality probability test, if the data is spread around the diagonal line and follows its direction, then the regression model fulfills the normality assumption. Conversely, if the data is skewed to the right or left, it indicates that the data is not normally distributed.

Tabel 4. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		79
Normal Parameters ^{a,b}	Mean	0,000000
	Std. Deviation	2,56077157
Most Extreme Differences	Absolute	0,054
	Positive	0,054
	Negative	-0,054
Test Statistic		0,054
Asymp. Sig. (2-tailed)		,200 ^{c,d}

(Source: SPSS Data Processing, 2024)

From the SPSS output data above, it can be seen that the Asymp. Sig. (2-tailed) A value of 0.200 is more significant than 0.05, so the data is normally distributed as research data.

b. Multicollinearity Test

The Multicollinearity test is carried out to test whether the regression model finds a correlation between the independent variables. A good regression model should not correlate with the independent variables. The presence or absence of multicollinearity in the regression model can be seen by looking at the tolerance and VIF (Variance Inflation

Factor) values. So, the relationship between these variables is said to contain multicollinearity if the Tolerance value is <0.10 or $VIF > 10$.

Tabel 5. Multicollinearity Test
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 Social Media Marketing	1.000	1.000

(Source: SPSS Data Processing, 2024)

Table 5 shows that the tolerance test result on the social media marketing variable (x) is 1.000, where the tolerance value is > 0.10 . Furthermore, the test result of the VIF value on the social media marketing variable (x) is 1,000, where the VIF values are <10 . The results of the tolerance and VIF values show that each variable is not found to have multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test is carried out to test whether there is an inequality of variance from the residuals of one observation to another in the regression model. The regression model is good if homoscedasticity or heteroscedasticity does not occur. Homoscedasticity is when the variance of the residuals from one observation to another is constant. If it is different, it is called heteroscedasticity. The heteroscedasticity test is carried out using the Glejser test. To test the presence or absence of heteroscedasticity results by comparing the significance of each independent variable in the SPSS output with the significance level used in this study, namely 0.05 or 5%. Heteroscedasticity occurs if the resulting significance value for each variable is less than 0.05. Conversely, if the significance generated is more than 0.05, there is no heteroscedasticity.

Tabel 6. Heteroscedasticity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	1,245	1,765		
Social Media Marketing	-0,029	0,085	-0,038	-0,337	0,737

a. Dependent Variable: LN_RES

(Source: SPSS Data Processing, 2024)

Based on the results of the heteroscedasticity test through the Glejser test, it can be seen that the significance value of each independent variable is higher than the significance value used, namely 0.05. Therefore, there is no heteroscedasticity in the independent variables used in this study.

3.4 Hypothesis Test

a. Partial Test (t)

Tabel 7. Partial Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	12,710	2,163		
Social Media Marketing	0,611	0,105	0,554	5,845	0,000

a. Dependent Variable: Buying Interest

(Source: SPSS Data Processing, 2024)

Based on Table 7, the regression equation as well as the variable coefficients. The partial regression model can be interpreted as follows: It is known that the regression coefficient of the social media marketing variable (X) is 0.611, which means that if social media marketing (X) increases by one unit, it will result in an increase in the value of the buying interest variable (Y) by 0.611. The significance level is $0.000 < 0.05$. So H_0 is rejected, and H_1 is accepted, meaning that the social media marketing variable (X) partially has a positive and significant effect on buying interest.

b. Test the Coefficient of Determination (R^2)

The Coefficient of Determination test measures how much the model can explain the variation in the dependent variable. If the R^2 value is small, it means that the ability of the independent variables to explain the variation in the dependent variable is minimal.

Tabel 8. Determination Coefficient Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,038 ^a	0,001	0,011	2,10265

a. Predictors: (Constant)

b. Dependent Variable: Buying Interest
(Source: SPSS Data Processing, 2024)

Based on Table 8, it can be concluded that the R Square (R^2) number is 0.011, meaning that 0.011% of the independent variable can affect the dependent variable. In comparison, the remaining 99.98% is influenced by other factors outside this study that are not examined.

The processed results confirm that social media is a useful tool for finding information. It facilitates human activities and provides assistance and strategies, especially in business activities. (2021). Teens use beauty products to maintain their skin health and appear attractive. Skincare includes activities that enhance skin health, appearance, and alleviate conditions (2021). Skincare involves nutrition to protect from excessive sun exposure (Irwanto & Laurensia Retno Hariatiningsih, 2020).

Various testimonials or experiments that have been carried out with various studies have provided results that have a relatively positive impact on the effect of social media marketing on buying interest in Ms. Glow Skincare on DP3AKB employees in the city of Serang; various tests have provided results that can be seen, therefore tests carried out such as validation tests that can explain that in this validity test will measure the results of the study are valid or invalid, the results of the validity test with five statements on the social media marketing variable (X) and six statements on the buying interest variable (Y) have $R_{count} > R_{table}$ (0.3061). So, the data that has been tested is a valid result; the word valid indicates that the research conducted is by the indicators that often appear in all social media user access to buying interest in Ms Glow skincare. Next is the reliability test, which shows a reliable value because the questionnaire points given to someone and answers to the listed questions are consistent and stable in the provisions often used as variables. Second is the Classical Assumption test; from the normality test, it can explain the results that have a good impact with a significant value because the value is 0.200 greater than 0.05; it can be interpreted that the research is normally distributed.

Furthermore, the multicollinearity test showed values indicating multicollinearity, as the X value was 1,000 and the tolerant and VIF values were > 0.10 . The value of the heteroscedasticity test is good as it indicates no heteroscedasticity and high efficiency. All independent variables are more significant than the significance value (0.05). The Hypothesis test will determine the influence of Variable X on Variable Y or social media marketing on buying and selling Ms. Glow skincare. This will impact the business development and strategy's success. Increased promotion through social media

marketing may lead to greater exposure and potential growth. Glow skincare business boosted by social media (Monavia Ayu Rizaty, 2021). Partial test determines significance. When conducting the partial test research, it yielded a significant result of 0.000.

4. CONCLUSION

Based on the results of the research and test stages that have been carried out on the Effect of Social Media Marketing on Buying Interest in MS Glow Skincare on DP3AKB Employees in Serang City, it has been explained, and it can be concluded that social media marketing has a positive and significant effect on buying interest. This is indicated by the significance level of $0.000 < 0.05$. So H_0 is rejected, and H_1 is accepted, meaning that the social media marketing variable positively and significantly affects buying interest.

The evaluations and suggestions on the results of a study conducted are as follows: (a) Have an understanding of information technology on the benefits and uses that guide every other social media user and must be able to choose accurate information on the truth, for social media users there needs to be a consideration in managing information; and (b) There needs to be a target that can maximize better quality prospects from the level of conversion, has an active online sales level, encourages customers to come to store visits directly or through e-commerce, tells and shows the brand to more consumers, markets products in the application that is most in demand by social media users.

Then the implementation that we can apply to this journal is having an understanding of information technology about the benefits and uses that guide every other social media user and must be able to choose accurate information about the truth, for social media users there needs to be consideration in managing information; (implication) this research was conducted as a reference for social media users related to understanding information technology related to the benefits and uses of information in utilizing information management in the realm of social media. There needs to be a target that can maximize the prospect of better quality of conversion rates, having an active online sales rate, encouraging customers to come to store visits in person or through e-commerce, telling and showing the brand to more consumers, marketing products in applications that are most attractive to social media users. (implication) This research is expected that stores can maximize the quality and quantity of goods marketed to be able to change customer shopping patterns to be interested in the products offered.

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