



DOI: <https://doi.org/10.31933/dijemss.v5i4>

Received: 13 May 2024, Revised: 29 May 2024, Publish: 30 May 2024

<https://creativecommons.org/licenses/by/4.0/>

The Role of Celebrity Endorsers and Digital Marketing: Consumer Purchase Decisions on Tiket.Com with Purchase Intentions as an Intervening Variable

C. Catur Widayati¹, Hendra Wiyanto², Herlina Budiono³, Anisah⁴

¹ Faculty of Economics and Business, Universitas Mercu Buana, Indonesia, catur.widayati@mercubuana.ac.id

² Faculty of Economics and Business, Tarumanagara University, Indonesia

³ Faculty of Economics and Business, Tarumanagara University, Indonesia

⁴ Faculty of Economics and Business, Universitas Mercu Buana, Indonesia

Corresponding Author: catur.widayati@mercubuana.ac.id

Abstract: This study aims to investigate the influence of celebrity endorsers and digital marketing promotions on consumer purchasing decisions for Tiket.com products, with purchase intention as an intervening variable. Quantitative method was employed in this study. The population studied consisted of Tiket.com users in Jakarta, using purposive sampling technique with Hair's formula, resulting in a sample size of 160 individuals. The results of the study indicate that celebrity endorsers have a significant positive influence on purchase intention, as do digital marketing promotions. Additionally, celebrity endorsers also have a significant positive influence on purchase decisions, as do digital marketing promotions. Furthermore, purchase intention also acts as an intervening variable in purchase decisions.

Keywords: Celebrity Endorsements, Digital Marketing Promotions, Purchase Intentions, Purchase Decisions.

INTRODUCTION

The development of tourism is now increasingly rapid, both in terms of service and technology. Tourism needs, especially in the field of travel, the faster the service, then technology adjusts to meet these needs. The rapid development of internet user growth is evidenced by the results of a survey organized by the Indonesian Internet Service Providers Association (APJII) in 2022, there are 210.03 million internet users in 2022 *user*. In the latest survey findings, the internet penetration rate in Indonesia grew by 77.02%, where there were 210,026,769 people out of a total of 272,682,600 Indonesians connected to the internet in 2022.

The survey results of the Indonesian Internet Service Providers Association (APJII), there are 210.03 million internet users in the country in the 2021-2022 period. This phenomenon makes many tourism businesses begin to develop businesses that are managed offline starting to go online. In addition to saving costs as well as to make it easier for

consumers to enjoy the products offered and business actors can provide the best service for their consumers. This development makes the world of communication increasingly experiencing rapid changes to digital-based so that the term electronic commerce (e-commerce) appears.

Online flight ticket sales is one of the elegant e-commerce models. Many travel agents provide flight ticket purchase services with various types of hotels and national or international regions online through a website. Similarly, one of the most popular travel agents in Indonesia is Tiket.com. The Tiket.com site provides hotel booking services, airline tickets, train tickets, car rentals based in the City of Jakarta, Indonesia. The Tiket.com site was formed in August 2011. With Tiket.com, internet users are very facilitated to plan their trips because not only serve about airline ticket information, on the Tiket.com website also serves the sale of hotel reservations and train tickets and even car rentals making it very easy for internet users to plan their trips.

Judging from the traffic rank analyst databoks.katadata.co.id site, the following is displayed ranking comparison or ranking of how popular a website is compared to other similar websites.



Source: Katadata.co.id
Figure 1. Most visited Travel Sites 2022

Based on the picture above, it can be seen that tiket.com has 6.2 visitors, where the ranking is the second rank of all other similar online travel agent sites. The first rank is occupied by its competitor, Traveloka.com which has a number of visitors of 7.2 million visitors. As is known, Tiket.com who have entered the online travel agent market before Traveloka was launched, but Tiket.com get the second position after Traveloka. Based on the results of Katadata traffic rank analyst site survey data, application users Tiket.Com be carried out on people who like products that provide many offers.

At the beginning of 2020, companies engaged in Online Travel Agent (OTA) including Tiket.com has decreased drastically due to the Covid-19 pandemic. This has been exacerbated since the enactment of Community Activity Restrictions (PPKM) and the temporary closure of foreign nationals' entry into Indonesia to prevent the spread of Covid-19. However, since the number of Covid-19 cases has decreased, the Implementation of Community Activity Restrictions (PPKM) has begun to be eliminated. The existence of Staycation Trends or vacationing without leaving the city of origin, precisely in early 2021, Tiket.com continues to rise with discount offers through endorsements and promotions using digital marketing media as well as improving service quality and adding various attractive service features such as Antigen and PCR features. Tiket.com also cooperates with many health facilities.

Tiket.com experienced a rapid increase in early 2021, but it is not impossible if other applications such as Traveloka are more attractive to the public because of the better and

more targeted service features and celebrity endorsements. Both Tiket.com and Traveloka are applications engaged in the same field, both have always been side by side since 2018, this makes both must and continue to issue the latest innovations to make it easier for the community. Not only many promos and discounts, Tiket.com also has an easy application interface. Despite providing many offers, half of them strongly prefer to use other e-commerce applications with higher price offers.

Tiket.com often mentioned tagline in his advertisement. Tagline is part of advertising that is commonly used as a closing message so that consumers easily remember the content of the advertising message and has a differentiating power from competing advertisements (Chaidir, 2018). Tagline What Tiket.com use is "Where are you going? There are all tickets!". Tiket.com uses tagline on the ad Digital Marketing/electronic which is very easy to remember because if we want to travel then Tiket.com provide a solution for ticket booking. In Tirtaatmaja's opinion, et al., (2019) purchasing decisions are a series of consumer activities before buying to consumer behavior after purchasing products. To find out the factors that influence purchasing decisions including, research conducted by regarding (Setyaningsih, 2021)Celebrity Endorser. Furthermore, research conducted by regarding (Putri, 2022)Digital Marketing, and research conducted by on Buying Interest.(Sari, 2020)

Digital marketing is one of the factors that influence purchasing decisions, where digital marketing helps companies in marketing their products and services, so that they can be easily reached by consumers who are looking for these products. Establish virtual personal communication with consumers to share information to receive suggestions for products and companies. With Digital Marketing, can help sellers in creating products that have quality, service, and provide a better experience for consumers (Abdu, 2018). On research states that (Mustika, 2022). Digital Marketing Significant effect on buying interest. And in stating that (Putri, 2022) digital Marketing Significant influence on purchasing decisions.

The problem in this study wants to know the influence: (1) celebrity endorsers, digital marketing on purchase intention in Tiket.com applications; (2) celebrity endorsers and digital marketing on purchasing decisions on Tiket.com application; and (3) want to know the influence of consumer purchase intention on purchasing decisions on Tiket.com application; (4) celebrity endorser and digital marketing of purchase decisions through the purchase interest of Tiket.com application. The purpose of this study is to answer from the formulation of the problem that has been stated above.

METHOD

The purpose of this causal study is to find out how much influence celebrity endorsers and digital marketing have on purchasing decisions with purchase interest as an intervening variable. The approach taken in this study is a quantitative approach. This study used a quantitative approach, with the research design used by researchers in this study was a causal design. The population of this study is people who use Tiket.com applications to make hotel reservations, airline tickets, train tickets and car rentals in the city of Jakarta. The sampling method was carried out with the Hair formula and obtained as many as 160 respondents. cars obtained by distributing google forms via Whatsapp *blast* by including criteria in the questionnaire that have used and are domiciled in Jakarta. Data analysis in this study used the SEM method with Smart-PLS.

RESULTS AND DISCUSSION

Results (Outer Model)

Discriminant Validity

Discriminant validity is done to ensure that each concept of each latent variable is different from other variables. A construct that has good discriminant validity if each loading factor value of each indicator of a latent variable has the greatest loading factor value with

another loading value against other latent variables. The discriminant validity test results are presented in table 1.

Tabel 1. Hasil Uji Discriminant Validity (Fornell Larcker Critetion)

Variabel	Celebrity Endorser (X1)	Digital Marketing (X2)	Keputusan Pembelian (Y)	Minat Beli (Z)
Celebrity Endorser	0,984			
Digital Marketing	0,864	0,977		
Purchase Decisions	0,861	0,831	0,975	
Purchase intention	0,982	0,958	0,895	0,988

Source: Primary data is processed using Smart-PLS.

Based on Table 1 above, it can be seen that some loading factor values for each indicator of each latent variable still have the largest loading factor value compared to the loading factor value when related to other latent variables. This means that each latent variable has good discriminant validity where some latent variables still have a gauge that is highly correlated with other constructs.

Avarage Extracted Variance (AVE)

Assessing the validity of a construct by looking at the AVE value, a good model is required if the AVE of each construct value is greater than 0.50 (Ghozali, 2018).

Tabel 2. Average Variance Extracted (AVE) Test Result

Variabel	Average Variance Extracted (AVE)
Celebrity Endorser	0,741
Digital Marketing	0,746
Purchase intention	0,801
Purchase decision	0,691

Source: Primary data is processed using Smart-PLS.

The table above, the results of Avarage Variance Extracted (AVE) testing show that all constructs have potential reliability for further testing. This is because the AVE value in the overall construct has been greater than 0.50.

Reliability Test

To ensure that there are no measurement-related problems, the final step in evaluating the outer model is to test the reliability test of the model. Reliability tests were conducted using Composite Reliability and Cronbach's Alpha indicators. Composite Reliability and Cronbach's Alpha tests aim to test the reliability of instruments in a research model. Or measure internal consistency and the value must be above 0.60. If all latent variable values have Composite Reliability or Cronbach's Alpha ≥ 0.70 , it means that the construct has good reliability or the questionnaire used as a tool in this study has been reliable or consistent.

Tabel 3. Composite Reliability and Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Composite Reliability	Information
Celebrity Endorser	0,927	0,944	Reliabel
Digital Marketing	0,951	0,959	Reliabel
Purchase intention	0,964	0,970	Reliabel
Purchase decision	0,949	0,957	Reliabel

Source: Primary data is processed using Smart-PLS.

Table 3 explains that the results of testing composite reliability and cronbach's alpha show satisfactory values, namely all latent variables are reliable because all latent variable

values have composite reliability values and cronbach's alpha ≥ 0.70 . So it can be concluded that the questionnaire used as a research tool has been reliable or consistent.

Structural Model Test Testing (Inner Model)

After the estimated model meets the outer model criteria, the structural model (Inner Model) is tested. Inner model testing is the development of concepts and theory-based models in order to analyze the relationship between exogenous and endogenous variables that have been described in conceptual order. Tests of the structural model (inner model) are presented in the following table.

R-Square Adjusted Value

Tabel 4. Endogenous Variable Values

Variable	Celebrity Endorser (R2)
Digital Marketing	Purchase Decision
Purchase intention	Celebrity Endorser

Source: Primary data is processed using Smart-PLS.

Based on the results of Table 4 data above shows that the R-Square on buying interest is 0.980. This means that 98% of buying interest is influenced by celebrity endorsers and digital marketing. The remaining 2% were influenced by factors outside the study. Then the R-Square test result of the purchase decision is 0.984. This means that 98.4% of purchasing decisions are influenced by celebrity endorsers, digital marketing and buying interest. And the remaining 1.6% were influenced by other factors outside this study.

Predictive Relevance

Goodness of Fit testing of structural models on inner models using predictive relevance (Q^2) values. A Q-square value greater than 0 (zero) indicates that the model has a predictive relevance value. The value of predictive relevance in this study is as follows.

Tabel 5. Predictive Relevance (Q2)

0,984	Q^2
Purchase intention	0,777
Digital Marketing	0,864

Source: Primary data is processed using Smart-PLS.

The calculation results above pay attention to the predictive relevance value of the purchase intention variable of $0.777 > 0$ and the purchase decision variable of $0.672 > 0$. Therefore, the model can be said to be worthy of having relevant predictive value.

Hypothesis Testing Evaluation

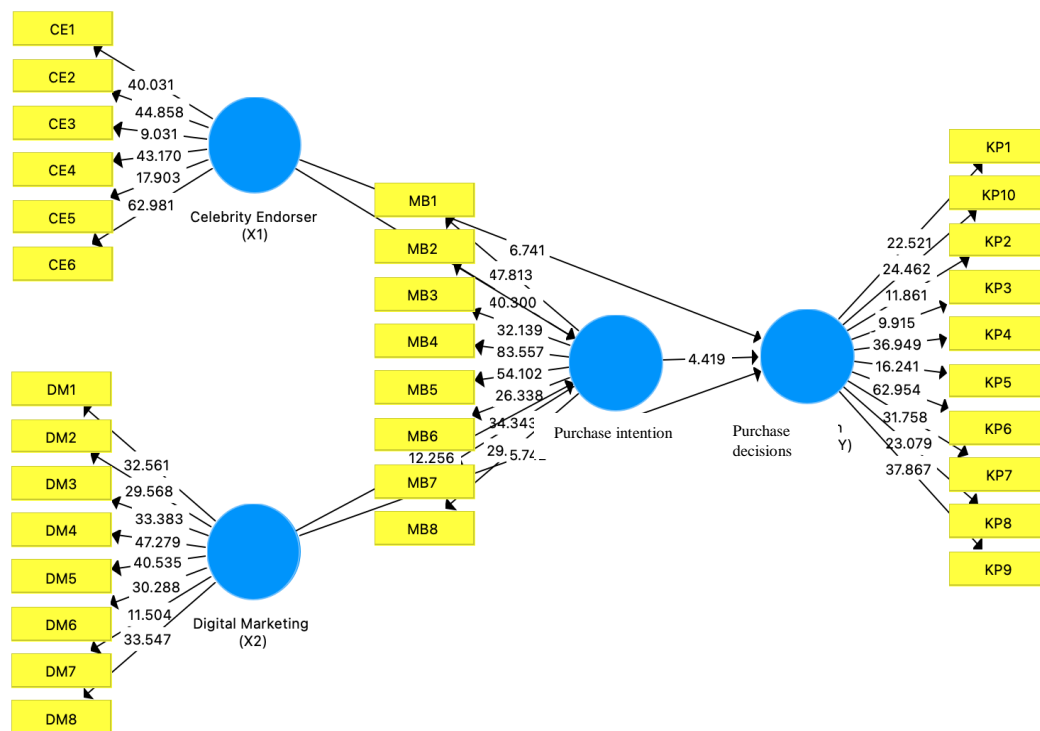
The estimated value for path relationships in the structural model should be significant. This significant value, can be obtained by bootstrapping procedures. See the significance of the hypothesis by looking at the value of the parameter coefficient and the significance value of T-statistics in the bootstrapping report algorithm. To find out significant or insignificant seen from the T-table at alpha 0.05 (5%) = 1.96. Then, the T-table is compared by the T-count (T-statistic).

Table 6. Hypothesis Testing Results

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values	information
Celebrity Endorser -> Purchase intention	0,564	15.901	0.000	(+) dan Signifikan

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values	information
Digital Marketing Purchase intention	-> 0,437	12.256	0.000	(+) dan Signifikan
Celebrity Endorser Purchase decisions	-> 0,413	6,741	0.000	(+) and Signifikan
Digital Marketing Keputusan Pembelian Purchase intention	-> 0.240	5.742	0.000	(+) and Signifikan
Purchase decisions	-> 0.347	4.419	0.000	(+) and Signifikan
Celebrity Endorser Purchase intention	-> 0,313	4,472	0.000	(+) and Signifikan
Purchase decisions	->			(+) and Signifikan
Digital Marketing Purchase intention	->			(+) and Signifikan
Purchase decisions	-> 0,433	4,141	0,000	(+) and Signifikan

Source: Primary data is processed using Smart-PLS.



Source : Primary data processed using Smart-PLS

Figure 2. Bootstrapping Test Results

Based on the results of the Partial Least Square (PLS) analysis, this section will discuss the results of calculations that have been carried out. This study aims to determine the influence of celebrity endorsers and digital marketing promotions on consumer purchasing decisions on Tiket.Com products with purchase interest as an interveting variable. Testing is shown through existing hypotheses so that it can find out how each variable affects other variables. Here's a discussion of each variable:

The Influence of Celebrity Endorsers on Purchase Intention

Based on the hypothesis test in this study, it shows the results that celebrity endorsers have a positive and significant effect on buying interest in Tiket.com. This is indicated by the value *Original Sample* amounted to 0.564 so that it was declared to have a positive effect and had a result of $> t_{hitung} > t_{tabel}$ that is $15.901 > 1.96$, and the P-Values of 0.000 are below 0.05

(P-Value < 0.05) So that it is declared significant and the first hypothesis is accepted, meaning that celebrity endorsers have a positive and significant effect on buying interest. Which if the celebrity endorser used is good and appropriate, then the buying interest also increases, and vice versa if the celebrity endorser used is not appropriate, then the buying interest also decreases. This is in line with research conducted by (Rusdi, 2023); (Nisa, 2023); (Setyaningsih, 2021); (Joesyiana, 2021); (Caesaria, 2023); (Najib, 2023) and (Leonita, 2023) shows that celebrity endorsers have an influence on buying interest.

The Influence of Digital Marketing on Purchase Intention

Based on the hypothesis test in this study, it shows the results that digital marketing has a positive and significant effect on purchase intention. This is indicated by the value *Original Sample* of 0.437 so that it is declared to have a positive effect and has a $>$ result of $12,256 > 1.96$, and a P-Values value of 0.000 is below 0.05 (P-Value < 0.05) so that it is declared significant and the second hypothesis is accepted, meaning that digital marketing has a positive and significant effect on purchase intention. Which if digital marketing is good, purchase intention in consumers will Tiket.com increase. This is in line with research conducted by (Nisa, 2023; (Mustika, 2022); (Az-Zahra, 2022);(Dastane, 2020); (Al-Azzam, 2021), shows that digital marketing has a significant effect on purchase intention.

The Influence of Celebrity Endorsers on Purchasing Decisions

Based on the hypothesis test in this study, it shows the results that celebrity endorsers have a positive and significant effect on purchasing decisions in Tiket.com. This is indicated by the value original sample of 0.413 so that it is declared to have a positive effect and has results $t_{hitung} > t_{tabel}$ which is $6.741 > 1.96$, and the P-Values of 0.000 are below 0.05 (P-Value < 0.05) so that it is declared significant and the first hypothesis is accepted, meaning that celebrity endorsers have a positive and significant influence on purchasing decisions. Which if the celebrity endorser used is good and appropriate, then the purchase decision also increases, and vice versa if the celebrity endorser used is not appropriate, the purchase decision also decreases. This is in line with research conducted by and shows that celebrity endorsers have an influence on purchasing decisions.(Anas, 2020)(Anwar, 2023)

The Influence of Digital Marketing on Purchasing Decisions

Based on the hypothesis test in this study, it shows the results that digital marketing has a positive and significant effect on purchasing decisions in Tiket.com. This is indicated by the value Original Sample of 0.240 so that it is declared to have a positive effect and has results $t_{hitung} > t_{tabel}$ which is $5.742 > 1.96$, and the P-Values of 0.000 are below 0.05 (P-Value < 0.05) so that it is stated significant and the second hypothesis is accepted, meaning that digital marketing has a positive and significant effect on purchasing decisions. Which if digital marketing is done well, purchasing decisions for consumers will increase. This is in line with research conducted by (Putri, 2022); (Al-Azzam, 2021) and (Anwar, 2023) shows that digital marketing has a significant influence on purchasing decisions.

The Influence of Buying Interest on Purchasing Decisions

Based on the hypothesis test in this study, it shows the results that interest has a positive and significant effect on purchasing decisions in Tiket.com. This is indicated by the value *Original Sample* of 0.347 so that it is declared to have a positive effect and has a $>$ result of $4.419 > 1.96$, and the P-Values of 0.000 is below 0.05 (P-Value < 0.05) so that it is declared significant and the third hypothesis is accepted, meaning that buying interest has a positive and significant effect on purchasing decisions. Which if consumer buying interest increases, then purchasing decisions also increase. Vice versa, if the buying interest

decreases, then the purchase decision also decreases. This is in line with research conducted by (Stansyah, 2023); (Sari, 2020); (Komalasari, 2021) shows that buying interest has a significant influence on purchasing decisions.

The Influence of Celebrity Endorsers on Purchasing Decisions Through Purchase Intentions

Based on the hypothesis test in this study, it shows the results that celebrity endorsers have a positive and significant effect on purchasing decisions in Tiket.com through buying interest. This is indicated by the value *Original Sample* amounted to 0.313 so that it was declared to have a positive effect and had a result of $> t_{hitung} t_{tabel}$ that is $4,472 > 1.96$, and the P-Values of 0.000 are below 0.05 (P-Value < 0.05) So that it is stated to be significant and the sixth hypothesis is accepted, meaning that celebrity endorsers have a positive and significant effect on Purchase Decisions Through Purchase Interest. This is in line with research conducted by and (Anas, 2020)(Rusdi, 2023) shows that celebrity endorsers have an influence on buying decisions and buying interest.

The Influence of Digital Marketing on Purchasing Decisions through Purchase Intentions

Based on the hypothesis test in this study, it shows the results that digital marketing has a positive and significant effect on purchasing decisions in Tiket.com through buying interest. This is indicated by *Original Sample* of 0.433 so that it is declared to have a positive effect and has a $>$ result of $4.141 > 1.96$, and a P-Values value of 0.000 is below 0.05 (P-Value < 0.05) so that it is declared significant and the seventh hypothesis is accepted, meaning that digital marketing has a positive and significant influence on purchasing decisions through buying interest. Which if digital marketing is done well, purchase intention and purchasing decisions in consumers will increase. This is in line with research conducted by (Putri, 2022); (Al-Azzam, 2021); and (Anwar, 2023) shows that digital marketing has a significant effect on buying interest and purchasing decisions.

CONCLUSION

Celebrity endorsers have a positive and significant effect on purchase intention, which means that when the celebrity endorser used is right, consumer purchase intention will increase. Digital marketing has a positive and significant effect on purchase intention, which means that when digital marketing is done well, consumer purchase intention also increases. Celebrity endorsers have a positive and significant influence on purchasing decisions, which means that when the chosen celebrity endorser is right, the purchase decision will also increase. Digital marketing has a positive and significant effect on purchasing decisions, which means that when digital marketing is getting better, consumer purchasing decisions also increase. Purchase intention has a positive and significant effect on purchasing decisions, which means that when consumers' purchase intention increases, their purchase decisions will also increase. Celebrity endorsers have a positive and significant influence on purchasing decisions through purchase intention, which means that when the chosen celebrity endorser is right, consumers will be interested and have interest so that purchasing decisions will also increase. Digital marketing has a positive and significant influence on purchasing decisions through purchase intention purchase intention, which means that when digital marketing is getting better, consumers will be interested and interested so that consumer purchasing decisions also increase.

Suggestion. Based on respondents in this study, the company's efforts should be as follows: (a) for companies to use celebrities who are able to promote tiket.com to attract consumer purchase intention; (b) conduct marketing through the internet well to attract consumers; (c)

seeking celebrities who can properly convey the product in order to purchase through tiket.com.; (d) expand marketing through the internet so that consumers can make sacrifices that must be spent to obtain products not only the price of the product but also the cost of accessing the website, transactions and contacting sellers for transactions.; (e) attract the attention of consumers so that they have an interest in referring tiket.com to others.

Suggestions for further researchers to be able to analyze other variables outside those that have been studied in this study, such as price perception variables; advertising; brand trust and others to determine the effect of these variables on purchasing decisions.

REFERENCE

- Al-Azzam, A. F., & Al-Mizeed, K. (2021). The effect of digital marketing on purchasing decisions: A case study in Jordan. *The Journal of Asian Finance, Economics and Business*, 8(5), 455-463.
- Anas, S. M., Alam, M., & Umair, M. (2020, December). Performance of one-way composite reinforced concrete slabs under explosive-induced blast loading. In *IOP conference series: Earth and environmental science* (Vol. 614, No. 1, p. 012094). IOP Publishing.
- Anwar, M. (2023). The Influence of Celebrity Endorsers and Online Promotion on Purchasing Decision through Brand Image. *East Asian Journal of Multidisciplinary Research*, 2(10).
- Az-Zahra, R., Ulum, I., & Irawan, D. (2022). The Basic Principles of Accountant Ethics: Al-Baqarah and Pancasila Perspectives. *Jurnal Akuntansi Multiparadigma*, 13(2), 337-351.
- Caesaria, J. (2023). The Effect Of Celebrity Endorsement On Purchase Intention. *International Journal of Financial and Investment Studies*, 4(1).
- Dastane, D. O. (2020). Impact of digital marketing on online purchase intention: Mediation effect of customer relationship management. *Journal of Asian Business Strategy*, DOI, 10, 142-158.
- Firmansyah, A. (2018). *Consumer Behavior (Attitude and Marketing)*. Yogyakarta: Deepublish Publisher.
- Jamaluddin. (2020). Analysis of Consumer Perceptions of the Decision to Repurchase Ooredoo's IM3 Quota Products in Banjarmasin City. *At-Tadbir: Scientific Journal of Management*, 4(1).
- Joesyiana, K. (2021). The Influence of Celebrity Endorsers on the Buying Interest of Instagram Social Media Users (Study on Students of the Faculty of Social and Political Sciences, Universitas Islam Riau). *Eco-Buss: Economy and Business*, 4(2).
- Komalasari, F. (2021). Factors Influencing Purchase Intention in Affecting Purchase Decision. *Journal of Administrative and Organizational Sciences*, 28(1).
- Kotler, P., & Armstrong, G. (2019). *Marketing Basics Volume 1, Translation by Alexander Sandoro and Benjamin Molan*. Jakarta: Perhallindo.
- Kotler, P., & Keller, K. L. (2018). *Marketing Management, Edition 12 Volume 1*. Jakarta: PT Index.
- Leonita, L. (2023). The Impact Of Celebrity Endorsement On Purchase Intention Of Local Skincare Brand. *Journal of Business Studies And Management Review*, 6(2).
- Mustika, W. (2022). The influence of digital marketing on the interest in buying towels on marketplace "X". *Serina Journal*, 4(2).
- Najib, M. F. (2021). The Effect of Celebrity Endorser on Purchase Intention Cosmetic Product in Millennial Generation Consumers. *Journal of Marketing Innovation*, 7(1).
- Nisa, D. F. (2023). The Influence of Celebrity Endorsement and Digital Marketing MSMEsTarsusuTart Tuns Product on Generation Z's Buying Interest in Pontianak City. *Management Business Innovation*, 3(4).

- Noor, J. (2018). *Research Methodology*. Jakarta: Kencana Prenada Media Group.
- Pangestu, S. D., & Suryoko, S. (2016). The Influence of Lifestyle and Price on Purchasing Decisions (Case Study on Semarang Peacockoffie Customers). *Journal of Business Administration Sciences*, 5(4), 519-530.
- Permana, D., Widayati, C. C., & Winny, L. (2018). The influence of the brand equity dimension on the purchase decision of mouthwash products. *Journal of Management*, 22(2), 235-250.
- Prasetyo, K. (2018). The Influence of Trust, Security and Service Quality toward Purchase Decision at Lazada. *Journal Of Research In Management*, 1(2).
- Putri, E., & Education, E. (2022). An impact of the use Instagram application towards students vocabulary. *Pustakailmu. id*, 2(2), 1-10.
- Rosdiana, R., Haris, I. A., & Suwena, K. R. (2019). The influence of consumer confidence on the interest in buying clothing products online. *Journal of Economic Education Undiksha*, 11(1).
- Rusdi, F. (2023). The Effect of Celebrity Endorsement on Consumer Buying Interest (Erigo Apparel Case Study). *Kiwari Journal*, 2(1).
- Sakti, I. M., & Rofiaty. (2020). The Influence of Purchase Experience , Trust and Price Toward Customers Purchase Decision on Tokopedia. *Student Scientific Journal FEB Universitas Brawijaya*, 8(2).
- Sari, S. P. (2020). The relationship of buying interest with purchasing decisions in consumers. *Psychoborneo*, 8(1).
- Schiffman, L. G., & Kanuk, L. L. (2018). *Consumer Behavior. 11th Edition*. Global Edition.
- Schimmelpfennig, C. (2018). Who is the Celebrity Endorser? A Content Analysis of Celebrity Endorsments. *Journal of International Consumer Marketing*, 13(2).
- Setyaningsih, E., & Sugiyanto. (2021). The Impact Of Celebrity Endorsment For Buying Interest In Deavhijab Fashion Products. *Journal of Humanists*,1(2), 406–412
- Sitorus, S. D., & Kholid, M. (2019). The Influence of Convenience Perception, Risk Perception, and Consumer Confidence on Online Buying Interest (Study on Students Using the Carousell Online Buying and Selling Application). *Journal of Business Administration*, 73(1).
- Stansyah, M. R. (2023). Analysis of the influence of consumer buying interest on food and beverage purchases through the Go Food application. *Journal of Commerce Education*, 11(1).
- Sudarwanto, Y. (2021). The influence of security, ease of use, and trust on purchasing decisions on the Lazada Site. *Journal of Bina Bangsa Ekonomika*, 14(2).
- Sugiyono. (2019). *Management Research Methodology*. Bandung: Alfabeta.
- Sumarwan. (2016). *Consumer Behavior Theory and Its Application in Marketing*. Bogor: Ghalia Indonesia.
- Syriac, T. (2015). *Consumer behavior in the Internet age*. Yogyakarta: Graha Ilmu.
- Tjiptono, F. (2018). *Marketing Strategy*. Yogyakarta: Andi Offset.