

Celebrity Endorsement Analysis in Skintific Product Reviews on Tiktok on Generation Z Purchase Decisions (Case Study on Skintific Product Users in Bekasi)

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ABSTRACT

This study aims to analyze the influence of celebrity endorsement in Skintific product reviews on the TikTok platform on purchasing decisions in Generation Z. The focus of this research is on users of Skintific products in the Bekasi area. The research method used is qualitative, with a case study approach. Data was collected through in-depth interviews with 15 informants who are Skintific users and actively follow product reviews on TikTok. The results of the study indicate that celebrity endorsement in Skintific product reviews on TikTok has a positive and significant influence on purchasing decisions in Generation Z. This study provides an in-depth understanding of how celebrity endorsement in product reviews on TikTok influence the perceptions, attitudes, and ultimately purchasing decisions of Generation Z towards Skintific product.

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INTRODUCTION

In Indonesia, rapid growth is being experienced by the beauty industry. Many beauty product brands have sprung up and become competitors with each other. Competition within the beauty industry is intensifying, encouraging companies to continue to innovate, keep up with the latest trends, and understand customer needs and preferences in order to maintain and expand their market share, Cheong & Park, 2020 in the study (Anggraini & Fianto, 2024). Brands in beauty products compete to market a product so that it is known and easy to remember, as well as to attract the attention of the public or consumers. Business competition can be interpreted as an inevitable phenomenon in the corporate world, where companies compete for market share, customers, and profits (Grant & Robert, 2019) in research.(Anggraini & Fianto, 2024).

As the times develop, people realize the importance of taking care of skin health, especially on facial skin and body skin. Beauty products that are widely loved by the public are beauty care products. In 2024, facial care will be the most popular category of beauty products, with a market share of 36.8%. Before buying a product, consumers tend to look for information first. Through social media platforms, especially on TikTok, many celebrities on TikTok make review content on certain product brands that are considered to be beneficial and proven to have better changes in the condition of their facial skin after consuming the product brand, such as products on skincare and makeup. As for celebrities who review certain product brands because they have a work contract bond, such as Endorsement or becoming a Brand Ambassador (BA).

TikTok according to Prosenjit & Anwesana (2021) in the study (Purba, Butar-butur, 2023) is a derivative application of the internet that is based on social media by providing features to create and share content in the form of short videos. TikTok application users can create short content such as singing, daily life or often referred to as "A Day in My Life" content, cooking or sharing recipes, dancing, selling, product reviews, promotions, sharing some photos using the desired voice, or just capturing memories. Users can upload it and can record videos with a duration of 3-10 minutes.

According to (Hansel Augustine & Saortua Marbun, 2020), product reviews are a medium for

consumers to choose and find useful information to influence purchase decisions. Product review content by celebrities on social media TikTok often makes consumers choose product brands that are widely reviewed by influencers or celebrities in Indonesia, especially on the TikTok social media platform. In addition, product review content on TikTok using celebrities can attract consumers' attention and encourage purchases from consumers, especially Generation Z.

According to Kholidah & Arifiyanto (2020), in research (Anggita, 2024), the purchase decision is the action of the consumer to buy or not to buy the product. Purchase decisions include a series of actions taken by consumers starting from the stage of searching for information about the product, the purchase process itself, the use of the product, evaluation or assessment of the product after use, to the stage of consumption or end-of-life of the product aimed at meeting consumer needs.

Skintific has become one of the beauty product brands that have been popular with the public lately, and is also one of the skincare products whose existence is very familiar among young people in Indonesia. According to CNN, 2023 in a study (Gita Carbella, et al., 2024), Skintific managed to occupy the top position in the beauty category on almost all Indonesian e-commerce platforms, including TikTok and Shopee to record the highest sales on TikTok Shop in 2022.

According to Ramlawati & Lusyana (2020) in research (Kasari Et Al., 2025), a celebrity endorser is an artist, entertainer, blogger, vlogger, celebrity, athlete, and influencer who is known by the public for success in their respective fields. A celebrity endorser can be seen from how popular it is determined by the number of followers or fans of the celebrity endorser. Marketing through celebrities has become one of the dominant strategies, especially among Generation Z who grew up in a technological environment and often rely on recommendations from influencers when making purchasing decisions.

Based on the background that has been described, this study aims to analyze the role of celebrity endorsement and review of beauty products of the Skintific brand, celebrity endorsement as a purchase decision, especially for Generation Z in Bekasi. So this research will be carried out with the title "Analysis of Celebrity Endorsement in Skintific Product Reviews on TikTok on Generation Z Purchase Decisions (Case Study on Skintific Product Users in Bekasi)".

METHOD

Literature Review

Product Reviews

A review is a summary that is based on analysis and facts, providing benefits to individuals who make reviews, business owners of both goods and services, and the wider community. The term review itself comes from English which means review or review. According to Afifah (2023), according to Siti Badriyah, a review is the activity of giving a review of something that has been experienced or tried before by someone. According to (Putra, 2020), a review is a synopsis of many sources, such as news articles, movies, novels, and other media.

According to Afifah (2023), the purpose of a review is to evaluate a work and identify and explain both the advantages and disadvantages of the work. This evaluation ultimately aims to provide recommendations to readers regarding the feasibility or value of the work. The benefits of product reviews according to Park & Lee in (Novianti, 2020) usually reflect the extent to which consumers find online product reviews to help them facilitate their purchase decisions.

Celebrity Endorsement

(Ramlawati & Lusyana, 2020) A celebrity endorser is an artist, entertainer, blogger, vlogger, celebrity, athlete, and influencer who is known to the public for success in their respective fields. A celebrity endorser can be seen from how popular it is determined by the number of followers or fans

of the celebrity endorser. Product reviews provide information about a product from the consumer's point of view. As a form of recommendation, reviews reflect consumers' previous experiences and assessments of the product (Liu et al., 2020).

If reviews made by several people tend to be perceived well, then it is likely that the buyers of the product being reviewed will also increase, and vice versa, if the reviews given tend to be perceived poorly, then the enthusiasts or buyers of the product will decrease, according to Arista & Lasmana (2019) in the study (Saputri & Novitaningtyas, 2022).

Tiktok

TikTok, as explained by Berita Today (2020), is a social media platform that allows its users to create and share short videos up to 3 minutes long. The app is equipped with creative features, including music and filters, that support users in expressing their creativity. TikTok's mission is to capture important moments from around the world through smartphone devices, as well as facilitate users to become content creators with a simple and easy-to-use interface.

Purchase Decision

A purchase decision is the action of consumers to buy or not to buy a product (Kholidah & Arifiyanto, 2020). A purchase decision is a series of actions shown by consumers, including the process of searching for product information, purchase transactions, using products, evaluating or assessing the quality and benefits of products after use, to the stage of consumption or end of products that aim to meet consumer needs. According to (Putri & Soliha, 2022), the purchase decision process is a series of steps that begin with the introduction of the problem by the consumer, followed by a search for information about a specific product or brand that is considered to be able to solve the problem. After that, consumers evaluate these options before finally making a purchase decision.

A purchase decision involves choosing between two or more options related to a purchase decision, which means that individuals should consider several alternatives before making a final decision. The decision-making process begins with the selection of several options, and the decision is made after these considerations, and to make a decision, several alternative options are available. (Siahaan & Christiani, 2021) in research (Bagas Putra Aditya et al., 2024).

Research Methods

The research used is a qualitative approach. Bogdan and Taylor (Gunawan, 2010), define the qualitative method as a research procedure that produces descriptive data in the form of oral written words of people and observable behaviors. This research will be carried out in the environment of Bhayangkara University Jakarta Raya which is located on the street. Raya Perjuangan No. 81, RT.003/RW.002, Marga Mulya, North Bekasi District, Bekasi City, West Java 17143. In addition, this research was also carried out on the street. Raya Pasar Babelan, Babelan District, Bekasi Regency, West Java 17610. This research will be carried out in January 2025 which will start from observation, interviews, to documentation results. The informants in this study are users of Skintific products, who were chosen as the primary data source because they have direct experience using the product. The data analysis in this study uses a qualitative approach, which will be analyzed in depth using a SWOT framework to identify those related to the use of Skintific products.

RESULTS AND DISCUSSION

This section presents an analysis and interpretation of qualitative research findings obtained through in-depth interviews with informants from Generation Z, regarding the use of TikTok and

skincare interest in Generation Z. First, the researcher interviews about the duration and at certain times to open TikTok, as well as what kind of content the informants watch.

Results of Research Data Analysis

The Use of TikTok and Skincare Interest in Generation Z

The researcher got an answer from the point of view of a housewife, namely Fatma, that she often watches it, if the content is interesting she can watch it until the end. Fatma pointed out that TikTok is an important part of her daily routine that requires entertainment in her free time, and her interest in skincare content has increased her interest in skincare-related information and promotions on the platform. TikTok has great potential as a marketing platform for skincare brands to reach Generation Z. High usage duration and interest in skincare content shows that Generation Z provides potential for brands to introduce their products. Therefore, skincare brands need to take advantage of TikTok as part of their marketing strategy to increase brand awareness, engagement, and sales.

Meanwhile, from the perspective of students, especially Nayla as a student, believes that TikTok has a strong attraction among students or the younger generation. TikTok is not only used as a means of entertainment, but also as a source of information, motivation, and even for selling and self-expression. The varying duration of use and the type of content in demand show that TikTok provides flexibility that suits the needs and preferences of each student.

Furthermore, the interviewed workers, showed interesting and diverse patterns of using TikTok. Even though they are bound by their work routine, they take the time to interact with TikTok every day, and make TikTok a part of their daily lives. The use of TikTok among workers shows that TikTok has a strong appeal and is relevant to their various needs. TikTok not only functions as entertainment, but also as a source of information, knowledge, and as a coping mechanism to overcome work stress from various backgrounds and professions.

The majority of informants stated that they open the TikTok application several times a day, some even almost every hour, and TikTok has become a daily routine for informants. In line with the demographic data of TikTok users which shows that Generation Z is one of the largest user groups. One of the informants above revealed, "I often open TikTok for 5 hours a day. It is opened when you are free during the day and at most at night". TikTok has become an integral part of their daily lives and routines, and thus increasing their potential exposure to different types of content, including skincare or beauty content.

The Role of Celebrity Endorsement on TikTok on the Decision to Purchase Skincare Products in Generation Z in Bekasi

After the researcher asked questions about the use of TikTok and the use of skincare among Generation Z, for the next interview focus, the researcher switched to giving in-depth questions to informants about how celebrity endorsements affect Generation Z's purchase decisions in Bekasi. This question delves deeper into the influence of celebrity endorsements to buy a product on TikTok.

Fatma, one of the informants, revealed that the first thing that came to her mind was her admiration for healthy skin with celebrities. He feels that artists who often appear with healthy skin seem to validate the products they promote. This gives rise to the idea that maybe their healthy skin can be obtained by regularly using these products. This thought then came to Fatma's mind when she saw celebrities endorsing skincare products.

After understanding how Fatma thought when she first saw celebrities endorsing skincare products, this research turned to exploring the perspectives of other informants. Furthermore, Nayla tends to question the validity and objectivity of the reviews given. He realized that there was a

potential due to commercial factors, considering that the celebrity received payment for promotion. Nevertheless, the visual results he observes on the use of the product remain a special attraction.

Furthermore, Yulia noticed that a good brand reputation is an indicator of quality and trust for her. If the brand is already well-known and has a good reputation, he will be more interested and believe that celebrities will also choose a good brand for them to endorse, celebrities do not want to risk their reputation by advertising products that are not of good quality. Meanwhile, Wawa has a more specific view regarding celebrity endorsement. Wawa showed a very careful and meticulous attitude. He prioritizes product safety, by verifying the legality and permits of BPOM.

From the informants' answers, the majority of the informants showed a more critical and information-oriented attitude. Celebrity endorsements serve more as a trigger for attention and an initial source of information that encourages informants to conduct further research. Even though consumers are increasingly critical and selective, celebrity endorsements are still effective in increasing awareness, attracting attention, and encouraging consumers to find out more about skincare products. In addition, the role of TikTok is important information for product safety awareness, and the potential for celebrity endorsements in changing gender perceptions. Thus, celebrity endorsement can be an effective marketing strategy to build brand awareness and increase sales of skincare products.

In-depth interviews about the role of celebrity endorsements in purchasing decisions Most informants are interested in seeking skincare information after seeing endorsements from influencers or celebrities on TikTok that can affect their perception of the Skintific brand. The presence of celebrities who are known and idolized by Generation Z gives a positive impression and increases confidence in product quality.

Product Reviews on TikTok Against Purchase Decisions

This section will discuss how product reviews circulating on the TikTok platform affect purchasing decisions. The analysis will be based on in-depth interview data with informants, which will reveal their perceptions and experiences regarding the influence of product reviews on purchase actions. This study examines the influence of product reviews on purchase actions through in-depth interviews with informants about how product reviews on TikTok affect purchase decisions.

In the context of skincare products, especially the popular Skintific brand on TikTok, it is important to understand how reviews on the TikTok platform affect Generation Z's perception and view of purchasing decisions. Here are the answers from the informant when the researcher asked for his views as Generation Z on Skintific product reviews on TikTok

Fatma and Naila's answers complement each other in describing Generation Z's view of Skintific reviews on TikTok. Fatma emphasized the importance of reviews as a source of real and authentic information for Generation Z who are active on social media. Meanwhile, Nayla highlighted the diversity of perspectives available on TikTok, ranging from celebrities, influencers, to ordinary users who provide a clearer picture.

From the various views that have been expressed, it can be seen that Skintific product reviews on TikTok provide various benefits for Generation Z. To further understand the extent to which these benefits are felt, this research will further discuss more specifically about the level of importance of Skintific product reviews.

Regarding the level of importance of Skintific product reviews on TikTok, it shows that reviews on TikTok play a crucial role in various stages of the consumer decision-making process, especially for Generation Z. Reviews not only function as a trigger for buying interest, but also to minimize the risk of inappropriate purchases, especially considering the characteristics of skincare

products that are personal and depend on individual skin types. The informant also emphasized the time efficiency of short video reviews on TikTok which makes access to information more concise and easy to digest compared to information sources such as websites or articles. The aspect of validation and building trust in the product is also an important function in the review. Reviews are used as a reference to compare between products to help consumers choose the product that best suits someone's needs. Reviews also serve as a means of education and increasing consumer understanding of the content and benefits of products. In the context of makeup products, reviews are considered to be helpful in choosing the right shade and minimizing the risk of choosing colors when buying online. Then, reviews contribute to purchasing decisions by providing information that matches consumer expectations and provides a clear picture of Skintific products.

After analyzing the importance of Skintific product reviews on TikTok for Generation Z, starting from risk reduction to increasing knowledge. The next research is about the sufficiency of the information provided by the review in helping to make a purchase decision. Based on the results of the informants' answers, it can be concluded that the majority of informants stated that product reviews on TikTok provide enough information to help in deciding to buy, especially among Generation Z. Such as information on the content of the product, how to use it, the expected results by consumers. Reviews can also provide validation and reduce the risk of purchasing products that are not suitable, and can meet the social and psychological needs of consumers. The next question is, in the Skintific product review on TikTok, what information is sought to meet the needs, thus encouraging consumers to make a purchase.

Based on in-depth interviews with informants, TikTok emerged as a very effective platform for marketing skincare products, especially among Generation Z. The informants said that TikTok has an advantage in presenting entertaining, creative, and diverse content, such as trends, challenges, and humor that make skincare product reviews more engaging and easy to digest, in line with the preferences of Generation Z who like dynamic visual content. In addition, TikTok also makes it easy to access information quickly and concisely. Skincare product reviews on TikTok are generally direct on important points such as results, how to use, and user experience, and the audience can quickly obtain relevant information. In addition, skincare product reviews on TikTok are also considered authentic and honest. Direct interaction between content creators and audiences is also an advantage. Trends and challenges on TikTok encourage creativity in content creation, and can increase the visibility and appeal of products in the eyes of the audience. TikTok has been integrated with e-commerce features that make it easier for users to directly buy the products reviewed, so that it can speed up the purchase process.

After understanding how skincare product reviews on TikTok differ from other platforms, the next question is how their experience is after trying the Skintific product. Reviews on TikTok often build certain expectations for the product. Therefore, it is important to know if the consumer experience after purchasing and using Skintific products is in line with the expectations built by the reviews they see on TikTok.

Based on interviews with informants, the majority of informants stated that their expectations of Skintific products are in line with what they see and read in TikTok reviews which can provide accurate and trustworthy information, which can help consumers in making informed purchasing decisions. Informants such as Risa, Yulia, Vania, and Ocha feel positive benefits from using Skintific products that are effective in delivering the promised results. They feel an improvement in their skin condition, such as becoming more moisturized, healthy, and glowing. Nur and Mifta, who have sensitive skin, feel suitable to use Skintific products without experiencing irritation, and Skintific shows that the products are safe and comfortable to use for various skin types, including sensitive skin. Meanwhile, Byan, who feels that Skintific products are very easy and practical to use, shows

that Skintific is an added value for consumers who want products that are effective but still simple in use.

After experiencing the positive benefits of Skintific products and their expectations met, the informants did not stop at watching reviews on TikTok. The informants then shared their experiences related to interaction with the comments under the Skintific product review video. From the answers of the informants, it can be concluded that the comments under the Skintific product review video have an important role in providing additional information and helping users in overcoming problems that may arise. These comments are a valuable source of information for potential buyers and users of Skintific products. The information obtained from the comments not only complements the information from the video review, but also provides a broader and deeper insight into Skintific products.

Results and Discussion

The Role of Celebrity Endorsement on TikTok on Skincare Product Purchase Decisions in Generation Z

Celebrity endorsements have long been a popular marketing strategy in the digital age, such as on the TikTok platform. Celebrity endorsements on TikTok not only build awareness, but also in shaping purchasing decisions for Skintific products among Generation Z in Bekasi. This study found that celebrity endorsement has an important and significant role in the purchase decision of skincare products in Generation Z in Bekasi. The majority of informants show interest in products promoted through celebrities they admire and are considered knowledgeable about skincare. This is in line with research conducted by (Fatmawati & Prabowo, 2024) those who found that celebrity endorsements have a positive and significant effect on purchase decisions. These findings are also in line with research (Nilammadi et al., 2020) that states that celebrity endorsers have a significant influence on purchasing decisions.

In source credibility theory, this theory argues that the credibility of a source within a celebrity affects how the message is received. According to Weismueller et al., 2020 Credibility towards endorsers is an important factor that affects consumer interest in buying products. The presence of celebrities who are known and liked by the target market can increase trust in the advertised product. Generation Z tends to trust celebrities they see as credible and have a good and positive reputation. When the celebrity recommends and uses skincare products, it can increase consumer confidence in the product. The research (Hartini & Rizqi, 2023) also highlights the importance of alignment between celebrities and brands. If the celebrity is considered incompatible with the brand or product being promoted, then the effectiveness of the endorsement can be reduced.

Celebrity endorsement doesn't just depend on the popularity or credibility of a celebrity. The majority of informants are looking for additional information about skincare products promoted by celebrities, such as reading reviews from other users, reading comments under video reviews and reading other user experiences, as well as finding out about the ingredients in a product. This shows that Generation Z is actively seeking information and evaluating products before making a purchase decision. The study (Hutagaol, 2018) also found that consumers are more likely to look for additional information before making a purchase decision, especially if the product is expensive.

Product Reviews on TikTok on Generation Z's Purchase Decision

In today's digital era, product reviews on platforms like TikTok have great power in shaping purchasing decisions, especially among Generation Z. This study found that product reviews on TikTok have a significant influence on the purchase decision of skincare products among Generation Z in Bekasi. The majority of informants acknowledge the importance of reviews from other users,

especially those who have had similar experiences to them. Positive and honest reviews can increase their trust and interest in the product. This is in line with research conducted by (Elsa Rizki Yulindasari, 2022) finding that electronic word of mouth (e-WOM) through has a significant influence on the decision to buy beauty products.

Product reviews on TikTok are influential because the platform allows direct interaction between users. Generation Z can easily search and find reviews of skincare and makeup products from various sources or other users, and can interact with reviewers to ask questions or share experiences with fellow product users. Generation Z is also increasingly critical of product reviews on TikTok, they tend to look for reviews from other users to compare the information they get, and trust more detailed, honest, and visual evidence, such as direct use, photo or video evidence that shows before-after product use. Research (Saputra & Fadhilah, 2021) has found that informative and relevant product reviews have a greater influence on purchasing decisions.

The study also found that product reviews on TikTok not only affect purchase decisions directly, but can also increase brand awareness and brand image. Positive reviews can help increase brand awareness and skincare products among Generation Z, which makes the brand familiar and interested in finding out more. A good review can also build a positive brand image.

The power of product reviews on TikTok on Generation Z's purchase decision, especially in the context of popular products such as Skintific supported by interviews with informants who emphasized the relevance of the TikTok platform to Generation Z who are tech-savvy and social media. Reviews on TikTok provide a more realistic and authentic picture of the product than formal descriptions, and can help consumers visualize the benefits and drawbacks of the product. A variety of reviewers, from celebrities to ordinary users who present various perspectives before purchase. The ease of access and the format of summarized and visual reviews on TikTok is very much in line with Generation Z's preference for easily digestible information. The hype phenomenon on TikTok is increasingly encouraging the emergence of product reviews and discussions, creating a circle of information that strengthens purchase decisions.

This study found that celebrity endorsements and product reviews on TikTok have a significant impact on the purchase decision of Skintific products by Generation Z. Celebrity endorsements play a role in building trust and brand image, while product reviews provide relevant information and testimonials for Generation Z.

CONCLUSION

Based on the results of the analysis of discussion data obtained through in-depth interviews with 15 informants who are users of Skintific products and are active on TikTok, several conclusions can be described, namely: The role of celebrity endorsement in Skintific product reviews on TikTok has a significant influence on the attention and buying interest of Generation Z in Bekasi. Celebrities who are considered credible, attractive, and considered to have knowledge about skincare can increase consumer confidence and buying interest in the promoted products, as well as be able to create awareness and interest in Skintific products. Generation Z is increasingly critical of endorsements and believes more in relevant and authentic endorsements. TikTok product reviews have a significant influence on the purchase decision of skincare products in Generation Z in Bekasi, and play an important role in the dissemination of information and promotion of Skintific products. Reviews that are detailed, honest, and equipped with visual evidence are more trusted by consumers. Short, creative, and easy-to-share video formats allow product reviews with celebrity endorsements to reach a wide audience, especially Generation Z.

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