The Effect of Advertising Disclosure Language and Celebrity Endorsement on Tiktok on Purchasing Decisions for Fashion Outfit Products

Moye Lestari[1], Kelik Purwanto[2], Dini Elida Putri[3], Alex Ferdinal[4]
[1]Universitas Dharmas Indonesia, Dharmasraya, Indonesia, moyelestariamoy@gmail.com
[2]Universitas Dharmas Indonesia, Dharmasraya, Indonesia, klkpurwanto@gmail.com
[3]Universitas Dharmas Indonesia, Dharmasraya, Indonesia, diniputri26031985@gmail.com
[4]Universitas Dharmas Indonesia, Dharmasraya, Indonesia, alexferdinal049@gmail.com

Corresponding Author: moyelestariamoy@gmail.com

Abstract: Today's growing promotional media greatly affects the digital world and product marketing on purchasing decisions. The Effect of Advertising Disclosure Language and Celebrity Endorsment on Purchasing Decisions for Fashion Outfit products is research within the scope of management science. The aim is to analyze and examine the effect of advertising disclosure language and celebrity endorsment on tiktok on purchasing decisions for fashion outfit products for teenagers, especially students at dharmas indonesia university. The method used is quantitative method. data collection using a questionnaire. Data analysis techniques with Validity test, Instrument reliability test, Correlation analysis, Hypothesis test, Multiple Regression analysis, Classical Assumption test, Multiple linear Regression analysis. The population in this study were 1,811 respondents and the samples in this study were 292 who were students of Dharmas Indonesia University. The results of this study: 1) Advertising Disclosure Language affects the purchase decision of Fashion Outfit products; and 2) Celebrity Endorsment has an effect on purchasing decisions for Fashion Outfit products.

Keyword: Product Purchase, Advertising Disclosure Language, Celebrity Endorsment.

INTRODUCTION

The development of technology, especially internet users, currently makes it easier for people to carry out daily activities, ranging from searching for information, communication media, to shopping can now be done with the help of the internet. The online shopping system began to shift the conventional shopping system that requires consumers to come directly to the store.

Nowadays, influencer marketing strategy has become a viable thing to do and even one of the most important strategies to do because everyone uses social media as their needs. Influencers convey the brand meaning of the Fashion Outfit product exposure to be told which

is connected to their life story and purpose expressed in a post that contains emotional, congnitive and behavioral terms, resulting in credibility, trust and attraction of consumers.

Based on initial observations made by researchers, where there are several students using the Tiktok application, some of them are even influencers of the Tiktok application, where the videos they advertise are seen and liked by other Tiktok application users, especially the part that students pay most attention to, namely fashion, especially the Outfit section that will be worn when doing activities. From this initial observation, it emerges about how consumers see the way a celebrity in advertising disclosure where consumers see a celebrity really using the celebrity's honest response to the advertised product. So that consumers can make a decision to buy a product advertised by a celebrity. Here the researcher sees that consumers do not pay much attention to how a celebrity conveys their message with clear and accountable information by a celebrity. This article discusses the effect of Advertising Disclosure Language and Celebrity Endorsment on purchasing decisions for Fashion outfit products, a literature review study in the field of marketing science.

Based on the background, we **can**: 1) The effect of Advertising Disclosure Language on purchasing decisions for Fashion outfit products?; and 2) The influence of Celebrity Endorsment on purchasing decisions for Fashion Outfit products?

METHODS

The research method uses quantitative methods. Quantitative methods are data obtained through structured questions in the form of numbers that are measurable in number to be calculated (Sugiyono, 2013). (Sugiyono, 2013). The population in this article was 1811 students of the University of Dharmas Indonesia. The sample is part of the population. Samples taken from the population must be truly representative and must be valid, that is, they can measure something that should be measured. Sampling in research is *probability sampling* which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member. The research technique section uses the *Disproportionete Stratified Random Sampling* technique, which uses the *Isaac & Michael* table with a sample size of 292 respondents. By using the sampling criteria formulated in this study: a. Dharmas Indonesia University students. b. Students aged 18 years and over. c. Students who have a Tiktok account.

Data sources and data collection methods, namely Primary data Data collected directly through interviews by asking directly with consumers related to *Advertising Disclosure Language* and *Celebrity Endorsment* on Tiktok on purchasing decisions and through filling out questionnaires or questionnaires. The validity test is used to measure whether a questionnaire is valid or not. Reliability test is data to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be variable or reliable if someone's answer to the statement. This correlation analysis is used to see the relationship between *Advertising Disclosure Language* and *Celebrity Endorsement* on Tiktok on purchasing decisions for *fashion outfit* products. Multiple linear regression analysis This analysis is to predict how the state (up and down) of the dependent variable (criterion) if two or more independent variables as predictor factors are manipulated (up and down in value).Normality test Aims to determine whether the data distribution follows or approaches a normal distribution. This test uses the *Kolmograv Smirnof Test* method with the test criterion $\alpha = 0.0$. Multicollinearity Test Aims to see if the regression model finds a correlation between the independent variables. If there is a correlation, it is called a *multicollinearity problem*. In the multiple regression equation, it is also necessary to test whether or not the variance of the residuals of one observation is the same as that of another observation. If the residuals have unequal variance, it is called *Heteroscedasticity*. To find out how far the ability of the *Advertising Disclosure Language* and *Celebrity Endorsment*

variables can be a predictor of the variable purchase decision for *fashion outfit* products, the coefficient of determination can be seen.

RESULT AND DISCUSSION
Results
Based on the background, objectives and methods, the results of this study are as follows:

Based on age, the respondents in this study were classified as follows:

Table 1. Characteristics of Respondents of Tiktok Application Users by Age

No.	Age	Respondents	Percentage
1	18	34	11,64 %
2	19	62	21,23 %
3	20	60	20,55 %
4	21	30	10, 27 %
5	22	74	25,34 %
6	23	20	6,85 %
7	24	11	3,77 %
8	27	1	0,34 %
	Total	292	100 %

Table 2. Characteristics of Respondents of Tiktok Application Users Based on Faculty

No.	Faculty	Respondents	Percentage
1	FETT	90	30,82 %
2	FIKES	80	27,40 %
3	FILKOM	55	18,83 %
4	FHEB	67	22,94 %
	Total	292	100 %

Table 3. Characteristics of Respondents Based on Using the Tiktok Application

Statement	Month	Total
Length of time using the tiktok application	0 - 3 months	33
	4 - 8 months	53
	9 - 12 months	60
	More than 1 year	146
How many times do you shop for fashion outfits on the TikTok app	1 - 3 times	84
	4 - 6 times	64
	7 - 9 times	43
	More than 9 times	91

Validity Test
1. Variable *Advertising Disclosure Language (X1)*

From the results of data processing on the *Advertising Disclosure Language* variable*,* the validity test results are obtained based on the comparison between r-count and r-table, it can be concluded that r-count> r-table, with the conclusion that all items for the *Advertising Disclosure Language (X1)* variable are valid.

2. *Celebrity Endorsement* Variable (X2)

From the results of data processing on the *Celebrity Endorsment* variable*,* the validity test results are obtained Based on the comparison between r-count and r-table, it can be concluded that r-count> r-table, with the conclusion that all items for the *Celebrity Endorsment* variable are valid.

3. Purchase decision variable (Y)

From the results of data processing on purchasing decision variables*,* the validity test results are obtained Based on the comparison between r - count and r - table, it can be

concluded that r - count> r - table, with the conclusion that all items for the purchasing decision variable are valid.

Reliability Test

Reliability is the level of reliability of the questionnaire, after the instruments on the *Advertising Disclosure Language (X1), Celebrity Endorsment (*X2) and purchasing decisions (Y) variables are declared valid, then the reliability test is carried out on each variable.

Table 4. Reliability Test

Variables	Number of question items	Cronbach alpha	Rule of thumb	Decision
Advertising Disclosure Language (X1)	10	0,844	0,8	Reliable
Celebrity Endorsement (X2)	14	0,877	0,8	Reliable
Purchase decision (Y)	15	0,955	0,9	Reliable

Based on the reliability analysis of the research variables, it shows that the value (*Crombanch's alpha*) for the *Advertising Disclosure Language (*X1) and *Celebrity Endorsment* (X2) variables is 0.8 and for the purchase decision (Y) is 0.9, for that all variables can be said to be reliable or reliable. From these results this study will produce the same data even though it is used several times to measure the same object.

Multiple Regression Analysis

Table 5. Multiple Regression Analysis of Advertising Disclosure Language (X1) and Celebrity Endorsement (X2) on purchasing decisions (Y)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.343	3.484		.098	.922
	ADL	.563	.097	.318	5.822	.000
	CE	.594	.075	.433	7.923	.000

Based on *table* 5 above, it can be seen that the regression equation is :

$$Y = 0, 343 + 0.563X1 + 0.594X2 + e$$

Based on this equation, it can be interpreted as follows:

1. The constant of 0.343 means that if the *Advertising Disclosure language* and *Celebrity endorsement* are 0, then the decision to purchase *fashion outfit* products is 0.343. This result is significant at 5% alpha, namely 0.000 <0.05.
2. If *Advertising Disclosure Language* is 0.563. This means that with the assumption. *Celebrity Endorsment is* fixed (unchanged), then each increase in *Advertising Disclosure Language* by 1 unit will increase the decision to purchase *fashion outfit* products by 0, 563, this result is significant at 5% alpha, namely 0.000 <0.05.
3. If *Celebrity Endorsment is* 0.594. Assuming the *Advertising Disclosure Language is* fixed (unchanged), then every increase in *Celebrity Endorsment* by 1 unit will increase purchasing decisions by 0.594. This result is significant at 5% alpha, namely 0.000 <0.05.

Normality Test

The normality test aims to determine whether a data distribution is normal or not. Basically, the normality test is to compare between the data we have and normally distributed data that has the same mean and standard deviation as our data.

Table 6. Normality Test of Advertising Disclosure Language Variables (X1) and Celebrity Endorsement (X2) Against Purchasing Decisions (Y)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		292
Normal Parametersa,b	Mean	0E-7
	Std. Deviation	8.02067925
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.055
Kolmogorov-Smirnov Z		1.156
Asymp. Sig. (2-tailed)		.138
a. Test distribution is Normal.		
b. Calculated from data.		

From the data above, it is processed using the *Kolmogorof - Smirnov* test because the data has 292 people and to make an assessment refers to the significance number with a significance level greater than 0.05. And from the data above it can be concluded that the results and data of this study are normal. Based on the results of the normality test, it is known that the significant value is 0.138> 0.05, it can be concluded that the residual value is normally distributed.

Heterocedaticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of *variance* and residuals from one observation to another.

Table 7. Heteroscedasticity Test of Advertising Disclosure Language Variables (X1) and Celebrity Endorsement (X2) on Purchasing Decisions (Y)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.557	2.341		1.946	.053
	ADL	-.028	.065	-.031	-.423	.673
	CE	.045	.050	.066	.891	.374
a. Dependent Variable: ABS						

From the results of the *coefficients* table above, what is seen is the significance value, the independent variable has a significant value greater than 0.05, namely the independent variable *Advertising Disclosure Language* (X1) with 0.673> 0.05, and the independent variable *Celebrity Endorsment* (X2) which is 0.374> 0.05, so it can be said that this research model does not occur *heteroscedaticity* problems.

Multicollinearity Test

Multicorrelation is a very high or very low correlation that occurs in the relationship between independent variables. Multicoleration can be seen from the VIF (*variance - inflating factor*) value. If the VIF value < 10 then there are no symptoms of *multicollinearity,* if the VIF value> 10 then there are symptoms of multicollinearity.

Table 8. Multicorrelation Test of Advertising Disclosure Language Variables (X1) and Celebrity Endorsement (X2) on Purchasing Decisions (Y)

Coefficientsa							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.343	3.484		.098	.922		
1 Advertising Disclosure Language	.563	.097	.318	5.822	.000	.631	1.586
Celebrity Endorsement	.594	.075	.433	7.923	.000	.631	1.586

From the results of the table above, what will be assessed is the *tolerance* value and also the VIF, it can be seen that the *tolerance* value of *Advertising Disclosure Language* (X1) and *Celebrity Endorsment* (X2) is more> 0.10, which means that there is no *multicollinearity*, and the VIF value is ≤ 10.00, it means that there is no *multicollinearity*. So it can be seen that the *tolerance* value of *Advertising Disclosure Language* (X1) and *Celebrity Endorsment* (X2) has a value of 0.631> 0.10, it means that there is no *multicollinearity*. At the VIF value *Advertising Disclosure Language* (X1) and *Celebrity Endorsment* (X2) have a value of 1.586 small equal to 10.00, it means that there is no *Multicollinearity*.

Partial Hypothesis Testing (T-test)

Table 9. Partial Hypothesis Testing T Test

Coefficientsa						
Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
(Constant)	.343	3.484			.098	.922
1 Advertising Disclosure Language	.563	.097	.318		5.822	.000
Celebrity Endorsement	.594	.075	.433		7.923	.000

1. The effect of *Advertising Disclosure Language* (X1) on purchasing decisions (Y).
   It can be seen that the t-count is 5.822 and the t-table is 1.65 where the t-count is greater than the t-table (5.822> 1.65) this shows that the independent variable *Advertising Disclosure Language* (X1) has a positive and significant effect on the dependent variable purchasing decisions. And the significant level is greater than alpha (0.000 <0.05), it can be obtained that Ho is rejected and Ha is accepted, meaning that *Advertising Disclosure Language* (X1) has a positive and significant effect on purchasing decisions (Y).
2. The influence of *Celebrity Endorsement* (X2) on purchasing decisions (Y).
   It can be seen that the t-count is 7.923 and the t-table is 1.65 where the t-count is greater than the t-table (7.923> 1.65), this shows that the independent variable *Celebrity Endorsment* (X2) has a positive and significant effect on the dependent variable purchasing decisions. And the significant level is greater than alpha (0.000 <0.05), it can be obtained that Ho is rejected and Ha is accepted, meaning that *Celebrity Endorsment (X2) has a positive and significant effect on purchasing decisions (Y).

Simultaneous Hypothesis Testing (F Test)

Table 10. Hypothesis Testing Together (F Test)

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	15692.223	2	7846.112	121.126	.000b
1	Residuals	18720.407	289	64.776		
	Total	34412.630	291			

Dependent Variable: KP

b. Predictors: (Constant), CE, ADL

It can be seen that this test is carried out by comparing the F-count value with the F-table because the F-count value is greater than the F-table value (121.126> 3.027). The F-count value is 121.126 with a significant level (0.000 <0.05), then Ho is rejected and Ha is accepted, which means that this is done together - together between *Advertising Disclosure Language* and *Celebrity Endorsment have* a significant effect on purchasing decisions.

Coefficient of Determination (R^2)

Table 11. Determination Test Results (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.675a	.456	.452	8.048	1.677

Predictors: (Constant), CE, ADL

. Dependent Variable: KP

The R Square number is obtained, which explains that in the table above the value taken is the *Adjusted Square value,* where *Adjusted Square* is a value that *serves* to overcome the problem with R square, namely the value continues to increase if there is an increase in value if there are additional independent variables into the model, which is 0.452 categorized as strong because it is more than 0.33, this shows that the contribution of the *Advertising Disclosure Language* (X1) and *Celebrity Endorsment* (X2) variables to purchasing decisions is 0.452. Which means that the influence of the *Advertising Disclosure Language* (X1) and *Celebrity Endorsment* (X2) variables on purchasing decisions is 45.2%, while 45.8% is influenced by other factors.

Relevant Research Results

Table 12. Relevant Research Results

No.	Author (Year)	Previous Research Results	Similarities with this article	Differences with this article	H
1	Keisia Christea (2022)	Advertising Disclosure Language has a positive and significant effect on the intention to buy Fashion products on Instagram	Advertising Disclosure Language affects the intention to buy Fashion products on Instagram	Attraction affects the purchase decision of Fashion outfit1 products	H1
2	(Siska Lusia Putri & Mutiara Putri Deniza, 2018)	Celebrity Endorsment and Brand Trust have a positive and significant effect on product purchasing decisions.	Celebrity Endorsement affects product purchasing decisions	Brand Trust affects product purchasing decisions	H2
3	(Pramesti, 2021)	Celebrity Endorsment and Brand Image, Price Perception have a positive and significant effect on	Celebrity Endorsement affects product purchasing	Brand Image, Price Perception affect product purchasing	H2

		purchasing decisions for Purbasari cosmetic products.	decisions	decisions
.4	Fadilah Mutia Cahya (2020)	Celebrity Endorsment and product variations, brand image have a positive and significant effect on purchasing decisions for Rabbani products.	Celebrity Endorsement affects product purchasing decisions	Product variety, H2 brand image affect product purchasing decisions

Discussion

Analysis of the Relationship between *Advertising Disclosure Language* Variables and Purchasing Decisions

Analysis of the *Advertising Disclosure Language* variable partially has a significant effect on purchasing decisions for *fashion outfit* products on Tiktok by consumers of all Dharmas Indonesia University students. This is indicated by the results of data processing t-count of 5.822 and t-table 1.65, so that 5.822> 1.65 with a significant value of 0.000 <0.005, this indicates that Ho is rejected and H1 is accepted. So it can be seen that the *Advertising Disclosure Language* variable has a positive and significant effect on the Purchasing decision variable.

This means that the higher the *Advertising Disclosure Language*, the greater the consumer purchasing decisions on *fashion outfit* products, among students of Dharmas Indonesia University and vice versa if the *Advertising Disclosure Language* variable is low, the decision to purchase *fashion outfit* products also decreases among students of Dharmas Indonesia University. The results of research conducted by (Keisia Cristea 2022) with the results of research based on the results of the analysis, it is proven that the existence of *Advertising Disclosure Language* in *influencer* marketing can increase consumer perceptions of *influencer* credibility and also increase consumer buying interest in marketing methods through social media.

Analysis of the Relationship between *Celebrity Endorsment* Variables and Purchasing Decisions

Analysis of *Celebrity Endorsment* variables has a significant effect on purchasing decisions for *fashion outfit* products on Tiktok by consumers of all Dharmas Indonesia University students. This is indicated by the results of data processing t-count of 7.923 and t-table 1.65, so that 7.923> 1.65 with a significant value of 0.000 <0.005, this indicates Ho is rejected and H1 is accepted. So it can be seen that the *Celebrity Endosment* variable has a positive and significant effect on the Purchasing decision variable.

This means that the higher the *Celebrity Endorsment,* the greater the consumer's decision to buy *fashion outfit* products among Dharmas Indonesia University students and vice versa if the *Celebrity Endorsment* variable is low, the consumer purchasing decision on *fashion outfit* products will decrease among Dharmas Indonesia University students. The results of research conducted by (Riska Gusti Rahmani 2022) test the effect of the Celebrity Endorsment variable which has a t-count value of 3.031 and the t-table value is 1.660 with an ignificant 0.003 <0.05. Which means t - count> t - table, namely 3.031> 1.660, then Ha is accepted. This identifies that there is a perial influence between Celebrity Endorsment (X2) on purchasing decisions.

Analysis of the Relationship between *Advertising Disclosure Language* and *Celebrity Endorsment* Variables on Purchasing Decisions

From the two analyzes above, it can be concluded that the *Celebrity Endorsment* variable has a significant effect on purchasing decisions for *fashion outfit* products on Tiktok by consumers of all Dharmas Indonesia University students. And also the *Celebrity*

Endorsment variable has a significant effect on the decision to purchase *fashion outfit* products on Tiktok by consumers of all Dharmas Indonesia University students. And it can be concluded from the two linkage analyses above that the *Advertising Disclosure Language* and Celebrity Endorsment variables on purchasing decisions simultaneously with the F-count value with the F-table (121.126> 3.027) with a significant level (0.000 <0.05), then Ho is rejected and H3 is accepted, which means that this is done together - together *Advertising Disclosure Language* and *Celebrity Endorsment have* a significant effect on purchasing decisions for *fashion outfit* products.

This means that the higher or lower the *Advertising Disclosure Language* and *Celebrity Endorsement* on *fashion outfit* products among Dharmas Indonesia University students does not reduce consumer decisions to buy *fashion outfit* products among Dharmas Indonesia University students.

CONCLUSION

Based on the discussion, the conclusion of this research is: 1. *Advertising Disclosure Language* has a significant effect on purchasing decisions for *fashion outfit* products on tiktok based on the T test, it shows that the significant value of *Advertising Disclosure Language* on purchasing decisions for *fashion outfit* products on tiktok has a positive and significant effect on the dependent variable. This shows that *Advertising Disclosure Language is* positive and increasing, so the decision to purchase *fashion outfit* products on tiktok among Dharmas Indonesia University students is also increasing. 2. *Celebrity Endorment* has a significant effect on purchasing decisions for *fashion outfit* products based on the T test, it shows that the significant value of *Celebrity Endorment* on purchasing decisions for *fashion outfit* products on tiktok is a positive and significant effect on the dependent variable. This shows that if *Celebrity Endorment is* positive and increases, the decision to purchase *fashion outfit* products on tiktok among Dharmas Indonesia University students will also increase.

REFERENCES

Ali, H., Evi, N., & Nurmahdi, A. (2018). The Influence of Service Quality, Brand Image and Promotion on Purchase Decision at MCU Eka Hospital. *Business and Management Studies.* https://doi.org/10.21276/sjbms.2018.3.1.12

Ali, H., Limakrisna, N., & Jamaluddin, S. (2016). Model of customer satisfaction: The empirical study at Bri in Jambi. *International Journal of Applied Business and Economic Research.*

Ali, H., Zainal, V. R., & Ilhamalimy, R. R. (2022). Determination of Purchase Decisions and Customer Satisfaction: Analysis of Brand Image and Service Quality (Review Literature of Marketing Management). *Dynasty International Journal of Digital Business Management*, *3*(1), 141-153. https://doi.org/10.31933/dijdbm.v3i1.1100

Christea, K., & Chairun Nisa, P. (2022). The Effect of Advertising Disclosure Language on Buying Interest in Beauty and Fashion Products on Instagram with Source Credibility as an Intervening Variable. *Journal of Management and Organization*, *13*(1), 12-22. https://doi.org/10.29244/jmo.v13i1.37510

Fildzah, N. A., & Sari, D. (2017). THE INFLUENCE OF CELEBRITY ENDORSERS AND WORD OF MOUTH ON PURCHASING DECISIONS FOR ONLINE SHOP ALCO SWEATER PRODUCTS ON SOCIAL MEDIA INSTAGRAM. *Business & Entrepreneurship*, *11*(2), 99-112. www.globalwebindex.net

Hayati, M. N. (2019). The Effect of Brand Image, Price Perception, Product Quality and Celebrity Endorser on Purchasing Decisions for Wardah Products at Puspa Indah Cosmetic Magelang. *SiPustaka Mandiri*, 1-62. http://eprintslib.ummgl.ac.id/2311/

Kerin, S. M., & Musadad, A. (2022). The Effect of Digital Marketing and Celebrity Endorsement on Purchasing Decisions for Erigo Products in Cirebon City. *Scientific Journal of Wahana Pendidikan*, *8* (September), 498-510.

Khoziyah, S., & Lubis, E. E. (2021). The Effect of Digital Marketing on Purchasing Decisions of Followers of Instagram @KPopConnection Online Shop. *Journal of Communication Science*, *10*(1), 39-50.

Nasution, A. E., & Lesmana, M. T. (2018). The Effect of Price and Service Quality on Consumer Purchasing Decisions (Case Study at Alfamart in Medan City). *Proceedings of the Indonesian Vocational National Seminar*, *1*(2), 83-88.

Novansa, H., & Ali, H. (1926). Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences.* https://doi.org/10.21276/sjhss

Pramesti, T. febrian dwi. (2021). *INFLUENCE OF BRAND IMAGE, PRICE PERCEPTION, AND CELEBRITY ENDORSEMENT ON PURCHASE DECISIONS OF PURBASARI COSMETIC PRODUCTS (Study on Purbasari Cosmetics Consumers in Surabaya City).* 1-15. http://repository.stiemahardhika.ac.id/2551/

Rahmadani, R. G. (2022). *INFLUENCE OF CELEBRITY ENDORSEMENT, BRAND IMAGE AND BRAND TRUST ON PRODUCT PURCHASE DECISIONS (Study on Somethinc by Irene Ursula).*

Siska Lusia Putri, & Mutiara Putri Deniza. (2018). The Effect of Brand Awareness and Brand Loyalty on Purchasing Decisions for Fiesta Chicken Nugget Products in Padang City. *Agrica Journal*, *11* (2), 70-78. http://ojs.uma.ac.id/index.php/agrica

Sitio, T., & Ali, H. (2019). Patient Satisfaction Model and Patient Loyalty: Analysis of Service Quality and Facility (Case Study at Rawamangun Special Surgery Hospital). *Scholars Bulletin.* https://doi.org/10.36348/sb.2019.v05i10.002

Sugiyono. (2013). *Quantitative and Qualitative Research Methods*. *7*, 19.

Suryahadi, M., Mulyana, H. D., Abdullah, Y., & Mandira, I. M. C. (2022). The Effect of Celebrity Endorsement, Price, Digital Marketing, Brand Image on Purchasing Decisions (Study on Umkm Creative Economy Fashion Subsector in Tasikmalaya). *Scientific Journal of Management and Business*, *7* (2), 125-141. https://doi.org/10.38043/jimb.v7i2.3825

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, *28*(4), 160-170. https://doi.org/10.1016/j.ausmj.2020.03.002