The Impact of Celebrity Endorsements and Digital Marketing on Purchase Intentions Among Tokopedia Users: A Study of Students

Pengaruh Celebrity Endorser dan Iklan Melalui Digital Marketing Terhadap Minat Beli Pengguna Tokopedia : Studi pada Mahasiswa

Rismayani[1*], Mashur Fadli[2]
Universitas Riau[1,2]
ry0411041@gmail.com[1]

ABSTRACT

This research aims to find out whether there is an influence of the use of celebrity endorsers and advertisements through digital marketing on the buying interest of Tokoedia users and to find out whether student objects are able to influence purchases on Tokopedia with the presence of celebrity endorsers and advertisements displayed by Tokopedia. The research method used is a quantitative method and uses secondary and primary data. Primary data was obtained from respondents who were collected through a questionnaire consisting of 30 questions. The sample consisted of 97 active students from the Faculty of Economics and Business, Riau University, Tokopedia users with a population of 3855 students and used a purposive sampling technique. The data analysis technique for this research uses PLS-SEM versi 4. The results of the research show, (1) There is a positive and significant influence of celebrity endorsers on the buying interest of Tokopedia users among students at the Faculty of Economics and Business, Universitas Riau, (2) There is a positive and significant influence of advertising on users' buying interest Tokopedia among students at the Faculty of Economics and Business, Universitas Riau, (3) There is a positive and significant influence of celebrity endorsers on the digital marketing of Tokopedia users among students at the Faculty of Economics and Business, Universitas Riau, (4) There is a positive and significant influence of advertising on the digital marketing of Tokopedia users among students. Faculty of Economics and Business, Universitas Riau, (5) There is a positive and significant influence of digital marketing on the buying interest of Tokopedia users among students of the Faculty of Economics and Business, Universitas Riau, (6) celebrity endorsers on buying interest through digital marketing do not have a positive influence on the use of Tokopedia in students at the Faculty of Economics and Business, Universitas Riau, and (7) There are advertisements that have a positive and significant effect on buying interest through digital marketing of Tokopedia users among students at the Faculty of Economics and Business, Universitas Riau.

Keywords: *Celebrity Endorser, advertising, Digital Marketing*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh penggunaan *celebrity endorser* dan iklan melalui *digital marketing* terhadap minat beli pengguna Tokoedia dan untuk mengetahui apakah objek pelajar mampu mempengaruhi pembelian di Tokopedia dengan hadirnya *celebrity endorser* dan iklan yang ditampilkan oleh Tokopedia. Metode penelitian yang digunakan adalah metode kuantitatif dan menggunakan data sekunder dan primer. Data primer diperoleh dari responden yang dikumpulkan melalui kuesioner yang terdiri dari 30 pertanyaan. Sampel terdiri dari 97 mahasiswa aktif Fakultas Ekonomi dan Bisnis Universitas Riau pengguna Tokopedia dengan populasi 3855 mahasiswa dan menggunakan teknik *purposive sampling*. Teknik analisis data pada penelitian ini menggunakan PLS-SEM versi 4. Hasil penelitian menunjukkan, (1) Terdapat pengaruh positif dan signifikan *celebrity endorser* terhadap minat beli pengguna Tokopedia di kalangan mahasiswa Fakultas Ekonomi dan Bisnis , Universitas Riau, (2) Terdapat pengaruh positif dan signifikan iklan terhadap minat beli pengguna Tokopedia dikalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Riau, (3) Terdapat pengaruh positif dan signifikan *celebrity endorser* terhadap *digital marketing* pengguna Tokopedia di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Riau, (4) Terdapat pengaruh positif dan signifikan periklanan terhadap pemasaran digital pengguna Tokopedia di kalangan mahasiswa. Fakultas Ekonomi dan Bisnis Universitas Riau, (5) Terdapat pengaruh positif dan signifikan *digital marketing* terhadap minat beli pengguna Tokopedia di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Riau, (6) *celebrity endorser* pada minat beli melalui *digital marketing* tidak memberikan pengaruh positif terhadap penggunaan Tokopedia pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Riau, dan (7) Terdapat iklan yang berpengaruh positif dan signifikan terhadap minat beli melalui *digital marketing* pengguna Tokopedia di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Riau.

Kata Kunci: *Celebrity Endorser*, Periklanan, Pemasaran Digital.

1. Introduction

The rapid advancements in technology and the rise of globalization have significantly impacted various aspects of daily life, especially in how people engage with digital platforms. One of the most notable changes is the widespread use of online applications, which have become an essential part of modern life. Among these applications, e-commerce platforms have gained substantial traction, offering consumers a convenient and efficient way to shop online. As globalization continues to shape the business landscape, modern companies are increasingly adapting to meet consumer demands for practicality and efficiency. According to Kotler and Armstrong (2012), e-commerce refers to an online channel that enables consumers to access information and make purchases via the internet, enhancing both consumer experience and business operations. Furthermore, advances in technology, computers, and telecommunications have contributed to the rapid development of internet-based platforms.

In Indonesia, the e-commerce sector has grown significantly, with Tokopedia emerging as one of the dominant players. This company, easily recognizable by its green branding, has seen rapid growth, becoming one of the leading online shopping platforms in the country. Tokopedia's success is attributed to its effective use of advertising, spending over 559 billion IDR on television advertising in the first half of 2005, more than other online stores (Durianto, 2003). Moreover, Tokopedia was ranked 9th in Indonesia in 2017 based on user numbers, surpassing competitors like Lazada and Bukalapak (Fitria & Qurohman, 2022). By 2024, Tokopedia continues to hold a strong position, ranking second among e-commerce platforms in terms of visitor numbers.

This rapid growth in the e-commerce industry has led to increased competition, requiring businesses to continuously innovate in their marketing strategies to attract and retain consumers. Understanding the factors that drive consumer purchase interest is essential for companies to remain competitive. Advertising plays a significant role in influencing consumer decisions, as it helps businesses present products in an appealing way, shaping consumers' attitudes and interests (Kerin & Musadad, 2022; Lesmana, 2014). Celebrity endorsements, in particular, have been shown to be an effective marketing strategy, as they can create positive associations with a brand and enhance its credibility (Gupta & Tarun, 2014; Khatri, 2006). Moreover, digital marketing has become a crucial tool for businesses to communicate with consumers, especially through online platforms like social media and e-commerce websites (Fadjri & Silitonga, 2018; Fun & Nur, 2023).

Given the importance of celebrity endorsers and digital marketing in influencing purchase interest, this study aims to examine their combined effect on Tokopedia users, particularly students from the Faculty of Economics and Business at the Universitas Riau. The university's Faculty of Economics and Business, located in Pekanbaru, has a large number of active students who are frequent consumers of online shopping platforms (Masyithoh & Ivo, 2021). This research focuses on how advertising and celebrity endorsements impact the purchase interest of students in the context of Tokopedia.

The study is essential because it addresses a research gap in the Indonesian e-commerce market, where little attention has been paid to the role of digital marketing and celebrity endorsements in driving consumer behavior, particularly among students (Farouq & Rusdi, 2023). The novelty of this research lies in its focus on the intersection of digital marketing, celebrity endorsements, and consumer purchase interest within the e-commerce sector in Indonesia, an area that is rapidly evolving but lacks comprehensive academic investigation. By examining these factors, the study contributes valuable insights to businesses seeking to improve their marketing strategies in the highly competitive e-commerce landscape.

2. Literature Review

Celebrity Endorser

Celebrity endorsers are individuals who promote a product and play a key role in strengthening the brand's image. According to Gupta & Tarun (2014), celebrity endorsers act as powerful messengers who deliver a brand's message and demonstrate its products or services. These endorsers are often selected because of their strong appeal and influential personalities, which can help shape consumer perceptions of the product. Farouq & Rusdi (2023) emphasize that celebrity endorsers are particularly effective because their status and popularity create positive associations with the brands they endorse, making the product more attractive to potential buyers.

Advertisement

Advertising is a crucial component of the promotional mix and is integral to the success of a product in the market. As stated by Winata & Nurcahya (2017), advertising serves as a means to introduce and promote a product, service, or idea to the public, aiming to influence consumer behavior. According to Gholami et al. (2016), advertising is a powerful communication tool that enables businesses to convey their messages to consumers, shaping their preferences and attitudes toward a brand. The effectiveness of advertising lies in its ability to create strong and lasting impressions, driving potential customers to take action and make purchasing decisions.

Digital Marketing

Digital marketing refers to the use of the internet and digital platforms to engage in two-way communication between sellers and buyers. It helps sellers create a more personalized and efficient experience for consumers by offering products and services with high quality and customer satisfaction. As highlighted by Pangkey, Furkan, & Mulyono (2019), digital marketing strategies allow businesses to reach a wider audience, increase brand visibility, and build strong relationships with consumers. This form of marketing leverages various online tools, such as social media, search engines, and e-commerce websites, to effectively target consumers and drive sales.

Interested To Buy

Purchase intention refers to a consumer's plan or desire to buy a specific product. According to Durianto (2003), purchase intention is an essential aspect of consumer behavior, indicating a consumer's willingness to consider and purchase a product based on various factors like perceived product quality and the information available. Fitria & Qurohman (2022) explain that purchase interest is influenced by both the consumer's perception of the product and their previous experiences with the brand. Kotler & Keller (2013) suggest that consumers are more likely to purchase a product if they have a positive attitude toward the brand, believe in its quality, and are confident in the value it provides.

3. Methods

This research was conducted on students from the Faculty of Economics and Business, Universitas Riau, who used Tokopedia. This research has a total research population of 3855 active students.

This research used the Slovin formula with a total of 97 respondents. The sample will be determined through purposive sampling, namely sampling with certain considerations, meaning that sampling is based on certain considerations and criteria that have been formulated in advance by the author.

The data here is collected by distributing questionnaires. In this research, descriptive statistical data analysis and Partial Least Square SEM are used, namely an analysis used to develop or predict an existing theory. The descriptive method is used to obtain a complete and precise picture of the research objectives. In this case a Likert scale is used. This research uses PLS structural model analysis assisted by using SmartPLS 4.0 software. Structural model analysis has several stages, namely: 1) Formulating structural model theory, 2) Outer model analysis, 3) Inner model analysis, and 4) Hypothesis testing.
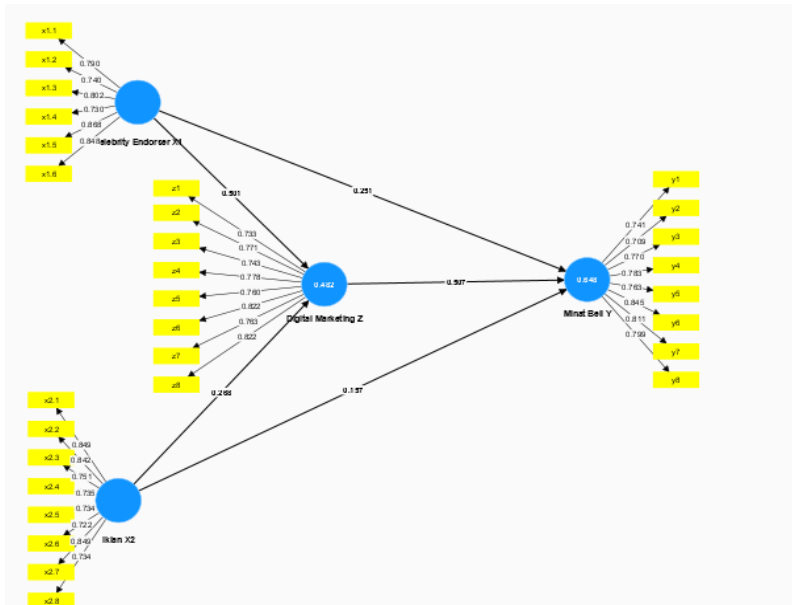

Figure 1. PLS Result

4. Results and Discussion

Validity Test

This test uses the Loading Factor value to determine whether a measurement item (indicator) is valid or invalid. As well as measuring the strength of the relationship between each measurement item (indicator) and the construct. In this research there are 4 variables with a total of 30 indicators, 6 celebrity endorser indicators, 8 advertising indicators, 8 digital marketing indicators, and 8 purchasing interest indicators. An indicator is declared to meet the criteria if it has a Loading factor value > 0.7 and AVE > 0.5. Following are the outer loading values for each indicator on the research variables:

Table 1. Test *Convergent Validity*

Variable	Indicator	Loading Factor	AVE	Information
Celebrity Endorser (X1)	X1.1	0.790	0,637	Valid
	X1.2	0.740		Valid
	X1.3	0.802		Valid
	X1.4	0.730		Valid
	X1.5	0.868		Valid
	X1.6	0.848		Valid
Advertisement(X2)	X2.1	0,849	0,607	Valid
	X2.2	0,842		Valid
	X2.3	0,751		Valid
	X2.4	0,735		Valid
	X2.5	0,734		Valid
	X2.6	0,722		Valid
	X2.7	0,849		Valid
	X2.8	0,734		Valid
Digital Marketing (Z)	Z.1	0,733	0,600	Valid
	Z.2	0,743		Valid
	Z.3	0,778		Valid
	Z.4	0,760		Valid
	Z.5	0,822		Valid
	Z.6	0,804		Valid
	Z.7	0,763		Valid
	Z.8	0,822		Valid
Interest in Buying (Y)	Y.1	0,741	0,607	Valid
	Y.2	0,709		Valid
	Y.3	0,770		Valid
	Y.4	0,783		Valid
	Y.5	0,763		Valid
	Y.6	0,845		Valid
	Y.7	0,811		Valid
	Y.8	0,799		Valid

Source: SmartPLS Processed Data, 2024

From the analysis listed in Table 1, it can be stated that the indicators for variables 0.5.

Reliability Test

Reliability Testing is needed to show the consistency and position of measuring instruments when measuring and the reliability of each indicator which is determined by 2 criteria, namely if a construct has a Cronbach's Alpha and Composite Reliability value of more than 0.7, the construct is declared reliable, to evaluate the outer model.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Reliable Standards	Information
Celebrity Endorser	0,886	0,901	0,7	Reliable
Advertisement	0,908	0,927	0,7	Reliable
Digital Marketing	0,905	0,910	0,7	Reliable
Interest In Buying	0,907	0,910	0,7	Reliable

Source: SmartPLS Processed Data, 2024

From the data in table 2 , it can be concluded that the Cronbach's alpha and composite reliability values exceed 0.7. This indicates that the constructs in the estimation model meet the criteria for discriminant reliability, so that this research model can be considered reliable or reliable.

Dereminant Coefficient Test (R-Square)

The next test was carried out by looking at the explanatory power or nomological validity of the model as measured by R-square (R^2) to see the causal relationship between variables and other variables contained in the hypothesis in the research.

Table 3. Value Results *R-Square*

Variable	R-*Square*	R-*Square Adjusted*
Digital Marketing	0,482	0,471
Interest In Buying	0,648	0,637

Source: SmartPLS Processed Data, 2024

Based on table 3 above, it can be concluded that the R-square value
digital marketing with a value of 0.482 shows that celebrity endorsers and advertising have a moderate influence of 48.2% on digital marketing.
Meanwhile, additional factors from outside the scope of this research have an impact
the remaining 51.8%. The R-square of buying interest is 0.648
shows that celebrity endorsers and advertising have an influence of 64.8% on purchasing interest in the moderate category. Meanwhile, additional factors come from outside
the scope of this research impacts the remaining 35.2%.

Hypothesis Test

To evaluate the significance of the prediction model in testing the structural model, t-statistics and probability can be seen to assess the extent to which the hypothesis is tested. If the t-statistic value is > 1.96 and the P-value < 0.05, then the hypothesis can be accepted.

Table 4. Hypothesis Test Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Celebrity endorser-> Interest In Buying	0.505	0.518	0.078	6.471	0.000

Advertisement->Interest In Buying	0.292	0.290	0.082	3.581	0.000
Celebrity endorser-> Digital Marketing	0.501	0.522	0.165	3.036	0.001
Advertisement->Digital Marketing	0.268	0.260	0.128	2.099	0.018
Digital Marketing-> Interest In Buying	0.507	0.528	0.128	3.962	0.000
Celebrity endorser->Digital Marketing->Interest In Buying	0.254	0.287	0.147	1.722	0.043
Advertisement->Digital Marketing->Interest In Buying	0.136	0.129	0.061	2.224	0.013

Source: SmartPLS Processed Data, 2024

From the test results in table 4 , the conclusions of each hypothesis are as follows:

1. The Celebrity endorser variable has a positive and significant effect on the purchase interest variable with a T-Statistics value of 6,471 which is greater than 1.96. The P-Value value of 0.000 is smaller than 0.05. So it can be concluded that H1 is accepted

2. The advertising variable has a positive and significant effect on the purchase interest variable with a T-statistic value of 3,581 which is greater than 1.96. The P-Value value of 0.000 is smaller than 0.05. So it can be concluded that H2 is accepted

3. The Celebrity endorser variable has a positive and significant effect on the digital marketing variable with a T-Statistics value of 3,036 which is greater than 1.96. The P-Value value of 0.001 is smaller than 0.05. So it can be concluded that H3 is accepted

4. The advertising variable has a positive and significant effect on the digital marketing variable with a T-statistic value of 2,099 which is greater than 1.96. The P-Value value of 0.018 is smaller than 0.05. So it can be concluded that H4 is accepted.

5. The digital marketing variable has a positive and significant effect on the purchase interest variable with a T-Statistic value of 3,962 which is greater than 1.96. The P-Value value of 0.000 is smaller than 0.05. So it can be concluded that H5 is accepted.

6. The celebrity endorser variable on buying interest through the digital marketing variable has no effect with a T-Statistic value of 1,722 which is smaller than 1.96. The P-Value value of 0.043 is smaller than 0.05. So it can be concluded that H6 is rejected and Ho is accepted.

7. The advertising variable has a positive and significant effect on the purchase interest variable through the digital marketing variable with a T-Statistic value of 2,224 which is greater than 1.96. The P-Value value of 0.013 is smaller than 0.05. So it can be concluded that H7 is accepted

Discussion

The results indicate that celebrity endorsers play a significant role in shaping consumer purchase intentions. Their presence in marketing campaigns creates a sense of trust and aspirational value, encouraging consumers to engage with the promoted products or services. This aligns with

findings from Farouq and Rusdi (2023), who highlight the strong influence of celebrity endorsements on consumer behavior. Similarly, advertising emerges as a critical factor in driving purchase interest. Effective advertisements capture attention, communicate value propositions clearly, and build emotional connections, as supported by Fitria and Qurohman (2022).

Celebrity endorsers are also shown to enhance digital marketing efforts. By leveraging their influence, brands can create more impactful campaigns on digital platforms, which resonates with findings by Gupta and Tarun (2014). Advertising, too, contributes to the effectiveness of digital marketing by creating consistent messaging and fostering a stronger online presence. This highlights the interconnectedness of traditional and digital marketing approaches, as emphasized by Saeed Gholami et al. (2016).

Moreover, digital marketing proves to be a powerful tool in directly influencing purchase interest. Through personalized content, targeted strategies, and interactive campaigns, digital marketing can engage consumers more effectively, as demonstrated by Pangkey et al. (2019). However, the indirect effect of celebrity endorsers on purchase intention through digital marketing is less pronounced. This suggests that the direct appeal of celebrity endorsers remains a dominant factor, aligning with observations from Khatri (2006) about the inherent persuasive power of celebrity figures.

On the other hand, digital marketing successfully mediates the relationship between advertising and purchase interest. This finding highlights the synergy between traditional advertising and digital platforms in shaping consumer decisions. By integrating both strategies, brands can achieve a broader reach and stronger impact, as noted by Belch (2009) and Purwana et al. (2017). These insights underline the importance of combining traditional and digital marketing techniques, supported by credible endorsements, to optimize consumer engagement and drive purchase decisions.

4. Conclusions

Based on the analysis conducted using SmartPLS 4.0, the study on Tokopedia users from the Faculty of Economics and Business, Universitas Riau, regarding the influence of celebrity endorsers and advertising through digital marketing on purchase interest, produced several key conclusions.

First, celebrity endorsers have a significant direct impact on purchase interest among students. A celebrity with a strong, positive image can effectively attract consumer interest, enhancing their willingness to shop on Tokopedia. Similarly, advertising demonstrates a significant influence on purchase interest. Well-crafted advertisements that resonate with the target audience effectively drive consumer engagement and interest.

Celebrity endorsers also significantly influence digital marketing. Their presence enhances the appeal and reach of digital campaigns, creating stronger engagement among students. Advertising further strengthens digital marketing efforts, contributing to more effective and targeted online promotional strategies.

Digital marketing itself shows a direct and significant impact on purchase interest. By leveraging tailored and interactive approaches, digital marketing succeeds in creating stronger consumer connections and influencing buying behavior. However, when mediated through digital marketing, celebrity endorsers do not exhibit a significant indirect effect on purchase interest. This suggests that while celebrity endorsers are impactful directly, their influence diminishes when filtered through digital marketing strategies.

Finally, advertising mediated through digital marketing shows a significant impact on purchase interest. This highlights the importance of integrating traditional and digital marketing strategies to enhance consumer engagement and drive purchase behavior among students at the Faculty of Economics and Business, Universitas Riau.

Future research could explore several additional areas to enrich the findings of this study. First, expanding the scope of the study to include users from other universities or regions would provide a broader perspective on consumer behavior. Second, examining the influence of different types of celebrity endorsers, such as micro-influencers or industry experts, could uncover variations in their impact on purchase interest. Third, investigating other mediating factors, such as consumer trust or brand loyalty, might reveal deeper insights into the dynamics between advertising, celebrity endorsers, and digital marketing. Finally, a longitudinal study could provide insights into how these relationships evolve over time and how sustained exposure to celebrity endorsements or advertising affects long-term consumer behavior.

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