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## Examining the Role of Influencer Product and Consumer Congruence on Influencer Tasya Farasya

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**Abstract:** In the current digital era, there is a shift in marketing where everything is online, this requires business people to create marketing strategies in accordance with current trends such as marketing using influencers. This study aims to determine the effect of Influencer Product Congruence and Influencer Consumer Congruence on Intention to Purchase mediated through Attitude on Influencer Tasya Farasya. To determine the effect of Influencer Product Congruence and Influencer Consumer Congruence on Intention to Recommend mediated through Attitude on Influencer Tasya Farasya. This research is a type of quantitative research. The sample in this study was 260 respondents. The primary research data collection technique was carried out by distributing questionnaires using Google Form which were analyzed using the Structural Equation Model (SEM) approach. The results of the study indicate that there is a positive influence of Influencer Product Congruence and Influencer Consumer Congruence on Attitude, there is a positive influence of Attitude on Intention To Purchase and Intention To Recommend, there is a positive influence of Intention To Purchase on Purchase Decision and Repurchase Intention, there is an influence of Influencer Consumer Congruence and Influencer Consumer Congruence mediated by Attitude on Intention to Purchase, there is a positive influence of Influencer Product Congruence and Influencer Consumer Congruence mediated by Attitude on Intention To Recommend.

**Keyword:** Influencer, Product Congruence, Consumer Congruence, Attitude, Intention, Recommend, Purchase

### INTRODUCTION

In the current digital era, there is a shift in marketing where everything is online, this requires business people to create marketing strategies in accordance with current trends. So why should this marketing activity be made with strategies that are not outdated? Because consumer behavior is fluctuating/dynamic and difficult to control and the rapid changes in the era and will continue to develop, making business people always up to date and carry out their business activities with new tools such as the current example, namely social media.

According to a content management service site from Canada, namely Hootsuite, social media users increase by around 6.7 - 12.6% every year. And the top three of the most frequently used social media are Whatsapp, Instagram and Facebook. In this study, the author will focus on one of the social media, namely Instagram.

Instagram social media users are ranked second largest, namely 84.8% of the population in Indonesia. This of course proves that Instagram is a favorite social media for the wider community from various circles. Instagram has beaten Facebook, which was previously a famous platform but is now in third place. The use of social media has now become commonplace and a necessity of social life in this digital era. According to Hootsuite, there are several reasons for using social media along with their percentages. Keeping in touch with relatives or family by 58%, filling free time by 57.5%, seeing the latest news and news by 50.1%, looking for items to buy by 50% and looking for the latest content by 48.8%.

In today's era, there are many online shopping platforms that have become unicorn companies, but Instagram is still a social media for consumers to find information about the goods they want to buy and can influence the purchasing decision itself. With the existence of Instagram, it is also followed by the emergence of Influencers where the two have become one relationship. Social media influencers are famous social media users who gather followers by creating authentic online personalities (Casalo et al., 2020; Lou et al., 2019; Sokolova and Kefi, 2020). The Indonesian influencer who is successful and consistent to date is Tasya Farasya. Tasya Farasya focuses on her beauty product field where she started her career in 2017 on the Youtube platform. Tasya Farasya is also one of the best digital content creators recognized by Forbes magazine from the US in 2021. Many innovative approaches have been tried by business people, marketing through Influencers has emerged as a successful approach to connect with potential customers on social media (Childers et al., 2019; Jin et al., 2019; Lou et al., 2019). Followers tend to trust products reviewed by Tasya Farasya because of the emotional bond where followers view Tasya Farasya as an interesting, authentic/similar figure to them because Influencers often share information, personal content about their lifestyle and interests.

Influencer Product Congruence will provide, transfer and transmit its meaning. Previous research has found empirical support for the idea that Influencer Product Congruence is key to understanding the effectiveness of endorsements (e.g., Choi & Rifon, 2012). A good match between Tasya Farasya and the brand/product tends to be more effective in generating positive consumer responses to advertising (Kamins & Gupta, 1994; Kamins, 1990). Consumer perceptions of Influencer Product Congruence have been considered more important in empirical testing because they encompass a broad combination of factors that contribute to consumers' assessments of the fit between the two (Kamins & Gupta, 1994; Misra & Beatty, 1990). Influencer Consumer Congruence is the fit between brand personality and Influencer personality that has a significant influence on brand attitudes and purchase intentions (Pradhan et al., 2015). A high level of fit between Tasya Farasya's image on social media and consumers' ideal self-image will result in effective endorsement results (Shan et al., 2019). Individuals with similar attitudes often communicate with each other (Rogers and Bhowmik, 1970). Previous research shows that similarity between Tasya Farasya and followers increases the Influencer's social appeal (Byrne, 1961; Gonzales et al., 1983).

Attitude is defined as an individual's affective-evaluative tendency to respond positively or negatively to a target or object (Shaver, 1977). The Theory of Planned Behavior (Ajzen, 1991) states that Attitude represents the main antecedent of behavioral intention. In this study, we analyze the effect of Attitude on Tasya Farasya resulting from seeing them sponsor a product in an Influencer-based marketing campaign. If followers find Tasya

Farasya attractive and likable, they are more likely to continue following updates on her account (Sokolova and Kefi, 2020).

Intention to Purchase refers to the likelihood that consumers plan or are willing to purchase a particular brand in the future (Huang et al., 2011). Lee et al. (2011) revealed that the perceived credibility of Tasya Farasya's reviews led to higher Intention to Purchase. Given the above, Intention to Purchase is widely considered by marketers as a major determinant of purchasing decisions (Raza et al., 2014).

Intention to Recommend is closely related to word of mouth. Thus, followers can recommend Tasya Farasya when they are happy, satisfied, or even pleased with her (Leung et al., 2013), namely when Tasya Farasya's reviews meet their needs and desires. Intention to Recommend has implications including market development considering that by recommending Tasya Farasya to other followers (Matikiti et al., 2016; Morrison, 2013). In addition, Intention to Recommend has business growth opportunities because it helps spread good messages about Tasya Farasya and the products reviewed. Therefore, investigating and identifying Intention to Recommend is an important part of customer recruitment, expansion, and retention strategies to improve business performance (Al Tawara & Gide, 2017; Rambe, 2017). Purchase Decision is a consumer process in recognizing problems, seeking information about a particular product or brand, evaluating alternatives which then lead to Purchase Decision (Kotler & Keller, 2012). Purchase Decision indicators include purchase stability, repurchase intention, according to desire (Hayuningtyas & Widiyanto, 2015). The consumer Purchase Decision process can be described as the phases that Tasya Farasya's followers go through in making final purchase decisions (Hanaysha, 2018). Purchase Decision involves a sequence of choices formed by followers before purchasing a product that begins after the customer has the desire to fulfill a need (Hanaysha, 2018). Purchase Decision is influenced by various factors such as social, cultural, demographic, personal, economic, etc. (Jothi, 2015). Ultimately, Tasya Farasya's followers as consumers evaluate alternatives and choose the brand that best suits and meets their needs.

Repurchase Intention is one of the first post-purchase actions based on satisfaction. If consumers feel satisfied, consumers will be more likely to buy products reviewed by Tasya Farasya at another time (Kotler, 1997 in (Evi Permatasari, 2022). Loyal consumers who make repeat purchases are valuable assets for brand owners because Repurchase Intention brings many benefits. In the marketing literature, there is broad agreement on the important role of Repurchase Intention as a key behavioral outcome for the success of relationship marketing (Crosby and Stephens, 1987; Reichheld, 1996). High Repurchase Intention carried out by Tasya Farasya consumers/followers will have a positive impact on the success of the product in the market (Amron, 2018). Repurchase Intention refers to the willingness of consumers to buy more from a company (Gounaris et al., 2010). Repurchase Intention also refers to an individual's assessment of repurchasing products reviewed and recommended by Tasya Farasya, taking into account the current situation (Lacey and Morgan, 2009).

## **METHOD**

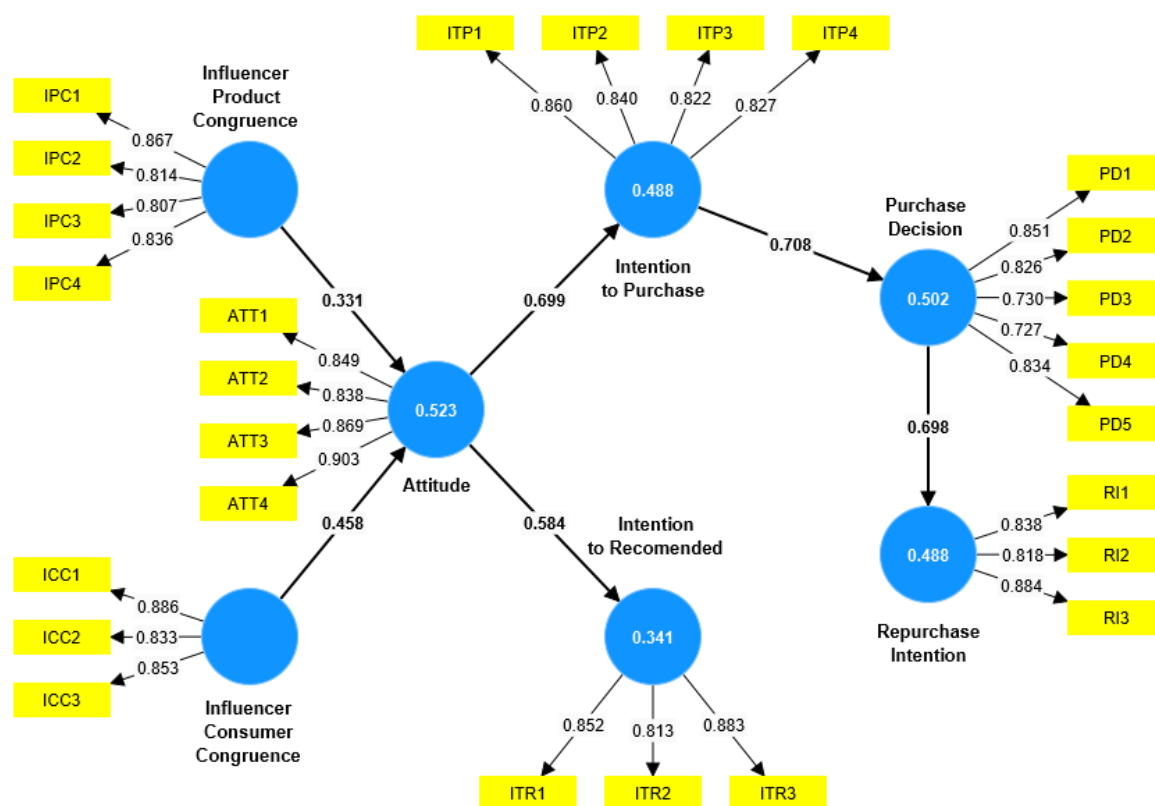
This research is a type of quantitative research. This research was conducted on Tasya Farasya's active followers on Instagram spread across several cities in Indonesia, namely; Jakarta, Bekasi, Denpasar, Bandung, and Surabaya. This research was conducted in June to July 2024. In this study, the population used was Tasya Farasya's followers on the Instagram platform. The sampling technique that will be used in this study is non-probability sampling with a purposive sampling technique. Considerations for the sample in this study are respondents with several criteria as follows, namely Active users on the Instagram social media platform, Active users who follow (followers) Tasya Farasya's Instagram account, and Tasya Farasya's followers who have purchased endorsed products. The sample in this study

was 260 respondents. The researcher added 30 respondents to avoid error in respondent data. The primary research data collection technique was carried out by distributing questionnaires using a Google form consisting of closed statements and answer choices and the reasons for the answer choices. The data analysis technique used to draw conclusions from the research is the Structural Equation Model (SEM) approach with the help of Smart PLS 4.0 software.

## RESULTS AND DISCUSSION

This study was conducted on active followers of Tasya Farasya on Instagram and who had purchased products endorsed by Tasya Farasya. Respondents in this study were 290 respondents. Female respondents, namely 83.4% or 242 people, had a higher frequency than male respondents who had 16.6% or 48 people. Respondents with the highest frequency were aged 29-34 years, namely 47.2%, and second with the highest frequency at the age of 24-28 years, namely 33.8%, then the third highest at the age of > 35 years, namely 15.5%, the last or lowest position was at the age of 18-23 years, namely 3.4%. Respondents with the highest frequency are domiciled in Jakarta, which is 31.7%, and second with a frequency of domiciled in Bekasi, which is 26.9%, then the third is domiciled in Denpasar, which is 24.8% and in fourth position is Bandung, which is 9.7% in the last or lowest position domiciled in Surabaya, which is 6.9%. The questionnaire was distributed to respondents for research via google form, then 290 respondents were obtained.

In this study, hypothesis testing uses the Partial Least Square (PLS) analysis technique with the smartPLS 4.0 program. The following is the proposed PLS program model scheme:



To test convergent validity or validity test, the outer loading or loading factor value is used. An indicator is declared to meet the validity test in the good category if the outer loadings are >0.70 (Hair et al).

The final outer evaluation of this study resulted in the Attitude variable reflected by 4 indicators, Influencer Consumer Congruence reflected by 3 indicators, Influencer Product

Congruence reflected by 4 indicators, Intention to Purchase reflected by 4 indicators, Intention to Recommended reflected by 3 indicators, Purchase Decision reflected by 5 indicators and Repurchase Intention reflected by 3 indicators. The stages in the SmartPLS analysis evaluate the outer reflective model using 4 criteria, namely testing the validity and reliability of 32 variables by looking at Cronbach's Alpha, and Average Variance Extranced (AVE) on each variable.

**Table 1. Overall Validity Test of Variables**

		Instrument	Validitas Corrected item correlation	Total	Description
Influencer Congruence	Product	IPC1	0,867		Valid
		IPC2	0,814		
		IPC3	0,807		
		IPC4	0,836		
Influencer Congruence	Consumer	ICC1	0,886		Valid
		ICC2	0,833		
		ICC3	0,853		
Attitude		ATT1	0,849		Valid
		ATT2	0,838		
		ATT3	0,869		
		ATT4	0,903		
Intention To Purchase		ITP1	0,860		Valid
		ITP2	0,840		
		ITP3	0,822		
		ITP4	0,827		
Intention To Recommend		ITR1	0,852		Valid
		ITR2	0,813		
		ITR3	0,883		
Purchase Decision		PD1	0,851		Valid
		PD2	0,826		
		PD3	0,730		
		PD4	0,727		
		PD5	0,834		
Repurchase intention		RI1	0,838		Valid
		RI2	0,818		
		RI3	0,884		

Based on table 1, the results of the validity test of all variables state that all items in the dimension have a value of > 0.70. This indicates that all items in all variables are valid and can be used as measurement instruments in this study.

**Table 2. Reliability Test**

Variable	Cronbach's Alpha	Results
Influencer Product Congruence	0,820	Reliable
Influencer Consumer Congruence	0,837	Reliable
Attitude	0,888	Reliable
Intention To Purchase	0,858	Reliable
Intention To Recommend	0,808	Reliable
Purchase Decision	0,854	Reliable
Repurchase Intention	0,803	Reliable

Based on the data in table 2 above, it can be seen that the Cronbach's Alpha value of the Influencer Product Congruence variable > 0.6 with a value of 0.820, for the Influencer Consumer Congruence variable it has a value > 0.6 which is 0.837, for the Attitude variable it

has a value > 0.6 which is 0.888, the Intention To Purchase variable also has a value greater than 0.6 which is 0.858, the Intention To Recommend variable also has a value greater than 0.6 which is 0.808, the Purchase Decision variable has a value greater than 0.6 which is 0.854 and the Repurchase Intention variable has a value greater than 0.6 which is 0.803, This shows that each variable has a Cronbach's Alpha > 0.6, indicating that the seven variables are reliable.

Discriminant Validity can be determined using the Average Variance Extracted (AVE) method for each indicator that has a criterion of > 0.5 to be considered valid.

**Table 3. Discriminant Validity of the Average Variance Extracted (AVE) Method**

Variable	Average Variance Extracted (AVE)	Descriptions
Attitude	0.748	Valid
Influencer Consumer Congruence	0.736	Valid
Influencer Product Congruence	0.691	Valid
Intention to Purchase	0.701	Valid
Intention to Recommended	0.722	Valid
Purchase Decision	0.633	Valid
Repurchase Intention	0.718	Valid

Based on the data in table 4.6 above, it can be seen that the AVE value of the Attitude variable > 0.5 with a value of 0.748, for the Influencer Consumer Congruence variable > 0.5 with a value of 0.736, for the Influencer Product Congruence variable > 0.5 with a value of 0.691, for the Intention to Purchase variable > 0.5 with a value of 0.701, for the Intention to Recommended variable > 0.5 with a value of 0.722, for the Purchase Decision variable > 0.5 with a value of 0.633, for the Repurchase Intention variable > 0.5 with a value of 0.718, this shows that each variable has good discriminant validity.

**Table 4. Determination Coefficient**

Variable	R Square (R <sup>2</sup> )
Attitude	0.523
Intention to Purchase	0.488
Intention to Recommended	0.341
Purchase Decision	0.502
Repurchase Intention	0.488

The R-Square table is used to see the magnitude of the influence of the Attitude variable with a value of 0.523 and is stated to have a moderate value. Then the Intention to Purchase variable with a value of 0.488 is stated to have a moderate value. The Intention to Recommend variable with a value of 0.341 is stated to have a moderate value, the Purchase Decision variable with a value of 0.502 is stated to have a moderate value, and the last is the Repurchase Intention variable with a value of 0.488 is stated to have a moderate value.

The assessment of goodness of fit is known from the Q-square value. The Q-Square value has the same meaning as the coefficient determination (R-Square) in regression analysis, where the higher the Q\_Square, the better the model can be said to be or the more it fits the data. The results of the Q-Square calculation are as follows.

$$GoF = \sqrt{0,635 \times 0,468}$$

$$GoF = \sqrt{0,297}$$

$$GoF = 0,544$$



Based on the calculation results above, the Q-Square value is 0.544 or 54.4%. This shows the large diversity of research data that can be submitted by the research model of 54.4%, while the remaining 46.6% is explained by other factors outside this research. Thus, from these results, this research model can be stated to have good goodness of fit.

**Table 5. Hypothesis Testing Results**

Structural path	p values	Conclusions
<b>H1</b> Influencer Product Congruence → Attitude	0,000	H1 Supported
<b>H2</b> Influencer Consumer Congruence → Attitude	0,000	H2 Supported
<b>H3</b> Attitude → Intention To Purchase	0,000	H3 Supported
<b>H4</b> Attitude → Intention To Recommend	0,000	H4 Supported
<b>H5</b> Intention To Purchase → Purchase Decision	0,000	H5 Supported
<b>H6</b> Purchase Decision → Repurchase Intention	0,000	H6 Supported
<b>H7</b> Influencer Product Congruence → Attitude → Intention To Purchase	0,000	H7 Supported
<b>H8</b> Influencer Consumer Congruence → Attitude → Intention To Purchase	0,000	H8 Supported
<b>H9</b> Influencer Product Congruence -> Attitude -> Intention to Recommended	0,000	H9 Supported
<b>H10</b> Influencer Consumer Congruence -> Attitude -> Intention to Recommended	0,000	H10 Supported

The results of the hypothesis 1 test in this study in the form of Influencer Product Congruence from Influencer Tasya Farasya on social media have a positive influence on Attitude. These results indicate that the products reviewed and recommended are in accordance with Tasya Farasya's self-image as a beauty product Influencer and because of this congruent suitability, this has a significant effect on Attitude or the attitude that appears is something that is relevant to the results of information collection between Influencers and objects or Products. Previous literature states that Influencer Product Congruence determines attitudes towards products (Zhu, Teng, Foti, & Yuan, 2019).

The results of the hypothesis 2 test in this study in the form of Influencer Consumer Congruence from Influencer Tasya Farasya on social media have a positive influence on Attitude. These results indicate that Tasya Farasya has succeeded in motivating her Instagram followers to be in accordance with her self-image as an inspiring figure. The positive Attitude given often fills Tasya Farasya's Instagram social media where they provide good testimonials about the products or brands that have been used. can be seen from this Influencer Consumer Congruence has a significant effect on Attitude. According to recent research by Albert et al. (2017), and Choi and Rifon (2012), Influencer Consumer Congruence has a significant effect on Attitude. Consumers are motivated to act in a way that can build and improve their ideal self-image, and consumers also consider Influencers who match their self-image as inspiring figures (Choi & Rifon, 2012).

The results of the hypothesis 3 test in this study in the form of Attitude from Influencer Tasya Farasya on social media has a positive effect on Intention To Purchase. These results show that Tasya Frasya has succeeded in increasing interest and positive Attitude in the brand

where they provide good testimonials about the products or brands that are endorsed. This positive Attitude will significantly affect purchasing interest. Positive consumer attitudes towards brands will have a greater impact on consumer purchasing interest because consumer motivation to buy is increasing (Pradhan et al., 2014).

The results of the hypothesis 4 test in this study in the form of Attitude from Influencer Tasya Farasya on social media has an influence on Intention to Recommend. This result indicates that Tasya Farasya can influence customers to buy and be loyal to the endorsed product, this significantly affects Intention to Recommend where customers tend to recommend to others. According to (Hsu, Chang & Chuang, 2015) online purchases can be influenced by several factors, In addition to brand image factors, there are online marketing factors such as Influencers that can influence Intention to Recommend or consumer loyalty to a brand. According to Kim et al. (2009).

The results of the hypothesis 5 test in this study in the form of Intention to Purchase from Influencer Tasya Farasya on social media has a positive influence on Purchase Decision. These results indicate that consumers or followers who show a higher level of Intention to Purchase on products endorsed by Influencer Tasya Farasya on social media are more likely to purchase the product. The results of this hypothesis test are in accordance with previous research conducted by Bashir (2019) which revealed that consumer Intention to Purchase has a significant influence on Purchase Decision. Purchase interest influences purchasing decisions, with indicators of purchase interest, namely; interest, desire, belief, and transactional interests. which are used as indicators of purchasing decisions include; determining product choices, confidence to buy, purchase frequency and overall satisfaction. These results indicate an increase in purchase interest which has an impact on purchasing decisions, (Ridwan et al., 2020).

The results of the hypothesis test 6 in this study in the form of Purchase Decision from Influencer Tasya Farasya on social media has an influence on Repurchase Intention. These results indicate that Tasya Farasya's followers have their own experiences in learning, choosing, using products reviewed by Tasya Farasya. And the product satisfies their needs, therefore consumers will tend to do Repurchase Intention. This study is in line with several previous studies (Ferdinan & Julian, 2021; Nugraha & Wiguna, 2021; Padmi & Suparna, 2021; Pirri & Mulia, 2020; Trihudiyatmanto et al., 2022; Gunawan & Ni Wayan, 2022; Yuliantoro et al., 2019) showing that purchasing decisions affect repurchase intentions. This proves that the higher the purchasing decision, the higher the repurchase intention.

The results of the hypothesis 7 test in this study in the form of Influencer Product Congruence mediated by the Attitude of Influencer Tasya Farasya on social media has a positive influence on Intention to Purchase. This shows that Influencer Product Congruence on Influencer Tasya Farasya can increase positive Attitude towards a product, which in turn can increase Intention to Purchase. The absence of congruence between endorsers and brands tends to lead to negative attributions (Lafferty, 2009). Conversely, the higher the congruence between celebrities and brand celebrities, the greater the likelihood of a positive response to the endorsement in terms of brand attitudes and even purchase intentions (e.g., Fleck et al., 2012; Lynch & Schuler, 1994; Kahle & Homer, 1985; Sampai & Busler, 2000).

The results of the hypothesis 8 test in this study in the form of Influencer Consumer Congruence mediated by the Attitude of Influencer Tasya Farasya on social media has an influence on Intention to Purchase. These results indicate that the positive attitude of consumers or followers towards Influencer Tasya Farasya has a significant influence on the purchase of the reviewed product or brand. The results of this study are in line with previous research "The Effect of Customer-Product Compatibility On Intention To Purchase And Intention to Recommend Influencers With Attitude As An Intervening Variable" (Marsha & Soepatini, 2023) which was conducted in Indonesia, which showed that there is a positive



relationship between consumer Attitude towards a product or brand and their Intention to Purchase.

The results of the hypothesis 9 test in this study in the form of Influencer Product Congruence mediated by the Attitude of Influencer Tasya Farasya on social media has a positive influence on Intention to Recommend. Influencer Tasya Farasya has the ability to increase the positive attitude of respondents or followers towards a product or brand being reviewed. because Influencer Product Congruence has the potential to have a positive impact on Intention to Recommend a particular product or brand promoted by Tasya Farasya. Marsha & Soepatini (2023) In their research found that Influencers have the ability to improve the attitudes of respondents or followers towards a product or brand. When followers have a positive Attitude towards a product, they tend to recommend the product to others.

The results of the hypothesis test 10 in this study in the form of Influencer Consumer Congruence mediated by the Attitude of Influencer Tasya Farasya on social media have a positive influence on Intention to Recommend. These results show that consumers assess their self-image as the same as the trusted Influencer Tasya Farasya, such as the way they dress, the way they speak or certain values they have. Therefore, consumers will have a positive Attitude towards Influencer Tasya Farasya, starting with buying the promoted product and spreading or providing recommendations for products promoted by Influencer Tasya Farasya to others. When individuals have a positive attitude and suitability towards a product, they are more likely to recommend it to others. Marsha Diva Saputri & Soepatini 2023.

## CONCLUSION

Based on the results of hypothesis testing, it is known that there is a positive influence of Influencer Product Congruence on Attitude, there is a positive influence of Influencer Consumer Congruence on Attitude, there is a positive influence of Attitude on Intention To Purchase, there is a positive influence of Attitude on Intention To Recommend, there is a positive influence of Intention To Purchase on Purchase Decision, there is a positive influence of Purchase Decision on Repurchase Intention, there is an influence of Influencer Consumer Congruence mediated by Attitude on Intention to Purchase, there is a positive influence of Influencer Consumer Congruence mediated by Attitude on Intention to Purchase, there is a positive influence of Influencer Product Congruence mediated by Attitude on Intention To Recommend, there is a positive influence of Influencer Consumer Congruence mediated by Attitude on Intention to Recommended.

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