

The Impact of Influencers' Credibility Towards Purchase Intention

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ABSTRACT

This study aims to analyze influencers' credibility, including attractiveness, trustworthiness, and expertise and their impact on purchase intention on the Shopee marketplace during the Covid-19 pandemic. Furthermore, this study identifies influencers' credibility that impact customers' purchase intention under the moderating effect of attractiveness, trustworthiness, and expertise. This research was focused on the users of social media and Shopee applications. The samples used were 200 respondents. The analytical methodologies used were multiple linear regression analysis, validity and reliability tests. The research findings showed that influencers' attractiveness and expertise positively and significantly affected purchase intention in the products offered on the Shopee marketplace during the Covid-19 pandemic. Meanwhile, influencers' trustworthiness had a negative effect and was insignificant on purchase intention in the products offered on the Shopee marketplace during the Covid-19 pandemic. In the model formed, the attractiveness, trustworthiness, and expertise variables could affect the consumer intention variable by 49%, and the remaining 51% is still affected by other variables.

Keywords: *Attractiveness, Expertise, Purchase Intention, Trustworthiness*

1. INTRODUCTION

COVID-19 is a novel virus that attacks the respiratory tract and becomes a global pandemic. This virus has changed our whole way of life. The outbreak has impacted the economic sector in the short run and has changed how businesses act and consumers behave. The survey conducted after the first wave of COVID-19 showed that consumers across the globe were looking at products and brands through a new lens (Eger et al., 2021).

In changes in consumer behavior and how the companies manage their businesses, there is a new habit in the transaction process, namely the restrictions of in-person transactions due to fear of the transmission of the COVID-19 virus. It has led to the emergence of online shopping behavior to prevent a COVID-19 outbreak. It is supported by policies taken by almost all countries affected by the COVID-19 virus that stipulate various regulations to prevent the spread of COVID-19, such as social restrictions and lockdowns that shift consumer behavior from offline to online shopping (Sheth, 2020). The Indonesian government has implemented the social

restriction policy (PPKM) by restricting travel, community activities, and physical and social distance. Therefore, various business sectors, markets, shopping centers, and restaurants have been affected (Chetty et al., 2020; Rizal, Afrianti and Abdurahman, 2021). By adapting to changing circumstances, consumers learn and make new habits with online transactions and the implementation of health protocols.

The Micro Small and Medium Enterprises (MSME) sector in Indonesia especially felt the impact of the COVID-19 pandemic on the transactional behavior and the economy as part of the main pillar of strength of the national economy. Data obtained from Bank Indonesia shows that approximately 87.5% of MSMEs have been affected by the COVID-19 pandemic. Of this amount, about 93.2% declared their sales were harmed (Saputra, 2021; Marginingsih, 2021). Changes in behavior have resulted in consumers and MSMEs in various affected areas shifting into various digital platforms to fulfill their transactional needs.

Shopee is an e-commerce platform and website headquartered in Singapore under the SEA Group,

founded in 2009 by Forrest Li. Since Shopee's mobile and web applications are created with the concept of global e-commerce, Shopee has become one of the "5 most disruptive e-commerce startups" published by Tech In Asia (Vierdwiyani and Afriapollo Syafarudin, 2020). As the most popular platform, Shopee helps to improve the Indonesian economy as an application used by consumers, MSMEs, and other business actors in conducting buying and selling transactions during the COVID-19 pandemic.

Many of the various business actors, in general, will make various efforts in promoting a brand, product, or service with a targeted purpose of attracting the consumers' attention and creating positive associations so that potential consumers are influenced, always remembered, and encouraged to try and purchase the products offered (Utami, 2019; Kussudyarsana and Irawati, 2018). The use of influencer marketing is one of the promotional strategies that is rampantly carried out by online shopping owners, namely by utilizing influencers from various platforms such as Instagram, TikTok, and YouTube to promote their products by reviewing a product and inviting their followers to use similar products. The COVID-19 pandemic leads to social restrictions, causing many consumers to devote more time to social media.

Source credibility is defined as a three-dimensional construction that includes trustworthiness, expertise, and attractiveness (Ohanian 1990; Lou and Yuan, 2019; Rejeki and Kussudyarsana, 2020) with the source credibility. Based on the background, this study examines whether influencers' credibility, namely attractiveness, trustworthiness, and expertise, impact purchase intention.

It is a replication of research conducted by Harrigan, Wang, Soutar, and Weismueller 2020. The research findings showed that there was an impact of influencers' credibility, including attractiveness, trustworthiness, and expertise, on purchase intention. Based on the findings of prior studies, it can be found that the research gap from prior studies was the object of research and information about study duration. The research focused on consumers who made transactions through Shopee during the covid-19 pandemic, while prior studies focused on the pre-pandemic period.

This study aims to examine and analyze sources' credibility, including attractiveness, trustworthiness, and expertise, that positively affect purchase intention in the products offered on the Shopee marketplace during the covid-19 pandemic.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Attractiveness and Purchase Intention

Attractiveness refers to an individual's physical attractiveness. In most studies, whether the source is physically attractive or not, attractiveness is defined as "the degree to which a person's face is capable of being a stimulus" or pleasing to observe. This study will adopt this vision on influencers (Patzner 1983; Wiedmann and von Mettenheim, 2020). Furthermore, attractiveness is more necessary than a physical appearance, although physical appearance can also be important. However, being attractive also means having striking features or qualities worthy to the public (Shimp, 2003; Hikmawati., 2019; Isa and Istikomah, 2019). Meanwhile, purchase intention refers to planning to buy something to use in the future. Heretofore, the intention is an action of cognitive process in which the consumer's perception of the product or product country-of-origin is considered a crucial factor (Cui and Bai, 2020). Attractiveness is a major factor of influencer endorsements that affect consumer purchase intention (Kahle and Homer, 1985; Weismueller *et al.*, 2020).

In their research, Yu Hua Cui and Yu Ling Bai (2020) assessed the influence of Korean Celebrity attractiveness on Chinese consumers' intention towards fashion goods. This study used reliability and validity tests and structural equation model analysis to explore the relationship between variables using SPSS 22.0 and AMOS 22.0. This study conducted an online survey (www.sojump.com) from August 10, 2020, to August 20, 2020, and collected 370 respondents. The research findings showed that Korean Celebrity attractiveness had a significant effect on Chinese consumers' intention towards fashion goods.

In their research, Jason Weismueller, Paul Harrigan, Shasha Wang, and Geoffrey N. Soutar (2020) investigated the impact of influencer attractiveness on purchase intention. This research collected data using a web questionnaire involving 306 German Instagram users between 18 and 34. This research was analyzed using SmartPLS. The findings revealed that influencer attractiveness had a significant effect on purchase intention.

Of all previous studies described above, thus the hypothesis is formed :

H1: Influencer attractiveness positively affects purchase intention on Shopee marketplace during the Covid-19 pandemic.

2.2. Trustworthiness and Purchase Intention

Trustworthiness is the extent of trust of the recipient of the information in the source's intention to convey his statement. (Hovland, Janis, and Kelley, 1953; Rusdiana, Suroso and Swandari 2020). Source trustworthiness refers to consumers' perceptions of how reliable, unbiased, and honest a source is (Ohanian, 1990; Rusdiana, Suroso and Suwandari 2020). Trustworthiness refers to an endorser's "honesty, integrity and believability (Erdogan, 2001; Faizal, Naziman and Samat, 2019). Purchase intention can be defined as an individual's conscious plan to make an effort to purchase a brand, as purchase intention includes the probability that a consumer plans to buy a certain product (Spears and Singh, 2004; Lou and Yuan, 2019). The consumer views that celebrities are generally trustworthy sources of information (Goldsmith et al., 2000; Faizal, Naziman and Samat, 2019).

In their research, Chen Lou and Shupe Yuan (2019) investigated the effect of influencer expertise on purchase intention. This study conducted an online survey with 538 social media users as the population and took around 15 minutes to complete. Their responses were then measured with a differential scale. This study adopted a partial least square (PLS) path modeling approach. The findings showed that influencers' trustworthiness positively affected purchase intention.

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Furthermore, in their research, Tuan Ammar Tuan Muhammad Faizal, Yusrina Hayati Nik Muhammad Naziman, and Muhammad Faizal Samat (2019) investigated the influence of celebrity endorser attractiveness on purchase intention. This study used a quantitative approach and collected data using questionnaires distributed through online surveys. There were 106 respondents in Kelantan, Malaysia, selected to be the population. The hypothesis was tested using SPSS and showed that celebrity endorser trustworthiness significantly affected purchase intention.

Of all the previous research findings described above, thus the hypothesis is formed:

H2: Influencer trustworthiness positively affects purchase intention on Shopee marketplace during the Covid-19 pandemic.

3.3. Expertise and Purchase Intention

Expertise is the degree to which a person is perceived as experienced, knowledgeable, qualified, and, in general, a valid source (Erdogan; Weismueller et al. 2020). Purchase intention can be defined as an individual's conscious plan to make an effort to purchase a brand. Purchase intention includes the probability that a consumer plans to buy a certain product (Spears and Singh, 2004; Lou and Yuan, 2019).

In their research, Alan Rusdiana, Agus Suroso, and Lusi Suwandari (2019) identified the effect of eWOM expertise on purchase intention. Survey research was used using Google Forms, and it had successfully collected 238 respondents. The population in this study was followers of the eigeradventure Instagram account. The findings showed that source expertise had a significant effect on purchase intention.

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In their research, Hanif Adinugroho Widyanto and Cahya Rahmania Agusti (2020) examined the influence of expertise on purchase intention. The respondents in this research were 154 young women from Generation Z who lived in the Greater Jakarta (Jabodetabek) area and followed the social media beauty influencers who endorsed a renowned homegrown cosmetics brand. This study used a quantitative method and used the Multiple Linear Regression analysis. The findings showed that celebrity endorser expertise had an insignificant effect on purchase intention.

Of all previous studies described above, thus the hypothesis is formed :

H3: Influencer expertise positively affects purchase intention on Shopee marketplace during the Covid-19 pandemic.

3. RESEARCH METHODOLOGY

This study used a quantitative research design and statistical test for data analysis. This study utilized the explanatory research method to explain the relationship and influence between the dependent variables (Y) and the independent variables (X) through hypothesis testing that has been formulated. The researchers used a field survey and purposive sampling technique to collect the data. The questionnaires were directly distributed to the respondents through Google Form as a tool to collect data from respondents by using social media and Shopee

applications with a non-probability sampling technique, which did not provide equal chances or opportunities for each element or all members of the population to be selected as a sample. The criteria for respondents in this study were users who made online purchases at least 2 times. Meanwhile, the measurement scale used was a five-point Likert scale (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree). The framework of this research is shown in Figure 1.

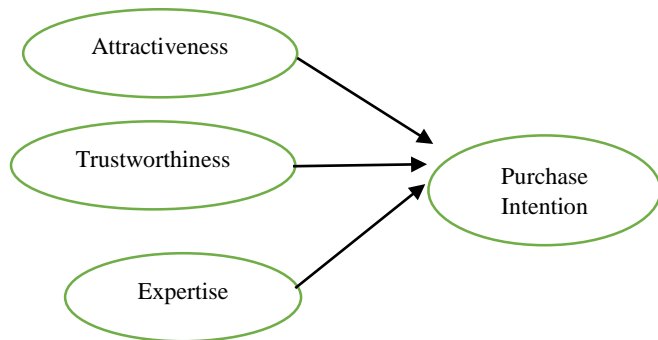


Figure 1. Research Framework

4. FINDINGS AND DISCUSSION

4.1. Description of Respondents

This description explained respondents' demographic profiles and aimed to strengthen the study results as it reflects whether the sample taken is right on target. The respondents' demographic profiles in this study included gender, age, educational background, income, and social media.

4.1.1. Results of Respondents' Gender

Table 1. Respondents' Gender

Gender	Frequency	Percentage
Male	77	38,5%
Female	123	61,5%
Total	200	100%

Source: Respondents' demographics, 2021

Based on Table 1, it can be seen that out of 200 respondents, 38.5% are male, and 61.5% are female.

4.1.2. Results of Characteristics of Age Group

Table 2. Respondents' Age

Age (Year)	Frequency	Percentage
16	1	0,5%
18	1	0,5%

19	10	5%
20	28	14%
21	111	55,5%
22	30	15%
23	11	5,5%
24	2	1%
25	3	1,5%
26	3	1,5%
Total	200	100%

Based on table 2, it can be seen that out of 200 respondents, the number of respondents is 0.5% between 16-18 years old, 5% are 19 years old, 14% are 20 years old, 55.5% are 21 years old, 15% are 22 years old, 5, 5% are 23 years old, 1% are 24 years old, 1.5% are 25 and 26 years old.

4.1.3. Results of Characteristics of Educational Background

Table 3. Characteristics of Educational Background

Educational Background	Frequency	Percentage
Senior High School /Equivalent	120	60%
University	80	40%
Total	200	100%

Source: Respondents' demographics, 2021

Based on Table 3, it can be seen that out of 200 respondents, 60% completed high school/equivalent and 40% completed university.

4.1.4. Results of Characteristics of Income

Table 4. Characteristics of Income

Income (monthly)	Frequency	Percentage
< IDR 1.000.000	112	56%
IDR 1.000.000-IDR 2.500.000	53	26,5%
IDR 2.500.000-IDR 4.000.000	20	10%
IDR 4.000.000-IDR 5.500.000	9	4,5%
> IDR 5.500.000	6	3%

Total	200	100%
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Source: Respondents' demographics, 2021

From Table 4, it can be seen that out of 200 respondents, 56% have an income less than IDR 1,000,000, 26.5% have an income between IDR 1,000,000 to IDR 2,500,000, 10% have an income between IDR 2,500,000 to IDR 4,000,000, 4.5% have an income between IDR 4,000,000 to IDR 5,500,000, and 3% have an income more than IDR 5,500,000 per month.

4.1.5. Results of Characteristics of Social Media Used

Table 5. Characteristics of Social Media

Social Media	Frequency	Percentage
Instagram	191	95,5%
Youtube	151	75,5%

TikTok	108	54%
Facebook	72	36%
Twitter	78	39%

Source: Respondents' demographics, 2021

Based on Table 5, it can be seen that out of 200 respondents, 95.5% use Instagram, 75% use Youtube, 54% use TikTok, 36% use Facebook, and 39% use Twitter.

4.2. Analysis and Findings

Confirmatory Factor Analysis (CFA) using SPSS was used to test whether the variables studied have dimensionality. The question factor for each item must have a Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMOS MSA) weight > 0.50 . Each question will be considered valid if it has a factor loading ≥ 0.50 and has been obtained perfectly (Ghozali, 2018).

Table 6. Results of Validity Test of the Research Instrument

No	Question Items	Construct			
	ATTRACTIVENESS (X1)	Factor 1	Factor 2	Factor 3	Factor 4
1.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are good-looking.	0,745			
2.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are classy.	0,743			
3.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic have great charm.	0,782			
4.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are elegant.	0,760			
5.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are beautiful.	0,722			
	TRUSTWORTHINESS (X2)				
1.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are dependable.		0,780		
2.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are reliable.		0,777		

3.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are trustworthy.		0,714		
4.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are sincere.		0,630		
5.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are honest.		0,683		
EXPERTISE (X3)					
1.	Influencers who promote products available on the Shopee Marketplace on social media during the COVID-19 pandemic are experts in promoting the product.				0,672
2.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are experienced in promoting the product.				0,544
3.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are knowledgeable about the products.				0,692
4.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are qualified to promote the product.				0,772
5.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are skilled in promoting the product.				0,677
PURCHASE INTENTION (Y)					
1.	Influencers who promote products available on the Shopee Marketplace on social media during the COVID-19 pandemic are experts in promoting the product.			0,753	
2.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are experienced in promoting the product.			0,684	
3.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are knowledgeable about the products.			0,759	
4.	Influencers who promote products offered on the Shopee Marketplace on social media during the			0,700	

	COVID-19 pandemic are qualified to promote the product.				
5.	Influencers who promote products offered on the Shopee Marketplace on social media during the COVID-19 pandemic are skilled in promoting the product.			0,713	

Source: primary data analysis

Based on the results of the analysis in Table 6, it can be seen that each indicator of the research variable as a whole has a value > 0.50 . Therefore, it can be said that all indicators are declared feasible or valid to be used in research, and further analysis can be carried out.

Reliability concerns the extent to which a phenomenon's measurement provides stable and consistent results (Carmines and Zeller, 1979; Taherdoost, 2018). Reliability is also related to repetition; for example, a scale or test will be considered reliable if repeated measurements under constant conditions give the same results (Moser and Kalton, 1989; Taherdoost, 2018).

Table 7. Validity and Reliability

Construct	Cronbach's Alpha	Explanation
Attractiveness	0,906	Reliable

Trustworthiness	0,886	Reliable
Expertise	0,878	Reliable
Purchase Intention	0,863	Reliable

Source: Data Analysis, 2021

By using the SPSS software, the reliability test was performed using the Cronbach Alpha statistical test. According to Nunnally, a construct or variable can be considered reliable if it has a Cronbach alpha value > 0.6 (Ghozali, 2018). Thus, based on table 7, it can be stated that the attractiveness, trustworthiness, expertise, and purchase intention variables have a value of 0.906; 0.886; 0.878; and $0.863 > 0.6$. It can be said that each variable used is reliable.

The results of the analysis of hypothesis testing in this study are presented in table 8:

Table 8. Results of Regression Analysis

Model	Coefficient	T	Sig.	Explanation
Constant		5,392	0,000	
Attractiveness	0,468	6,944	0,000	Significant
Trustworthiness	0,047	0,578	0,564	Insignificant
Expertise	0,264	3,196	0,002	Significant
F			62,757	
Sig.			0,000	
R Square			0,490	

Source: primary data analysis, 2021

The t-test was used to test whether the independent variables partially affected the dependent variables. Besides, the t-test is commonly used in determining hypothesis testing on each variable (Priyastama, 2017; Imron, 2019).

The statistical t-test performed on each regression coefficient can be considered to be significant if the significance level is lower than 0.05. Therefore, the null hypothesis (H_0) will be rejected, and the alternative hypothesis (H_a) will be accepted. Otherwise, it can be seen that the coefficient on the regression is not significant if the significance level is higher than 0.05. It

indicates that the null hypothesis (H_0) can be accepted, and the alternative hypothesis (H_a) can be rejected.

Therefore, based on table 8, the attractiveness variable 0.000 is lower than 0.05; thus, it can be said that the attractiveness variable has a significant and positive effect on the purchase intention variable. This result is in line with research conducted by (Cui and Bai, 2020) and (Cui and Bai, 2020) and (Cui and Bai, 2020) and (Cui and Bai, 2020) Weismueller et al., 2020).

The confidence variable 0.564 is higher than 0.05; thus, it can be said that the trustworthiness variable has an insignificant effect on purchase intention. This result

is in line with the research conducted by (Faizal, Naziman and Samat, 2019).

The expertise variable 0.002 is lower than 0.05; thus, it can be said that the expertise variable has a significant and positive effect on purchase intention. This result aligns with research conducted by (Nabity-Grover, Cheung and Thatcher, 2020) and (Rusdiana, Suroso and Suwandari 2020).

5. CONCLUSION AND SUGGESTIONS

In the era of the COVID-19 pandemic, this research contributes empirically from the consumer's point of view regarding influencers' credibility, which is associated with purchase intention. The findings showed source credibility subdimensions proposed by (Ohanian, 1990), including attractiveness, trustworthiness and expertise.

Based on the data obtained, it can be concluded that attractiveness and expertise positively affected purchase intention in the Shopee marketplace during the COVID-19 pandemic. It supports managerial implications for business actors/MSMEs in the Shopee marketplace to choose credible influencers in terms of attractiveness and expertise in promoting the products to increase consumer purchase intention in the era of the COVID-19 pandemic that can have an impact on economic growth. Managerial implications were also given to influencers to increase their credibility, which included attractiveness and expertise in order to increase consumer purchase intention. Thus, influencers could continue to contribute more and collaborate, especially in the MSME sector, whose economy was heavily affected by the COVID-19 and currently market its products in the online marketplace, such as Shopee. It is expected to be able to participate in building the economy during the COVID-19 pandemic.

Furthermore, the source of credibility of trustworthiness showed a negative effect that it had an insignificant effect on purchase intention. It indicated that consumers no longer put trust in viewing influencers as an affection stimulus to support purchase intention. Besides, it also can be used as a study limitation where the theory of source credibility subdimensions proposed by (Ohanian, 1990) no longer shows an overall positive effect. This study is supported by previous ones that tested the same variable but obtained different results in several cases.

Some suggestions for further research include digging deeper into the theory of other source credibility subdimensions to obtain more relevant results. In addition, researchers can focus more on the category of influencers based on social media. It allows for different consumer points of view as each social media has

different algorithms and characters; thus, it is interesting to identify.

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