

THE INFLUENCE OF REVIEWS AND TIKTOK INFLUENCER CREDIBILITY ON PURCHASE DECISIONS FOR BITTERSWEET BY NAJLA WITH EXPECTATIONS AS A MEDIATING VARIABLE

Clarensia Sharlyn Wijaya¹, Caecillia Hartatdji², J.E Sutanto³
Ciputra University Surabaya, School of Tourism CitraLand, Indonesia^{1,2}

Email: csharlyn@student.ciputra.ac.id¹, chartatdji@student.ciputra.ac.id², je.sutanto@ciputra.ac.id³

Abstract: This study aims to analyze the influence of influencer reviews and influencer credibility on purchase decisions for Bittersweet by Najla products, with consumer expectations as a mediating variable. This study employs a quantitative approach using Google Forms as the data collection instrument, with a causal-explanatory research design to analyze the relationships among variables. The data were distributed to active TikTok users in Indonesia who had watched influencer reviews of Bittersweet by Najla products and had either purchased or had the intention to purchase the products. A total of 336 valid respondents were obtained through purposive sampling. The analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method through SmartPLS version 4. The findings indicate that influencer reviews and influencer credibility significantly affect consumer expectations. Both variables are also proven to influence consumer purchase decisions both directly and indirectly through consumer expectations as a mediating variable. The results suggest that marketing strategies involving influencers can enhance consumer expectations and purchase decisions for Bittersweet by Najla products. This study also contributes to the influencer marketing literature by highlighting the role of consumer expectations as a mediating factor in digital marketing strategies, particularly in the food and beverage industry through the TikTok platform. This research is also related to Sustainable Development Goals (SDGs) 8, particularly in the aspect of economic growth. The utilization of digital marketing through influencers is considered capable of encouraging increased purchasing activities while supporting business growth in the current digital economy era.

Keywords: *Influencer Reviews, Influencer Credibility, Expectations, Purchase Decisions, Economic Growth*

Submitted: 2026-03-18; Revised: 2026-05-04; Accepted: 2026-05-09

1. Introduction

The advancement of modern society has driven progress across various sectors, particularly in the field of information technology, which continues to grow rapidly. According to Pratama et al. (2024), technology plays a strategic role in supporting digital marketing activities, especially in the business sector. The utilization of information technology, such as social media, has

become an effective promotional tool due to the high level of user engagement on digital platforms. This condition provides significant advantages for businesses to reach consumers more widely, quickly, and efficiently. One of the fastest-growing social media platforms in Indonesia is TikTok. This platform offers a variety of interactive features, including short videos, music, filters, visual effects, live streaming, and integrated transaction services through TikTok Shop. The popularity of TikTok makes it a highly potential marketing medium, particularly in influencing consumer behavior. Research by Tarigan and Aziz (2022) indicates that marketing through TikTok significantly affects consumer purchase decisions, especially in the culinary sector.

The following is data on active TikTok users in Indonesia:

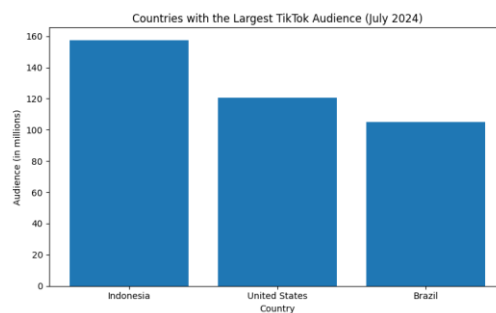


Figure 1. Data Of Active Tiktok Users In Indonesia 2024
 Source: KOL.ID Insight (2025)

With the increasing use of TikTok, influencer-based marketing strategies have become more widely adopted. Influencers are considered capable of shaping positive perceptions of a product through engaging content that is perceived as credible by their audience. Aisah and Isyanto (2024) found that promotional activities on TikTok have a positive and significant effect on purchase decisions. This finding highlights the important role of influencers as a key element in digital marketing strategies. One brand that utilizes this approach is Bittersweet by Najla, which is recognized as a pioneer of dessert box products in Indonesia since its introduction in 2017, offering a variety of innovative product variants. However, sales data indicate that the brand has experienced a decline in revenue in recent years. This phenomenon suggests potential issues in the effectiveness of the marketing strategies being implemented.

The following is the sales revenue data of Bittersweet by Najla:

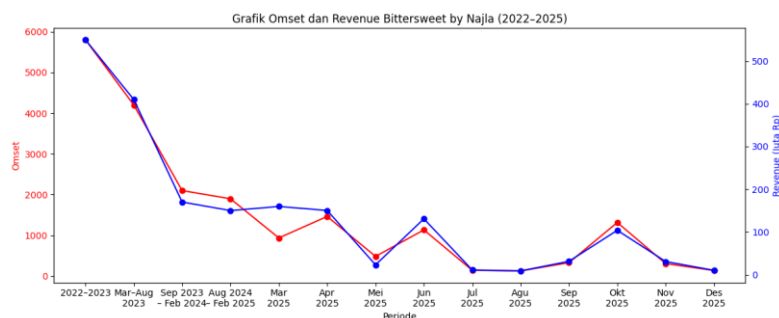


Figure 2. Sales Data Of Omzet And Revenue Of Bittersweet by Najla
 Source: FastMoss TikTok Analitik (2022-2025)

The decline in performance is presumed to be associated with a mismatch between consumer expectations formed through influencer content and the actual experience of the product received. However, prior studies have generally focused on the direct relationship between influencers and purchase decisions, without thoroughly examining the mediating role of consumer expectations. In fact, consumer expectations represent a crucial factor in explaining the gap between perceptions shaped by influencers and consumers' actual product experiences. Based on this issue, a research gap is identified, indicating that the relationship between influencer reviews and influencer credibility on purchase decisions through consumer expectations remains underexplored, particularly within the context of TikTok-based digital marketing in the culinary sector. Therefore, this study aims to analyze the influence of influencer reviews and influencer credibility on purchase decisions by incorporating consumer expectations as a mediating variable. This study is expected to provide theoretical contributions to the development of consumer behavior research in digital marketing, as well as practical implications for businesses in designing more effective promotional strategies that align with consumer expectations.

2. Literature Review

2.1. Theoretical Foundation

This study adopts the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), as cited in Lubis et al. (2024). The theory explains that individual behavior is influenced by attitude, subjective norms, and perceived behavioral control, which collectively shape behavioral intentions. These components are affected by both internal and external factors. In this context, influencer credibility and influencer reviews are considered external factors that have the potential to shape consumer expectations, which in turn influence purchase decisions.

2.2. Previous Studies

Influencer Review (X1)

Influencer reviews represent a form of digital marketing content that can shape consumer perceptions and expectations toward a product. Informative and engaging video content has been shown to influence purchase intention (Misra et al., 2024), while the use of descriptive language can enhance perceived product quality (Rizzo et al., 2023). Previous studies also indicate that TikTok marketing and influencer usage significantly affect purchase decisions (Meliawati et al., 2023; Agustina & Purnama Sari, 2021). Therefore, influencer reviews play a role in shaping expectations and driving purchase decisions.

Influencer Credibility (X2)

Influencer credibility reflects the level of consumer trust, which is influenced by expertise, experience, and attractiveness. Credible influencers are more effective in influencing consumer attitudes and decisions (Lumbantoruan & Marwansyah, 2023; Syaifullah et al., 2025). This is supported by Pranata et al. (2023) and Hakim (2021), who found that credibility and influencer marketing significantly impact purchase decisions. Thus, influencer credibility is a key factor in shaping consumer behavior.

Consumer Expectation (M)

Consumer expectation refers to the anticipated perception of a product prior to purchase, which is influenced by information obtained from social media and influencers. Engaging and credible content can shape expectations regarding product quality (Rahi et al., 2022). Additionally, consistency between promotion and product quality plays an important role in

shaping consumer perceptions (Sutanto et al., 2022). Therefore, consumer expectation acts as a link between received information and purchase decisions.

Purchase Decision (Y)

Purchase decision is the final stage of the consumer decision-making process, influenced by various factors, including information from influencers. Influencer marketing has been shown to affect purchase decisions through credibility (Anggraini & Ahmadi, 2025). Moreover, marketing through TikTok and social media significantly contributes to driving purchase decisions (Meliawati et al., 2023; Sutanto et al., 2022).

Hypothesis Development

H1. The Effect of Influencer Credibility on Purchase Decision

Credible influencers are able to build consumer trust, thereby significantly influencing purchase decisions.

H2. The Effect of Influencer Review on Purchase Decision

Positive reviews from influencers can strengthen consumer confidence in a product and encourage purchase decisions.

H3. The Effect of Influencer Review on Consumer Expectation

Influencer reviews, as a form of marketing communication, can shape initial consumer perceptions. Informative and engaging content can increase consumer expectations of product quality.

H4. The Effect of Influencer Credibility on Consumer Expectation

Influencer credibility, reflected in expertise, trustworthiness, and attractiveness, plays an important role in shaping consumer expectations.

H5. The Effect of Consumer Expectation on Purchase Decision

Higher consumer expectations toward a product increase the likelihood of purchase decisions, while unmet expectations may reduce purchase intention.

H6. The Effect of Influencer Review on Purchase Decision through Consumer Expectation

Influencer reviews shape consumer expectations, which in turn increase the likelihood of purchase decisions. Thus, consumer expectation acts as a mediating variable in this relationship.

H7. The Effect of Influencer Credibility on Purchase Decision through Consumer Expectation

Influencer credibility enhances consumer trust and shapes expectations toward a product. These expectations subsequently influence purchase decisions, indicating a mediating role of consumer expectation.

Research Model

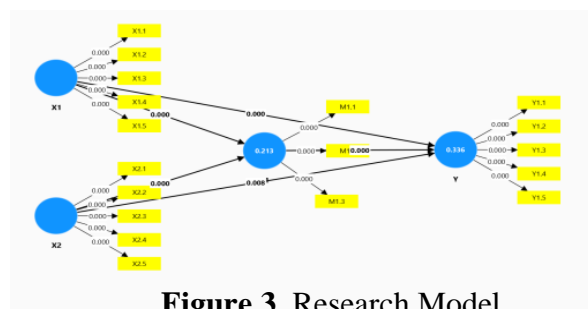


Figure 3. Research Model
 Source: Processed Data (2026)

3. Research Method

This study employs a quantitative approach with a causal-explanatory design aimed at analyzing causal relationships among variables. The study focuses on examining the effect of influencer reviews (X1) and influencer credibility (X2) on purchase decisions (Y), with consumer expectation (M) as a mediating variable. In the proposed conceptual model, influencer reviews and credibility are assumed to shape consumer expectations, which subsequently influence purchase decisions.

The population of this study consists of active TikTok users in Indonesia who have viewed influencer reviews of Bittersweet by Najla products. A total of 18 indicators were used, and the minimum sample size was determined to be 180 respondents based on Hair (2014), which suggests a minimum of 10 times the number of indicators (Tuinesia et al., 2022). The sampling technique applied was non-probability sampling using purposive sampling. The criteria for respondents included: (1) actively using TikTok at least three times per week, (2) residing in Indonesia, (3) aged 17–35 years (We Are Social, 2023), (4) having watched influencer review content related to Bittersweet by Najla, and (5) having purchased or having the intention to purchase the product.

The study utilizes primary data collected through an online questionnaire distributed via Google Forms. The research instrument was developed based on indicators adapted from relevant previous studies. Responses were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to assess respondents' perceptions.

Data analysis was conducted using SmartPLS version 4 with the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. Prior to the main analysis, a pilot test involving 30 respondents was conducted to ensure the clarity and validity of the instrument (Sugiyono, 2019 as cited in Halawa, 2025). The analysis procedure included evaluation of the outer model to assess validity and reliability, followed by inner model evaluation, and hypothesis testing using bootstrapping to examine the relationships among variables in the research model (Putra & Chou, 2022).

4. Result and Discussion

4.1. Result

The initial stage of data processing in this study was conducted through a pilot test involving the first 30 respondents. The results indicated that the research instrument met the required criteria for validity and reliability. Based on the outer loading test, all indicators obtained values exceeding the threshold of 0.60, indicating that they are valid. For the mediating variable (M), the indicator values were $M1.1 = 0.800$, $M1.2 = 0.806$, and $M1.3 = 0.785$. For variable X1, the indicator values were $X1.1 = 0.706$, $X1.2 = 0.845$, $X1.3 = 0.871$, $X1.4 = 0.796$, and $X1.5 = 0.877$. For variable X2, the indicator values were $X2.1 = 0.861$, $X2.2 = 0.783$, $X2.3 = 0.856$, $X2.4 = 0.832$, and $X2.5 = 0.809$. For variable Y, the indicator values were $Y1.1 = 0.844$, $Y1.2 = 0.849$, $Y1.3 = 0.761$, $Y1.4 = 0.838$, and $Y1.5 = 0.857$. Since all values exceed 0.60, all indicators are considered valid and appropriate for use in this study. Based on the Average Variance Extracted (AVE) test, the obtained values were 0.574, 0.675, 0.687, and 0.690. These values exceed the minimum threshold of 0.50, indicating that all variables meet the criteria for convergent validity. Furthermore, the reliability test results show that the Cronbach's Alpha values for each variable were 0.812, 0.878, 0.886, and 0.889, while the Composite Reliability values were 0.831, 0.891, 0.887, and 0.902. All values exceed the recommended threshold of 0.70, indicating that all constructs demonstrate satisfactory

reliability. Therefore, the research instrument is considered both consistent and reliable for further data analysis.

The next stage of analysis involved increasing the number of respondents to meet the required sample size. A total of 336 respondents were included in this study, all of whom satisfied the specified criteria. This study employed two types of measurement models, namely the outer model and the inner model. The outer model evaluation includes outer loading, Average Variance Extracted (AVE), Heterotrait-Monotrait Ratio (HTMT), Cronbach's Alpha, and Composite Reliability. Meanwhile, the inner model evaluation consists of R-square, F-square, path coefficients, T-statistics, and P-values. If all testing procedures meet the established criteria, it can be concluded that the relationships among variables are statistically significant and positively associated.

Table 1. Convergent Validity (Outer Model)

| Variable | Indicator | Outer Loading | AVE | Description |
|-----------------------------|-----------|---------------|-------|-------------|
| Influencer Review (X1) | X1.1 | 0.676 | 0.557 | Valid |
| | X1.2 | 0.738 | | Valid |
| | X1.3 | 0.785 | | Valid |
| | X1.4 | 0.769 | | Valid |
| | X1.5 | 0.760 | | Valid |
| Influencer Credibility (X2) | X2.1 | 0.774 | 0.575 | Valid |
| | X2.2 | 0.759 | | Valid |
| | X2.3 | 0.782 | | Valid |
| | X2.4 | 0.762 | | Valid |
| | X2.5 | 0.712 | | Valid |
| Consumer Expectations (M) | M1.1 | 0.838 | 0.667 | Valid |
| | M1.2 | 0.834 | | Valid |
| | M1.3 | 0.777 | | Valid |
| Purchase Decision (Y) | Y1.1 | 0.792 | 0.612 | Valid |
| | Y1.2 | 0.763 | | Valid |
| | Y1.3 | 0.797 | | Valid |
| | Y1.4 | 0.769 | | Valid |
| | Y1.5 | 0.792 | | Valid |

Source: PLS-SEM Data Processing (2026)

Table 2. Discriminant Validity (Outer Model)

| Variable | Consumer Expectations (M) | Influencer Review (X1) | Influencer Credibility (X2) | Purchase Decision (Y) |
|-----------------------------|---------------------------|------------------------|-----------------------------|-----------------------|
| Consumer Expectations (M) | - | - | - | - |
| Influencer Review (X1) | 0.455 | - | - | - |
| Influencer Credibility (X2) | 0.463 | 0.315 | - | - |
| Purchase Decision (Y) | 0.589 | 0.549 | 0.392 | - |

Source: PLS-SEM Data Processing (2026)

Based on Tables 1 and 2, all indicators are considered valid as they have outer loading values greater than 0.60 (Putra & Chou, 2022). In addition, each variable also shows an Average Variance Extracted (AVE) value greater than 0.50 and an HTMT (Heterotrait-Monotrait Ratio) value below 0.90 (Lestari et al., 2024). Therefore, it can be concluded that all variables in the study have met the criteria for both convergent validity and discriminant validity.

Table 3. Reliability Test Results (Outer Model)

| Variable | Cronbach's Alpha | Composite Reliability (CR) | Description |
|-----------------------------|------------------|----------------------------|-------------|
| Influencer Review (X1) | 0.801 | 0.863 | Reliable |
| Influencer Credibility (X2) | 0.816 | 0.871 | Reliable |
| Consumer Expectations (M) | 0.751 | 0.857 | Reliable |
| Purchase Decision (Y) | 0.842 | 0.888 | Reliable |

Source: PLS-SEM Data Processing (2026)

Based on Table 3, all variables show Cronbach's Alpha and Composite Reliability values greater than 0.70 (Lestari et al., 2024). This indicates that all constructs in this study have a good level of reliability.

Table 4. R - Square (R²) (Inner Model)

| Variable | R - Square |
|---------------------------|------------|
| Consumer Expectations (M) | 0.213 |
| Purchase Decision (Y) | 0.336 |

Source: PLS-SEM Data Processing (2026)

Based on Table 4, the R-square values indicate that the independent variables in this study are able to explain the consumer expectation and purchase decision variables; however, the

explanatory power is considered weak, as the values range between 0.25 and 0.50 (Hidayat et al., 2024).

Table 5. F-Square (F²) (Inner Model)

| Variable | Consumer Expectations (M) | Purchase Decision (Y) |
|-----------------------------|---------------------------|-----------------------|
| Consumer Expectations (M) | - | 0.111 |
| Influencer Review (X1) | 0.099 | 0.129 |
| Influencer Credibility (X2) | 0.103 | 0.024 |

Source: PLS-SEM Data Processing (2026)

Based on Table 5, the F-square values indicate that the effect of influencer reviews and influencer credibility on consumer expectations is small, with values greater than 0.02. Likewise, their effect on the purchase decision variable is also considered small, with values greater than 0.02 (Hidayat et al., 2024).

Table 6. Hypothesis Testing Results (Path Coefficients) (Inner Model)

| Variable Relationships | Path Coefficient (β) | T Statistics | P Values | Description |
|---|----------------------|--------------|----------|-------------|
| Influencer Review (X1) → Purchase Decision (Y) | 0.317 | 6.676 | 0.000 | Significant |
| Influencer Credibility (X2) → Purchase Decision (Y) | 0.137 | 2.664 | 0.008 | Significant |
| Influencer Review (X1) → Consumer Expectations (M) | 0.289 | 4.726 | 0.000 | Significant |
| Influencer Credibility (X2) → Consumer Expectations (M) | 0.294 | 5.265 | 0.000 | Significant |
| Consumer Expectations (M) → Purchase Decision (Y) | 0.306 | 5.980 | 0.000 | Significant |
| Influencer Review (X1) → Consumer Expectations (M) → Purchase Decision (Y) | 0.088 | 3.507 | 0.000 | Significant |
| Influencer Credibility (X2) → Consumer Expectations (M) → Purchase Decision (Y) | 0.090 | 3.754 | 0.000 | Significant |

Source: PLS-SEM Data Processing (2026)

Based on Table 6, all relationships between variables show T-statistic values greater than 1.96 and P-values less than 0.05; therefore, it can be concluded that all hypotheses in this study are accepted (Putra & Chou, 2022). These results indicate that influencer reviews and

influencer credibility have a significant effect on consumer expectations and purchase decisions, and that consumer expectations have a significant effect on purchase decisions.

4.2. Discussion

H1. The Influence of Influencer Credibility on Purchase Decisions

This study demonstrates that influencer credibility has a positive and significant effect on consumer purchase decisions. A high level of influencer credibility is able to enhance consumers' trust in the information conveyed, thereby increasing their confidence in purchasing products based on the influencer's recommendations. Influencer credibility is generally formed through three main dimensions, namely expertise, trustworthiness, and attractiveness (Hussain & Ali, 2022). When influencers are perceived to possess relevant knowledge and experience regarding the recommended products, consumers tend to place greater trust in the information provided. This finding is consistent with the study conducted by Sutrantiyas et al. (2025), which also found that influencer credibility has a positive influence on consumer purchase decisions.

H2. The Influence of Influencer Reviews on Purchase Decisions

The findings of this study indicate that reviews delivered by influencers have a positive and significant effect on consumer purchase decisions. This suggests that influencer-generated reviews on social media are capable of shaping consumers' perceptions of a product, thereby increasing their intention to make a purchase. Informative, engaging, and easily understandable review content can enhance consumer interest in products recommended by influencers. These findings are in line with previous studies which state that influencer marketing has a significant effect on consumer purchase decisions, as consumers tend to trust recommendations provided by individuals they follow on social media (Sutrantiyas et al., 2025). Therefore, influencer reviews can serve as an effective marketing strategy to influence purchase decisions for Bittersweet by Najla products.

H3. The Influence of Influencer Reviews on Consumer Expectations

The results of this study indicate that influencer reviews have a positive and significant effect on consumer expectations. This suggests that the information conveyed by influencers can shape consumers' initial perceptions of a product before they directly experience it. Review content that includes sensory descriptions, personal experiences, and product recommendations can enhance consumers' expectations regarding the quality of the promoted product. Misra et al. (2024) found that video content created by food influencers can influence consumer perceptions through both informational content and emotional appeal embedded in the reviews.

H4. The Influence of Influencer Credibility on Consumer Expectations

The findings of this study show that influencer credibility has a positive and significant effect on consumer expectations. Influencers who are perceived as highly credible tend to be more trusted by their audience, allowing the information they convey to form stronger expectations toward the product. According to Sutrantiyas et al. (2025), influencers with high levels of trustworthiness and expertise can enhance both the quality and value of the information received by consumers. As a result, consumers develop more positive expectations toward products recommended by influencers.

H5. The Influence of Consumer Expectations on Purchase Decisions

The results of this study indicate that consumer expectations have a positive and significant effect on purchase decisions. Expectations formed prior to purchase can influence how consumers evaluate a product and determine whether it will become the object of a transaction. Ali et al. (2023) explain that consumer expectations function as a benchmark used by consumers to assess product quality. When consumers' expectations are high and aligned with their needs, the likelihood of making a purchase decision increases.

H6. The Influence of Influencer Reviews on Purchase Decisions through Consumer Expectations

The findings of this study indicate that influencer reviews have an indirect effect on purchase decisions through consumer expectations. This suggests that influencer reviews not only directly influence purchase decisions but also play a role in shaping consumer expectations toward a product. Informative and engaging reviews can develop positive perceptions, which in turn enhance consumer expectations. Higher expectations can encourage consumers to proceed with a purchase. These findings highlight the role of consumer expectations as a mediating variable linking influencer reviews and purchase decisions.

H7. The Influence of Influencer Credibility on Purchase Decisions through Consumer Expectations

The findings of this study indicate that influencer credibility has an indirect effect on purchase decisions through consumer expectations. Influencers with a high level of credibility can increase consumers' trust in the information conveyed, thereby fostering positive expectations toward the product. These expectations subsequently influence consumers' decisions to make a purchase. This finding confirms that consumer expectations function as a mediating variable linking influencer credibility and purchase decisions. Furthermore, these results are consistent with the Theory of Planned Behavior, which posits that individuals' perceptions and attitudes toward a behavior influence their intentions and decisions to perform certain actions (Ajzen, 1991, as cited in Lubis et al., 2024).

5. Conclusion

This study was conducted to examine the influence of influencer reviews and influencer credibility on consumer purchase decisions for Bittersweet by Najla products, with consumer expectations as a mediating variable.

1. The results of this study indicate that influencer reviews and influencer credibility have a positive and significant effect on consumer expectations.
2. In addition, the findings also show that influencer reviews and influencer credibility have a positive and significant influence on consumers' purchase decisions.
3. This study also indicates that consumer expectations have a significant positive effect on purchase decisions.
4. Consumer expectations are proven to function as a mediating variable linking influencer reviews and influencer credibility to purchase decisions.

Referring to the findings of the study, it can be concluded that the utilization of influencer marketing that delivers informative reviews and possesses a high level of credibility has the potential to become an effective promotional instrument in enhancing consumer expectations

as well as influencing purchase decisions, particularly on social media platforms such as TikTok.

Suggestion

Bittersweet by Najla should pay attention to the quality and authenticity of reviews delivered by influencers and select influencers with high credibility in order to attract a wider range of customers. Influencers who provide reviews are expected to present them honestly and transparently. Furthermore, future researchers are encouraged to examine other social media platforms, such as Instagram, X, and YouTube, to further explore the influence of influencers on purchase decisions.

References

- Agustina, W., & Purnama Sari, W. (2021). Pengaruh influencer marketing TikTok terhadap brand image Bittersweet by Najla. *Prologia*, 5(2), 356–361.
- Aisah, Y. N., & Isyanto, P. (2024). Pengaruh pemasaran media sosial melalui TikTok terhadap keputusan pembelian produk Jims Honey. *Jurnal Ekonomi dan Manajemen*, 1(2), 389–398.
- Ali, B. J., Anwar, G., & Others. (2023). Customer expectations and service quality: The role of perceived value in customer satisfaction. *International Journal of Business and Management*, 18(2), 45–54.
- Anggraini, F., & Ahmadi, M. A. (2025). Pengaruh influencer marketing terhadap keputusan pembelian produk kecantikan di kalangan Generasi Z: Literature review. *Journal of Management and Creative Business*, 3(1), 62–73. <https://doi.org/10.30640/jmcbus.v3i1.3450>
- FastMoss. (2025). TikTok analitik 2022–2025: Data penjualan dan omset Bittersweet by Najla.
- Hakim, L. A. (2021). Pengaruh influencer marketing dan viral marketing terhadap keputusan pembelian produk Bittersweet by Najla. *Prosiding Seminar Nasional Hasil Penelitian dan Pengabdian Kepada Masyarakat*, 346(2), 1209–1218.
- Halawa, F. A. (2025). Pengaruh kualitas sistem, kualitas informasi dan kualitas layanan terhadap net benefit dengan dimediasi oleh kepuasan pengguna. *Jurnal Administrasi Perkantoran, Kesekretarisan, Manajemen, Perhotelan, Pariwisata dan Logistik*, 11(1), 4–7. <https://doi.org/10.3333/lbs.v11i1.68>
- Hidayat, D. N., Firliana, R., & Muzaki, M. N. (2024). Evaluasi penerimaan teknologi Kelurahan Mojooroto menggunakan metode Technology Acceptance Model (TAM). *Gudang Jurnal Multidisiplin Ilmu*, 2(7), 301–309. <https://doi.org/10.59435/gjmi.v2i7.747>
- Hussain, S., & Ali, M. (2022). The impact of social media influencer credibility on consumer purchase intention. *Journal of Marketing Communications*, 28(7), 1–18.
- Kemp, S. (2023). *Digital 2023: Indonesia. We Are Social & Meltwater*. <https://wearesocial.com/wp-content/uploads/2023/03/Digital-2023-Indonesia.pdf>
- KOL.ID. (2025, February 8). KOL.ID insight: Data pengguna, jumlah konten & durasi screentime rata-rata pengguna TikTok. <https://kol.id/blog/kol-id-insight-data-pengguna-jumlah-konten-%26-durasi-screentime-rata-rata-pengguna-tiktok>
- Lestari, S., Iriani, Y., Murnawan, M., & Pramudita, T. (2024). Analisis variabel-variabel yang mempengaruhi pengguna saat menggunakan aplikasi MYSIPKA dengan menggunakan Technology Acceptance Model. *Jurnal Sistem Informasi (JSiI)*, 11(1), 62–67. <https://doi.org/10.30656/jsii.v11i1.8433>

- Lubis, Z. A., Musahidah, U., & Sa'adah, S. (2024). Faktor-faktor yang memengaruhi keputusan pembelian di Shopee Live menggunakan theory of planned behavior. *GREAT: Jurnal Manajemen dan Bisnis Islam*, 1(2), 236–251.
- Lumbantoruan, A., & Marwansyah. (2023). Pengaruh kredibilitas influencer terhadap minat beli konsumen pada produk makanan. *Jurnal Riset Bisnis dan Investasi*, 9(3), 143–152.
- Meliawati, T., Gerald, S. C., & Aruman, A. E. (2023). The effect of social media marketing TikTok and product quality towards purchase intention. *Journal of Consumer Sciences*, 8(1), 77–92.
- Misra, A., Dinh, D. T., & Ewe, S. Y. (2024). The more followers the better? The impact of food influencers on consumer behaviour in the social media context. *British Food Journal*. <https://doi.org/10.1108/BFJ-01-2024-0096>
- Pranata, A. R., Hadiwidjaya, R., & Jokom, R. (2023). Pengaruh kuantitas, kualitas, dan kredibilitas informasi influencer TikTok terhadap kegunaan informasi dan minat beli konsumen. *Jurnal Manajemen Perhotelan*, 10(2), 67–80.
- Pratama, Z. A. B., Iswati, I., & Fitriyasari, A. (2024). Pengaruh media sosial dan strategi pemasaran digital terhadap peningkatan penjualan pada usaha mikro, kecil, dan menengah (UMKM) di Surabaya Selatan. *Jurnal Manuhara*, 2(4), 156–170.
- Putra, E. Y., & Chou, V. (2022). Analisis purchase intention layanan streaming online di Kota Batam pada masa pandemi COVID-19. *Derivatif: Jurnal Manajemen*, 16(2), 286–295.
- Rahi, S., Ghani, M. A., Alnaser, F. M., & Ngah, A. H. (2022). Influence of customer perceived value and trust on brand loyalty in social commerce: A mediating role of customer expectation. *Journal of Retailing and Consumer Services*, 66, 102888. <https://doi.org/10.1016/j.jretconser.2021.102888>
- Rizzo, A., Scarpi, D., & Pizzi, G. (2023). Savoring with words: The persuasive power of sensory descriptions in food marketing. *Appetite*, 184, 106544.
- Sutanto, J. E., Minantyo, H., & Soediro, M. (2022). The influence of product quality, promotion, and social media towards increase sales: A case study at Paradise Cafe Surabaya. *International Journal of Economics, Business, and Accounting Research (IJEBAR)*, 6(4), 186–195.
- Sutrantiyas, R. R., Arif, N. F., & Sugandini, D. (2025). The effect of influencer credibility on purchase intention of beauty products among TikTok users in the Special Region of Yogyakarta through trust as a mediator. *American Journal of Economic and Management Business*, 4(5), 611–628. <https://doi.org/10.58631/ajemb.v4i5.204>
- Syaifullah, F. A.-z., Zainuddin, K., & Piara, M. (2025). Pengaruh kredibilitas influencer terhadap impulsive buying skincare pada Generasi Z di Kota Makassar. *Jurnal Ilmiah Wahana Pendidikan*, 11(11.A), 46–55.
- Tarigan, A. R., & Aziz, F. (2022). Pengaruh pemasaran dengan TikTok melalui hashtag #kuliner Bandung terhadap minat beli kuliner. *Jurnal Sebatik*, 10(2), 166–171.
- Tuinesia, R., Sutanto, J. E., & Sondak, M. R. (2022). The influence of brand awareness and perceived quality on repurchase intention: Brand loyalty as intervening variable (Case study at Kopi Soe Branch of Panakkukang Makassar). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1), 578–586. <https://doi.org/10.29040/ijebar.v6i1.4861>