

The Influence of Content Creation, Collaboration, Instagram Endorsement on Consumer Decisions (Case Study of “Bella Saphira's Make-Up”)

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Abstract

Marketing products using social media and the internet has become a trend and is more effective than implementing non-digital marketing strategies. This study aims to determine the partial and simultaneous effect of the content creator, collaboration, and endorsement variables on consumer decisions at “Bella Saphira's Make-up”. This research is a type of causal associative research using a quantitative approach. The data sources used are primary and secondary data obtained directly from the respondents. The sample in this study was 100 people. The variables in this study are independent: consisting of content creators, collaboration, and endorsements. The dependent variable is consumer decisions. These studies indicate that the content creator, collaboration, and endorsement variables partially influence consumer decisions. Simultaneously the content creator, collaboration, and endorsement variables influence consumer decisions at Bella Square Makeup.

Keywords: collaboration, consumer decision, content creator, endorsement, social media

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1. Introduction

Internet information technology has expanded the reach of human communication. Communication made by the internet has become a product that is easy to obtain with internet cafes (internet cafes), modems, and even smartphones, which are currently being offered more and more to the public. The internet is a library in which there is information in the form of images, text, sound, and even animation in electronic form. So, the internet is an effective and efficient means of exchanging information remotely.

The development of the internet has also influenced economic development. The Internet has contributed to the development of the business world, where competition between businesses has become tighter. Companies are required to keep up with changing times, not only to innovate products or determine prices that are competitive with other products but also to innovate by using internet technology and applications. Besides that, companies are also required to follow consumer behavior, so companies must carry out marketing strategies that can win the business world.

According to Kemp (2022) the world's population stands at 7.91 billion in January 2022, with the annual growth rate of 1.0 percent suggesting that this figure will reach 8 billion sometime in mid-2023. Well over half (57.0 percent) of the world's population now lives in urban areas. More than two-thirds (67.1 percent) of the world's population now uses a mobile phone, with unique users reaching 5.31 billion by the start of 2022. The global total has grown by 1.8 percent over the past year, with 95 million new mobile users since this time last year. Global internet users have climbed to 4.95 billion at the start of 2022, with internet penetration now standing at 62.5 percent of the world's total population. Data show that internet users have grown by 192 million (+4.0 percent) over the past year, but ongoing restrictions to research and reporting due to COVID-19 mean that actual growth trends may be considerably higher than these figures suggest. There are 4.62 billion social media users around the world in January 2022. This figure is equal to 58.4 percent of the world's total population, although it's worth noting that social media “users” may not represent unique individuals (learn why). Global social media users have grown by more than 10 percent over the past 12 months, with 424 million new users starting their social media journey during 2021.

Companies must be observant in determining the marketing strategy of their products so that they can become the choice of consumers. Understanding market conditions and formulation of the right market strategy will help the

company win the competition. One of the strategies applied is a promotion which is one of the elements of the marketing mix, namely intermediaries between producers and consumers in communicating. Marketing with promotional strategies via the internet, especially social media (social networks), can increase sales widely and does not require expensive marketing costs. The internet operates 24 hours a day, which really helps businesses increase their sales. Now the era of social media has slowly but surely forced many companies to change how they communicate. The rise of social media users such as Instagram, Facebook, Twitter, Youtube, and other forums requires a company to improve its communication model. So social media users in Indonesia are increasing.

One of the media that is widely used in Indonesia, especially among millennials, is Instagram. According to the results of the WeAreSocial.net and Hootsuite surveys, Instagram is the social media platform with the fifth highest number of users in the world. Besides being a social network for various photos, Instagram is used to market business products. Total Instagram users globally reached 1.2 billion monthly active users in January 2021 (Kemp 2021).

Instagram was founded on October 6, 2010, by Kevin Systrom and Mike Krieger, and in 2012 was taken over by Facebook from Burbn Inc. The internet is socially media considered the most effective means of promotion by industrial managers worldwide. Currently, Instagram has made many innovations that support the business world, namely by advertising through Instagram by posting photos and videos they can share with friends, communicating with new people, and using for business purposes. Social media marketing via Instagram can also be carried out in collaboration with influencers or endorsement with celebrities. They are well-known and have a strong influence on Instagram and have tens of thousands of followers or even millions to make it easier for products to be seen by many people from various regions through the post. This allows everyone who accesses Instagram to immediately see the products being sold along with the classification and price of these products. This will make it easier for consumers to choose their preferred product.

According Kemp (2022) Instagram's audience grew by more than 6 percent (+85 million users) in just the past 90 days, which suggests that its growth rates continue to accelerate. Instagram has been posting impressive quarterly growth rates for some time now, and our analysis of the company's ad reach numbers indicates growth of almost 60 percent over the past 2 years. Ads in Instagram's "home feed" reach almost all (96.6 percent) of Instagram's active user base each month, so these placements remain the surest way to reach the largest Instagram audience. However, ads in Instagram Stories now reach more than 1 billion users each month, and – with the format's additional functionality and creative options – the Stories environment represents an ever more compelling opportunity. Meanwhile, slightly less than 800 million users also see ads in Instagram's Explore tab each month. This finding may have added relevance for marketers launching new brands and products, because users browsing the Explore tab are more likely to be looking for new content, ideas, and inspiration. Reels haven't quite gained the same momentum as Stories yet, but data reveals that 675 million Instagram users still see ads in the platform's dedicated video tab each month.

One of the methods currently being used in collaboration to get more followers on Instagram. Collaboration with external parties is needed to broaden business actors' insights into developing new products (Najafi et al., 2018). Information from external parties combined with internal research can be a weapon for business actors to obtain high-value products. The collaboration results in the form of information are also helpful for evaluation material if an internal system needs to be corrected. Therefore, collaboration with external parties does have quite good benefits. However, the information obtained from the Collaboration results needs to be filtered to suit business conditions.

A form of promotion that is quite interesting is the marketing method in the form of Endorsements carried out by content creators or Instagram celebrities, commonly abbreviated as "celebgram". An endorsement is a form of promotion from a business owner who works with well-known individuals shown through their many followers (Soesatyo & Rumambi, 2013). Celebrities with many followers on their Instagram social media will show how many people know them. The form of attention that Instagram users give to the celebrities they follow is by giving likes and comments on the uploaded content of the program. The appearance of the celebrity is called a role model for their followers. This role model is said to be an individual who is used as an idol or role model for others.

This study aims to determine the effect of Content Creation, Collaboration, and Endorsement of Instagram Posts on Consumer Decisions on Bella Saphira's Makeup.

2. Materials and Methods

This research is a type of causal associative research using a quantitative approach. According to Sugiyono (2016),

Causal associative research is research intended to reveal causal problems between two or more variables". So it can be concluded that this study was to determine the effect of two or more variables to find out a causal relationship between the variables to be studied, so this research aims to determine the effect of content creation, collaboration, and endorsement on consumers of “Bella Saphira's Make-Up” in Caruban. The framework of thought in this study can be seen in Figure 1.

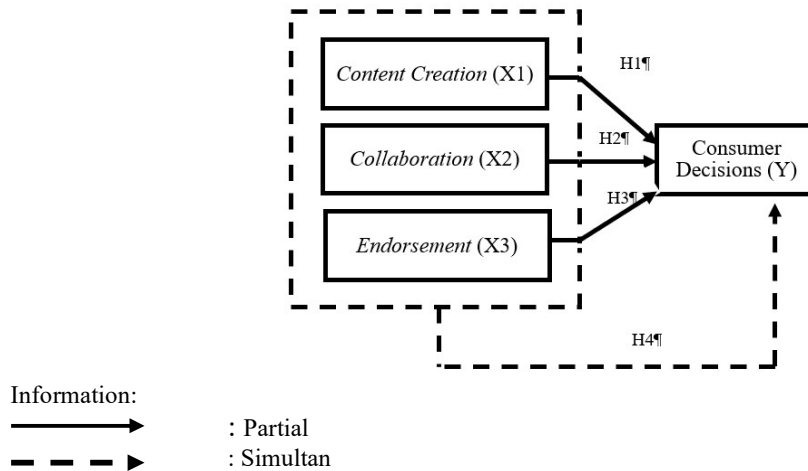


Figure 1. Thinking Framework

The population in this study are followers of the Instagram account Bella Saphira's Makeup (@bsvr.makeup), which currently has 5,924 followers. Samples can be taken from as many as 96 customers, but in principle, there are no definite rules for determining the percentage that is considered fixed in determining the sample. So, in this case the researcher took a sample of 100 consumers who were considered capable of representing the existing population. The sampling technique used in this study is non-probability sampling. This technique does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2016). Independent variables: content creation (X1), collaboration (X2), endorsement (X3), and the dependent variable is consumer decision (Y). Dependent variable: consumer decision (Y). The types of data used in this research are primary and secondary data. The primary data is in the form of data from the distribution of customer questionnaires for “Bella Saphira's Make-Up”. Secondary data includes company profiles and other supporting data.

3. Results

3.1. Data Analysis

3.1.1. Multiple Linear Regression

Primary data in this study were obtained from research respondents using data collection techniques using questionnaires. The questionnaire or list of statements in this study is closed, meaning that the respondent only has to choose the available alternative answers. The results of the regression calculation between the variables Content Creation (X1), Collaboration (X2), and Endorsement (X3) as independent variables on consumer decisions as the dependent variable (Y) can be seen in table 1.

Table 1. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0,110	0,145		1,760	0,449
	X1	0,364	0,168		3,397	0,005
	X2	0,398	0,057		18,166	0,000
	X3	0,251	0,079		2,650	0,040

a. Dependent Variabel: Y

Sources: Output SPSS, 2022

Based on Table 1, the multiple linear regression equation models produced in this study is:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 0,110 + 0,364 X_1 + 0,398 X_2 + 0,251 X_3 + e$$

The interpretation of the multiple linear regression equation above can be explained as follows:

- A constant of 0.110 means that if Content Creation (X1), Collaboration (X2), and Endorsement (X3) do not exist or have a value of 0, then the consumer's decision "Bella Shapire Make-up" is 0.110.
- The regression coefficient of the Content Creation variable (X1) is 0.364, meaning that if Content Creation increases, the consumer's decision to "Bella Shapire Make-up" is 0.364, assuming that Collaboration (X2) and Endorsement (X3) are constant or constant.
- The regression coefficient of the collaboration variable (X2) is 0.398, meaning that if collaboration increases, the consumer's decision to "Bella Shapire Make-up" is 0.398, assuming that Content Creation (X1) and Endorsement (X3) are constant or constant.
- The regression coefficient of the endorsement variable (X3) is 0.251, meaning that if the endorsement increases, the consumer's decision to "Bella Shapire Make-up" is 0.251, assuming that Content Creation (X1) and Collaboration (X2) are constant or constant.

3.1.2. Determination Coefficient Test (R^2)

The coefficient of determination (R^2) is used to measure the contribution or contribution of the independent variables Content Creation (X1), Collaboration (X2), and Endorsement (X3) to the dependent variable (consumer decision). The results of the Coefficient of Determination value are seen from the R Square value, which can be seen in table 2.

Table 2. Determination Coefficient Results (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,955 ^a	0,913	0,910	0,133
a. Predictors: (Constant), content creator, collaboration, endorsement				
b. Dependent Variabel: keputusan konsumen				

Sources: Output SPSS, 2022

Based on Table 2, it can be explained that the coefficient of determination (Adjusted R Square) obtained is 0.910, this means that variations of the three variables, namely Content Creation (X1), Collaboration (X2), and Endorsement (X3) contribute to purchasing decisions by 91% while the other 9% can be explained by other variables not included in this study.

3.2. Hypothesis testing

3.2.1. Partial Test (t-test)

The t-test is to find out whether there is a partial effect of the Content Creation (X1), Collaboration (X2) and Endorsement (X3) variables on the dependent variable of consumer decisions (Y). To find out the table value, the calculation is based on the degrees of freedom $df = n - k$ with a significance level of 0.05 or 5% ie: $t_{table} = t_{\alpha/2}$ $df (n - k) = t_{0,05/2}$; $df (100 - 4) = t_{0,025}$; $df (96) = 1,984$. The results of the t-test can be seen in Table 3. The criteria for testing the t-test are:

- a. H_0 rejected or H_a accepted if $t_{count} > t_{tabel}$ of 1.984 or a significance level of less than 0.05. This means the effect of the independent variable on the dependent variable is positive and significant.
- b. H_0 rejected or H_a accepted if $t_{count} < t_{tabel}$ of 1.984 or a significance level greater than 0.05, meaning that there is no effect of the independent variable on the dependent variable.

Table 3. t-test result

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0,110	0,145		1,760	0,449
	X1	0,364	0,168	0,262	3,397	0,005
	X2	0,398	0,057	0,068	18,166	0,000
	X3	0,251	0,079	0,044	2,650	0,040
a. Dependent Variabel: Y						

Sources: Output SPSS, 2022

From the t-test for each variable Content Creation (X1), Collaboration (X2) and Endorsement (X3) it is obtained:

1. The Effect of Content Creation Variables (X1) on Consumer Decisions (Y) "Bella Saphira's Make-up"

Based on table 3, it can be seen that the t_{count} value of the Content Creation variable (X1) is 3.397 and a significance value of 0.005 means that the Content Creation variable has a significant effect on consumer decisions of Bella Saphira's Make-up (Y) at a significant level of 5%. Because $t_{count} = 3.397$ is more significant than $t_{table} = 1.984$, the 0.005 significance level is smaller than the 0.05 significance level. Therefore, it can be concluded that H_0 is rejected and H_a is accepted, meaning that Content Creation has a positive and significant effect on consumer decisions. This means that the hypothesis (H1) states that Content Creation affects consumer decisions, "Bella Saphira's Make-up" is accepted or proven true.

2. The Effect of Collaboration Variable (X2) on Consumer Decisions (Y) "Bella Saphira's Make-up"

Based on table 3, it can be seen that the t_{count} value of the collaboration variable (X2) is 18.166, and a significance value of 0.000 means that the collaboration variable has a significant effect on consumer decisions that have a significant effect on consumer decisions "Bella Saphira's Make-up" (Y) at a significant level of 5%. Because $t_{arithmetic} = 18.166$ is more significant than $t_{table} = 1.984$, and a significance level of 0.000 is smaller than a significance level of 0.05. It can be concluded that H_0 is rejected and H_a is accepted, meaning that collaboration has a positive and significant effect on consumer decisions. This means that the hypothesis (H2) states that collaboration affects consumer decisions "Bella Saphira's Make-up" is accepted.

3. The effect of the endorsement variable (X3) on consumer decisions) "Bella Saphira's Make-up"

Based on table 3, it can be seen that the t_{count} value of the quality product variable (X3) is 2.650 and a significance value of 0.069 means that the endorsement variable has a significant effect on "Bella Saphira's Make-up" (Y) at a significant level of 5%. Because $t_{count} = 2.650$ is more significant than $t_{table} = 1.984$, a significance level of 0.040 is smaller than a significance level of 0.05. It can be concluded that H_0 is rejected and H_a is accepted, meaning that endorsement has a positive and significant influence on consumer decisions. This means that the hypothesis (H3), which states that "endorsement affects consumer decisions, "Bella Saphira's Make-up" is accepted.

3.2.2. Simultaneous Effect Significance Test (Test F)

The results of simultaneous hypothesis testing (F-test) to test the significance of the effect of the three independent variables, namely Content Creation (X1), collaboration (X2), and endorsement (X3) simultane on the dependent variable, namely the consumer decision “Bella Saphira's Make-up” (Y).

Table 4. F-test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,616	3	5,872	334,242	,000 ^b
	Residual	1,686	96	,018		
	Total	19,302	99			

a. Dependent Variable: keputusan konsumen

b. Predictors: (Constant), content creator, collaboration, endorsement

Sources: Output SPSS, 2022

The F test is used to test the significance of the simultaneous effect of the independent variables on the dependent variable, with the following test criteria:

- 1) H_0 is accepted if $F_{count} < F_{table}$ means that there is no effect between the independent variables (Content Creation, collaboration, and endorsement) simultaneously on the dependent variable (consumer decision) "Bella Saphira's Make-up".
- 2) H_0 is rejected if $F_{count} > F_{table}$ means that there is an influence between the independent variables (Content Creation, collaboration, and endorsement) simultaneously on the dependent variable (consumer decision) "Bella Saphira's Make-up".
- 3) To obtain F_{table} using the following steps:
 - a) Determine the significant level of 5%, $\alpha = 0.05$
 - b) Calculating df (degree of freedom): $n - k$, where n is the number of research samples while k is the number of independent variables. Thus the value of $df = 100 - 4 = 96$ F_{table} can be obtained: 2.70

Based on Table 4, it can be seen that the F_{count} value is 334.242, while the value of F_{table} is 2.70. Thus it can be seen that simultaneously the variables Content Creation (X1), collaboration (X2), and endorsement (X3) have a simultaneous effect on the dependent variable (consumer's decision) "Bella Saphira's Make-up" significantly because F_{count} is more significant than on F_{table} .

This can also be seen, and the significance level (α) set in this research is 5% (0.05), while the effect of the three independent variables (X) simultaneously on the purchasing decision variable “Bella Saphira's Make-up” in Table 4 is $0.000 < \alpha$ (0.05), then H_0 is rejected. Thus H_a is accepted, meaning that the three independent variables, namely Content Creation, collaboration, and endorsement simultaneously on the dependent variable (consumer decision) "Bella Saphira's Make-up" are significant.

3.2.3. Determination of Dominant Variables

It can be done by comparing the regression coefficient (Beta) between one variable and another to determine the independent variable that has the most influence on the dependent variable. The independent variable with the dominant influence on the dependent variable is the variable with the greatest Standardized Coefficients Beta.

To compare the Standardized Coefficients Beta of each independent variable, the ranking table is presented as follows:

Table 5. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0,110	0,145		1,760	0,449
	X1	0,364	0,168	0,262	3,397	0,005
	X2	0,398	0,057	0,068	18,166	0,000
	X3	0,251	0,079	0,044	2,650	0,040

a. Dependent Variabel: Y

Sources: *Output SPSS, 2022*

Based on the results of Table 5 above, it can be seen that the Content Creation (X1) variable has the greatest Standardized Coefficients Beta, namely 0.262. More significant than the variables collaboration (0.068) and endorsement (0.044). This means that the Content Creation variable is the variable that has the most dominant influence on the purchasing decision of "Bella Saphira's Make-up".

4. DISCUSSION

4.1 *The Effect of Content Creation on the Purchase Decision of "Bella Saphira's Make-up"*

The study results show a significant influence between the Content Creation variables on the purchasing decision of "Bella Saphira's Make-up". The trust built by social media content creators and their followers causes the consumption of a brand to increase. From the branding carried out by social media content creators based on previous research, there is a strong correlation between the promotions they carry out on consumer buying interest, where content creators increase purchase interest by 89.7% (Astuti, 2016). The results of this study indicate that the higher the Content Creation level, the higher the purchase decision will be.

In the current Millennial Era, Content Creation is made one of the professions of the millennial generation, primarily supported by increasingly advanced technology. This can be seen on one of the Instagram social media platforms, where the growth of monthly users on the Instagram platform has increased and continues to grow to date. Content Creation must be creative, competitive, and as interesting as possible in creating content because interesting content will give more viewers to see the content created.

Good content is needed to drive high purchase rates. This is because the more content produced, the more likely it is that people will know and recognize the product and have the desire to buy it. Exciting content is needed to increase purchases. Content creation must also be maximized in order to get the target market. The better the content, the more attractive it will be for a product and lure consumers into buying the product. The more people who buy food products will benefit a business.

4.2 *The Effect of Collaboration on the Purchase Decision of Bella Saphira's Make Up*

The study results show a significant influence between the collaboration variables on the purchasing decision of "Bella Saphira's Make-up". This is according, the amount of public consumption of products promoted by social media content creators influences the growth of the digital economy (Larasati et., al 2021).

According to Solis (2010), Collaboration is how two or more parties can work together by uniting perceptions, sharing experiences, knowledge, and each other's abilities to make things better and more efficient and effective. Collaboration is helpful to make it easier for sellers to manage a product, in addition to telling a definition or product quality to consumers to increase consumer confidence.

4.3 *The Effect of Endorsement on Purchase Decisions of Bella Saphira's Make Up*

The study results show a significant influence between the Product Quality variable on the purchasing decision of "Bella Saphira's Make-up". This is consistent with research by Afandi (2021), which shows that the endorsement variable significantly influences purchasing decisions.

Endorsement today is a form of mutually beneficial cooperation between the two parties. In this case, between the online shop and the artist. Endorsement is a way of promotion on Twitter or Instagram accounts by giving free merchandise to artists to loosen up on their Twitter or Instagram accounts. The artist will use the free product given earlier, photograph it, and then post it on his Twitter or Instagram account. Do not forget to mention the name of

the endorsed online shop. The benefits of this endorsement for both parties for online stores or certain product manufacturers, of course, can increase sales because the product is equipped with a sentence of support from the artist. It is no longer a secret that fans will follow him in droves whatever the artist wears. Thus, this helps the online shop to increase its sales.

4.4 *The Influence of Content Creation, Collaboration and Endorsement on Purchase Decisions of Bella Saphira's Make Up*

The data analysis results show that the variables of Content Creation, collaboration, and endorsement simultaneously influence Bella Saphira's Make Up purchasing decisions. These results follow the hypothesis that the researcher assumed, namely, the variables Content Creation, collaboration, and endorsement simultaneously affect Bella Saphira's Make Up purchasing decision.

In the simultaneous test (Test F), the three independent variables simultaneously influence purchasing decisions. This is due to the independent variables, which are the key factors of this study's multiple linear regression analysis model. From this explanation, the influence of selecting the right and correct independent variables influence the dependent variable, so its role is significant. So, even though there are partially independent variables that do not significantly affect the dependent variable, all independent variables have a significant influence on the dependent variable.

4.5 *Independent Variables that have a dominant effect*

The data analysis shows that the Content Creation variable is the variable that has the most dominant influence on the purchasing decision of "Bella Saphira's Make-up". This shows that creating creative and exciting content regularly can influence the buying decision of Bella Saphira's Make Up. Therefore, content Creation is required to continue to create new content ideas and attract potential buyers. So, the level of service sales will increase, and consumers will increasingly trust "Bella Saphira's Make-up" to be the leading choice in choosing a makeup service.

5. CONCLUSION

Based on data analysis and discussion of research results, it can be concluded that the research findings are as follows:

- a. Partially, Content Creation has a significant effect on the purchasing decision of "Bella Saphira's Make-Up".
- b. Partially Collaboration significantly affects the purchasing decision of "Bella Saphira's Make-Up".
- c. Partially, the endorsement has a significant effect on the purchasing decision of "Bella Saphira's Make-Up".
- d. Simultaneously Content Creation, Collaboration, and Endorsement significantly affect the purchasing decision of "Bella Saphira's Make-Up".
- e. Content Creation (X1) is a variable that has a dominant influence on the purchasing decision of "Bella Saphira's Make-Up".

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