

The Influence of Social Media Marketing and Product Quality on Mykonos Perfume Purchase Decisions: The Mediating Role of Streamer Setiawan Ade

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Abstrak

The rapid growth of digital marketing has encouraged perfume companies to utilize social media and streamers to influence consumer purchasing decisions. However, previous studies have provided limited evidence regarding the mediating role of streamers in explaining how social media marketing and product quality influence purchase decisions in the perfume industry. Therefore, this study aims to analyze the influence of social media marketing and product quality on Mykonos perfume purchase decisions through the mediating role of Streamer Setiawan Ade. This study employed a quantitative approach with an associative research design involving 120 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software. The findings reveal that social media marketing and product quality do not have a significant direct effect on purchase decisions. However, both variables significantly influence the role of the streamer, while the streamer significantly affects consumers' purchase decisions. Furthermore, the streamer significantly mediates the relationships between social media marketing and purchase decisions as well as between product quality and purchase decisions. These findings highlight the importance of streamer credibility as a mediating mechanism in improving the effectiveness of digital marketing strategies within the perfume industry.

Keywords

Purchasing Decisions, Social Media Marketing, Product Quality, Streamer

INTRODUCTION

The global perfume industry has experienced remarkable growth in recent years, driven by changing consumer lifestyles and the rapid development of digital technologies. Perfume is no longer viewed merely as a complementary product but has evolved into a symbol of personal identity and self-expression (Tirtayasa & Ramadhani, 2023). This transformation has encouraged perfume companies to adopt digital marketing strategies, particularly through social media platforms, to strengthen consumer engagement and enhance market competitiveness.

Social media marketing has become one of the most influential marketing strategies in the digital era because it enables companies to communicate directly with consumers through interactive content, product reviews, and live broadcasts. Previous studies have consistently reported that social media marketing positively influences consumers' purchase decisions by increasing brand awareness, customer engagement, and purchase intention (Fahmi et al., 2020; Hafni et al., 2020). However, other studies suggest that the influence of social media marketing is not always significant because consumers tend to evaluate the credibility of information sources and product-related attributes before making purchasing decisions (Alkara, 2024). These inconsistent findings indicate that the effectiveness of social media marketing may depend on additional factors that strengthen consumers' trust during the purchasing process.

Besides social media marketing, product quality has consistently been recognized as an important determinant of consumer purchase decisions. In the perfume industry, consumers generally evaluate product quality based on fragrance characteristics, durability, packaging design, and compatibility with their personal preferences. High product quality has been shown to increase consumer satisfaction, trust, and purchase decisions (A. A. Pratiwi et al., 2022). Nevertheless, recent studies argue that superior product quality alone may not be sufficient to encourage purchasing decisions in digital commerce, where consumers are increasingly influenced by online recommendations, social interaction, and electronic word-of-mouth (Jattamart et al., 2023). These findings suggest that other variables may explain how product quality ultimately translates into consumer purchasing decisions.

The emergence of live-streaming commerce has also transformed the way consumers obtain product information and interact with brands. Live streaming facilitates real-time communication between streamers and audiences, allowing consumers to receive product demonstrations, reviews, and immediate responses to their questions (Jattamart et al., 2023). Consequently, streamers have become influential marketing actors because their credibility, authenticity, and interaction with followers can strengthen consumers' trust toward promoted products. Previous studies have demonstrated that influencers and streamers positively affect consumer attitudes and purchase decisions through their persuasive communication and perceived credibility (Julita & Arianty, 2019). However, empirical studies have predominantly focused on fashion, beauty, skincare, and electronic products, whereas evidence regarding the role of streamers in the perfume industry remains relatively limited.

Although previous studies have examined the relationships among social media marketing, product quality, influencer marketing, and purchase decisions, several research gaps remain. First, existing studies have generally investigated the direct effects of social media marketing and product quality on purchase decisions, while limited attention has been given to the mediating mechanism through which streamers strengthen these relationships. Second, previous empirical evidence has largely concentrated on industries such as fashion, skincare, and consumer electronics, leaving the perfume industry relatively underexplored. As consumer purchasing behavior in the perfume market is strongly influenced by sensory perception, personal preferences, and trust in product recommendations, further investigation is needed to understand whether streamer influence serves as an important mechanism linking marketing activities and consumer purchase decisions.

Accordingly, the novelty of this study lies not merely in examining Mykonos Perfume as the research object, but in proposing a mediation model that positions Streamer Setiawan Ade as a mechanism explaining how social media marketing and product quality influence consumers'

purchase decisions. This perspective extends previous studies that primarily treated influencers as direct predictors of purchase decisions by emphasizing the mediating role of streamer influence within the context of the perfume industry.

Therefore, this study aims to examine the influence of social media marketing and product quality on consumers' purchase decisions for Mykonos Perfume, with Streamer Setiawan Ade serving as the mediating variable. The findings are expected to contribute to the marketing literature by providing empirical evidence regarding the role of streamers in strengthening digital marketing effectiveness and consumer purchasing decisions within the perfume industry.

RESEARCH METHOD

This study employed a quantitative approach with an associative research design to examine the relationships among Social Media Marketing (X1), Product Quality (X2), Streamer (Z), and Purchase Decision (Y) (Purwanto & Sudargini, 2021). The population consisted of active viewers of Setiawan Ade's live streaming sessions on YouTube. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula. A total of 120 respondents who met the predetermined criteria participated in this study. The respondents were selected using a purposive sampling technique, which allows researchers to select participants based on specific characteristics relevant to the research objectives (Sugiyono, 2022). The response rate of the questionnaire distribution was 83.33%

Primary data were collected through a structured questionnaire using a four-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree). A questionnaire is a data collection instrument consisting of a series of written questions or statements that respondents answer to provide information relevant to the research objectives (Sugiyono, 2023). The research instrument consisted of four latent constructs, namely Social Media Marketing, Product Quality, Streamer, and Purchase Decision. Each construct was measured using eight indicators, resulting in a total of 32 measurement items.

The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software (Hair et al., 2021). PLS-SEM was selected because it is suitable for analyzing relationships among latent variables and predicting complex structural models. The analysis consisted of two stages. First, the measurement model (outer model) was evaluated through convergent validity using outer loading values, discriminant validity using the Heterotrait–Monotrait Ratio (HTMT), and reliability assessment using Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). Second, the structural model (inner model) was evaluated using the coefficient of determination (R^2), effect size (f^2), and hypothesis testing through bootstrapping to examine the direct, indirect, and total effects among the research variables.

RESULTS AND DISCUSSION

Outer Model Analysis

Outer Model Analysis is conducted to ensure that the research model is valid and can explain the relationships between variables using a scientific approach. According to (Juliandi, 2018), the analysis of the measurement model (outer model) is carried out through four tests, namely: convergent validity, discriminant validity, composite reliability, and Cronbach's alpha.

Table 1. Convergent Validity

	Social Media Marketing	Product Quality	Purchase Decision	Streamer
X1.1	0.939			
X1.2	0.918			
X1.3	0.917			
X1.4	0.915			
X1.5	0.913			
X1.6	0.945			
X1.7	0.904			
X1.8	0.902			
X2.1		0.921		
X2.2		0.906		
X2.3		0.923		
X2.4		0.920		
X2.5		0.928		
X2.6		0.925		
X2.7		0.924		
X2.8		0.890		
Y1			0.937	
Y2			0.915	
Y3			0.923	
Y4			0.923	
Y5			0.911	
Y6			0.894	
Y7			0.897	
Y8			0.861	
Z1				0.928
Z2				0.907
Z3				0.903
Z4				0.922
Z5				0.938
Z6				0.911
Z7				0.959
Z8				0.929

Based on the results of convergent validity testing through outer loading values, it can be seen that all indicators have outer loading values exceeding the recommended criterion limit of >70, thus being declared valid.

Table 2. Discriminant Validity

	Heterotrait-monotrait ratio (HTMT)
Product Quality <-> Social Media Marketing	0.150
Purchase Decision <-> Social Media Marketing	0.343
Purchase Decision <-> Product Quality	0.559
Streamer <-> Social Media Marketing	0.511
Streamer <-> Product Quality	0.696
Streamer <-> Purchase Decision	0.686

Based on the results of the Discriminant Validity analysis in the table above, it can be seen that the HTMT value is less than 0.90. Therefore, it can be concluded that all constructs already have good validity.

Table 3. Composite Reliability

	Cronbach's alpha	Compositereliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1	0.974	0.978	0.978	0.845
X2	0.973	0.975	0.977	0.841
Y	0.969	0.971	0.974	0.824
Z	0.976	0.976	0.979	0.855

Based on the table presented, all research variables have met the criteria for good reliability. This is indicated by the Cronbach's Alpha values as well as Composite Reliability (rho_a and rho_c) which are above 0.70 and AVE values exceeding 0.50.

Analisis Inner Model

According to (Abdillah & Jogyanto, 2019) the structural model (inner model) is a component of Structural Equation Modeling (SEM) that describes the relationships among latent variables, both exogenous and endogenous. This model displays the cause-and-effect relationships among the latent constructs proposed in a study.

R-Square

Table 4. R-Square

	<i>R-square</i>	<i>R-square adjusted</i>
Purchase Decision	0.465	0.448
Streamer	0.627	0.619

Based on the table above, it can be understood that: The Purchase Decision variable has an R-square value of 0.465 and an adjusted R-square of 0.448. This indicates that the independent variables in the model are able to explain 44.8%-46.5% of the variation in Purchase Decision, while the remaining 53.5%-55.2% is influenced by factors outside the research model. Meanwhile, the Streamer variable has an R-square value of 0.627 and an adjusted R-square of 0.619, indicating that the independent variables in the model explain 61.9%-62.7% of the variation in Streamer, and the remaining 37.3%-38.1% is influenced by factors outside the research model.

F-Square

Table 5. *F-Square*

	F-square
Social Media Marketing -> Purchase Decision	0.003
Social Media Marketing -> Streamer	0.440
Product Quality -> Purchase Decision	0.033
Product Quality -> Streamer	1.004
Streamer -> Purchase Decision	0.185

Based on the table above, it can be understood:

Social Media Marketing Variable → Purchase Decision Variable: $f^2 = 0.003$ This value is considered a small effect, meaning the social media marketing variable contributes very weakly to the purchase decision variable.

Social Media Marketing Variable → Streamer Variable: $f^2 = 0.440$ This value is considered a large effect, meaning the social media marketing variable contributes strongly and significantly to the streamer variable.

Product Quality Variable → Purchase Decision Variable: $f^2 = 0.033$ This value is considered a small effect, meaning the product quality variable contributes weakly to the purchase decision variable.

Product Quality Variable → Streamer Variable: $f^2 = 1.004$ This value is considered a large effect, meaning the product quality variable provides a strong significant contribution to the streamer variable.

Streamer Variable → Purchase Decision Variable: $f^2 = 0.185$ This value is considered a medium/moderate effect, meaning the streamer variable provides a fairly strong contribution to the purchase decision variable. Uji Hipotesis.

Table 6. *Direct Effects*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P-values
Social Media Marketing -> Purchase Decision	0.050	0.052	0.097	0.518	0.604
Social Media Marketing -> Streamer	0.410	0.410	0.071	5.807	0.000
Product Quality -> Purchase Decision	0.190	0.187	0.117	1.619	0.106
Product Quality -> Streamer	0.619	0.620	0.068	9.103	0.000
Streamer -> Purchase Decision	0.515	0.516	0.124	4.152	0.000

Test results show that the variable Social Media Marketing on Purchase Decisions has a path coefficient value of 0.050, a t-statistic value of 0.518, and a p-value of 0.604 (> 0.05). These results indicate that Social Media Marketing does not have a significant direct effect on Purchase Decisions.

Test results show that the variable Social Media Marketing on Streamers has a path coefficient value of 0.410, a t-statistic value of 5.807, and a p-value of 0.000 (< 0.05). These results indicate that Social Media Marketing has a positive and significant effect on Streamers.

The test results show that the Product Quality variable on Purchase Decision has a path coefficient value of 0.190, a t-statistic value of 1.619, and a p-value of 0.106 (> 0.05). These results directly indicate that Product Quality has a positive but not significant effect on Purchase Decision.

The test results show that the Product Quality variable on Streamer has a path coefficient value of 0.619, a t-statistic value of 9.103, and a p-value of 0.000 (< 0.05). These results indicate that Product Quality has a positive and significant effect on Streamer.

The test results show that the Streamer variable on Purchase Decision has a path coefficient value of 0.515, a t-statistic value of 4.152, and a p-value of 0.000 (< 0.05). These results indicate that Streamer has a positive and significant effect on Purchase Decision.

Table 7. Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Social Media Marketing -> Streamer -> Purchase Decision	0.211	0.212	0.065	3.241	0.001
Product Quality -> Streamer -> Purchase Decision	0.318	0.320	0.088	3.604	0.000

The table above shows the indirect effect of Social Media Marketing on Purchase Decision through Streamers of 0.211, with a T-statistic value of 3.241 and a P-value of 0.001 (< 0.05). The results above indicate that the indirect effect of social media marketing on purchase decisions through streamers is positive and significant.

The indirect effect of Product Quality on Purchase Decision through Streamers is 0.318, with a T-statistic value of 3.604 and a P-value of 0.000 (< 0.05). The results above indicate that the indirect effect of product quality on purchase decisions through streamers is positive and significant.

Table 8. Total Effects

	T statistics ((O/STDEV))	P values
Social Media Marketing -> Purchase Decision	3.016	0.003
Social Media Marketing -> Streamer	5.807	0.000
Product Quality -> Purchase Decision	5.882	0.000
Product Quality -> Streamer	9.103	0.000
Streamer -> Purchase Decision	4.152	0.000

DISCUSSION

The Influence of Social Media Marketing on Purchase Decisions

The findings indicate that social media marketing alone is insufficient to directly encourage consumers to purchase Mykonos perfume. One possible explanation is that perfume is an experiential product whose evaluation depends largely on sensory attributes, such as fragrance, durability, and compatibility with individual preferences. Unlike functional products, consumers often require greater confidence before making a purchase because they cannot physically experience the product through digital platforms. Consequently, social media primarily functions as a medium for increasing product awareness rather than directly influencing purchase decisions.

This finding supports previous studies suggesting that the effectiveness of social media marketing depends on additional factors that enhance consumer trust during the purchasing process (A. Pratiwi & F, 2024). In the context of this study, consumers appear to place greater trust in recommendations delivered by credible streamers than in promotional content created solely by the company. Therefore, social media marketing should be integrated with trusted communication channels to improve its effectiveness in influencing purchasing decisions.

The Influence of Social Media Marketing on Streamers

The positive relationship between social media marketing and streamers demonstrates that digital platforms strengthen the role of streamers in communicating product information. Social media enables streamers to interact directly with audiences through live streaming, short-form videos, and real-time discussions, creating a more engaging and authentic communication process than conventional advertising. Such interactions allow audiences to ask questions, receive immediate responses, and observe product demonstrations, thereby enhancing the credibility of the information delivered.

This finding is consistent with previous studies emphasizing that social media platforms facilitate stronger relationships between content creators and consumers by encouraging interaction and engagement (Tirtayasa & Ramadhani, 2023; Agustin & Amron, 2022). Therefore, the effectiveness of social media marketing is not merely determined by the platform itself but also by how streamers utilize the platform to build trust and meaningful relationships with their audiences.

The Influence of Product Quality on Purchase Decisions

Although consumers generally perceive product quality as an important consideration, quality alone may not be sufficient to immediately influence purchasing decisions in the online perfume market. Since perfume is difficult to evaluate before purchase, consumers often experience uncertainty regarding whether the fragrance, durability, and overall performance will match their expectations. As a result, purchasing decisions are influenced not only by perceived product quality but also by the credibility of information sources that reduce perceived risk. This finding suggests that product quality remains an essential foundation for consumer satisfaction, yet its influence on purchasing decisions becomes stronger when consumers receive convincing recommendations from trusted individuals. This interpretation is in line with the argument that product quality creates value, while consumer confidence determines whether that value is translated into an actual purchasing decision (Andriany et al., 2026; Kotler & Armstrong, 2017).

The Influence of Product Quality on Streamers

The findings indicate that high product quality supports streamers in delivering more convincing product recommendations. Streamers who promote products with satisfactory quality are more likely to communicate positive experiences sincerely, thereby increasing audience confidence. Conversely, if product quality fails to meet consumer expectations, the credibility of streamers may also decline because audiences tend to associate product performance with the trustworthiness of the person promoting it.

This finding highlights that product quality and streamer credibility complement each other rather than functioning independently. A high-quality product provides a strong basis for persuasive communication, while streamers serve as intermediaries who effectively communicate the product's value to potential consumers (Arianty & Siregar, 2021).

The Influence of Streamers on Purchase Decisions

The significant role of streamers demonstrates that consumers increasingly rely on trusted individuals when making purchasing decisions in digital environments. Unlike conventional advertisements, streamers create a more personal communication atmosphere through direct interaction, storytelling, and product demonstrations. These characteristics reduce consumers' uncertainty and strengthen their confidence before making a purchase, particularly for products that cannot be physically evaluated online, such as perfume.

This finding is consistent with previous research emphasizing that credibility, expertise, and authenticity are important characteristics that determine the effectiveness of influencer marketing (Arianty, 2022). In this study, Streamer Setiawan Ade functions not merely as a promotional channel but also as a trusted information source that helps consumers evaluate product quality before making purchasing decisions.

The Influence of Social Media Marketing on Purchase Decisions Through Streamers

The mediating role of Streamer Setiawan Ade demonstrates that social media marketing becomes more effective when promotional messages are delivered through credible individuals. Rather than directly influencing consumers, social media provides a communication environment that enables streamers to establish trust, explain product benefits, and engage audiences interactively. This mechanism suggests that consumer trust is developed not solely through digital exposure but through the quality of communication established between streamers and their followers.

This finding reinforces previous studies emphasizing that influencer credibility strengthens the effectiveness of digital marketing strategies by transforming marketing messages into trusted recommendations (Fahmi et al., 2020). Consequently, companies should not rely exclusively on social media content but should also collaborate with credible streamers to maximize marketing effectiveness.

The Influence of Product Quality on Purchase Decisions Through Streamers

The findings further demonstrate that streamers play an important role in translating consumers' perceptions of product quality into actual purchasing decisions. Although consumers recognize product quality as an important attribute, they often require additional reassurance before committing to a purchase, particularly for products whose quality cannot be directly

experienced online. Streamers provide this reassurance by communicating product characteristics through reviews, demonstrations, and personal experiences that reduce consumers' perceived uncertainty.

This finding suggests that streamer credibility strengthens the influence of product quality by increasing consumers' confidence in the product's performance. Therefore, streamer endorsement functions not merely as promotional support but as a mechanism that bridges consumers' quality perceptions with their final purchasing decisions. This interpretation is consistent with previous findings highlighting the importance of trusted recommendations in digital purchasing behavior (Nasution & Hendrawan, 2020).

CONCLUSION

This study concludes that social media marketing and product quality do not directly influence consumers' purchase decisions for Mykonos perfume. Instead, both variables significantly influence purchase decisions through the mediating role of Streamer Setiawan Ade. These findings indicate that consumer trust in a credible streamer plays a crucial role in transforming digital marketing activities and perceived product quality into actual purchasing decisions. Theoretically, this study contributes to the digital marketing literature by highlighting streamer credibility as an important mediating mechanism in explaining consumer purchase decisions.

From a managerial perspective, perfume companies should integrate social media marketing with collaborations involving credible streamers to enhance consumer trust and marketing effectiveness. Future research is recommended to examine other product categories, involve different streamers or influencers, and include additional variables, such as brand trust or electronic word-of-mouth, to enrich the understanding of consumer purchasing behavior in digital marketing.

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