

THE INFLUENCE OF PROMOTIONAL VIDEO QUALITY, INFLUENCER CREDIBILITY, AND GIVEAWAY PROGRAMS ON PURCHASING DECISIONS OF FASHION PRODUCTS ON TIKTOK

PENGARUH KUALITAS VIDEO PROMOSI, KREDIBILITAS INFLUENCER, DAN PROGRAM HADIAH TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION DI TIKTOK

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ABSTRACT

The development of digital marketing through social media has grown rapidly, particularly on the TikTok platform, which is widely utilized by businesses to promote fashion products. This study aims to analyze the influence of promotional video quality, influencer credibility, and giveaway programs on purchasing decisions for fashion products on TikTok. The research employs a quantitative approach with a sample of 96 respondents selected using purposive sampling techniques. Data were collected through an online questionnaire using Google Forms and analyzed using SPSS software. The results of the study indicate that the quality of promotional videos has a positive and significant effect on purchasing decisions. Influencer credibility is also proven to have a positive and significant influence on purchasing decisions for fashion products. In addition, giveaway programs have a positive and significant effect in encouraging purchasing decisions. Simultaneously, the three independent variables—promotional video quality, influencer credibility, and giveaway programs—have a significant impact on purchasing decisions for fashion products on TikTok. Based on these findings, it can be concluded that marketing strategies on TikTok should pay attention to the quality of video content, the selection of credible influencers, and the design of attractive giveaway programs in order to increase consumer purchasing decisions. This study is expected to serve as a reference for business actors in designing more effective digital marketing strategies, as well as a basis for future research.

Keywords: *Promotional Video Quality, Influencer Credibility, Giveaway Program, Purchasing Decision, Tiktok.*

ABSTRAK

Perkembangan pemasaran digital melalui media sosial telah tumbuh pesat, khususnya di platform TikTok, yang banyak digunakan oleh bisnis untuk mempromosikan produk fesyen. Studi ini bertujuan untuk menganalisis pengaruh kualitas video promosi, kredibilitas influencer, dan program giveaway terhadap keputusan pembelian produk fesyen di TikTok. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel 96 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner online menggunakan Google Forms dan dianalisis menggunakan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa kualitas video promosi memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Kredibilitas influencer juga terbukti memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk fesyen. Selain itu, program giveaway memiliki pengaruh positif dan signifikan dalam mendorong keputusan pembelian. Secara simultan, ketiga variabel independen—kualitas video promosi, kredibilitas influencer, dan program giveaway—memiliki dampak signifikan terhadap keputusan pembelian produk fesyen di TikTok. Berdasarkan temuan ini, dapat disimpulkan bahwa strategi pemasaran di TikTok harus memperhatikan kualitas konten video, pemilihan influencer yang kredibel, dan desain program giveaway yang menarik untuk meningkatkan keputusan pembelian konsumen. Studi ini diharapkan dapat menjadi referensi bagi pelaku bisnis dalam merancang strategi pemasaran digital yang lebih efektif, serta menjadi dasar untuk penelitian selanjutnya.

Kata kunci: Kualitas Video Promosi, Kredibilitas Influencer, Program Giveaway, Keputusan Pembelian, Tiktok.

INTRODUCTION

In the current digital era, social media is no longer only a platform for interaction and entertainment, but has also evolved into one of the most effective marketing media. One platform that has experienced rapid growth is TikTok. With its short-form video content presented creatively, TikTok has successfully attracted the attention of millions of users from various backgrounds, especially the younger generation. This makes TikTok a highly potential platform for marketing products, including fashion products that heavily rely on visual appeal and trends.

In the context of digital marketing on TikTok, the quality of promotional videos plays a very important role in influencing consumer purchasing decisions. Promotional videos, especially on platforms like TikTok, have become a primary strategy for businesses to attract audience attention. It is not only about visually appealing content, but also about how messages are delivered effectively and are relevant to the needs of potential buyers. Several studies have shown that content-based marketing strategies on TikTok have a significant impact on consumer purchasing behavior.

In addition, influencers have become an important part of digital marketing because they are able to shape the opinions and purchasing preferences of their followers. The credibility of an influencer greatly determines the extent of their influence on consumer decisions. The more trustworthy an influencer is, the more likely their recommendations are accepted as reliable references, thereby increasing purchasing decisions.

Meanwhile, giveaway programs have also become a marketing strategy that is often used to increase brand awareness and build engagement with consumers. On TikTok, giveaways not

only attract users' attention but also encourage more active interaction with promotional content and increase interest in the offered fashion products.

This study focuses on how the quality of promotional videos, influencer credibility, and the effectiveness of giveaway programs play a role in shaping purchasing decisions for fashion products on TikTok. By understanding the interaction of these three factors, it is expected to provide deeper insights into optimal digital marketing strategies. In the rapidly growing fashion industry, especially with the rise of fast fashion and intense market competition, brands must be able to adapt to digital innovation in order to effectively reach their target audience. Therefore, understanding the factors that influence online purchasing decisions becomes crucial for business actors. This study will provide an overview of how promotional video quality, influencer credibility, and giveaway programs can be maximized to improve the effectiveness of marketing strategies on TikTok.

Based on the background described above, the title of this research is:

The Influence of Promotional Video Quality, Influencer Credibility, and Giveaway Programs on Purchasing Decisions of Fashion Products on TikTok.

Digital Marketing and TikTok Growth

In the digital era, social media has evolved beyond a platform for interaction and entertainment into an effective marketing tool. One of the fastest-growing platforms is TikTok, which offers creative short-form video content that attracts a wide audience, especially younger users. This makes TikTok a highly potential medium for

marketing fashion products that rely on visual appeal and trends.

Promotional Video Quality

In digital marketing on TikTok, promotional video quality plays a crucial role in influencing consumer purchasing decisions. Engaging visuals and the ability to deliver relevant messages effectively are key factors in attracting audience attention. Previous studies indicate that content-based marketing on TikTok significantly affects consumer purchasing behavior.

Influencer Credibility

Influencers have become an essential element in digital marketing due to their ability to shape audience opinions and preferences. Influencer credibility, including trustworthiness, expertise, and attractiveness, significantly determines their impact on

METHOD

Research Design

This study employs a quantitative research method aimed at testing hypotheses using numerical data analyzed statistically. The objective is to examine the relationships between variables in an objective and measurable manner.

Location and Time

The research was conducted in Medan City from May to November 2024.

Population and Sample

The population consists of TikTok users residing in Medan. The sample was selected using purposive sampling based on specific criteria: respondents must be at least 17 years old, actively use TikTok (at least three times per week), have watched fashion product promotional videos, and have made purchases

consumer decisions. The more credible an influencer is, the greater their influence on purchasing decisions.

Giveaway Programs

Giveaway programs are widely used to increase brand awareness and consumer engagement. On TikTok, giveaways encourage user interaction and enhance interest in promoted fashion products, ultimately influencing purchasing decisions.

Research Objective

This study examines the influence of promotional video quality, influencer credibility, and giveaway programs on purchasing decisions for fashion products on TikTok. Understanding these factors is important for developing effective digital marketing strategies in the competitive fashion industry.

influenced by promotions, influencers, or giveaways. Since the population size is unknown, the sample size was determined using the

Lemeshow formula, resulting in 96 respondents.

Data Collection Technique

Data were collected through an online questionnaire distributed via Google Forms. The study used a closed-ended questionnaire to obtain structured responses from participants.

Research Variables

The study includes three independent variables: promotional video quality (X1), influencer credibility (X2), and giveaway programs (X3), and one dependent variable: purchasing decisions (Y). All variables were measured using a Likert scale.

Instrument Testing

Validity testing was conducted to ensure the accuracy of the measurement instruments, while reliability testing was used to assess the consistency of the questionnaire.

Data Analysis Technique

The data analysis included classical assumption tests (normality, multicollinearity, and heteroscedasticity) followed by hypothesis testing using t-test (partial test) and F-test (simultaneous test).

RESULTS

Respondent Overview

The study involved 96 respondents. Data were collected through an online questionnaire distributed via Google Forms to participants who met the research criteria.

The criteria for respondents were: (1) residing in Medan City, (2) aged at least 17 years, (3) actively using TikTok at least three times per week, (4) having watched promotional videos of fashion products on TikTok, and (5) having made a purchase after being influenced by promotions, giveaways, or influencer recommendations on TikTok.

Respondent Characteristics

Based on Gender

The characteristics of respondents based on gender show that the majority were female respondents, accounting for 66.7%, while male respondents accounted for 33.3%.

Based on Gender

Table 1. Respondent Characteristics

Based on Gender			
No	Gender	Total	Percentage
1	Male	32	33.3%
2	Female	64	66.7%
Total		96	100%

Based on Table 1, the majority of respondents are female, totaling 64 respondents (66.7%), while male respondents total 32 respondents (33.3%).

Based on Age

Table Respondent Characteristics
Based on Age

No	Age	Total	Percentage
1	17–20 years	16	16.7%
2	21–23 years	44	45.8%
3	24–26 years	25	26%
4	27 years and above	11	11.5%
Total		96	100%

Based on Table 2, most respondents are aged 21–23 years (45.8%), followed by 24–26 years (26%), 17–20 years (16.7%), and 27 years and above (11.5%).

Based on Occupation

Table Respondent Characteristics
Based on Occupation

No	Occupation	Total	Percentage
1	Student (School)	10	10.4%
2	University Student	58	60.4%
3	Entrepreneur	11	11.5%
4	Employee (Private/Civil Servant)	15	15.6%
5	Others	2	2.1%
Total		96	100%

Based on Table 3, the majority of respondents are university students (60.4%), followed by employees (15.6%), entrepreneurs (11.5%), school students (10.4%), and others (2.1%).

Instrument Testing Results

Validity Test

The validity test, according to Ghozali (2016:59), is used to measure whether a questionnaire is valid or not. In this study, a one-tailed test was

applied since the proposed hypotheses assumed a positive relationship between variables.

The validity test was conducted by comparing the calculated correlation value (r-count) with the r-table value at a significance level of 5% (0.05). With a total of 96 respondents ($df = N - 2 = 94$), the r-table value was 0.168. A statement item is considered valid if the r-count value is greater than the r-table value.

The results of the validity test are presented in Table

Table. Validity Test Results

Variable	Item	r-count	r-table	Description
Promotional Video Quality (X1)	X1.1	0.438	0.168	Valid
	X1.2	0.474	0.168	Valid
	X1.3	0.645	0.168	Valid
	X1.4	0.471	0.168	Valid
	X1.5	0.615	0.168	Valid
	X1.6	0.501	0.168	Valid
	X1.7	0.507	0.168	Valid
	X1.8	0.514	0.168	Valid
	X1.9	0.510	0.168	Valid
	X1.10	0.648	0.168	Valid
	X1.11	0.660	0.168	Valid
	X1.12	0.478	0.168	Valid
	X1.13	0.614	0.168	Valid
	X1.14	0.610	0.168	Valid
Influencer Credibility (X2)	X2.1	0.603	0.168	Valid
	X2.2	0.641	0.168	Valid
	X2.3	0.682	0.168	Valid
	X2.4	0.723	0.168	Valid
	X2.5	0.628	0.168	Valid
	X2.6	0.620	0.168	Valid
Giveaway Program (X3)	X3.1	0.791	0.168	Valid
	X3.2	0.825	0.168	Valid
	X3.3	0.720	0.168	Valid
	X3.4	0.697	0.168	Valid
	X3.5	0.736	0.168	Valid
	X3.6	0.761	0.168	Valid
	X3.7	0.776	0.168	Valid
	X3.8	0.577	0.168	Valid
	X3.9	0.759	0.168	Valid
	X3.10	0.742	0.168	Valid
Purchasing Decision of Fashion Products on TikTok (Y)	Y1	0.453	0.168	Valid
	Y2	0.503	0.168	Valid
	Y3	0.560	0.168	Valid
	Y4	0.526	0.168	Valid
	Y5	0.556	0.168	Valid
	Y6	0.536	0.168	Valid
	Y7	0.593	0.168	Valid
	Y8	0.558	0.168	Valid
	Y9	0.627	0.168	Valid
	Y10	0.462	0.168	Valid

The last item (Y10) has an r-count value of 0.462, which is greater than the r-table value (0.168), and is therefore considered valid.

Source: Processed data from IBM SPSS, 2025

Based on Table 4, a statement is considered valid if the r-count value is greater than the r-table value (0.168). Since all r-count values exceed 0.168, it can be concluded that all questionnaire items in this study are valid.

Reliability Test

Reliability testing is conducted only on items that have passed the validity test. If the items do not meet validity requirements, they are not included in the reliability test. The results of the reliability test for valid items are presented below.

Table Reliability Test Results

No	Variable	Cronbach's Alpha	Number of Items	Result
1	Promotional Video Quality (X1)	0.819	14	Reliable
2	Influencer Credibility (X2)	0.726	6	Reliable
3	Giveaway Program (X3)	0.906	10	Reliable
4	Purchasing Decision of Fashion Products on TikTok (Y)	0.727	10	Reliable

Source: Processed data from IBM SPSS, 2025

Based on Table 5, a variable is considered reliable if the Cronbach's Alpha value is greater than 0.70. Since all variables have Cronbach's Alpha values above 0.70, it can be concluded that the research instrument is reliable.

Classical Assumption Test

Normality Test

The normality test is used to determine whether the data are normally distributed. The significance level used is $\alpha = 0.05$. The decision criteria are as follows:

1. If the probability value (p) > 0.05 , the data are normally distributed.
2. If the probability value (p) < 0.05 , the data are not normally distributed.

Tabel Hasil Uji Normalitas - Kolmogorov-Smirnov
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,49207323
Most Extreme Differences	Absolute	.076
	Positive	.049
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.200^{c,d}

Sumber : Hasil Olah Data IBM SPSS, 2025

Based on the table, the probability value (p) or Asymp. Sig. (2-tailed) is 0.200. Since this value is greater than 0.05, it can be concluded that the regression model meets the normality assumption.

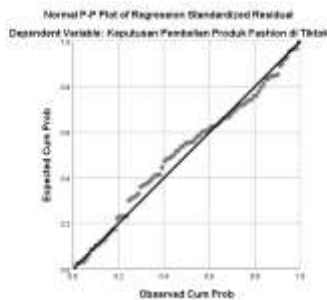


Figure Normality Test Results – Normal Probability Plot

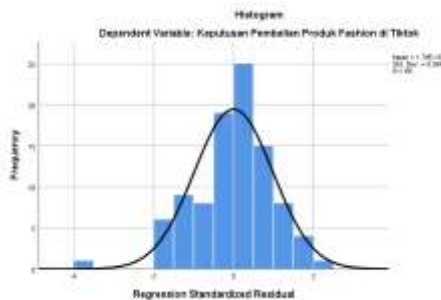


Figure Normality Test - Histogram

Figure shows the normality test using the Normal Probability Plot approach, while Figure III.2 presents the normality test using a histogram. In Figure III.1, the data points are distributed around the diagonal line, and in Figure III.2, the distribution forms a bell-shaped curve centered in the middle. Therefore, it can be concluded that the data are normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation among the independent variables. This test is necessary because the study involves more than one independent variable.

The criteria used to detect multicollinearity are as follows:

1. If the tolerance value > 0.10 and VIF < 10, there is no multicollinearity.
2. If the tolerance value < 0.10 and VIF > 10, multicollinearity exists.

Tabel Hasil Uji Multikolinieritas

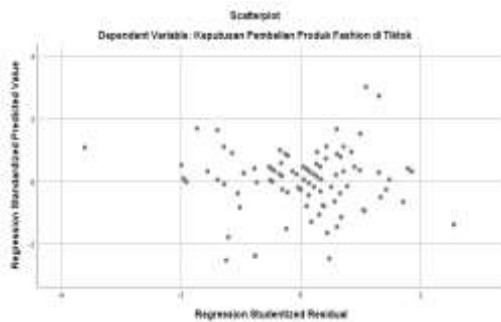
Coefficients^a		
<i>Model</i>	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	<i>VIF</i>
1 <i>(Constant)</i>		
Kualitas Video Promosi	0,509	1,965
Kredibilitas Influencer	0,571	1,752

Program Giveaway	0,837	1,194
<i>a. Dependent Variable : Keputusan Pembelian Produk Fashion Di Tiktok</i>		

Based on Table VIF values are below 10 and the tolerance values are greater than 0.10. This indicates that there is no correlation among the independent variables. Therefore, it can be concluded that the regression model does not exhibit multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is equality or inequality of variance among observations in a regression model. The results of the scatterplot graph of the regression model are presented in Figure III.3.



In a good regression model, heteroscedasticity should not occur. Through the scatterplot graph, it can be identified whether heteroscedasticity exists. If a specific pattern appears in the graph, it indicates the presence of heteroscedasticity.

Based on Figure III.3, the data points are randomly distributed and spread both above and below zero on the Y-axis, with no clear pattern observed. Therefore, it can be concluded that there is no heteroscedasticity in the regression model of this study.

However, graphical analysis has certain limitations. Therefore, a statistical test is required to ensure more

accurate results. The statistical test used is the Glejser test, which is conducted by regressing the absolute residual values on the independent variables. The significance values (Sig.) are compared to 0.05, and the results are presented in Table III.8.

Table Heteroscedasticity Test Results (Glejser Test)

Model	B	Std. Error	Beta	t	Sig.
Constant	0.310	2.439	—	0.127	0.899
Promotional Video Quality	0.015	0.057	0.039	0.269	0.788
Influencer Credibility	0.076	0.109	0.096	0.702	0.485
Giveaway Program	-0.007	0.045	-0.019	-0.164	0.870

Dependent Variable: Abs_Res

Source: Processed data from IBM SPSS, 2025

Based on the results of the Glejser test in Table all significance values are greater than 0.05. This indicates that there is no heteroscedasticity in the regression model, and all independent variables can be considered free from heteroscedasticity.

Hypothesis Testing

t-Test (Partial Test)

The t-test is used to determine the significance level of the effect of each independent variable on the dependent variable. Table III.9 presents the regression coefficients and t-statistics for testing the partial effects.

The t-table value, used as a comparison for the t-count value, is obtained by determining the degree of freedom (df). The degree of freedom is calculated using the formula (N – K), where N is the number of samples and K is the number of variables in the study. With N = 96 and K = 4, the df = 92 at a significance level of 0.05. Therefore, the t-table value is 1.661.

Partial Significance Test Results (t-Test)

Model	B	Std. Error	Beta	t	Sig.
Constant	11.986	3.834	—	3.126	0.002

Promotional Video Quality	0.224	0.090	0.295	2.500	0.014
Influencer Credibility	0.369	0.171	0.240	2.156	0.034
Giveaway Program	0.152	0.070	0.199	2.160	0.033

Dependent Variable: Purchasing Decision of Fashion Products on TikTok

Based on Table the following results are obtained:

1. The t-value for the promotional video quality variable is $2.500 > t\text{-table } 1.661$, and the significance value is $0.014 < 0.05$. This indicates that promotional video quality has a positive and significant effect on purchasing decisions of fashion products on TikTok. Therefore, H1 is accepted.
2. The t-value for the influencer credibility variable is $2.156 > t\text{-table } 1.661$, and the significance value is $0.034 < 0.05$. This indicates that influencer credibility has a positive and significant effect on purchasing decisions of fashion products on TikTok. Therefore, H2 is accepted.
3. The t-value for the giveaway program variable is $2.160 > t\text{-table } 1.661$, and the significance value is $0.033 < 0.05$. This indicates that the giveaway

program has a positive and significant effect on purchasing decisions of fashion products on TikTok. Therefore, H3 is accepted.

F-Test (Simultaneous Test)

The F-test is used to examine the simultaneous effect of independent variables on the dependent variable, namely purchasing decisions of fashion products on TikTok.

The F-table value, used as a comparison for the F-count value, is obtained by determining the degree of freedom. The numerator degree of freedom (df1) is equal to the number of independent variables ($K = 3$), while the denominator degree of freedom (df2) is calculated using the formula $(N - K - 1)$, where $N = 96$. Thus, $df2 = 96 - 3 - 1 = 92$. Based on this calculation, the F-table value is 2.70.

Table Simultaneous Significance Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	617.755	3	205.918	16.353	0.000
Residual	1158.485	92	12.592	—	—
Total	1776.240	95	—	—	—

Based on Table III.10, the F-value is 16.353, which is greater than the F-table value (2.70), and the significance value is $0.000 < 0.05$. This indicates that promotional video quality, influencer credibility, and giveaway programs simultaneously have a significant effect on purchasing decisions of fashion products on TikTok.

Discussion

1. The Effect of Promotional Video Quality on Purchasing Decisions

The t-value for promotional video quality is $2.500 > t\text{-table } 1.661$, and the

significance value is $0.014 < 0.05$. This indicates that promotional video quality has a positive and significant effect on purchasing decisions of fashion products on TikTok. Therefore, H1 is accepted.

This finding is consistent with previous research by Della Amanda Safira Putri et al. (2025), which states that content quality has a significant influence on consumer purchasing decisions.

2. The Effect of Influencer Credibility on Purchasing Decisions

The t-value for influencer credibility is $2.156 > t\text{-table } 1.661$, and the significance value is $0.034 < 0.05$. This indicates that influencer credibility has a positive and significant effect on purchasing decisions of fashion products on TikTok. Therefore, H2 is accepted.

This finding is in line with research by Amanda Septia Kirana et al. (2025), which also found that influencer credibility significantly affects consumer purchasing decisions.

3. The Effect of Giveaway Programs on Purchasing Decisions

The t-value for the giveaway program is $2.160 > t\text{-table } 1.661$, and the significance value is $0.033 < 0.05$. This indicates that the giveaway program has a positive and significant effect on purchasing decisions of fashion products on TikTok. Therefore, H3 is accepted.

This result is consistent with the study by Widya Asvita Putri Nst, Pristiyono, and Daslan Simanjuntak (2023), which states that giveaways positively influence purchase intention.

4. The Simultaneous Effect of All Variables on Purchasing Decisions

The F-value is $16.353 > F\text{-table } 2.70$, and the significance value is $0.000 < 0.05$. This indicates that promotional video quality, influencer credibility, and giveaway programs simultaneously have a significant effect on purchasing decisions of fashion products on TikTok. Therefore, H4 is accepted.

CONCLUSION

Based on the results and analysis conducted regarding the influence of promotional video quality, influencer credibility, and giveaway programs on purchasing decisions of fashion products on TikTok, the following conclusions can be drawn:

1. Promotional video quality has a positive and significant effect on purchasing decisions of fashion products on TikTok.
2. Influencer credibility has a positive and significant effect on purchasing decisions of fashion products on TikTok.
3. Giveaway programs have a positive and significant effect on purchasing decisions of fashion products on TikTok.
4. Promotional video quality, influencer credibility, and giveaway programs simultaneously have a significant effect on purchasing decisions of fashion products on TikTok.

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