

Model of Increasing Purchase Interest Through Ease of Access, Celebrity Endorsment and Trust in Tiktok Users in Jepara

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Abstract. *The development of social media, particularly TikTok, has significantly changed consumer behavior in searching for information and making purchase decisions. This platform not only functions as a source of entertainment but also serves as an effective marketing medium for businesses. This study aims to analyze and examine a model for increasing purchase intention through ease of access, celebrity endorsement, and trust among TikTok users in Jepara Regency. The research employs a quantitative approach, with data collected through questionnaires distributed to active TikTok users in Jepara. The sample was determined using purposive sampling, involving 150 respondents. Data analysis was performed using Multiple Linear Regression Analysis, t test and F test. The results indicate that ease of access, celebrity endorsement, and trust have a positive and significant effect on TikTok users' purchase intention. Trust is proven to play an important role in strengthening the influence of ease of access and celebrity endorsement on purchase intention. These findings provide managerial implications for business practitioners and digital marketers to focus on improving platform accessibility, selecting credible endorsers, and building consumer trust in order to increase purchase intention through TikTok.*

Keywords: Access; Celebrity; Endorsement; Intention; Purchase.

1. Introduction

Currently, online business growth in Indonesia is experiencing significant growth. Many companies operate their businesses through online platforms, although they also maintain their physical stores, as online businesses are perceived to be more popular in the 4.0 era. Online business is the buying and selling of products or services conducted over the internet. The current growth of online businesses has given rise to various types of business platforms, one of which is social commerce. With the rapid technological advancements and increasingly intense competition, companies need the ability to innovate and capitalize on available opportunities.

With the rise in social media usage, the social commerce phenomenon is growing rapidly in Indonesia. TikTok Shop has become one of the most dominant social commerce platforms,

combining video content, live streaming, and buying and selling transactions in one app. This marketing model relies not only on product information but also on the power of visuals, social interaction, and the influence of public figures in shaping consumer purchasing intentions.

In an effort to increase purchasing interest on the TikTok platform, celebrity endorsements have become a widely used strategy. Celebrities are believed to be able to attract attention, build a positive image, and influence consumer attitudes and purchase intentions through their credibility, attractiveness, and popularity. (Alatas & Tabrani, 2018; Khan et al., nd) Several studies have shown that celebrity endorsements have a positive effect on purchasing interest because consumers tend to trust recommendations from figures they admire. (Firdaus & Hermawan, 2022)

Besides celebrity endorsements, ease of access is also a crucial factor in increasing consumer purchasing interest in the digital environment. Ease of access encompasses the ease of obtaining product information, ease of using applications, and ease of transaction processing. Perceived ease of access reduces consumer effort and perceived risk, thus encouraging purchase intention. (Davis, FD 2019. Jogiyanto, HM 2010 Le Hoang, 2020)

TikTok Shop is a social commerce feature that allows users and creators to promote and sell their products through the TikTok platform. The information presented indicates that this phenomenon indicates that the majority of people, especially Generation Z, prefer to use social commerce through social media in Indonesia. Through TikTok's social commerce feature, users and creators have the opportunity to promote and sell their products through short videos. This certainly provides numerous opportunities for online businesses to continuously improve their strategies, both in terms of marketing and production activities, to meet market demand.

Many Gen Z members prefer online shopping because it's more practical and saves time. Currently, social commerce is superior to e-commerce because Indonesians prefer video content. Social commerce is gaining momentum because many social media users frequently make purchases and sell through their accounts, especially millennials, who make up half the world's population and will influence 75% of Gen Z by 2030. They rely heavily on online content and celebrities for their shopping decisions. With the rapid growth of social media platforms in Indonesia, each platform strives to maximize traffic performance by utilizing all the resources at their disposal (Japariato & Adelia, 2020).

Using celebrity recommendations in business on TikTok live is more effective than other social media platforms. (Dewa, CB, & Safitri, 2021) TikTok Live has the ability to invite co-hosts. Merchants can use this feature to invite others to host or collaborate with celebrity endorsements during live streams to increase their marketing reach and reach. (vanessa, 2022)

Based on the Technology Acceptance Model (TAM) framework, perceived ease of use has

been shown to play a significant role in shaping consumers' positive attitudes toward digital platforms, which in turn drives purchase intentions. An easy-to-use platform increases convenience and efficiency, thereby increasing the likelihood of consumers making transactions.(Cho, 2020). Furthermore, customer trust is a fundamental factor in online transactions, given the risks and uncertainties consumers perceive. Trust has been shown to have a direct and significant influence on purchase intention, particularly in the context of e-commerce and cross-border transactions. Without adequate trust, technological convenience alone is insufficient to drive purchasing decisions.

In marketing, celebrity endorsements are an effective strategy for building positive perceptions and increasing consumer trust. According to Source Credibility Theory, a celebrity's credibility, attractiveness, and expertise can influence consumer attitudes and purchase intentions. Previous research has shown that celebrity endorsements significantly influence purchase intentions, both directly and through the mediation of customer trust.(Herjanto et al., 2025).

Flash sale strategies on TikTok Live have a wider reach than Instagram Live due to a different algorithm. When someone goes live on Instagram, their reach is limited to their followers. However, unlike TikTok, the live streamer is displayed on the For You Page (FYP), allowing the news to spread quickly.(vanessa, 2022). With another understanding, sellers who go live on TikTok are a surefire way to increase the reach of potential buyers, because they do not only focus on their followers to increase customer interest in making purchases displayed on their homepage based on FYP views according to user interests. If someone has an interest in fashion, then when there are fashion-related sellers going live, they tend to appear on that person's homepage. Therefore, the flash sale strategy on TikTok live tends to increase customer desire to make a purchase because the products displayed are aligned with customer interests, so the purpose of this study is to determine the effect of information quality, celebrity endorsement, and consumer attitudes on the flash sale program on purchasing interest in the TikTok application.

2. Research Methods

The type of research used in this study is explanatory research. According to Sugiyono, "explanatory research is research that explains the position of the variables studied in a study. The purpose of explanatory research is to examine the relationship between several variables through the testing of several hypotheses" (Sugiyono, 2018; Rahma, 2022). Meanwhile, according to Mahendra, explanatory research is a type of research that explains the relationship and influence between one variable and another through hypothesis testing (Nugroho & Mahendra, 2020).

3. Results And Discussion

3.1. Respondent Description

The purpose of this study was to develop a model for increasing purchase intention through ease of access, celebrity endorsement, and trust. The sample analyzed was TikTok users in Jepara, using a purposive sampling method. A total of 150 respondents were collected through a questionnaire distributed using Google Forms using a Likert scale of 1-5. The following is a table of respondents analyzed:

Table Respondent Characteristics

No	Criteria	Amount	Presentation
1.	Gender		
	Man	71	47.3%
	Woman	79	52.7%
2.	Age		
	15-25 years	117	78%
	≥25-35 years	33	22%
3.	Education		
	JUNIOR HIGH SCHOOL	11	7.3%
	Vocational School	46	30.7%
	S1	93	62%
Total Number of Respondents		150	100%

Source: Processed primary data, 2026

Based on the respondent description analysis table, it was found that in terms of gender, the majority of TikTok users in Jepara are women, namely 79 people or if presented 52.7% compared to only 71 men or if presented 47.3%. This indicates that women prefer shopping on TikTok because of interesting content, competitive prices and products that suit their interests.

In terms of age, the largest number of respondents were 15-25 years old (117 people, representing 78%), and 33 respondents aged 25-35 years and older (22%). This proportion indicates that most TikTok users are productive-aged or adults from the Gen Z group.

From In terms of education, the majority of respondents were bachelor's degree graduates (93 people, representing 62%), followed by vocational high school students (46 people, representing 30.7%), and junior high school students (11 people, representing 7.3%). This indicates that TikTok users are predominantly educated individuals with strong analytical skills.

Descriptive variable analysis was conducted to identify respondents' assessments of the research variables analyzed in this study. The distribution of respondents' assessments of the variables was based on the following calculation:

$$I = = = 0.80 \frac{\text{Penilaian tertinggi} - \text{Penilaian terendah}}{\text{Jumlah kategori kelas}} \frac{5-1}{5}$$

Based on these calculations, the interval value obtained is 0.80. The division of assessment classifications is described in the following calculation:

Assessment Points	Class Category
1.00 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.40	Currently
3.41 – 4.20	Tall
4.21 – 5.00	Very high

Descriptive analysis of the Ease of Access variable is described in the following table:

Table Ease of Access

Indicator	Index										Average	Mark
	STS		TS		N		S		SS			
	F	FS	F	FS	F	FS	F	FS	F	FS		
X1.1	5	5	8	16	57	171	55	220	25	125	3.58	Tall
X1.2	4	4	14	28	59	177	52	100	21	105	3.48	Tall
X1.3	2	2	1	1	20	60	71	213	56	280	4.19	Tall
X1.4	3	3	22	44	40	120	53	212	32	160	3.59	Tall
X1.5	0	0	5	10	28	84	75	300	42	210	4.03	Tall
Total											3.77	Tall

Source: Processed primary data, 2026

Based on the table above, the average score for respondents' answers to the Ease of Access variable is 3.77, or in the high category. This indicates that respondents found it easy to access TikTok.

The research results showed the highest average benchmark of 4.19, for the "Simple transaction process" indicator. This indicates that consumers will be attracted to TikTok because of its simplicity. Meanwhile, the "Easy to use" indicator received the lowest rating, with a score of 3.48. However, being in the high category indicates that TikTok is easy to learn.

Validity Test

The analysis of the validity test of the research variable instruments is described in the research in the following table:	Model 2		
Ease of Access (X1)	0.165	2,763	0.006
Celebrity Endorsement(X2)	0.542	7,960	0,000
Trust (Y1)	0.194	2,782	0.006

Source: Processed primary data, 2026

Based on the table above, the multiple linear regression analysis test obtained the following equations for model 1 and model 2 of the study:

Equation 1:

$$Y1 = b1X1 + b2X2 + e$$

$$Y1 = 0.193X1 + 0.504X2$$

a. The Ease of Access coefficient was 0.193, a positive number. This indicates that the Ease of Access variable has a positive influence on Trust. Thus, a higher Ease of Access value will increase Trust among TikTok users. Conversely, a lower Ease of Access value will decrease Trust among TikTok users.

b. The Celebrity Endorsment coefficient value was 0.504, a positive number. This indicates that the influence or impact of the Celebrity Endorsment variable on Trust is positive. Thus, a higher Celebrity Endorsment value will result in an increase in Trust among TikTok users. Conversely, a lower Celebrity Endorsment value will result in a decrease in Trust among TikTok users.

Equation 2:

$$Y2 = b3X1 + b4X2 + b5Y1 + e$$

$$Y2 = 0.165X1 + 0.542X2 + 0.194Y1$$

a. The Ease of Access coefficient was 0.160, a positive number. This indicates that the Ease of Access variable has a positive influence on Purchase Intention. Thus, a higher Ease of Access value will increase Purchase Intention among TikTok users. Conversely, a lower Ease of Access value will decrease Purchase Intention among TikTok users.

b. The Celebrity Endorsment coefficient value was 0.542, a positive number. This indicates that the influence or impact of the Celebrity Endorsment variable on Purchase Intention is positive. Thus, a higher Celebrity Endorsment value will increase Purchase Intention among TikTok users. Conversely, a lower Celebrity Endorsment value will decrease Purchase Intention among TikTok users.

c. The Trust coefficient value was 0.194, a positive number. This indicates that the Trust variable has a positive influence on Purchase Intention. A higher Trust value will increase Purchase Intention among TikTok users. Conversely, a lower Trust value will decrease Purchase Intention among TikTok users.

3.2. Hypothesis Test Results

1) t-Test Results (Perial Test)

The explanation of the results of the t-test (partial test) of the research is described in the following table:

Table Hypothesis Test Results

Regression	Sig-t	t-count	Sig-F	Adjusted R-Square	R-Information
KA -> K	0.006	2,788	0,000	0.324	H1 Accepted
CE -> K	0.009	7,285			H2 Accepted

KA -> MB	0.006	2,763	0,000	0.520	H4 Accepted
CE -> MB	0,000	7,960			H3 Accepted
K -> MB	0.006	2,782			H5 Accepted

Information:

KA: Ease of Access

CE: Celebrity Endorsement

K: Trust

MB: Purchase Interest

Source: Processed primary data, 2026

Based on the research hypothesis test results table, the following information was obtained:

a. The Effect of Ease of Access on Trust

t-value The Ease of Access test obtained a value of 2.788 with a significance level of 0.006, which is smaller than 0.05. This means that H_a is accepted and H_o is rejected, so there is a significant positive effect of Ease of Access on Trust. Therefore, it is concluded that H1 of the study is accepted.

b. The Effect of Celebrity Endorsements on Trust

The t-value of Celebrity Endorsment was obtained at 7.285 with a significance level of 0.000 which is smaller than 0.05. This means that H_a is accepted and H_o is rejected so that there is a significant positive influence of Celebrity Endorsment on Trust. Therefore, it is concluded that H2 of the study is accepted.

c. The Effect of Ease of Access on Purchase Intention

t-value The calculated Ease of Access value was 2.763 with a significance level of 0.006, which is smaller than 0.05. This means that H_a is accepted and H_o is rejected, thus there is a significant positive effect of Ease of Access on Purchase Intention. Therefore, it is concluded that H4 of the study is accepted.

d. The Influence of Celebrity Endorsements on Purchase Intention

The t-value of Celebrity Endorsment was obtained at 7.960 with a significance level of 0.000 which is smaller than 0.05. This means that H_a is accepted and H_o is rejected so that there is a significant positive influence of Celebrity Endorsment on Purchase Intention. Therefore, it is concluded that H3 of the study is accepted.

e. The Influence of Trust on Purchase Intention

The t-value for Trust was 2.782 with a significance level of 0.006, which is less than 0.05. This means that H_a is accepted and H_o is rejected, indicating a significant positive effect of Trust on Purchase Intention. Therefore, it is concluded that H5 of the study is accepted.

2) F Test Results (Goodness of Fit Test)

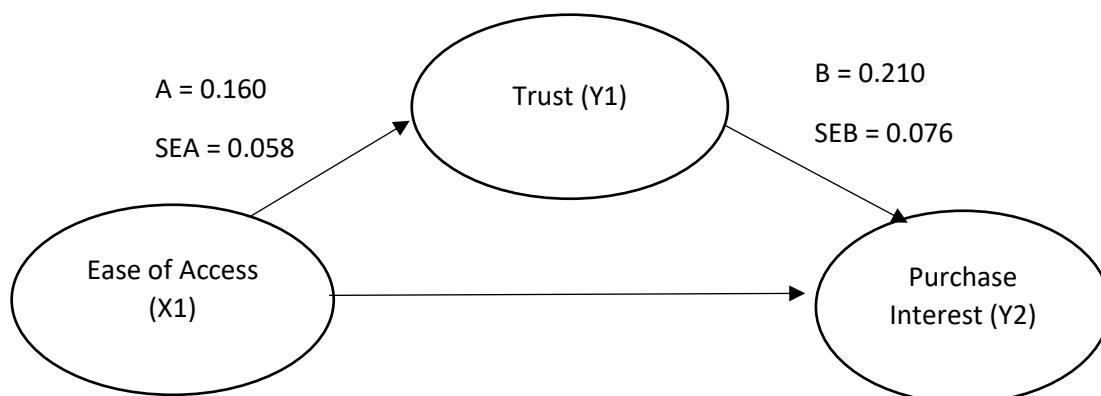
Based on the F test that has been conducted, the F significance value in equation 1 is $0.000 < 0.05$. This means that the independent variables Trust and Celebrity Endorsment with the dependent variable Trust are classified as a fit or good regression model to be used as a research model. In equation 2, the F significance value is $0.000 < 0.05$. This means that the independent variables Ease of Access, Celebrity Endorsment and Trust with the dependent variable Purchase Intention are classified as a fit or good regression model to be used as a research model.

3) Results of the Coefficient of Determination (R^2) Test

Based on the hypothesis test results table, the results of the coefficient of determination test obtained information on the Adjusted R-Square value for the research regression model 1 is 32.4% or close to 1, which means that the ability of Ease of Access and Celebrity Endorsement in explaining and predicting the Trust value is 32.4% while the remaining percentage value of 67.6% is explained by other variables outside the research.

In the 2nd regression model of the study, the Adjusted R-Square value was obtained at 52% or close to 1, which means that the ability of Ease of Access, Celebrity Endorsement and Trust in explaining and predicting the Purchase Intention value was 52%, while the remaining percentage value of 48% was explained by other variables outside the study.

To prove whether the Trust variable is able to be an intervening variable between Ease of Access and Celebrity Endorsement on Purchase Interest, the Sobel test will be carried out as follows:



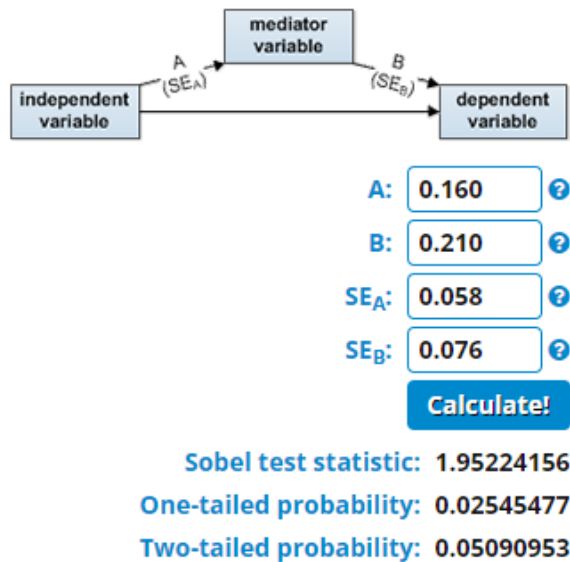
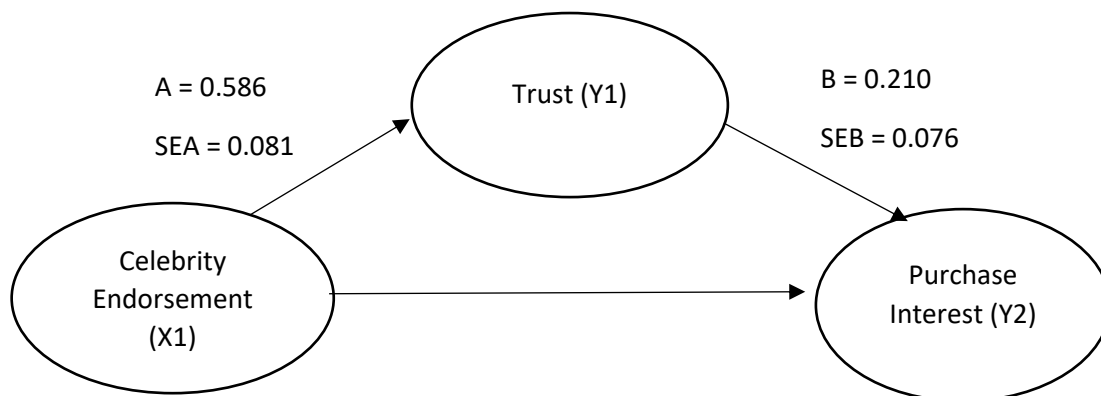


Figure Sobel Test Results: Ease of Access to Purchase Interest Through Trust

Referring to the results of the Sobel test analysis stage 1, it can be seen that if the Sobel significance value indicated through the Two-tailed probability is $0.05 = 0.05$, then in the study it is accepted or it can be concluded that the Trust variable is able to be an intervening variable or is able to mediate Ease of Access to Purchase Interest.



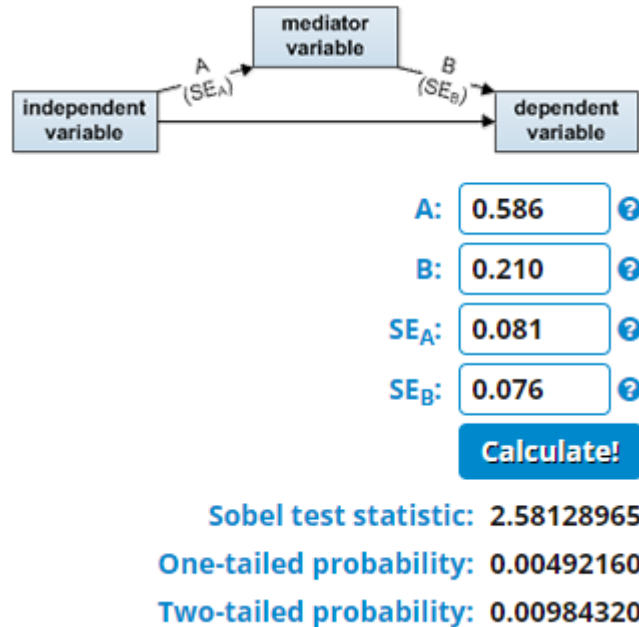


Figure Sobel Test Results of Celebrity Endorsement on Purchase Intention Through Trust

Referring to the results of the Sobel test analysis stage 2, it can be seen that if the Sobel significance value indicated through Two-tailed probability is $0.00 < 0.05$, then in the study it is accepted or it can be concluded that the Trust variable is able to be an intervening variable or is able to mediate Celebrity Endorsement on Purchase Interest.

3.3. Discussion of Research Results

1) Effect of Ease of Access on Trust

Based on the test results, it is proven that Ease of Access has a significant positive effect on Trust. So the indicator of Ease of Access will have a positive effect on the Trust indicator which is shown by the easier it is to learn Tik-Tok media, the higher the product can be trusted, the easier it is to use Tik-Tok media, the more honest the information provided, the simpler the transaction process provided, the better Tik-Tok media users feel safe, the easier it is to find product information, the higher the company's responsibility, the easier it is to access Tik-Tok media, the better the company's credibility.

The results of this analysis are consistent with previous research by Kaura et al. (2015), Utaminingsih & Sumiyati (2024), and Fitriani et al. (2024) which concluded that Ease of Access has a significant positive effect on Trust.

2) The Effect of Celebrity Endorsements on Trust

Based on the test results, it is proven that Celebrity Endorsement has a significant positive effect on Trust. So the indicator of Celebrity Endorsement will have a positive effect on the

Trust indicator which is indicated by the higher the endorser can be trusted, the higher the product can be trusted, the better the endorser's expertise, the more honest the information provided by Tik-Tok media, the higher the attractiveness of the Tik-Tok media endorser, the safer the transaction provided, the more appropriate the endorser is with the product, the higher the credibility of the company.

The results of this analysis are in accordance with previous research by Pratama and Sari (2024) which concluded that Celebrity Endorsement has a significant positive effect on Trust.

3) Effect of Ease of Access on Purchase Intention

Based on the test results, it is proven that Ease of Access has a significant positive effect on Purchase Intention. So the indicator of Ease of Access will have a positive effect on the Purchase Intention indicator which is shown by the easier the Tik-Tok media is to learn, the more interested in buying the product, the easier it is to use the Tik-Tok media, the higher the interest in trying the product, the simpler the Tik-Tok media transaction process, the better the user's intention to buy in the future, the easier the product is to find and access anytime anywhere, the higher the product becomes the main choice.

The results of this analysis are in accordance with previous research by Ardiansyah & Zuhroh (2024) which concluded that Ease of Access has a significant positive effect on Purchase Intention.

4) The Influence of Celebrity Endorsements on Purchase Intention

Based on the test results, it is proven that Celebrity Endorsement has a significant positive effect on Purchase Intention. So the indicator of Celebrity Endorsment will have a positive effect on the Purchase Intention indicator which is indicated by the higher the endorser can be trusted, the higher the buyer is interested in the product, the better the endorser's expertise, the higher the buyer's interest in trying the product on Tik-tok media, the higher the endorser's attractiveness on Tik-Tok media and the endorser's suitability with the product, the higher the product becomes the main choice.

The results of this analysis are in accordance with previous research by Sajid Mushtaq, Sana Mukhtar & Ariba Ramzan (2024) and Rahmawati and Putra (2024) which concluded that Celebrity Endorsement has a significant positive effect on Purchase Intention.

5) The Influence of Trust on Purchase Intention

Based on the test results, it is proven that Trust has a significant positive effect on Purchase Intention. So the indicator of Trust will have a positive effect on the Purchase Intention indicator which is indicated by the higher the product is trusted, the more interested the buyer is in buying the product on Tik-Tok media, the more honest the information provided, the better the buyer's interest in trying the product, the safer the transaction on Tik-Tok media, the higher the buyer's intention to buy in the future, the higher the company's

responsibility and credibility, the higher the product becomes the main choice on Tik-Tok media.

The results of this analysis are in accordance with previous research by Suryani (2013), Mayer in Rahmawati (2013), Rahmadi, HJ and Malik (2016) which resulted in the conclusion that Trust has a significant positive effect on Purchase Interest.

6) Effect of Ease of Access on Purchase Interest Through Purchase Intention

Test results show that ease of access has a significant positive effect on purchase intention through trust. This means that trust can act as a mediating variable or indirectly influence the relationship between ease of access and purchase intention.

7) The Influence of Celebrity Endorsements on Purchase Intentions Through Purchase Intentions

The test results show that celebrity endorsements have a significant positive effect on purchase intention through trust. This means that trust can act as a mediating variable or indirectly influence the relationship between celebrity endorsements and purchase intention.

4. Conclusion

Based on the results of research and discussion regarding the Model of Increasing Purchase Interest through Ease of Access, Celebrity Endorsement, and Trust in TikTok Users in Jepara, the following conclusions can be drawn: Ease of access has a positive and significant impact on TikTok user trust in Jepara. This indicates that the easier it is for users to access information, use features, and conduct transactions on TikTok, the higher their level of trust in the platform and sellers. Celebrity endorsements have a positive and significant impact on TikTok user trust in Jepara. Endorsers with credibility, appeal, and a good reputation can increase consumer confidence in products promoted on TikTok. Ease of access has a positive and significant impact on TikTok users' purchasing interest in Jepara. The ease of use and transaction processes encourages users to be interested in and intend to purchase the products offered. Celebrity endorsements have a positive and significant impact on purchasing interest among TikTok users in Jepara. The presence of celebrities as endorsers can attract consumer attention, create positive perceptions, and increase consumer desire to make a purchase. Trust has a positive and significant influence on purchasing interest among TikTok users in Jepara. High levels of consumer trust in the platform and sellers are key factors in driving online purchasing decisions and intentions. Based on the conclusions obtained, the researcher provides several suggestions as follows: Businesses and sellers on TikTok are advised to continue improving the app's ease of access, particularly in terms of navigation, product search, and transaction processing, to increase consumer trust and purchasing interest. For marketers, the selection of celebrity endorsers should consider the suitability of the endorser's image, credibility, and reputation with the product being promoted so that the marketing message is more effective and trusted by consumers. The TikTok platform is

expected to continue improving its transaction security system and information transparency to strengthen user confidence in online shopping. For academics, the results of this study can be used as a reference and enrichment material in the study of digital consumer behavior and social media-based marketing.

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