

The Influence of Brand Image, Electronic Word of Mouth (E-WoM), and Influencer Endorsement on Interest in Buying Zalora Indonesia E-Commerce in Yogyakarta City

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ABSTRACT

This study aims to determine the effect of brand image, electronic word of mouth and influencer endorsement on purchase intention. The method used in this study is a quantitative method, the data used were obtained from questionnaires collected from 100 respondents. The sampling technique in this study uses purposive sampling. The analysis technique in this research is statistical and quantitative analysis (multiple linear regression). The results of this study indicate that simultaneously and partially the variables of brand image, electronic word of mouth and influencer endorsement have a positive and significant effect on purchase intention in Zalora Indonesia's e-commerce in Yogyakarta City. Therefore, it is important for Zalora Indonesia to maintain its brand image, maintain good responses from its customers through the products and services provided, and choose good endorsement influencers in order to encourage consumer buying interest in products sold through Zalora Indonesia.

Keywords: Brand Image, Electronic Word of Mouth, Influencer Endorsement, Purchase Intention

INTRODUCTION

The internet supports one business activity, namely business through e-commerce. E-commerce is a breakthrough in business that is increasing along with the Internet. The e-commerce makes it easier for people to fulfill their daily needs, such as shopping for clothing online. Shopping online is currently popular with Indonesian people. Genie Indonesia states that in Indonesia, around 150 million people or almost 8 out of 10 smartphone users, have e-commerce applications on their smartphones and buy goods online (Dinisari, 2021). The data also contains several regions in Indonesia with the most transactions via e-commerce, namely Depok, South Jakarta, Sleman and Yogyakarta (Dinisari, 2021). In 2019-2021, Yogyakarta City was the area that shopped the most on the Internet, with 36,9% of the total Internet users in Yogyakarta City or around 161.031 people (Datenesia, 2022).

The large number of transactions in e-commerce today has resulted in more similar businesses (e-commerce) emerging, thus making it a challenge for e-commerce companies to advance their business complex. Every e-commerce must compete in attracting the intentions of potential consumers so that they prefer to purchase from that e-commerce rather than other e-commerce. This can be done by observing what the market needs. Regarding what products are most needed or frequently purchased by e-commerce consumers, Nielsen Media Indonesia surveyed this matter on March 19, 2020; as a result, in the first place, the products most frequently purchased are fashion products (72%) (Nielsen, 2020).

Indonesian people generally welcome the emergence of a fashion trend. Therefore, public consumption of fashion products is relatively high. In Indonesia, there are many e-commerce options, but only a few focus on fashion products, including Zalora. Zalora is the most popular e-commerce in Asia today. Zalora Indonesia was founded in 2012 with more than 500 local and international brands; it is no wonder Zalora claims to be the leading e-commerce destination selling fashion products in Indonesia (Zalora, n.d.). Zalora is growing quite rapidly and has remained consistent in Indonesia's competitive e-commerce market to date. A survey conducted by iPrice Indonesia, which calculated the average monthly consumer visits to e-commerce that specifically sells fashion products in Q3 2020, placed Zalora in first place, reaching 1.8 million visits per month. This confirms that Zalora is the most popular in the e-commerce category, which sells fashion products explicitly (Jayani, 2020).

Behind Zalora's achievement of being able to occupy the first position, there are still many similar e-commerce companies that continue to strive to become the best e-commerce companies by improving the marketing strategies implemented and their quality. One day, Zalora may lose its first position and be replaced by another e-commerce company that is more observant in observing factors that can influence intention to buy. This raises the problems faced by Zalora in maintaining its first ranking. This attracted the author's attention to examine the problems regarding Zalora's strategy for attracting intention to buy.

Intention to buy is the possibility of potential consumers buying or using products from a brand by searching for information about the brand previously. This information can be obtained from consumers who have made previous purchases and provided reviews on the internet or social media, which becomes a conversation through word of mouth and a discussion about a product or brand. Online interaction via the internet is known as electronic word of mouth. Judging from the significant influence of e-WOM through online interactions, marketers must be able to adapt to creating marketing strategies via internet media to attract intention to buy by interacting online with consumers. A phenomenon

often found today is the marketing strategy using influencer endorsements. According to Dwidienawati, Tjahjana, Abdinagoro, and Gandasari (2020), an influencer is at the forefront of social trends. They can create something new and attract a lot of attention on social media. According to Hani, Marwan, and Andre (2018), endorsement is a means of promoting or publishing something with someone who has a significant influence on social media. This person has an attractiveness that positively influences ad recall and credibility that encourages consumer purchase intentions. Collaboration with influencers is essential, because influencers have huge online followers and are a potential market, where generally, these followers tend to listen to what the influencer says and trust the influencer's reviews (Ryan, 2016).

Another factor that influences intention to buy is brand image. Brand image has a vital role in motivating consumers to make purchases. With a good brand image, consumers will intention to buy or using the products offered by the company. Brand image is an essential asset for a company because it can build attraction for consumers. In accordance with the provided information, the study concentrated on investigating how brand image, electronic word of mouth, and influencer endorsements impact the purchasing intention within Zalora's e-commerce platform in Yogyakarta City. The research aims to assess the impact of brand image, Electronic Word of Mouth, and influencer endorsements on the purchasing intentions of Zalora Indonesia customers in Yogyakarta City.

LITERATURE REVIEW

Intention to Buy

Schiffman and Kanuk (2007) explain that intention to buy is a psychological aspect that significantly impacts consumer behavior. Intention to buy can also be interpreted as an attitude of enjoyment towards an object that encourages someone to try to obtain that object by making sacrifices in the form of payment with money. Schiffman and Kanuk (2007) assert that the intention to purchase encompasses various aspects, such as seeking information about a brand or product, expressing curiosity about a brand or product, showing interest in trying the product, contemplating the purchase, and harboring a desire to own the product.

Brand Image

The concept of brand image refers to how individuals or consumers perceive a company's products (Nasution in Arif & Syahputri, 2021). Brand image, an essential element of a brand's identity, is influenced by various factors such as a company's communication, visual representation, customer interactions, and how the public perceives it (Ling et al., 2023). According to Kotler and Keller (2012), consumers may have different opinions about a company's brand image. The brand image is the public's opinion or perception of the company or brand. Brand image is defined as the consumer's perception of belief, as depicted in the associations in the consumer's memory.

Kotler and Keller (2012) stated that measuring brand image can be based on three variables, including: Strength, in question is related to how strong the relationship the brand can create with consumers. Being unique means standing out from other brands. Favorability, in this context, refers to how easily consumers can remember a brand, including factors like the ease of pronouncing the brand's name, the brand's memorability, and the alignment between consumer perception and the company's intended brand image.

H1: Brand image, electronic word of mouth (e-WOM), and influencer endorsement together have a positive and significant effect on the intention to buy.

H2: Brand image has a positive and significant effect on the intention to buy.

Electronic Word of Mouth

According to Hennig-Thurau, Gwinner, Walsh, and Gremler (2004), electronic word-of-mouth (e-WOM) is characterized as a type of marketing communication encompassing both favorable and unfavorable comments provided by potential or past customers about a brand or product, accessible to the public on the Internet. Meanwhile, another opinion was expressed by Jalilvand and Samiei (2012), who mentioned e-WOM as a significant place for consumers to contribute by giving their views or experiences in using a product via the internet, and this was considered more effective than WOM because its reach is more comprehensive. Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) stated that there are eight dimensions of e-WOM, including (1) Platform Assistance, it is the trust that consumers have in the platform they use. E-WOM behavior is operated in two ways, namely through the number of consumers visiting the opinion platform and the number of consumers writing comments on the opinion platform; (2) Concern for Others is an initiative to provide recommendations to other consumers. A consumer has the initiative to help other consumers with purchasing decisions and reduce the risk of negative experiences when using a brand or product; (3) Economic incentives refer to the motivation to receive rewards from the company. These benefits play a crucial role in human behavior, serving as a form of reward for engaging in electronic word-of-mouth (e-WOM) communication; (4) Helping Company, the consumer desires to help the company. This happens because of consumers' satisfaction with using the product, which gives rise to the intention to help the company; (5) Positive Self-enhancement, consumers desire to share stories of their experiences to improve their self-image as intelligent consumers. In this case, other consumers consider consumers who provide comments experts; (6) Venting Negative Feelings, it is a desire to vent dissatisfaction with the product or brand used. This is done in negative e-WOM, namely in unfavorable product or brand reviews; (7) Social benefits involve the inclination to share information and engage with the social environment. Consumers can leave reviews on opinion platforms indicating their contribution to the online community; and (8) Advice Seeking, consumers desire to look for clues about a brand or product from other consumers. This is usually done by looking at reviews about a product written by other consumers who have previously used the product.

H3: Electronic word of mouth (e-WOM) has a positive and significant effect on the intention to buy.

Influencer Endorsement

Brown and Hayes (2008) define influencers as third parties who significantly influence consumer purchasing decisions and who have previously used a product or brand, and this can be accounted for. Shimp and Craig (2013) define endorsement as support or advice. Or it can be interpreted as an attitude of supporting or agreeing with something. From the understanding that these experts have put forward, it can be understood that influencer endorsement is a support for cooperation in carrying out marketing strategies carried out between business people and someone who is known and has a significant influence, whether a celebrity or not, by the way, that person uses the product being promoted and promotes it to attract people's intention to buy in the product or brand.

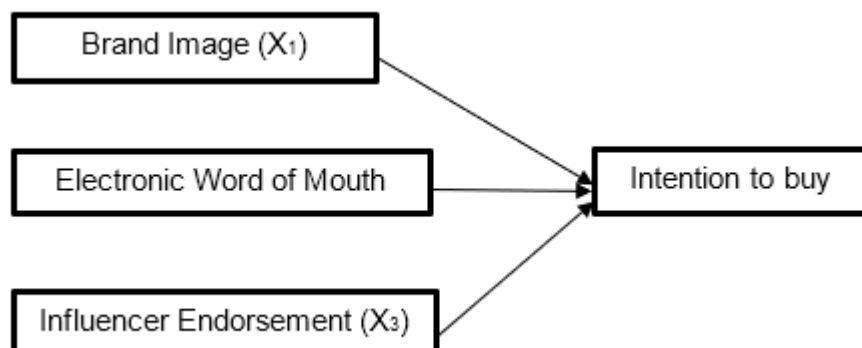
Shimp and Craig (2013) explain that endorsers have five unique attributes described by the acronym TEARS. TEARS consists of trustworthiness (can be trusted) and expertise (expertise), which are components of the credibility dimension. Physical attractiveness, respect (valued qualities), and similarity to the target audience constitute the elements

of the attractiveness dimension as follows: (1) Trustworthiness refers to the honesty, integrity and self-confidence of a person delivering a message; (2) Expertise refers to an endorser's experience, knowledge or abilities related to the endorsed brand; (3) Physical Attractiveness, refers to someone considered attractive to look at a particular group with physical attractiveness; (4) Respect is a quality that is appreciated or desired as a result of the quality of personal achievement; and (5) Similarity to the target audience refers to the degree to which an endorser and audience are similar in age, gender, ethnicity, etc.

H4: Influencer endorsements have a positive and significant effect on the intention to buy.

Conceptual Framework

Figure 1. Model of Intention to Buy



RESEARCH METHOD

The objective of this study is to examine the impact of variables. The SPSS (Statistical Package for the Social Sciences) program is employed to demonstrate the relationships among the collected data influences. The research was carried out in Yogyakarta City, targeting all Zalora consumers residing there. A sample of 100 individuals was selected using non-probability purposive sampling, where each segment of the population is not equally likely to be included, with the selection based on specific criteria. The following are several criteria that must be present in the sample for this research, including being domiciled in Yogyakarta City, being at least 17 years old, using the application or visiting the Zalora Indonesia website, using the internet and social media (Instagram, Facebook, Twitter or YouTube). The primary data was obtained directly from a questionnaire distributed via Google Forms media to 100 respondents who met the respondent criteria.

RESULTS

This research tested the validity of questionnaire items on 30 respondents. The results stated that all the questionnaire items were valid because the calculated r was more significant than the r table (0.349). Proven from the following table 1.

Table 1. Validity Test Results

Variable	Item	R test	Sign	Criterion	Result
Brand image	X1.1	0,881	0,000	$\leq 0,05$	Valid
	X1.2	0,787	0,000	$\leq 0,05$	Valid
	X1.3	0,754	0,000	$\leq 0,05$	Valid
e-WOM	X2.1	0,667	0,000	$\leq 0,05$	Valid
	X2.2	0,699	0,000	$\leq 0,05$	Valid
	X2.3	0,418	0,021	$\leq 0,05$	Valid
	X2.4	0,654	0,000	$\leq 0,05$	Valid
	X2.5	0,548	0,002	$\leq 0,05$	Valid
	X2.6	0,615	0,000	$\leq 0,05$	Valid
	X2.7	0,692	0,000	$\leq 0,05$	Valid
	X2.8	0,791	0,000	$\leq 0,05$	Valid
Influencer endorsement	X3.1	0,710	0,000	$\leq 0,05$	Valid
	X3.2	0,777	0,000	$\leq 0,05$	Valid
	X3.3	0,727	0,000	$\leq 0,05$	Valid
	X3.4	0,793	0,000	$\leq 0,05$	Valid
	X3.5	0,747	0,000	$\leq 0,05$	Valid
Intention to buy	Y.1	0,744	0,000	$\leq 0,05$	Valid
	Y.2	0,672	0,000	$\leq 0,05$	Valid
	Y.3	0,659	0,000	$\leq 0,05$	Valid
	Y.4	0,776	0,000	$\leq 0,05$	Valid
	Y.5	0,593	0,001	$\leq 0,05$	Valid

The statement items for each variable can be declared to have consistent results or reliability when the Cronbach's alpha value is above 0.60. In this study, all variables show that they have consistent or reliable values for all statement items. As in the following table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Constrain	Results
Brand image	0,736	0,60	Reliable
e-WOM	0,785	0,60	Reliable
Influencer endorsement	0,806	0,60	Reliable
Intention to buy	0,715	0,60	Reliable

Multiple Linear Regression Test Results

Derived from the outcomes of the examination presented below, the regression equation identified in this investigation is as follows.

$$Y = 1,857 + 0,359X_1 + 0,140X_2 + 0,522X_3$$

Table 3. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.857	1.335		1.391	.167
	Brand image	.359	.107	.249	3.366	.001
	e_WOM	.140	.052	.217	2.712	.008
	Influencer_Endorsement	.522	.096	.479	5.433	.000
a. Dependent Variable: Intention to buy						

T-Test and F-Test Results

The proposed reference is as follows: H0 is rejected, and H1 is accepted if the t count exceeds the t table value, and the significance value is less than 0.05. In this study, the calculated t table value is 1.984. Table 3 indicates the following.

Firstly, the significance level regarding the influence of brand image on the purchasing intention is 0.001 ($0.001 < 0.05$), accompanied by a computed t-value of 3.366 (t calculated $3.366 > t$ table 1.984). These results affirm the acceptance of H2. It can be inferred that brand image has a partially positive and significant impact on the intention to buy within the Zalora Indonesia e-commerce platform in Yogyakarta City.

Secondly, the significance value for the influence of electronic word of mouth (e-WOM) on the intention to buy is 0.008 ($0.008 < 0.05$), and the calculated t value is 2.712 (t calculated $2.712 > t$ table 1.984). Consequently, H3 is validated, indicating that electronic word of mouth (e-WOM) partially exerts a positive and significant influence on the intention to buy within Zalora Indonesia's e-commerce platform in Yogyakarta City.

Thirdly, the significance level regarding the influence of Influencer Endorsement on the intention to purchase is 0.000 ($0.000 < 0.05$), accompanied by a calculated t-value of 5.433 (t calculated $5.433 > t$ table 1.984). Consequently, H4 is affirmed, signifying that Influencer Endorsement partially has a positive and significant impact on the intention to buy within Zalora Indonesia's e-commerce platform in Yogyakarta City.

Table 4. F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	259.153	3	86.384	72.486	.000 ^b
	Residual	114.407	96	1.192		
	Total	373.560	99			
a. Dependent Variable: Intention to buy						
b. Predictors: (Constant), Influencer endorsement, brand image, e-WOM						

The analysis demonstrates an F value of 72.486 with a significance level of 0.000. Given that the significance level is below 0.05 and the F value (72.486) surpasses the critical F table value (2.70), it is inferred that H1 is validated. This suggests that the collective impact of brand image, electronic word of mouth (e-WOM), and influencer endorsement has a positive and significant influence on the intention to purchase within Zalora Indonesia's e-commerce platform in Yogyakarta City.

Table 5. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 ^a	.694	.684	1.092
a. Predictors: (Constant), Influencer Endorsement, brand image, e-WOM				

Based on the test results above, it is known that the coefficient of determination (R^2) is 0.694 or 69.4%; this means that the ability of the brand image, electronic word of mouth (e-WOM) and influencer endorsement variables can explain 69.4% is the intention to buy variable; other variables outside this research explain the remaining 30.6%.

DISCUSSION

Based on this research, it can be seen that brand image, electronic word of mouth, and influencer endorsement together (simultaneously) positively affect intention to buy. This can be seen from the significance value, which is 0.000, where the value is smaller than 0.05 ($0.000 < 0.05$), and the calculated F is 72.486, where the value is $>$ (more significant) than the f table, namely 2.70. This means that Zalora Indonesia can create a brand image as an e-commerce that provides the best fashion products in Indonesia. The positive image that Zalora has is supported by the rapid development of the internet, which provides access for consumers to be able to share their positive experiences widely on social media (e-WOM), as well as positive reviews given by an influencer who Zalora Indonesia endorses to be able to recommend Zalora Indonesia to the community. So, these things can be positive or good, increasing intention to buy in Zalora Indonesia's e-commerce in Yogyakarta City.

The results of this research are supported by previous research conducted by Benowati and Purba (2020), which concluded that the brand image variable, electronic word of mouth, has a positive and significant influence on purchase intention.

According to this research, it can be seen that brand image has a positive and significant effect on intention to buy. This can be seen from the significance value, which is 0.001 ($0.001 < 0.05$) and also the t value of 3.366 ($t \text{ count } 3.366 > t \text{ table } 1.984$). This shows that Zalora Indonesia has a good image in the minds of consumers and can influence intention to buy in Zalora Indonesia's e-commerce in Yogyakarta City. When a brand has uniqueness, it is driven by an image expected to give the brand an advantage in a competitive market where companies sell similar or similar products. The questionnaire results show that Zalora consumers feel that Zalora Indonesia has a positive brand image and is quite strong as an e-commerce that explicitly sells fashion products compared to its competitors. Apart from that, the name Zalora is considered easy to remember, so Zalora's brand image as an e-commerce provider of fashion products in Indonesia is quite strong. The positive image of the Zalora brand will influence consumer perceptions and increase the intention to purchase products at Zalora Indonesia. The results of this research align with research conducted by Dash et al. (2021), which found that brand image has a significant effect on purchase intention.

Based on this research, it can be seen that electronic word of mouth (e-WOM) has a positive and significant effect on intention to buy. This is proven by the significance value of 0.008 ($0.008 < 0.05$), and the calculated t value obtained is 2.712 ($t \text{ calculated } 2.712 > t \text{ table } 1.984$). This shows that the existence of social media provides access for Zalora Indonesian consumers to share positive reviews regarding their positive experiences while purchasing products at Zalora which can give rise to potential consumers' intention to purchase the products sold by Zalora.

From the results of the distributed questionnaire, Zalora consumers tend to interact actively on social media in looking for information about Zalora. The existence of online interactions or word-of-mouth conversations (e-WOM) allows potential consumers to get sufficient information to generate intention to buy the products sold by Zalora. Apart from that, the participation of Zalora online consumers who actively share positive reviews when shopping at Zalora also helps influence intention to buy. Therefore, Zalora must pay attention to the effects of e-WOM. In particular, they must consider the potential market where social media users tend to recommend products and brands to others to encourage consumers' intentions to purchase at Zalora. The results of this research analysis are supported by research conducted by Park et al. (2021), which found that e-WOM positively affected purchase intentions.

Based on this research, it can be seen that influencer endorsements have a positive and significant effect on intention to buy. This is proven by the significance value of 0.000 ($0.000 < 0.05$) and also the calculated t value obtained, which is 5.433 ($t_{\text{calculated}} 5.433 > t_{\text{table}} 1.984$). This happens if an endorsed influencer can communicate a brand well and represent or become part of consumers, then this will influence consumers' purchasing intentions towards a brand, and if this is not done well, it will leave consumers with little buying interest in the brand.

Companies use influencers as a marketing tool, as with Zalora. From the results of the questionnaire distributed, Zalora consumers were quite influenced by the endorsement of Zalora by several influencers. They consider that an influencer is someone who has a trusted opinion and is an expert or understands the field of fashion so that the advice an influencer gives about the Zalora brand to their followers is taken into consideration in increasing intention to buy in purchasing the products Zalora sells. One example of a form of influencer endorsement by Zalora is a collaboration with an influencer named Rachel Vennya. This collaboration was deemed appropriate because Rachel Vennya is an influencer with quite a large number of followers, reaching 6.5 million followers, which is quite significant. Rachel Vennya meets the leading indicators in selecting an influencer to endorse Zalora, including understanding and having a passion for fashion, someone who is trusted and considered to represent most consumers. So, what the influencer owns and displays can arouse intention to buy in Zalora. The results of this research analysis are in line with and supported by previous research conducted by Dwidienawati, Tjahjana, Abdinagoro, and Gandasari (2020), which found that influencer endorsements can influence intention to buy.

CONCLUSION

Brand image, electronic word of mouth, and influencer endorsement all play a positive and significant role in influencing the intention to buy in Zalora Indonesia's e-commerce. Each component—brand image, electronic word of mouth, and influencer endorsements—has its own positive and significant impact on the intention to buy in Zalora Indonesia's e-commerce in Yogyakarta City.

Suggestions that can be presented based on the results of this research are as follows: company pay attention to and strengthen factors that are proven to influence consumer buying interest in Zalora Indonesia's e-commerce, especially in the city of Yogyakarta. For academics who will conduct similar research, they can expand the sample in their research. This is so that similar research can be generalized to the population. Apart from that, researchers suggest adding other variables, such as e-service quality, quality, and discounts, in further research. This can provide a broader picture of factors influencing purchasing interest in Zalora e-commerce besides the variables in this research.

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DECLARATION OF CONFLICTING INTERESTS

The author sincerely declares that this article is original work and has never been published in a journal or other scientific publication.

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