

The Influence of Content Marketing, Influencer Marketing, Social Media, and Co Branding to Purchase Decision Erigo X JKT48

Adinda Azzahra¹; Sri Budiwati Wahyu Suprapti^{2*}

| Received: 07.05.2024 | Reviewed: 15.05.2024 | Accepted: 27.05.2024 |

Abstract

This study aims to determine the influence of content marketing, influencer marketing, social media, and co-branding on consumer Erigo X JKT48 purchasing decisions. This study was conducted using a questionnaire as a data collection tool. This study uses a purposive sampling method, using 110 respondents who were Erigo X JKT 48 consumers. The criteria for respondents in this study were that they had ever purchased an Erigo product, knew the marketing content displayed on Erigo and JKT 48's social media accounts, had an interest in the idol group JKT 48, and purchased because Erigo collaborates with JKT 48. The data analysis technique used in this research is multiple linear regression. The research results show that: 1). content marketing, influencer marketing, social media, and co-branding together significantly influence purchasing decisions for Erigo X JKT 48. 2). Content marketing positively influences purchasing decisions; 3). Influencer Marketing has a positive influence on purchasing decisions, 4). Social Media has a positive influence on purchasing decisions, 5). Co-branding has a positive influence on purchasing decisions.

Keywords: 1st content marketing, 2nd co branding, 3rd influencer marketing, 4th purchase decision, 5th social media.

Introduction

Economic conditions continue to change, affecting various business industries in Indonesia, including the fashion industry. The fashion industry is an industrial sector that produces goods designed to be worn (Christopher & Peck, 2012). The Indonesian fashion industry has experienced significant growth over the last few years. According to Euromonitor (2023), the Indonesian fashion industry is currently experiencing rapid growth. This growth is caused by various factors, one of which is the emergence of significant local fashion brands. According to the Marketeers (Technology Monitoring) investment team, currently, on average, every three weeks, a new local brand is launched in Indonesia.

The emergence of this local fashion brand is supported by technological developments, which make buying and selling activities easier, one of which is done online. By buying and selling online, creating a fashion brand does not require high capital costs and takes a long time, like face-to-face sales. Current technological developments also influence consumer behavior, such as becoming fond of online shopping. Consumers are very interested in shopping online because they feel it is

¹ UPN "Veteran" Yogyakarta, email: azzahradnd16@gmail.com .

² UPN "Veteran" Yogyakarta, email: sbudiwatiws@upnyk.ac.id. *Corresponding author

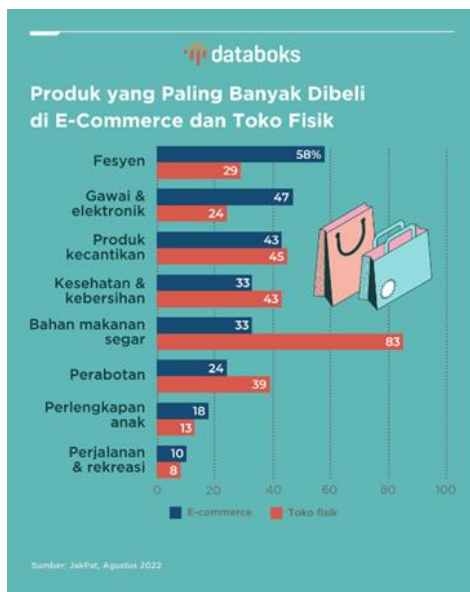


Figure 1. Most purchased product in Indonesia's *E-commerce*
Source : Jakpat in Databoks, 2023

easier to do so without having to go to the store physically. Based on a survey from Databoks (2023), the products most purchased in e-commerce are fashion products, namely 58%. Meanwhile, purchases of fashion products in physical stores are only 29%.

These changes in consumer behavior have resulted in more and more local fashion brands emerging. The number of local fashion brands emerging will certainly increase competition in the country's fashion industry. With intense competition, local fashion brands must make more efforts to influence consumer purchasing decisions.

According to Kotler and Armstrong (2018:28) purchasing decisions are a component of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use goods, services, ideas or experiences to satisfy their needs and desires. Purchasing decisions are an important factor for companies to pay attention to in determining promotional strategies. By knowing consumer purchasing decisions, companies can find out what consumers want and need, as well as the right way to encourage consumer purchasing decisions.

The promotional strategy carried out by the company must be relevant to current conditions. Companies must pay attention to the content marketing they create so that it remains relevant. According to Kotler and Keller (2019: 119), content marketing is a form of marketing activities such as creating, curating, sharing, and developing content for target audiences in a more interactive, relevant, and useful way that is used to improve communication on the content produced.

Apart from content marketing, companies must also consider influencer marketing in their promotional strategies. Consumers will be more interested in a product recommended by an influencer. According to Brown (2015), an influencer is someone who has the ability to influence other people in forming their opinions, decisions and actions.

The content marketing that has been produced and competent influencer marketing must be balanced with the right media so that the promotional strategy can work

optimally. Social media is the main choice that companies can use to promote their products. According to Chaffey and Chadwick (2019), social media marketing is the use of social media to communicate with target markets, build brands, increase sales, and support other marketing efforts.

Another effective promotional strategy that companies can use is co-branding. Co-branding is an effective strategy in increasing brand equity, because combining it with another brand will increase brand awareness. According to Kotler and Keller (2019:345) co-branding is the practice of combining two or more brands into one product or service in various ways. It is hoped that this combination will provide maximum results compared to standing alone.

Thus, it can be said that to encourage consumer purchasing decisions, brands must use content marketing, influencer marketing, social media, and co-branding optimally. Just like what was done with the local fashion brand Erigo. Erigo is a local fashion brand that was founded in 2013. The Erigo name began to reach large-scale consumers in 2017 after entering Shopee. Erigo collaborated with the idol group JKT 48 in its promotional strategy. JKT48 is an idol group from Indonesia that was established in 2011. Erigo creates products with special designs and models in collaboration with JKT48, which has a variety of designs, some with JKT 48 members. This attracts JKT 48 fans to buy products that suit their respective biases (members' favorite). Reporting from CNBC Indonesia on Shopee Live, Erigo managed to get 5 billion rupiahs in less than 10 minutes thanks to collaborating with JKT48 (August 2023). Each JKT 48 member invites their fans to buy this collaboration product via their personal Instagram account. So, Erigo's social media engagement also increased drastically after displaying its collaboration content with JKT48. The aim of this research is to determine the influence of content marketing, influencer marketing, social media, and co-branding on consumer purchasing decisions for Erigo X JKT48.

Literature Review

Purchase Decision

According to Kotler and Keller (2019), purchase decisions are the process of solving a problem that is structured based on analysis and desires, searching for information, and conducting research on sources of information regarding purchasing choices, purchasing decisions, and how they behave after making a purchase. Meanwhile, according to Kotler and Armstrong (2018), purchase decisions are a component of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and use goods, services, ideas, or experiences to satisfy their needs and desires.

Content Marketing

According to Gamble (2016), content marketing is a type of online marketing designed to meet the needs of the target market. It is carried out using story techniques so that the content is easy to receive and understand. Content marketing is one aspect that must be considered in order to influence consumer purchasing decisions. Quality content marketing will increase consumer interest in the products being promoted, make consumers interested in visiting the brand website, and stimulate purchasing decisions. According to Pulizzi (2013), content marketing is a marketing strategy approach that focuses on creating and disseminating valuable, relevant, and

consistent content to attract and maintain a clearly defined audience, which can ultimately encourage customers to take profitable actions. So, content marketing is a marketing strategy that creates relevant and quality information that is packaged attractively to be distributed to the target audience to influence consumer purchasing decisions.

Influencer Marketing

According to Carter (2016), influencer marketing is a rapidly growing industry that aims to promote products or increase brand awareness through content distributed by social media users, which is considered to influence other people. According to Hariyanti and Wirapraja (2018), an influencer is a figure or person on social media with many followers, and something conveyed on social media can influence the behavior of their followers. So, it can be said that influencer marketing is a marketing strategy that uses the opinions of public figures to introduce their products and influence consumers in making purchasing decisions.

Social Media

Social media is an important aspect that influences consumer purchasing decisions. Through social media, consumers interact with each other, both with sellers and with their fellow consumers. According to Hudson (2020), social media is a website or application that allows users to create and share content while interacting with other users. It also allows users to share content quickly and in real-time. According to Kotler and Keller (2019), social media is a means for consumers to share text, image, video, and audio information with each other and with companies, and vice versa. So it can be said that social media is a digital tool that can be used by marketers to spread marketing content and interact with consumers.

Co-Branding

According to Kotler and Keller (2019), co-branding is the practice of combining two or more brands into one product or service in various ways. According to Michel and Willing (2020), co-branding is a collaboration of two or more brands; these brands are based on co-creation and the cultivation of new products. This merger aims to increase brand awareness and, of course, can provide maximum results compared to standing alone. So, it can be concluded that co-branding is a marketing strategy that combines two or more brands to produce new, more attractive products. Co-branding is an important aspect of determining consumer purchasing decisions, especially in the fashion industry.

Industrial fashion retail

The fashion retail industry is one of the creative industries in Indonesia that has significant growth. This growth causes changes in consumer behavior caused by technological developments. Technological developments make consumer behavior more consumptive. Because technological sophistication makes it easier for consumers to shop online, this is what makes the fashion retail industry experience growth. Retail itself or retail is a distribution channel that plays an important role in distributing goods from producers to consumers. According to Kotler and Keller (2019), retail is all activities that involve selling goods or services directly to end

consumers for personal consumption and not for business use. Retail covers a wide range of businesses, including supermarkets, home improvement stores, clothing stores, accessories stores, and more.

The hypotheses in this research are as follows:

H1. Content marketing has a significant effect on purchasing decisions for Erigo

H2. Influencer marketing has a significant influence on purchasing decisions for Erigo

H3. Social media has a significant influence on purchasing decisions for Erigo

H4. Co-brand has a significant influence on purchasing decisions for Erigo

Methods

Sampling and Procedures

According to Sekaran and Bougie (2017), a sample is a representation of all elements in the population from which the sample was taken. The samples taken in this research were 110 Erigo consumers. The data collection method for this research is by distributing questionnaires. This questionnaire provides statements to respondents using an interval scale of 1-4, namely strongly agree, agree, disagree and strongly disagree. The sampling procedure used in this research was non-probability with a purposive sampling technique, was obtained with the following sampling criteria:

- ☑ Have purchased an Erigo product.
- ☑ Know the marketing content displayed on Erigo and JKT48's social media accounts.
- ☑ Has an interest in the idol group JKT48.
- ☑ Make a purchase because Erigo collaborates with JKT48.

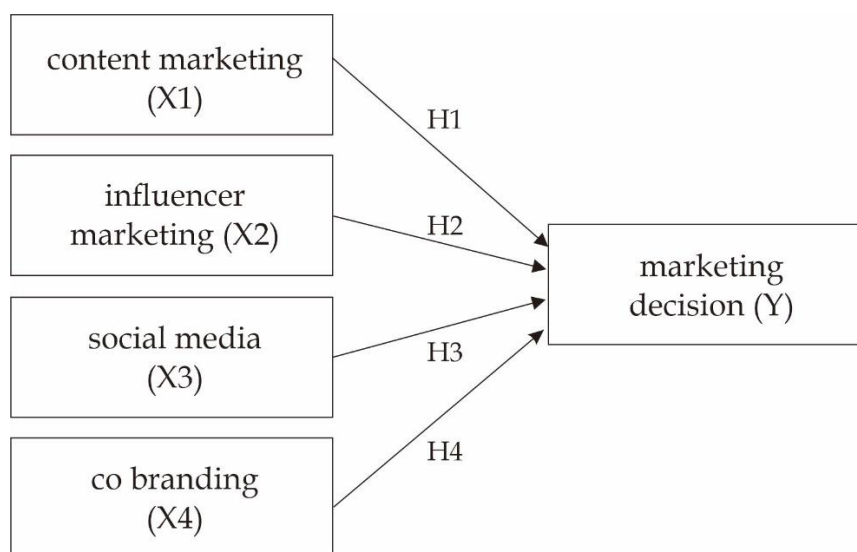


Figure 2. Research Model

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
Constant	.288	.550		.525	.601
Content marketing	.175	.057	.252	3.055	.003
Influencer marketing	.247	.082	.254	3.011	.003
Social media	.186	.067	.235	2.763	.007
Co brand	.151	.060	.225	2.534	.013
R Square				.827	
F				145.690	.000

Variabel Dependen: Keputusan Pembelian

Source: Primary data processed in 2024

Data Analysis

The data analysis technique used in this research is a multiple linear regression technique using SPSS software.

Result and Discussion

Result

The multiple linear regression equation seen in Table 1 shows the influence of content marketing (X1), influencer marketing (X2), social media (X3), and co-branding (X4) on purchasing decisions (Y) for Erigo X JKT48 consumers. The following is an explanation of the multiple linear regression coefficient:

Content Marketing Regression Coefficient (X1)

Based on the results of Table 1, the regression coefficient for the content marketing variable is positive. This shows that if the respondent's perception of content marketing becomes easier to understand, Erigo X JKT48 buyer decisions will increase. Also the other way, if content marketing becomes increasingly difficult to understand, Erigo X JKT48 buyer decisions will decrease. Assuming there are no changes to influencer marketing, social media, and co brand.

Influencer Marketing Regression Coefficient (X2)

Based on the results of Table 1, the regression coefficient for the influencer marketing variable is positive. This shows that if respondents' perceptions regarding influencer marketing increase, consumer purchasing decisions for Erigo X JKT48 will also increase. Also the other way, if respondents' perceptions regarding influencer marketing decrease, consumer purchasing decisions for Erigo X JKT48 will also decrease. Assuming there are no changes to content marketing, social media, and co brand.

Social Media Regression Coefficient (X3)

Based on the results of Table 1, the regression coefficient for the social media variable is positive. This shows that if the respondent's perception of social media is increasingly supportive in disseminating information, the decision to purchase Erigo X JKT48 will also increase. Also the other way, if the respondent's perception of social media is less supportive in disseminating information, the decision to purchase Erigo X JKT48 will also decrease. Assuming there are no changes to content marketing, influencer marketing, and co brand .

Co-branding Regression Coefficient (X4)

Based on the results of Table 1, the regression coefficient for the co-branding variable is positive. This shows that if the respondent's perception regarding co-branding becomes more enthusiastic, the decision to purchase Erigo X JKT48 will also increase. Also the other way, if respondents' perceptions regarding co-branding become less and less enthusiastic, consumer purchasing decisions for Erigo X JKT48 will also decrease. Assuming there are no changes to content marketing, influencer marketing, and social media.

Goodness of Fit the Model*Coefficient of Determination (R2)*

Based on the results shown in table 1, it can be seen that the value of adjusted R Square is 0.844 or 84%, the purchasing decision variable can be explained by 4 independent (free) variables, namely, content marketing, influencer marketing, social media, and co-branding. Meanwhile, the remaining 16% can be explained by other independent variables outside this research model.

F test

Based on Table 1, the significance value of F is less than <0.05 , which means that the variables content marketing, influencer marketing, social media, and co-branding together have a significant influence on consumer purchasing decisions for Erigo X JKT48. So, the model is fit and we can continue to test the hypothesis.

Hypothesis testing*The influence of Content Marketing variables on Purchasing Decisions*

Based on Table 1, the content marketing variable has a t-count of 2.862 and a significance value of 0.005. Since the significance value is ≤ 0.05 , it can be interpreted as if the other independent variables are considered constant. Thus, it can be concluded that the content marketing variable has a positive and significant effect on Erigo X JKT48 consumer purchasing decisions. So, hypothesis 1 is supported.

The influence of Influencer Marketing variables on Purchasing Decisions

Based on the results shown in Table 1, the influencer marketing variable has a t-count of 3.055 and a significance value of 0.003. Because the significance value is ≤ 0.05 , it can be interpreted as if the other independent variables are considered constant. Thus, it can be concluded that the influencer marketing variable has a positive and significant effect on Erigo X JKT48 consumer purchasing decisions. So, hypothesis 2 is supported.

The influence of Social Media variables on purchasing decisions

Based on the results shown in Table 1, the social media variable has a t-count of 2.546 and a significance value of 0.012. Because the significance value is ≤ 0.05 , it can be interpreted as if the other independent variables are considered constant. Thus, it can be concluded that the social media variable has a positive and significant effect on Erigo X JKT48 consumer purchasing decisions. So, hypothesis 3 is supported.

The influence of the Co-branding variable on purchasing decisions

Based on the results shown in Table 1, the co-branding variable has a t-count of 2.465 and a significance value of 0.015. Because the significance value is ≤ 0.05 , it can be interpreted as if the other independent variables are considered constant. Thus, it can be concluded that the co-branding variable has a positive and significant effect on consumer purchasing decisions for Erigo. So, hypothesis 4 is supported.

Discussion**The Influence of Content Marketing (X₁) on Erigo X JKT48 consumer purchasing decisions**

According to Gamble (2016), content marketing is a type of online marketing designed to meet the needs of the target market. It is carried out using story techniques so that the content is easy to receive and understand. Content marketing that is easy to understand will make it easier for consumers to understand product information, making purchasing decisions easier. The results of this research state that content marketing has a significant influence on Erigo's consumer purchasing decisions. This means that the easier it is to understand the marketing content displayed by Erigo X JKT48, the more it will improve consumer purchasing decisions. In this research, Erigo X JKT48's content marketing received more viewers and attention than Erigo's stand-alone content marketing. This shows that Erigo X JKT48 has displayed marketing content that is relevant, accurate, valuable, easy to understand, easy to access, and consistent.

The results of this research are in line with research by Maszudi, et al (2023) that content marketing has a significant influence on purchasing decisions. However, the results of this research are not in line with research by Asnawati, et al (2022) which shows that content marketing has no influence on purchasing decisions.

The Influence of Influencer Marketing (X₂) on Erigo X JKT48 consumer purchasing decisions

According to Carter, (2016), influencer marketing aims to promote products through content distributed by social media users which is considered to influence other people. An influencer has charm and is trustworthy so that many people are interested in following their daily lives and trusting what they say. Thus, influencers can influence other people to make purchasing decisions.

The results of this research show that influencer marketing has a significant influence on consumer purchasing decisions for Erigo. This means that the more influential the influencers invited by Erigo. In this research, JKT48 as an Erigo influencer succeeded in influencing consumers to make purchasing decisions. Each JKT48 member, who has their own charm, has succeeded in delivering marketing

content well and has the power to influence their fans to buy Erigo X JKT48 products. Respondents in this research felt that JKT48 was a very suitable influencer for Erigo. JKT48 is an idol group that has credibility, is trustworthy, authentic and charismatic. The results of this research are in line with research by Sari & Hidayat (2021), namely, influencer marketing has a significant influence on purchasing decisions. However, the results of this research are not in line with research by Mahendra & Edastama (2022), which states that influencers have no influence on purchasing decisions.

The influence of Social Media (X₃) on Erigo X JKT48 consumer purchasing decisions

According to Kotler & Keller (2019), social media is a means for consumers to share information with each other and companies, and vice versa. Through social media, consumers can search for useful information and interact both with companies and other consumers, making it easier for consumers to make purchasing decisions.

The results of this research show that social media has a significant influence on Erigo's consumer purchasing decisions. This means that increasingly supporting Erigo and JKT48 social media in sharing information will further improve consumer purchasing decisions. Erigo and JKT48's social media accounts have succeeded in reaching many consumers by distributing their marketing content, thereby increasing purchasing decisions. Respondents in this study were of the opinion that the two social media accounts were entertaining, interactive, up-to-date, promoted their products, and satisfied their consumers. Erigo has succeeded in utilizing social media as a platform to interact and maintain good relationships with its consumers. The results of this research are in line with the research of Shadrina & Sulistyanto (2022) and the research of Indriyani & Suri (2020), which states that social media has a significant influence on purchasing decisions.

The influence of Co branding (X₄) on Erigo X JKT48 consumer purchasing decisions

According to Michael & Willing (2020), co-branding is a collaboration between two brands with the aim of increasing brand awareness, and of course, can provide maximum results compared to standing alone. By increasing brand awareness in the minds of consumers, consumers will have good knowledge about the product, and it is hoped that this will make it easier for them to make purchasing decisions.

The results of this research show that co-branding has a significant effect on Erigo's consumer purchasing decisions. This means that the higher consumer enthusiasm for co-branding between Erigo and JKT48 will further increase consumer purchasing decisions. The Co-branding strategy between Erigo and JKT48 was successful, so it could increase purchasing decisions. By collaborating with JKT48, the respondents of this research think that Erigo is becoming more famous, stronger, more liked, and more unique; its image is more unisex and more anticipated. Erigo's image, which was previously synonymous with men's fashion, has become more unisex after collaborating with JKT48. This collaboration makes the market reach wider and is of interest to various groups. The results of this research are in line with research by Ashrori & Santosa (2023) and research by Pramiawati & Aulia (2022), which states that co-branding has a significant effect on purchasing decisions.

Conclusion

The results of research regarding the influence of content marketing, influencer marketing, social media, and co-branding on Erigo X JKT48 consumer purchasing decisions can be concluded as follows:

- ☑ Content marketing, influencer marketing, social media, and co branding together have a significant influence on consumer purchasing decisions for Erigo.
- ☑ Content marketing that is relevant, accurate, valuable, easy to understand, easy to access, and consistent has a significant influence on consumer purchasing decisions for Erigo.
- ☑ Influencer marketing that is credible, trustworthy, authentic and charismatic has a significant influence on Erigo X JKT48 consumer purchasing decisions.
- ☑ Social media that is entertaining, interactive, contemporary and satisfying has a significant influence on consumer purchasing decisions for Erigo.
- ☑ Co-branding that is well-known, well-liked, and unisex in nature, has a significant influence on consumer purchasing decisions for Erigo X JKT48.

Limitation

Based on the researcher's direct experience in conducting research, there are several limitations that future researchers need to pay attention to. This research has several limitations, including:

- ☑ The number of respondents, which was only 110 people, was considered not to reflect the actual situation.
- ☑ The research object only focuses on fashion product collaboration, there may be different results if it is carried out on other product collaborations such as health products, automotive, food, etc.

Management Implication

Erigo is expected to maintain its performance in creating marketing content on its social media accounts, maintain its collaboration with JKT 48, and add JKT 48 members as influencers.

Future researchers should be able to look for other variables that can influence purchasing decisions outside of content marketing, influencer marketing, social media, and co-branding to obtain varied research results.

References

- Ashrori, T. I., & Santosa, S. B. (n.d.). Analisis Pengaruh Strategi Co branding, Harga Produk, dan Media Sosial sebagai Media Promosi terhadap Keputusan Pembelian Produk Sepatu Lokal Aerostreet dengan Minat Beli sebagai Variabel Intervening. *Diponegoro Journal Of Management*, 12(1). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Asnawati, Nadir, M., Wardhani, W., & Setini, M. (2022). The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, 6(1), 81–90. <https://doi.org/10.5267/J.IJDNS.2021.10.001>

- Carter, D. (2016). Hustle and Brand: The Sociotechnical Shaping of Influence. *Social Media + Society*, 2(3), 2056305116666305. <https://doi.org/10.1177/2056305116666305>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. London: Pearson. <https://books.google.co.id/books?id=-1yGDwAAQBAJ>
- Christopher, M., & Peck, H. (2012). *Marketing Logistics*. Great Britain: Taylor & Francis. <https://books.google.co.id/books?id=UqWuHuc5zhAC>
- cnbc indonesia.com, 22 Oktober 2021. (2020). CNBC Indonesia - Berita Ekonomi & Bisnis Terkini Hari Ini. In *CNBC Indonesia*. https://www.cnbcindonesia.com/Euromonitor_Global_Market_Research_Industry_Analysis_-_Euromonitor. (n.d.).
- Gamble, S. (2016). *Visual Content Marketing: Leveraging Infographics, Video, and Interactive Media to Attract and Engage Customers*. Canada: Wiley. <https://books.google.co.id/books?id=XBF0CgAAQBAJ>
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh *influencer marketing* sebagai strategi pemasaran *digital* era moderen (Sebuah studi literatur). *Eksekutif*, 15(1), 133–146.
- Indriyani, R., & Suri, A. (2020). Pengaruh media sosial terhadap keputusan pembelian melalui motivasi konsumen pada produk fast fashion. *Jurnal Manajemen Pemasaran*, 14(1), 25–34.
- Kotler, P., Keller, K., Manceau, D., & Hemonnet-Goujot, A. (2019). *Marketing Management (16e édition)*.
- Luh Putu Ayu Wira Pramiawati, L. P. A. W. & Aulia, P. (2022). Pengaruh Strategi *Co-Branding* Produk Susu UHT Cimory Rasa Biskuit Marie Regal Terhadap Keputusan Pembelian di Kota Bandung. *Jurnal Ilmiah MEA*, 6(2), 789–808.
- Marketeers - Majalah Bisnis, Marketing, dan Entrepreneurship Online*. (n.d.).
- Michel, G., & Willing, R. (2020). *The Art of Successful Brand Collaborations: Partnerships with Artists, Designers, Museums, Territories, Sports, Celebrities, Science, Good Cause...and More*. Great Britain: Taylor & Francis. <https://books.google.co.id/books?id=8VjUDwAAQBAJ>
- Pulizzi, J. (2013). *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. New York: McGraw Hill LLC. <https://books.google.co.id/books?id=8dprAAAAQBAJ>
- Sari, C. R., & Hidayat, A. M. (2021). The Influence of Influencer Marketing and Product Quality on Purchasing Decisions at Uniqlo Telkom University. *E-Proceeding of Management*, 8(2), 1361–1368. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/viewFile/14809/14586>
- Search | Databoks*. (n.d.). <https://databoks.katadata.co.id/search/cse?search=perekonomian+indonesia>
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian Untuk Bisnis: Pendekatan Pengembangan Keahlian Edisi 6 Buku 1*. Jakarta: Salemba Empat.
- Shadrina, R. N., & Sulistyanto, Y. (2022). Analisis Pengaruh Content Marketing, Influencer, dan Media Sosial terhadap Keputusan Pembelian Konsumen (Studi

pada Pengguna Instagram dan Tiktok di Kota Magelang). *Diponegoro Journal of Management*, 11(1), 1–11. <http://ejournal-s1.undip.ac.id/index.php/dbr>

Sonie Mahendra, & Primasatria Edastama. (2022). Pengaruh Online Customer Review, Rating Dan Influencer Terhadap Keputusan Pembelian Pakaian Casual Pada Marketplace. *Jurnal Mahasiswa Manajemen Dan Akuntansi*, 1(2), 21–28. <https://doi.org/10.30640/jumma45.v1i2.317>