

ASSESSING THE INFLUENCE OF BRAND AMBASSADOR AND SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION: A STUDY OF SENSODYNE'S #OPENTOWORK CAMPAIGN

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ABSTRAK

Meningkatnya penggunaan pemasaran digital mendorong perusahaan untuk mengintegrasikan *brand ambassador* dan *social media marketing* guna meningkatkan minat beli konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh efektivitas *brand ambassador* dan *social media marketing* terhadap minat beli konsumen pada produk Sensodyne melalui kampanye #OpenToWork. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 111 responden yang mengetahui kampanye tersebut. Data dikumpulkan melalui kuesioner daring menggunakan skala Likert lima poin dan dianalisis menggunakan regresi linear berganda dengan bantuan IBM SPSS. Hasil penelitian menunjukkan bahwa *brand ambassador* tidak berpengaruh signifikan terhadap minat beli konsumen. Sebaliknya, *social media marketing* berpengaruh positif dan signifikan terhadap minat beli. Temuan ini mengindikasikan bahwa peran brand ambassador belum mampu meningkatkan kepercayaan dan persepsi positif konsumen secara optimal, sedangkan *social media marketing* efektif dalam meningkatkan keterlibatan dan komunikasi konsumen melalui platform digital. Penelitian ini memperkaya kajian komunikasi pemasaran digital dengan memberikan bukti empiris mengenai peran brand ambassador dan social media marketing dalam membentuk minat beli pada konteks kampanye sosial. Temuan penelitian juga memberikan implikasi praktis bagi perusahaan dalam mengoptimalkan strategi pemasaran digital yang terintegrasi.

ABSTRACT

The increasing use of digital marketing has encouraged companies to integrate brand ambassadors and social media marketing to enhance consumer purchase intention. This study examines the influence of brand ambassador effectiveness and social media marketing on consumers' purchase intention toward Sensodyne products through the #OpenToWork campaign. A quantitative approach was employed using a survey of 111 respondents familiar with the campaign. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using multiple linear regression with IBM SPSS. The findings reveal that brand ambassador have not an effect on purchase intention. Meanwhile, social media marketing has a positive and significant effect on purchase intention. The brand ambassador does not contribute to strengthening consumer trust and favorable brand perceptions, while social media marketing enhances consumer engagement and communication through digital platforms. This study extends the digital marketing communication literature by providing empirical evidence on the combined role of brand ambassadors and social media marketing in shaping purchase intention within a social campaign context. The findings offer practical insights for companies seeking to optimize integrated digital marketing strategies.

Keywords:

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INTRODUCTION

The rapid development of digital technology has transformed marketing communication practices, encouraging companies to utilize social media as a strategic platform for engaging consumers and promoting products. Social media has evolved beyond a communication channel and become an essential component of digital marketing due to its ability to facilitate interactive, immediate, and personalized communication with audiences (Tuten & Solomon, 2023). In Indonesia, the increasing use of social media has significantly influenced consumer behavior, particularly in information seeking and purchase decision-making processes. Through social media marketing, organizations can establish two-way communication, enhance consumer engagement, and strengthen relationships with consumers, ultimately influencing purchase intention (Kotler et al., 2021; Yadav & Rahman, 2021).

In addition to social media marketing, companies frequently employ brand ambassadors to improve the effectiveness of marketing communication (Kembau et al., 2024). Brand ambassadors are public figures selected to represent a brand through their credibility, attractiveness, popularity, and communication skills (Shimp, 2014; Kertamukti, 2022). The effectiveness of this strategy can be explained through Source Credibility Theory, which suggests that persuasive communication is influenced by the communicator's trustworthiness, expertise, and attractiveness (Ohanian, 1990). Previous studies have demonstrated that brand ambassadors can positively influence consumer purchase intention by enhancing trust and favorable brand perceptions (Sari & Nugroho, 2022; Pratama & Aulia, 2023). Similarly, social media marketing has been found to positively affect purchase intention through interactive communication and consumer engagement (Rahmawati et al., 2021). Recent studies also emphasize that engagement, customer experience, and digital interaction are crucial factors in the success of contemporary marketing strategies (Felix & Rembulan, 2023; Felix et al., 2024; Felix & Tarigan, 2025).

One company that has integrated these strategies is Sensodyne through its #OpenToWork campaign, which utilizes social media as the primary communication platform while appointing Prilly Latuconsina as its brand

ambassador. Although previous studies have extensively examined the influence of brand ambassadors and social media marketing, most have investigated these variables separately. Limited research has explored their simultaneous influence within an integrated digital campaign context, particularly in Indonesia's oral healthcare industry. Therefore, this study aims to examine the influence of Prilly Latuconsina as a brand ambassador and Sensodyne's #OpenToWork social media marketing activities on consumers' purchase intention toward Sensodyne products. This study contributes to the digital marketing communication literature by providing empirical evidence regarding the combined role of brand ambassadors and social media marketing in shaping consumer purchase intention within an integrated social campaign context.

RESEARCH METHODS

This study employed a quantitative research approach using a survey method to examine the influence of brand ambassador and social media marketing on consumers' purchase intention toward Sensodyne products. The study focused on Sensodyne's #OpenToWork campaign, which integrated digital marketing activities and the use of a celebrity brand ambassador. A cross-sectional design was adopted, as data were collected at a single point in time.

The population consisted of individuals who were familiar with the Sensodyne #OpenToWork campaign and recognized Prilly Latuconsina as Sensodyne's brand ambassador. A purposive sampling technique was applied to ensure that respondents met the research criteria, namely having knowledge of the campaign and actively using social media platforms. A total of 111 valid responses were obtained and included in the analysis.

Data were collected through an online questionnaire distributed via Google Forms. All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The brand ambassador variable was measured using the dimensions of transference, congruence, credibility, attractiveness, and power (Surianto & Valentina, 2024). Social media marketing was measured through the dimensions of context, communication, collaboration, and connection (Gracia & Surianto, 2025). Purchase intention was measured using transactional,

referential, preferential, and exploratory intention dimensions (Daniyati & Sarah, 2024).

The collected data were analyzed using IBM SPSS Statistics Version 27. Instrument quality was assessed through validity and reliability tests. Prior to hypothesis testing, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure the suitability of the regression model. Hypotheses were tested using multiple linear regression analysis, followed by partial significance testing (t-test), simultaneous significance testing (F-test), and coefficient of determination (R^2) analysis to evaluate the explanatory power of the proposed model.

H1: Brand Ambassador positively and significantly influences consumers' Purchase Intention toward Sensodyne products.

H2: Social Media Marketing positively and significantly influences consumers' Purchase Intention toward Sensodyne products.

H3: Brand Ambassador and Social Media Marketing simultaneously and significantly influence consumers' Purchase Intention toward Sensodyne products.

LITERATURE REVIEW

Brand Ambassador

A brand ambassador is a public figure appointed by a company to represent and communicate the values of a brand to its target audience (Gounady & Surianto, 2025). The effectiveness of a brand ambassador is determined by the ability to create positive perceptions, enhance credibility, and strengthen consumer trust toward a product or service (Shimp, 2014). In marketing communication, a brand ambassador serves as a bridge between the brand and consumers through personal characteristics that support message delivery. This study measured the Brand Ambassador variable using five dimensions proposed by Surianto and Valentina (2024), namely transference, congruence, credibility, attractiveness, and power. Surianto and Valentina (2024)'s study also used brand ambassador as independent variable in consumer behaviour study.

Social Media Marketing

Social media marketing refers to the use of social media platforms to create, communicate, and deliver marketing messages that encourage consumer engagement and interaction (Surianto et al., 2024). Through social media, organizations can establish relationships with consumers, increase brand visibility, and facilitate information exchange in a more interactive manner (Kotler et al., 2021). Effective social media marketing enables companies to build long-term connections with consumers while influencing their attitudes and behavioral intentions. In this study, Social Media Marketing was measured using four dimensions developed by Gracia and Surianto (2025), including context, communication, collaboration, and connection.

Purchase Intention

Purchase intention refers to an individual's tendency or willingness to purchase a product after being exposed to marketing stimuli and information regarding the product. It reflects the likelihood that consumers will engage in future purchasing behavior and is often considered a predictor of actual purchase decisions (Schiffman & Wisenblit, 2019). Consumers with higher purchase intention are more likely to seek information, recommend products, and prioritize a particular brand over alternatives. This study measured Purchase Intention using the dimensions proposed by Daniyati and Sarah (2024), namely transactional intention, referential intention, preferential intention, and exploratory intention.

RESULT AND DISCUSSION

Respondent Profile

Of the 111 respondents, 59% were female, and 48% were between 21 and 25 years old. The sample predominantly represents young adults, with 53% of respondents being employed. The respondents also exhibited a diverse range of income levels. Approximately 30% earned below Jakarta's minimum wage, whereas only 14% reported earning more than twice the minimum wage.

Validity Test

The validity test was conducted to assess the validity of each measurement item used in this study. With a significance level of 0.05 and a sample size of 111 respondents, an item was considered valid if its calculated correlation

coefficient (r-value) exceeded the critical value of 0.186. The results indicated that 10 items from X1 brand Ambassador, 11 items from X2 Social media marketing, and 6 items for Y Purchase intention, obtained r-values greater than 0.186. Therefore, all measurement items were considered valid and retained for further analysis.

Reliability Test

Reliability testing was performed using Cronbach's Alpha to evaluate the internal consistency of the measurement instrument. The results showed Cronbach's Alpha values of 0.920 for Brand Ambassador, 0.928 for Social Media Marketing, and 0.903 for Purchase Intention. Since all values exceeded the minimum threshold of 0.600, the instruments were considered reliable.

Table 1. Validity and Reliability Test

Dimension	Indicator	r value
X1: Brand Ambassador ($\alpha = 0,920$)		
Transference	Knowing XXX as YYY's brand ambassador.	0,693
	Knowing XXX promotes YYY.	0,793
Congruence	XXX as celebrity, is suitable to be YYY's brand ambassador.	0,753
	XXX as actress is suitable to be YYY's brand ambassador.	0,809
Credibility	XXX has positive image.	0,788
	I believe in XXX;s review about YYY product.	0,764
Attractiveness	XXX is an attractive individual.	0,775
	XXX has a unique appeal	0,824
Strength	XXX is charismatic.	0,786
	XXX has many followers/fans.	0,629
X2: Social Media Marketing ($\alpha = 0,928$)		
Context	Messaged clearly delivered.	0,737
	Message is attractively designed.	0,758
Communication	The message is delivered in a timely manner.	0,773
	Admin is responsive	0,720
	Clearly delivered Information.	0,721
	The message delivery style is appropriate.	0,745
Collaboration	There is interaction on social media.	0,766
	I am involved through social media.	0,726
	The messages delivered are relevant.	0,793
Connection	The messages delivered are beneficial.	0,739
	There is sustainable relationship.	0,779
	There is mutual interaction.	0,738
Y: Purchase Intention ($\alpha = 0,903$)		
Transactional	Desire to purchase.	0,854
	Intention to purchase.	0,843
Referential	Willingness to recommend the product.	0,797
Preferential	Preference for a product	0,819
Exploratory	Product satisfaction	0,847
	Interest in seeking information about the product.	0,784

Normality Test

The normality test was conducted to determine whether the research data were normally distributed. The assessment was

performed using a Histogram and Normal P-Plot of Regression Standardized Residuals. Research data is considered normally distributed, when the histogram portrays a bell-shape curve,

and the P-plot shows a scattered plot near the diagonal line.

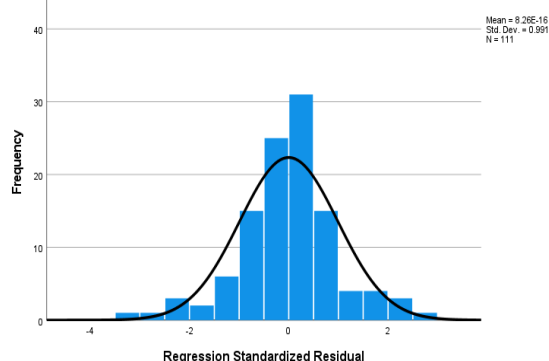


Fig 1: Histogram of Regression Standardized Residual (Normality Test)

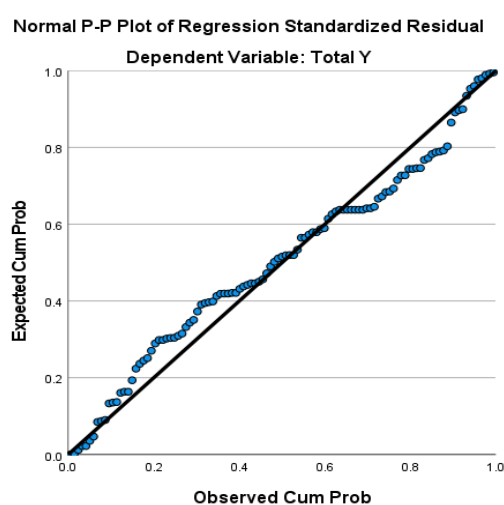


Fig 2: Normal P-Plot Regression Standardized Residual

The results indicate that the histogram forms a bell-shaped distribution that closely resembles a normal curve. Normal-P-Plot also spread, following the diagonal line. Both of the figures suggest that the residuals are normally distributed.

Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a high correlation among the independent variables in the regression model. The results show that the Brand Ambassador (X1) variable has a tolerance value of 0.403 and a VIF value of 2.482, while the Social Media Marketing (X2) variable has a tolerance value of 0.403 and a VIF value of 2.482.

Since all tolerance values are greater than 0.10 and all VIF values are less than 10.00, it can be concluded that there is no

multicollinearity among the independent variables. Therefore, the variables Brand Ambassador and Social Media Marketing can be included simultaneously in the regression model to explain Purchase Intention (Y) without causing multicollinearity problems.

Heteroscedasticity Test

The heteroscedasticity test was conducted using a scatterplot of the standardized residuals. Based on the scatterplot, the data points are randomly distributed and do not form any specific pattern. This indicates that the variance of the residuals remains constant across all levels of the predicted values. Therefore, it can be concluded that there is no evidence of heteroscedasticity in the regression model, and the heteroscedasticity assumption has been satisfied.

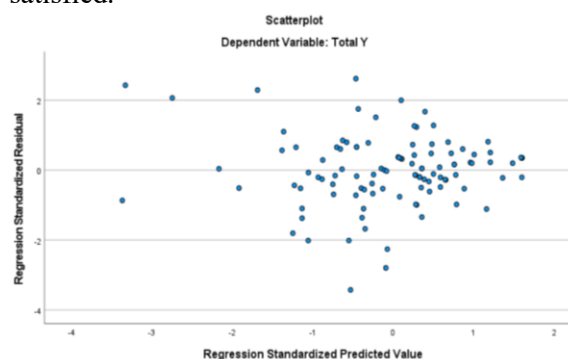


Fig 3: Scatterplot Heteroscedasticity Test

Multiple Linear Regression Analysis

The multiple regression analysis was conducted to examine the effects of Brand Ambassador and Social Media Marketing on Purchase Intention toward Sensodyne products.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4.208	1.709	2.462	.015
	Total X1	.037	.065	.058	.574
	Total X2	.378	.055	.697	<.001

a. Dependent Variable: Total Y

Fig 4: T-Test (Partial test)

The results indicate that the Brand Ambassador variable has a positive coefficient ($\beta = 0.037$); however, its effect is not statistically significant ($t = 0.574$, $p = 0.567 > 0.05$). This finding suggests that consumers' perceptions of Prilly Latuconsina as Sensodyne's brand ambassador do not significantly influence their purchase intention. Therefore, H1 is not supported.

In contrast, Social Media Marketing demonstrates a positive and statistically significant effect on Purchase Intention ($\beta = 0.378, t = 6.860, p < 0.001$). This result indicates that more effective social media marketing activities increase consumers' intention to purchase Sensodyne products. Therefore, H2 is supported. Furthermore, the standardized coefficient values reveal that Social Media Marketing ($\beta = 0.697$) exerts a substantially stronger influence on Purchase Intention than Brand Ambassador ($\beta = 0.058$). This finding suggests that consumers are more responsive to Sensodyne's social media marketing efforts than to the endorsement provided by the brand ambassador.

Based on these results, Social Media Marketing emerges as the dominant factor influencing Purchase Intention, while the Brand Ambassador variable does not significantly contribute to consumers' purchasing decisions. These findings highlight the importance of strategic social media marketing in shaping consumer purchase intentions toward Sensodyne products.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1717.406	2	858.703	66.360	<.001 ^b
	Residual	1397.531	108	12.940		
	Total	3114.937	110			

a. Dependent Variable: Total Y

b. Predictors: (Constant), Total X2, Total X1

Fig 5: F-Test (Simultaneous test)

To examine the simultaneous effect of Brand Ambassador and Social Media Marketing on Purchase Intention, an F-test was conducted through ANOVA. The results indicate that the regression model is statistically significant, with an F-value of 66.360 and a significance value of $p < 0.001$. Since the significance value is lower than the 0.05 threshold, the null hypothesis is rejected.

These findings demonstrate that Brand Ambassador and Social Media Marketing jointly have a significant effect on Purchase Intention toward Sensodyne products. Therefore, H3 is supported, indicating that the independent variables simultaneously contribute to explaining variations in consumers' purchase intentions.

The significant F-statistic further confirms that the proposed regression model is appropriate for predicting Purchase Intention. Collectively, the variables included in the

model provide meaningful explanatory power regarding consumers' intentions to purchase Sensodyne products.

From a theoretical perspective, the findings provide an interesting extension of Source Credibility Theory. The theory argues that communicators who are perceived as credible are more likely to influence audience attitudes and behavioral intentions. Nevertheless, the absence of a significant relationship between Brand Ambassador and Purchase Intention suggests that source credibility alone may not be sufficient to drive consumers' purchasing decisions in the context of health-related products. Consumers of oral healthcare products are likely to engage in more deliberate information processing and place greater importance on product efficacy, relevance, and informational content than on celebrity characteristics. Consequently, the influence predicted by Source Credibility Theory may be overshadowed by the informational value delivered through Social Media Marketing, which emerged as the strongest predictor of Purchase Intention in this study. This finding highlights the contextual boundaries of Source Credibility Theory and suggests that the effectiveness of celebrity endorsement may depend on the extent to which credibility is complemented by relevant and persuasive marketing communication.

The findings of this study provide important insights into the relative effectiveness of celebrity endorsement and social media marketing in shaping consumers' purchase intentions toward Sensodyne products. The results demonstrate that Brand Ambassador does not significantly influence Purchase Intention, whereas Social Media Marketing exerts a positive and significant effect on Purchase Intention. Furthermore, the regression model shows a significant simultaneous effect, indicating that the independent variables collectively contribute to explaining variations in consumers' purchase intentions.

The first hypothesis proposed that Prilly Latuconsina, as Sensodyne's brand ambassador, would positively and significantly influence Purchase Intention. However, the results do not support this hypothesis. Although celebrity endorsers are generally expected to enhance consumers' perceptions through their attractiveness, credibility, and popularity, the present findings suggest that these attributes do not necessarily translate into stronger purchase

intentions. One possible explanation is that Sensodyne belongs to the oral health product category, where consumers are likely to prioritize functional benefits, product effectiveness, and informational value over celebrity endorsement. In products associated with health and personal well-being, consumers often engage in a more rational decision-making process, relying on product-related information rather than peripheral cues such as celebrity appearances. Consequently, while Prilly Latuconsina may enhance brand visibility and awareness, her endorsement alone appears insufficient to motivate consumers to develop stronger purchase intentions.

In contrast, the findings reveal that Social Media Marketing significantly influences Purchase Intention, supporting the second hypothesis. This result underscores the growing importance of social media as a strategic marketing communication channel. Through effective content delivery, timely communication, audience engagement, and interactive relationships, social media platforms enable brands to establish meaningful connections with consumers. The dimensions of social media marketing examined in this study, context, communication, collaboration, and connection, appear to facilitate consumers' access to information and strengthen their engagement with the brand. As a result, consumers become more informed, involved, and receptive to the brand's messages, which subsequently increases their intention to purchase. This finding aligns with contemporary marketing literature suggesting that social media not only serves as a promotional medium but also functions as a platform for relationship building and consumer engagement, both of which are critical determinants of purchase intention.

An interesting aspect of the findings is the apparent discrepancy between the partial and simultaneous effects. While the Brand Ambassador variable does not significantly affect Purchase Intention when examined individually, the overall regression model remains significant when Brand Ambassador and Social Media Marketing are tested simultaneously. This phenomenon can be explained from both statistical and theoretical perspectives. Statistically, the t-test evaluates the unique contribution of each independent variable after controlling for the effects of other predictors, whereas the F-test evaluates the

collective explanatory power of all independent variables included in the model. The insignificant effect of Brand Ambassador indicates that it does not provide substantial explanatory power beyond that already accounted for by Social Media Marketing. However, the significant F-statistic suggests that the model as a whole effectively explains Purchase Intention because at least one predictor contributes meaningfully to the dependent variable.

The standardized coefficients provide further evidence supporting this interpretation. Social Media Marketing exhibits a substantially larger standardized coefficient ($\beta = 0.697$) than Brand Ambassador ($\beta = 0.058$), indicating that the explanatory power of the model is predominantly driven by Social Media Marketing. In other words, the significant simultaneous effect observed in the regression model is largely attributable to the strong influence of Social Media Marketing rather than to the contribution of Brand Ambassador. This finding suggests that consumers' purchase intentions are influenced more by the quality of marketing interactions and information encountered through social media than by celebrity endorsement itself.

From a theoretical standpoint, these findings may indicate a shift in consumer decision-making patterns within the digital environment. Consumers are increasingly exposed to interactive content, peer discussions, product reviews, and brand-generated information through social media platforms. Such interactions provide consumers with richer and more relevant information compared to the symbolic value offered by celebrity endorsers. Consequently, social media marketing may serve as a more influential mechanism in shaping behavioral intentions because it directly facilitates consumer engagement, information processing, and relationship development. The results therefore suggest that the effectiveness of celebrity endorsement may be contingent upon the extent to which it is integrated into broader digital marketing strategies rather than functioning as an isolated promotional tool.

Overall, this study highlights the dominant role of Social Media Marketing in influencing Purchase Intention toward Sensodyne products. Although the presence of a well-known brand ambassador contributes to brand recognition, consumers appear to respond more strongly to marketing activities that provide

relevant information, encourage interaction, and foster ongoing engagement. These findings emphasize the need for organizations to prioritize consumer-centered social media strategies while ensuring that celebrity endorsements are effectively integrated into broader digital communication efforts. Such an approach may enhance the overall effectiveness of marketing campaigns and generate stronger purchase intentions among consumers.

CONCLUSION

This study concludes that Social Media Marketing significantly influences consumers' Purchase Intention toward Sensodyne products, whereas Brand Ambassador does not have a significant direct effect. Nevertheless, the simultaneous analysis confirms that both variables collectively contribute to explaining Purchase Intention, with Social Media Marketing serving as the primary driver of the model. These findings suggest that consumers are more responsive to informative, interactive, and engaging digital marketing activities than to celebrity endorsement alone. Therefore, Sensodyne should prioritize strengthening its social media marketing strategies while integrating the role of its brand ambassador more effectively into digital campaigns to enhance consumer engagement and purchase intention.

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