



Contents lists available at: <https://e-journal.unair.ac.id>

**AJIM (Airlangga Journal of Innovation Management)**

Journal homepage: <https://e-journal.unair.ac.id/AJIM>

## **Influence of Viral Marketing, Celebrity Endorsement, and Brand Awareness on Purchase Decision of Specs in Sidoarjo**

**Muhamad Vicky Saifudin<sup>1</sup> Muhammad Yani<sup>2</sup> Lilik Indayani<sup>3</sup>**

<sup>1,2,3</sup> Department of Management, Faculty of Business, Law and Social Science, Universitas Muhammadiyah, Sidoarjo, Indonesia

### **ARTICLE INFO**

#### **Paper Type:**

Research Paper

#### **Keywords:**

*Viral Marketing, Celebrity Endorsement, Brand Awareness, Purchase Decision.*

#### **Article History**

Received: 09-05-2025

Revised: 23-05-2025

Accepted: 05-06-2025

Available online: 28-06-2025

This is an open-access article under the CC BY-NC-SA license (<https://creativecommons.org/licenses/by-nc-sa/4.0/>)

### **ABSTRACT**

This study aims to analyze the influence of viral marketing, celebrity endorsement, and brand awareness on purchasing decisions for Specs products in Sidoarjo. The development of digital technology and the high number of social media users in Indonesia open up great opportunities for companies to utilize digital marketing strategies. Specs, as one of the local sports shoe brands, faces tight competition with similar brands such as Eagle and League, so it requires an effective marketing strategy to maintain its market share. This study uses a quantitative approach with a survey method through a questionnaire to 100 respondents who use Specs products in Sidoarjo. The data analysis technique used is Partial Least Squares (PLS) to test the validity, reliability, and direct influence of the three independent variables on purchasing decisions. The results of the study show that viral marketing, celebrity endorsement, and brand awareness have a positive and significant influence on purchasing decisions. Viral marketing through social media is able to create interest and encourage purchasing decisions. Celebrity endorsement contributes to forming trust and product appeal through relevant public figures. Brand awareness makes it easier for consumers to recognize and remember products, thus encouraging purchasing actions. This study provides strategic implications for local companies in increasing the effectiveness of promotions in the digital era.

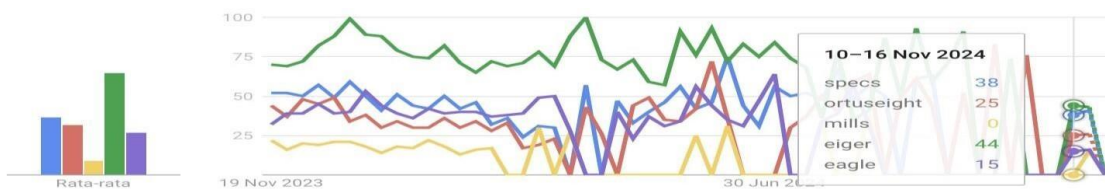
\*Corresponding author: [muhammad\\_yani@umsida.ac.id](mailto:muhammad_yani@umsida.ac.id)

Cite this article as: Saifudin, M.V & Yani, M. (2025). The Influence of Viral Marketing, Celebrity Endorsement, and Brand Awareness on The Purchase Decision of Specs Product In Sidoarjo. *Airlangga Journal of Innovation Management*, 6(2), 199-218. <https://doi.org/10.20473/ajim.v6i2.72657>

## Introduction

The development of technology and information in the current era of globalization is growing very rapidly. The Digital 2023 April Global Statshot Report states that internet users in Indonesia have reached 212.9 million, which is 77% of the population in Indonesia (Kemp S, 2023; Santoso & Kusuma, 2023). The development of technology and information has changed the information and communication system from conventional media to digital media. With this online application, it is easier for people to find information about something quickly. Social media is one of the applications that is rapidly gaining popularity in society today (Faturtama, D. L., & Abidin, 2023; Pratama, Wardhana, and Nugroho, 2020). The latest research from We Are Social noted that there were 139 million social media user identities in Indonesia in January 2024, equivalent to 49.9% of the total national population (Social, 2024). The Global Statistics show that the number of social media users in Indonesia has increased to 191.4 million in 2024. In Indonesia, 68.9 percent of the population uses social media. The number of active social media users grew at a rate of 12.6 percent in 2024, up 21 million from 2022 (Social, 2024).

The development of internet technology has created a huge opportunity, coupled with the increasing use of social media in Indonesia, which can be a huge opportunity for companies, one of which is in the sports industry, namely the Indonesian shoe company, Specs. An important reason in this study to choose the sports industry object is that the fierce competition among local shoe brands in Indonesia, such as Specs, Ortuseight, Mills, Eiger, and Eagle, requires each brand to always innovate in their marketing methods. Specs, which is one of the local brands that prioritizes sports shoes, must compete directly with Ortuseight, Mills, Eiger, and Eagle, which also target the same market. To face this competition, Specs must adopt a marketing strategy that is by the latest trends, such as viral marketing, celebrity endorsement, and brand awareness through various digital platforms. Specs is a leading footwear company in Indonesia. Specs was founded in 1994 in Jakarta. This company produces various sports equipment such as futsal shoes, soccer shoes, apparel, and sports bags. (Saputra, S. A., 2022).



**Figure 1. Local Brands Popularity**

Source: Google Trends (2024)

Google Trends is a medium for analyzing public interest in a brand based on searches on Google. The image above shows a comparison graph of the popularity of several local brands in Indonesia. Among them are Specs, Ortuseight, Mills, Eiger, and Eagle. These brands are included in the category of competition for local sports brands. Based on the average search query, Eiger dominates the trend with the highest number, but it does not rule out the possibility that other brands, such as Specs and Ortuseight, have the potential to compete more. The graph above shows that the Specs product is in second place, which shows that Specs' performance is stable.

Although Specs does not dominate, it can compete with Eiger products, with a more innovative strategy, so that consumers are interested in making a purchasing decision. Specs was chosen as the object of study because Specs is one of the local Indonesian brands that consistently focuses on sports

products, especially shoes for soccer and futsal, which are in great demand in the domestic market. To maintain and strengthen its position, Specs implements various modern marketing strategies, such as viral marketing to reach more consumers through social media, as well as utilizing celebrity endorsements that can increase trust and product appeal. Brand awareness plays an important role in making consumers more familiar and have trust in the Specs brand, which ultimately increases purchasing decisions amidst tight competition between local brands. This study uses the AIDA (Attention, Interest, Desire, and Action) theory. This theory is useful for drawing attention to a product, arousing interest, fostering a desire to own a product, and encouraging consumers to make purchasing decisions (Kusuma, F., Napitupulu, F., Z., Z., T., & Arianto, 2024). AIDA theory is an approach theory for conveying messages designed to attract attention, trigger interest, and arouse consumer interest. This theory plays a role in influencing consumers in making decisions. AIDA can be realized through creative and communicative messages, so that it can attract attention and build consumer trust in the products offered (Yadav et al., 2025). To compete more effectively, Specs needs to strengthen its marketing strategy by using viral marketing, celebrity endorsement, and brand awareness to increase consumer purchasing decisions.

To enhance its competitiveness, Specs needs to strengthen its marketing strategy by adopting a more innovative approach that is easy to implement. One strategy that can be used is viral marketing. (Afrella, R. A., Maduwinarti, A., & Mulyati, 2024). This strategy results in an exponential increase in the number of exposures and the impact of messages. Therefore, any viral marketing applied to Internet marketing will achieve the goal of obtaining information about goods and services and then motivating others to share the information so that the information is disseminated, which will most likely increase consumer purchasing decisions. (Kurniawan & Sari, 2024). Research conducted by (Wulansari et al., 2024) Shows that viral marketing has a significant effect on purchasing decisions, both directly and through consumer behavior. Also supported by (Mustikasari & Widaningsih, 2019) Who said that viral marketing through social media, especially Instagram, has a positive effect on brand awareness and purchasing decisions? (Kowalski, 2022) His research said that the use of viral marketing by sports clubs, especially through social media platforms such as Facebook, has a significant effect. Meanwhile, research (Leonalda & Reonald, 2023) Shows that viral marketing does not have a positive effect on purchasing decisions.

Every company needs to pay attention to marketing strategies to create consumer trust in the product it offers. In addition, Specs can also leverage celebrity endorsement as a form of promotion. Celebrity endorsement is one of the marketing strategies that is currently popular and dominates in several industrial fields such as food, cosmetics, automotive, and sports. (Anugerah, 2022). What is meant here is that when two products use different celebrities, consumers can compare the attractiveness of each celebrity to each individual's purchasing decision. Celebrity Endorsement is a supporter of an advertisement, or an advertising star who can help a product become more attractive. (Wijaya, 2020). By using a source to make an interesting or popular figure, celebrity endorsement is an innovative way to convey a message that can get great attention from consumers. (Setiawan & Aksari, 2020). Celebrity endorsement has an important role in consumer attitudes in purchasing decisions, because in this digital era, consumers will be more interested in a product used by a public figure (Khan et al., 2020).

The use of celebrity endorsement strategies can be a comparison between competitor products on the market. This will be used by consumers to choose from a variety of products that have been offered. (Anugerah, 2022). In a study conducted by (Efendi & Purwanto, 2023) It was shown that celebrity endorsement has a positive and significant effect on purchasing decisions. Supported by research conducted by (Wardhana et al., 2024) It has a positive contribution to Nike's purchasing

decisions among Gen Z in Surabaya. In addition, according to (Pradika & Hussein, 2023) Celebrity endorsement has a significant and positive influence on purchasing decisions for the Specs brand soccer shoes in the city of Madiun. Meanwhile, the study (Ramadhani & Nadya, 2020) Showed that the celebrity endorsement variable did not have a significant influence on the purchasing decision variable.

Another important factor in driving purchasing decisions is brand awareness. Brand awareness is a person's ability to identify and remember a particular product brand, which is an important component of wealth (Anand, 2023). Increasing brand awareness is one way to expand the market (Mwaura & Mang'ana, 2023). If someone is aware of a brand, of course, that person will be interested and have the intention to buy the brand, unlike someone who does not know about a brand will be hesitant and may not want to buy products from that brand. Brand awareness is the key for companies to be able to excel in business competition (Arianty & Andira, 2021).

Research conducted by (Jaiyeoba et al., 2020) shows that brand awareness has a significant effect on purchasing decisions for Adidas sports shoes. Also supported by (Ramadhani et al., 2022) who said that brand awareness, brand association, and perceived quality on purchasing decisions for Nike basketball shoes in the Wonosobo basketball community have a positive and significant effect. (Adam et al., 2021). This study analyzes the effect of brand awareness and brand loyalty on purchasing decisions for Adidas brand sports shoes among Adidas fans in Bandung. The results show that brand awareness has a significant effect on purchasing decisions. Meanwhile, research (Roist et al., 2020) shows that brand awareness does not have a positive effect on purchasing decisions.

Several previous studies have discussed the influence of viral marketing, celebrity endorsement, and brand awareness on purchasing decisions, but the majority focus on global brands such as Nike and Adidas. For example, research conducted by (Laluyan et al, 2020) Shows that it has a significant effect, while a study conducted by (Ramadhani et al., 2022) Mentions the importance of brand awareness in purchasing decisions for Nike shoes. However, there is still a gap in research that specifically discusses the influence of these three variables on local brands such as Specs, which is one of Indonesia's national sports brands. In addition, several studies show inconsistent results. There are studies that say that viral marketing does not have a significant effect on purchasing decisions. (Sodik et al., 2024), while other studies state the opposite. Specs, as a local Indonesian sports shoe brand, faces major challenges in the face of the dominance of global brands such as Nike and Adidas (Pradika & Hussein, 2023) Therefore, an in-depth understanding is needed regarding how much influence viral marketing, celebrity endorsement, and brand awareness have on purchasing decisions for Specs products. Thus, this study is important to fill the research gap, especially in the context of local sports products. The novelty of this study lies in the location of the study and the variables to be studied. Based on this, further research is needed. This is what prompted researchers to analyze the ongoing phenomenon with the title of the influence of viral marketing, celebrity endorsement, and brand awareness on Purchasing Decisions at Specs in Sidoarjo.

## **Literature Review**

### **AIDA (Attention, Interest, Desire, Action)**

AIDA theory is a marketing theory that explains the stages of how consumers recognize a product until they make a purchasing decision (Heriansya & Arini, 2023). AIDA stands for attention, interest, desire, and action. This model theory was first introduced by E. St. Elmo in the 20th century and is used as a framework and marketing strategy until now. This theory model focuses on consumers not deciding to buy a product directly, but rather through stages that are influenced by marketing strategies. (Tristanto et al., 2023).

Marketing strategies in the AIDA theory must go through four stages to become a good marketing strategy. The first stage is attention, where the strategy must be arranged in a unique, striking, and attractive way to attract the attention of consumers. The marketing strategy that is suitable in this context is viral marketing. Viral marketing is very effective in growing consumer attention (Tristante et al., 2023). Then the second stage in the AIDA theory is interest; this marketing strategy must maintain consumer interest by presenting interesting information. The most effective strategy to attract consumer interest is the use of celebrity endorsement. Involving celebrities or public figures is very effective because the message conveyed or celebrity promotion can increase the appeal and make consumers more confident in making purchasing decisions (Susanto et al., 2025). Consumers tend to believe the message conveyed by public figures who are known and admired. Therefore, celebrity endorsement can encourage consumers and increase consumers to make purchasing decisions on products (Milatina et al., 2024). The third stage in the AIDA theory is desire. The marketing strategy in this theory is the emotional drive that arises in consumers to buy the product. At this stage, brand awareness plays a suitable role (Ryandono et al., 2022; Santoso & Kusuma, 2023). Consumers feel confident in the brands they know and trust. Brand awareness helps consumers grow positive perceptions and recognize products and increase consumer approaches to products, which ultimately brand awareness can encourage consumer desire to make purchasing decisions (Tampubolon et al., 2024).

The final stage in the AIDA theory is action, an action by consumers, namely buying a product. Action is the final stage where consumers are confident in making a purchasing decision. Consumers are increasingly confident in making a purchasing decision because the combination of effective viral marketing, the use of appropriate celebrity endorsements, and appropriate brand awareness can contribute significantly to purchasing decisions. (Gustiawan et al., 2025).

## **Viral Marketing**

Viral Marketing is a marketing method that utilizes the internet to achieve a goal that is carried out through the communication process. Viral marketing has a direct influence on consumer purchasing decisions. (Pratama & Rohandi, 2022). The process of implementing a viral marketing strategy is similar to the propagation of viruses, namely by creating attractive and easily shared promotions. Viral marketing can build a positive view of the product in the minds of consumers. Consumers are more confident and encouraged to make purchasing decisions when consumers are exposed to viral content. (Ryandono et al., 2020; Suprayogi et al., 2025).

In the study (Sigar et al., 2021) Showed a positive and significant relationship between viral marketing and purchasing decisions because when the message is delivered in a creative way and through the right channels. Then in the study (Afrella et al., 2024) In the context of fashion that viral marketing significantly influences consumer purchasing decisions, especially through social media such as Instagram, Facebook, and TikTok, which can form emotional perceptions and urgency. Three indicators are used as benchmarks for viral marketing, namely. (Kurnia & Wijaksana, 2020):

1. Messenger: Messenger is essential for spreading the word about footwear products. In this sector, artists, trendsetters, sports figures, and celebrities often lead successful marketing efforts. For example, if a celebrity showcases a particular shoe brand on their social media, it can quickly spark public interest and excitement. Partnering with regional influencers could increase audience engagement and foster positive perceptions of the shoe brand.
2. Environment: Social environment, current lifestyle patterns, and advances in digital technology are aspects of the environment that facilitate the spread of viral content in footwear products.

For example, the “Today’s Outfit” trend among young people motivates social media participants to showcase their fashion choices, including their footwear. An environment that values streetwear trends or sneaker culture provides a promising atmosphere for footwear companies to implement viral marketing techniques.

3. Message: The information presented should be interesting, touching, and relevant to the target audience. In the footwear market, popular messages might be inventive promotional videos, unique reviews, exclusive product launches, or TikTok challenges featuring the item. Such materials inspire customers to share voluntarily, allowing the brand message to spread widely without significant advertising costs.

## **Celebrity Endorsement**

Celebrity Endorsement is the use of a public figure who has success in a field, so that it is widely known by the public and can influence consumer perceptions in making purchasing decisions. (Efendi & Purwanto, 2023). A celebrity is someone famous, be it an artist, entertainer, athlete, or public figure, who is widely known by the public for their abilities and success in a particular field. (Sunartio et al., 2022) Celebrity endorsements are intended to attract the attention of consumers to influence consumers in making purchasing decisions for a product. (Sera, 2023).

Celebrity Endorsement can influence purchasing decisions with several factors, such as the attractiveness and credibility of the celebrity. (Syahputra, 2020). Consumers tend to be interested in buying products promoted by celebrities they admire. The attractiveness of celebrities makes an advertisement more attractive and convincing. If celebrities are considered experts or experienced in the product category being promoted, consumers will be more confident and tend to buy the product. (Pradika & Hussein, 2023). Endorsement activities can increase according to the suitability between a product and a celebrity. (Anas & Sudarwanto, 2020). For example, an athlete who is an advertisement for a sports shoe product. Celebrity endorsement can be significantly related to purchasing decisions. If used properly, celebrities can increase consumer interest in making purchasing decisions.

The role of celebrity endorsements is none other than that because the message to be conveyed has an appeal and can be easily remembered by consumers. (Nurjannah et al., 2023). According to (Salsabillah et al., 2021) There are three indicators used to measure celebrity endorsements:

1. Trustworthiness: Refers to the extent to which a celebrity is seen as honest and trustworthy. Trustworthy celebrities can support the rise of a product and can make consumers believe in what they promote (Anas & Sudarwanto, 2020). Like someone who promotes a sports shoe product. If a celebrity is known to have a healthy lifestyle and actively promotes sports shoe products, consumers tend to believe that the shoes support sports performance. (Sari et al., 2021).
2. Expertise: Refers to consumer assessment of the knowledge, experience, or expertise possessed by a celebrity who promotes a product (Anas & Sudarwanto, 2020). Celebrities who are experts in the field of sports will be considered more credible if they promote sports shoes, because they have experience using the sports shoe product. Consumers tend to buy products when they believe that celebrities understand what is being promoted. (Lin et al., 2020).
3. Physical Attraction: It can be interpreted as the attractiveness or physical appearance of a celebrity that can influence consumers towards the promoted product (Anas & Sudarwanto, 2020). For example, a celebrity with a fashion style that can increase the attractiveness of

the promoted shoes (Cheru, 2018).

The three indicators above play an important role in the effectiveness of celebrity endorsement on purchasing decisions for shoe products. These indicators can increase consumer trust, credibility, and appeal.

### **Brand Awareness**

Brand awareness is the ability of individuals to recognize and remember the brand of a particular product, and is one of the important elements in brand equity (Pujianto et al., 2023). Consumers will always be faced with several types of products, but they will tend to choose products that they are already familiar with. This brand awareness can make it easier for consumers in the process of choosing the product to be purchased (Arianty, N., & Andira, 2021). The high brand awareness held by consumers is closely related to the level of public trust in them as consumers. This brand awareness will encourage public trust as consumers to make purchasing decisions (Lusianto et al., 2024). In the context of a shoe company, brand awareness has a significant positive influence on purchasing decisions. In line with research conducted by (Ramadhani et al., 2022) shows that brand awareness has a significant positive influence on purchasing decisions for Nike basketball shoes in the Wonosobo basketball community.

There are three indicators used to measure brand awareness, namely (Sofyan, 2021):

1. Brand Recognition: The ability of consumers to recognize a product when they see certain cues, such as a logo, packaging design, distinctive color, or slogan. If a consumer sees a logo on a shoe product and immediately recognizes it, this is called brand recognition.
2. Brand Recall: The ability of an individual to recall a brand name when thinking about a particular product category. If consumers easily recall a shoe product, then it is more likely that consumers will buy that product.
3. Top of mind: The brand that first comes to mind when consumers are asked about a product. If the shoe brand is top of mind, it becomes the consumer's main choice for buying shoes.

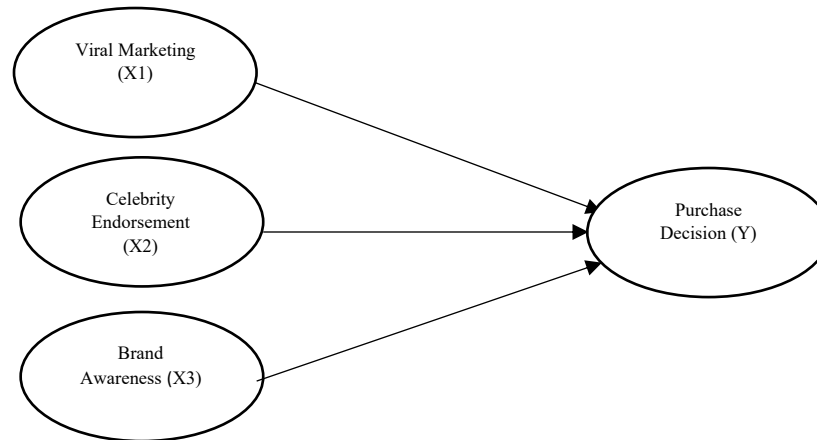
### **Purchase Decision**

Purchasing decisions are the various stages that consumers go through before deciding to buy a product (Ryandono et al., 2019, 2025). Before completing a purchase, a person will first decide on the product. (Loestefani et al., 2022; Zaki et al., 2024). This purchasing decision is a personal action that is directly involved in the process of determining whether to buy the product offered by the seller. There are five indicators of purchasing decisions, namely. (Prabowo et al., 2020):

1. Product choice: This indicator relates to the consumer decision-making process when choosing a particular type of product to buy. Consumers need to evaluate the various product alternatives available on the market and determine which option most effectively meets their needs.
2. Brand Choice: Brand choice is a decision about a particular brand that consumers will buy. Brands often function as product identifiers and can influence consumers' perceptions of quality and trust.
3. Distributor Choice: This indicator involves decisions about the location where consumers will purchase products, either through physical stores, online platforms, or certain distributors.
4. Purchase Time: Purchase time is the moment when consumers decide to make a transaction. This can be influenced by seasonal factors, promotions, or sudden interests.
5. Purchase Amount: The Purchase amount is related to the number of items that will be purchased by the consumer. This decision-making is influenced by personal needs, budget, and promotions

that may be conveyed by the seller.

The figure below shows the conceptual framework and hypotheses of this study:



**Figure 2. Conceptual Framework**

Source: Author (2025)

Based on the formulation of the problem and the main topic, this study proposes the following hypotheses:

Hypothesis 1: Viral Marketing Influences Purchasing Decisions on Specs Products in Sidoarjo.

Hypothesis 2: Celebrity Endorsement Influences Purchasing Decisions on Specs Products in Sidoarjo.

Hypothesis 3: Brand Awareness Influences Purchasing Decisions on Specs Products in Sidoarjo.

## Methodology

This study uses a quantitative approach to determine the relationship between viral marketing, celebrity endorsement, and brand awareness on purchasing decisions for Specs in Sidoarjo. Quantitative research to test hypotheses statistically and objectively on data samples collected through questionnaires or other research tools (Fauziana et al., 2022; Ghifara et al., 2022; Rahman et al., 2022). The population in this study is consumers who use and purchase Specs products in Sidoarjo. This study uses a nonprobability sampling method. The questionnaire is used for sampling, which is given to respondents, namely consumers who have purchased Specs products, to answer according to the criteria set by the researcher. (Sekaran & Bougie, 2016).

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

Information:

$n$  = Number of samples

$z$  = Moral table value with a certain alpha

$P$  = Unknown population proportion

$d$  = Distance in both directions

The Lemeshow formula is used to determine the number of samples. In this study, the Alpha used is

95% or 1.96. In addition, 10% of the population is unknown, and 0.5 is the confidence level. Below is an example of the calculation used in this study (Sekaran & Bougie, 2016)

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

$$n = \frac{1,96^2 0,5(1 - 0,5)}{0.1^2}$$

$$n = \frac{3,8416.0,5(0,5)}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

$$n = 96$$

From the calculation above, there are 96 rounded up to 100 people who have used Specs products and will be sampled. As the main method of data collection, this study uses a questionnaire. This questionnaire consists of several questions that must be answered and is designed to provide relevant information. The answer choices from the questionnaire are assessed on a Likert scale of 1-5, and this helps researchers complete the questionnaire and continue the data collection process. In quantitative research, data analysis techniques use statistical data to support responses to the proposed hypothesis. This study uses the PLS (partial least squares) analysis technique. A multivariate data processing technique known as partial least squares compares several independent variables with intervening and dependent variables. One of the advantages of the PLS method is the ability to calculate the direct and indirect effects on each variable. PLS has two tests, namely external and internal model tests (Sekaran & Bougie, 2016).

## Results and Discussion

### Result

Based on the results of the questionnaire distribution that has been carried out in the vulnerable period of January 9 - February 25, 2025, it was obtained that respondents who had filled out the G-form in this study were 100 respondents consisting of 84 (84%) male respondents and 16 (16%) female respondents. Respondents aged 17-20 were 14 (14%) respondents, 21-30 were 84 (84%) respondents, and 31-40 were 2 (2%) respondents. On average, the most respondents were aged 21-30, with a presentation of 84%. Respondent Status: Student/College Students 51 (51%) respondents, Civil Servants 6 (6%) respondents, private employees 37 (37%) respondents, and self-employed 6 (6%) respondents.

### Outer Model Analysis

The outer model produces values that can be used to analyze validity and reliability in measuring latent variables. The outer model includes convergent validity tests, discriminant validity tests, and reliability tests. (Hair et al., 2022).

#### 1. Convergent Validity Test

The convergent validity test functions to assess how well the indicator can describe the latent variable. The higher the convergent validity value, the higher the indicator's ability to describe the latent

variable. The value of the outer loading must be  $>0.70$  to be considered significant (Pratiwi et al., 2022; Wardhana & Ratnasari, 2022). If the value of the outer loading is  $<0.70$ , the indicator must be eliminated and recalculated. (Hair et al., 2022).

**Table 1. Convergent Validity Test**

	<b>Brand Awareness</b>	<b>Celebrity Endorsement</b>	<b>Purchase Decision</b>	<b>Viral Marketing</b>
BA1	0.859			
BA2	0.847			
BA3	0.891			
CE1		0.845		
CE2		0.858		
CE3		0.852		
KP1			0.793	
KP2			0.738	
KP3			0.853	
KP4			0.817	
KP5			0.827	
VM1				0.884
VM2				0.875
VM3				0.819

Source: SmartPLS3 processed data (2025).

Based on Table 2, the results of the convergent validity test show significant results because each variable has an outer loading value  $> 0.70$ . Therefore, it is concluded that each indicator will be declared valid and worthy of further study.

## 2. Discriminant Validity Test

The value of discriminant validity includes the correlation between indicators of each variable with other variables. Measurement can be seen through the results of cross-loading. The value of cross-loading in each latent variable must be higher than the measured latent variable to meet the discriminant validity test. (Hair et al., 2022).

**Table 2. Cross Loading**

	<b>Brand Awareness</b>	<b>Celebrity Endorsement</b>	<b>Purchase Decision</b>	<b>Viral Marketing</b>
BA1	0.859	0.693	0.706	0.584
BA2	0.847	0.639	0.690	0.477
BA3	0.891	0.623	0.804	0.539
CE1	0.599	0.845	0.646	0.576
CE2	0.649	0.858	0.670	0.547
CE3	0.663	0.852	0.795	0.601
KP1	0.624	0.608	0.793	0.551
KP2	0.555	0.642	0.738	0.884
KP3	0.674	0.628	0.853	0.745
KP4	0.669	0.831	0.817	0.579
KP5	0.892	0.642	0.827	0.541

VM1	0.555	0.642	0.738	0.884
VM2	0.487	0.588	0.622	0.875
VM3	0.539	0.515	0.748	0.819

Source: SmartPLS3 processed data (2025).

Based on the cross-loading value, it shows that the bold value meets the discriminant validity value because the cross-loading value is greater in the variables it forms and not in other variables. It can be seen in Table 3, which shows that the cross-loading of each indicator is greater than 0.5. Therefore, all indicators in each variable in this study have met the discriminant validity.

### 3. Reliability Test

Reliability Test is a test used to measure the accuracy and consistency of an instrument in measuring a construct. A construct will be said to be reliable if the Cronbach's Alpha and Composite Reliability values are  $> 0.7$ . While the value of the Average Variance Extracted (AVE) can be said to be significant if the value is  $> 0.5$  (Hair et al., 2022).

**Table 4. Reliability Test**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Information</b>
Brand Awareness	0.833	0.900	Reliable
Celebrity Endorsement	0.812	0.888	Reliable
Purchase Decision	0.865	0.903	Reliable
Viral Marketing	0.824	0.895	Reliable

Source: SmartPLS3 processed data (2025).

Based on Table 4, the reliability value of the indicator is quite high because the results of the tests carried out, the Cronbach's Alpha value of brand awareness is 0.833, celebrity endorsement is 0.812, and viral marketing is 0.824. So, it can be concluded that the value of Cronbach's Alpha of each variable is considered reliable.

**Table 5. AVE Reliability Test**

	<b>AVE</b>
Brand Awareness	0.750
Celebrity Endorsement	0.725
Purchase Decision	0.650
Viral Marketing	0.740

Source: SmartPLS3 processed data (2025).

Based on Table 5 it shows that the Average Variance Extracted (AVE) value is  $> 0.5$  for each indicator. This result shows that the results are in accordance with the criteria and are significant.

## Inner Model Analysis

Inner Model Analysis is a test used to analyze the causal relationship of each latent variable based on substantive theory. Inner models can be done by looking at R-squared and F-squared to determine the overall influence of exogenous latent variables on endogenous latent variables. (Hair et al., 2022).

### 1. R Square

The R-squared value is used to assess the effectiveness of independent variables and intervening variables in influencing the dependent variable. The R-squared criterion value of  $\geq 0.75$  is said to be strong, moderate if the value is  $\geq 0.50$  to  $<0.75$ , while weak is  $\geq 0.25$  to  $<0.50$  (Hair et al., 2022).

**Table 6. R. Square**

	<b>R Square</b>	<b>R Square Adjusted</b>
Purchase Decision	0.891	0.888

Source: SmartPLS3 processed data (2025).

Based on table 6 shows that the dependent variable (purchase decision) with a value of 0.891, which means that the viral marketing, celebrity endorsement, and brand awareness variables can explain the purchase decision by 89%. Where 11% can affect other variables that are not examined in this study.

### 2. F Square

The F-square value aims to assess the change in the R-square value when a particular construct is removed from the model to determine whether the removed construct has a significant effect on the endogenous construct. The F-square value is 0.02 for a small effect, 0.15 for a medium effect, and 0.35 for a large effect. (Hair et al., 2022).

**Table 7. F. Square**

	<b>Purchase Decision</b>
Brand Awareness	0.663
Celebrity Endorsement	0.212
Viral Marketing	0.742

Source: SmartPLS3 processed data (2025).

Based on Table 7, the F-squared calculation shows that the viral marketing, celebrity endorsement, and brand awareness variables have a large influence on purchasing decisions because the average F-Square value is above 0.35.

### 3. Hypothesis Test

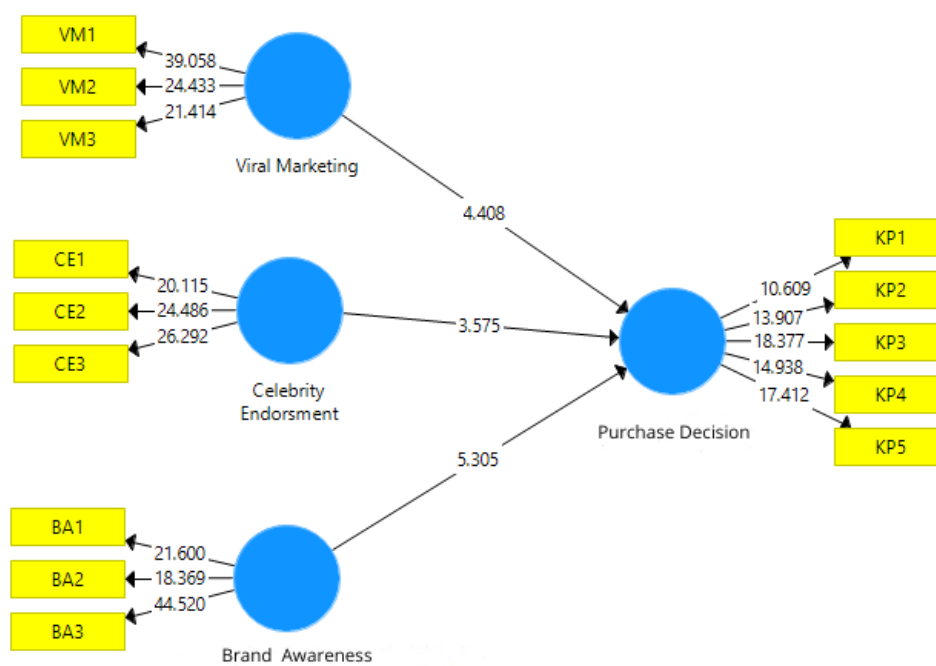
Hypothesis testing is used to find out whether all variables have a direct or indirect effect. Hypothesis testing is measured by the Original Sample, T T-statistic value, and P P-value. If the T-statistic value  $> 1.984$ , then it has a significant effect. However, if the T-statistic value  $< 1.984$ , then the variable is considered not to have a significant effect. If the P-value  $< 0.05$ , then the direct and indirect effects will be identified as significant (Hair et al., 2022).

**Table 8. Hypothesis Test**

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
Viral Marketing Goes to Purchase Decision	0,396	0,403	0,087	4,568	0,000
Celebrity Endorsement Goes→ Purchase Decision	0,252	0,253	0,068	3,719	0,019
Brand Awareness Goes→ Purchase Decision	0,417	0,406	0,079	5,292	0,000

Source: SmartPLS3 processed data (2025).

Based on Table 8, the results of the Original Sample, T Statistic, and P Values can be concluded that the variables Viral Marketing, Celebrity Endorsement, and Brand Awareness have an influence on the decision to purchase Specs.



**Figure 3. Bootstrapping Test Results**

Source: SmartPLS processed data 3.2.8 (2025)

## Discussion

### The Influence of Viral Marketing on Purchasing Decisions

The results show that viral marketing has a positive and significant effect on purchasing decisions for Specs products. We can see in Table 8, which states that the T Statistic and P Values are 4,568 and 0,000. Consumers can be attracted to trending products. Specs are a trending product among the public, especially sports lovers. In addition, recommendations from the environment also influence consumers to make purchasing decisions for Specs products. Viral marketing utilizes platforms to advertise or convey product information quickly. (Kamay, 2024). When the information goes viral, it can encourage consumers to make

purchasing decisions. (Riduwan & Wardhana, 2022; Zakik et al., 2022). Specs products always prioritize openness to their consumers. This is reflected through their communicative approach to marketing and product innovation based on consumer feedback. (Muhaimin et al., 2023; Qosim et al., 2023) And active involvement in the national sports community.

In addition, Specs products can provide certainty that Specs products guarantee quality for their users, so that consumers are confident in choosing to use Specs products. Under the leadership of Hendrik Sasmito, Specs introduced the "cemen shoes" system that uses the cold-gluing method as its product advantage. This innovation shows Specs' commitment to continuously improving product quality to meet consumer needs and expectations. (Laluyan, W. N., Pangemanan, S. S., & Worang, 2020). The results of this study are in line with the writing conducted by (Rawi & Aryani, 2023) Showing that viral marketing has a positive and significant influence on purchasing decisions for Converse shoe products in the Cinere area. In addition, (Pratama et al., 2022) Revealed that celebrity viral marketing influences purchasing decisions for Compass shoe products.

### **The Influence of Celebrity Endorsement on Purchasing Decisions**

Based on the results of the data analysis that has been carried out, it shows that celebrity endorsement has a significant positive influence on purchasing decisions for Specs products. We can see in Table 8, which states that the T Statistic and P Values are 3,719 and 0.019. This shows that consumers of Specs products have confidence in the celebrity endorsement used by Specs products, have a good reputation, and also have the expertise to influence consumers to buy Specs products. Trust in celebrities as endorsers is very important because consumers tend to buy products recommended by figures they trust (Adirestuty et al., 2025; Ma'ruf et al., 2025; Putra, P. Y., & Soebandi, 2019).

In the context of Specs, the use of local athletes with good reputations, such as Rocky Putiray, can increase consumer trust in the quality and credibility of Specs products. This is supported by (Sera, 2022) Who found that trustworthiness has a significant effect on purchasing decisions. In addition, the attractiveness of celebrities can also influence consumer attitudes towards purchasing decisions. (Mahardika & Farida, 2022). The athletes used by Specs have expertise in the field of sports. This can strengthen the position of Specs products as a quality choice for consumers. Supported by (Wijaya, 2020)

Three dimensions (trustworthiness, attractiveness, expertise) together make an important contribution to shaping consumer purchasing decisions for Specs products through celebrity endorsement strategies. Trust builds credibility, attractiveness attracts attention, and expertise confirms product quality. The results of this study are reinforced by (Wijaya, 2020) That celebrity endorsement has a significant influence on purchasing decisions for Under Armour brand sportswear products. In addition, (Sera, 2022) Revealed that celebrity endorsement influences purchasing decisions for Specs futsal shoes in West Surabaya.

### **The Influence of Brand Awareness on Purchasing Decisions**

Based on the results of the data analysis that has been carried out in this study, it shows that brand awareness has a significant positive effect on purchasing decisions for Specs products. We can see in Table 8, which states that the T Statistic and P Values are 5,292 and 0,000. This is because brand awareness creates consumer trust. (Hapsari & Saptiyawati, 2023). Consumers remember the characteristics of the brand, such as the logo, which makes it easier for them to recognize Specs products when they are going to buy sports products. Specs has been widely known by the public for a long time, and the brand awareness formed by Specs can make consumers remember the product. The logo and brand characteristics make it easy for consumers to recognize Specs products in a competitive market, making the purchasing process easier. This is supported by those who found that brand recognition has a significant effect on purchasing

decisions. Specs has been widely known by the public for a long time, and the brand awareness that is formed can make consumers remember the product, clearly showing the function of brand recall. Supported by (Marsudin & Marbun, 2024), which explains the importance of brand recall in purchasing decisions. Consumers who can remember the Specs brand when they need sports products are more likely to choose Specs over other brands because the brand is already embedded in their memories.

The Specs brand is not only known, but is also considered the main choice (most desired brand) because of its consistent quality. This is by Specs' mission, which emphasizes the best quality products with the best value. This position makes Specs the first brand that comes to mind for consumers when thinking about sports shoes. Supported by (Loestefani et al., 2022; Yudha et al., 2024), who said that top of mind has a positive and significant influence on purchasing decisions. The results of this study are reinforced by (El-Haq & Nurtjahjani, 2023), showing significant positive results that brand awareness has a positive and significant influence on purchasing decisions for Nike Basketball Shoes products in Wonos (Ramadhani et al., 2022). In addition, brand awareness has a significant positive effect on purchasing decisions for Shope consumers in West Sumatra.

## **Conclusion**

Based on the results of the research that has been conducted, it can be concluded that the variables of viral marketing, celebrity endorsement, and brand awareness have a positive and significant influence on purchasing decisions on Specs products in Sidoarjo. Viral marketing that has been used by Specs has been well spread. Specs utilize platforms from social media such as TikTok, Facebook, Twitter, Instagram, etc. Viral marketing built by Specs can make consumers curious and decide to buy Specs products. In addition, Specs uses the appeal of celebrities in its marketing strategy. Celebrity endorsement can convey messages that will be conveyed that have appeal and can be remembered by consumers that which can increase purchasing decisions for each individual. This makes celebrity endorsement an opportunity for the advancement of Specs products. Brand awareness also plays an important role in growing purchasing decisions on Specs products. The brand awareness that has been built can make consumers recognize Specs products through logos and slogans. So that Specs becomes the main choice for every consumer when buying sports products.

This study also has several limitations. First, this study only focuses on the influence of Viral Marketing, Celebrity Endorsement, and Brand Awareness on Specs Products in Sidoarjo. Second, this study was conducted using a specific population, namely, focusing on the Sidoarjo area, so the results of this study are not relevant to other areas. For further research, several suggestions can be proposed, namely expanding the scope of more diverse variables so that they can influence the purchasing decisions of each individual. Further research can also use a diverse population or an area with a wider scope, so that it does not focus on just one area.

## **Author's Contribution**

The final manuscript has been prepared with contributions from all writers. Vicky is in charge of gathering information, writing the manuscript, making the illustrations, and developing the main themes. Muhammad Yani revised the article and offers direction and advice.

## **Acknowledgements**

Praise and gratitude be given to Allah SWT because, by His blessing and grace, the author was able to complete this paper. I would like to express my thanks to my parents, family, friends, and beloved

girlfriend who have consistently provided moral support. This success is also the result of their continuous prayers and positive encouragement. Therefore, the author would like to thank various parties who have supported during the process of making scientific papers and thank the University of Muhammadiyah Sidoarjo, Faculty of Business, Law, and Social Sciences, Management Study Program who facilitated and helped the smooth running of this scientific paper so that it could be completed properly. Also, thanks to the Editorial Team of AJIM UNAIR for their valuable input that has helped refine this manuscript.

### Declaration of Competing Interest

The author declares that they have no commercial or financial relationship that could be construed as a potential conflict of interest.

### Funding

This study did not receive any funding.

### References

- Adam, D. M., Mandala, A. A., & Basri, M. B. H. (2021). Effect of Brand Awareness and Brand Loyalty on the Purchase Decision of Adidas Brand Sport Shoes by Bandung City Adidas Lovers. *Kontigensi : Jurnal Ilmiah Manajemen*, 9(2), 605–614. <https://doi.org/10.56457/jimk.v9i2.215>
- Adirestuty, F., Ratnasart, R. T., Wardhana, A. K., Miraj, D. A., & Battour, M. (2025). Gastronomy of religious tourism: Overview and future research agenda. *Geo Journal of Tourism and Geosites*, 58(1), 188–199.
- Afrella, R. A., Maduwinarti, A., & Mulyati, D. J. (2024). Pengaruh Content Marketing, Viral Marketing, Dan Online Customer Review Terhadap Keputusan Pembelian Produk Sepatu Pvn pada Mahasiswa di Surabaya. *Neraca Manajemen, Ekonomi*, 6(7).
- Anand, A. (2023). Brand awareness. *International Journal for Multidisciplinary Research (IJFMR)*, 5(3), 22–23. <https://doi.org/10.4337/9781800377486.brand.awareness>
- Anas, A., A., & Sudarwanto, T. (2020). Pengaruh Celebrity Endorser terhadap Keputusan Pembelian di Eiger Store Royal Plaza Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(3), 953–958.
- Anugerah, R. (2022). Pengaruh Celebrity Endorsement Dan Brand Awareness Terhadap Keputusan Pembelian pada Es Teh Indonesia Cabang Delima Pekan Baru. *Repository Universitas Islam Riau*, 1–110.
- Arianty, N., & Andira, A. (2021). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 39–50. <https://doi.org/10.30596/maneggio.v4i1.6766>
- Cheru, T. (2018). *The Effects of Celebrity Endorsement in Advertisement on Consumer Buying Preference (in the case of Anbessa Shoes)*. June.
- Efendi, M. S., A., & Purwanto, S. (2023). The Influence of Brand Image, Celebrity Endorser and Lifestyle on Nike Sneakers Purchase Decisions. *Management Studies and Entrepreneurship Journal*, 4(6), 7114–7123.
- El-Haq, S., N., & Nurtjahjani, F. (2023). Pengaruh Viral Marketing Dan Brandawareness Terhadap Keputusan Pembelian Pada Produk Somethinc Di Tiktok Shop. *Jurnal Aplikasi Bisnis*, 9(1), 20–25.
- Faturtama, D. L., & Abidin, S. (2023). Pemanfaatan Media Sosial Sebagai Sumber Informasi Awal Bagi Mahasiswa Ilmu Komunikasi Uinsu. *Jurnal Indonesia : Manajemen Informatika Dan Komunikasi*, 4(3), 1123–1130. <https://doi.org/10.35870/jimik.v4i3.320>
- Fauziana, H., Wardhana, A. K., & Rusgianto, S. (2022). The Effect of Education, Income, Unemployment, and Poverty toward the Gini Ratio in Member of OIC Countries. *Daengku: Journal of Humanities and Social Sciences Innovation*, 2(2), 181–191.
- Ghifara, A. S., Iman, A. N., Wardhana, A. K., Rusgianto, S., & Ratnasari, R. T. (2022). The Effect of Economic Growth, Government Spending, and Human Development Index toward Inequality of

- Income Distribution in the Metropolitan Cities in Indonesia. *Daengku: Journal of Humanities and Social Sciences Innovation*, 2(4), 529–536.
- Gustiawan, W. D., Rahayu, B., Puspita, N. V., Priyanto P., & Prasetyo, P. (2025). Analysing AIDA Model Implementation On Instagram : A Case Study Of Smes In The Service Sector In Enhancing Consumer Purchase Decisions Analisis Implementasi Model AIDA Di Instagram : Studi Kasus UKM Di Sektor Jasa Dalam Meningkatkan Keputusan Pembelian Ko. *Management Studies and Entrepreneurship Journal*, 6(2), 1315–1324.
- Hair, J., Hult, M., Ringle, M., & Sarstedt, M. (2022). Partial least squares structural equation modeling. In *Women Entrepreneurs*. <https://doi.org/10.1201/9781032725581-7>
- Hapsari, T. P., & Saptyawati, L. (2023). Analisis Perbandingan Pengaruh Endorser Terhadap Keputusan Pembelian Yang Dimediasi Oleh Brand Awareness. *Journal Competency of Business*, 6(02), 108–125. <https://doi.org/10.47200/jcob.v6i02.1614>
- Heriansya, A., & Arini, E. (2023). Pengaruh Aida (Attention, Interest, Desire, Action) Terhadap Keputusan Pembelian Produk Batik Basurek Al-Sufi Di Kota Bengkulu. (*JEMS*) *Jurnal Entrepreneur Dan Manajemen Sains*, 4(1), 41–54. <https://doi.org/10.36085/jems.v4i1.4396>
- Jaiyeoba, H. B., Abdullah, M. A., & Dzuljastri, A. R. (2020). Halal certification mark, brand quality, and awareness: Do they influence buying decisions of Nigerian consumers? *Journal of Islamic Marketing*, 11(6), 1657–1670. <https://doi.org/10.1108/JIMA-07-2019-0155>
- Kamay, F. (2024). The Influence of Viral Marketing on Tiktok Shop Live Streaming on Erigo Product Purchase Decisions. *Jurnal Indonesia Sosial Teknologi*, 5(3), 803–815. <https://doi.org/10.59141/jist.v5i3.959>
- Kemp S. (2023). *Digital 2023 April Global Statshot Report*. Data Reportal.
- Khan, N., Sarwar, A., & Tan, B. C. (2020). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Kowalski, S. (2022). The importance of viral marketing in managing communication in sport. *Journal of Education, Health and Sport*, 12(5), 261–272. <https://doi.org/10.12775/jehs.2022.12.05.020>
- Kurnia, T., & Wijaksana, T., I. (2020). The Influence Of Viral Marketing and Product Quality On The Purchase Decision On Compass Shoes Via Social Media Instagram. *E-Proceeding of Management*, 7(2), 6889.
- Kurniawan, T. A., & Sari, D. K. (2024). Mempengaruhi Keputusan Pembelian di Indonesia: Peran Live Streaming, Pemasaran Viral, dan Dukungan Selebriti. *Frontiers in Research Journal*, 1, 24–38.
- Kusuma, F., Napitupulu, F., Z., Z., T., & Arianto, N. (2024). Analysis of the Implementation of the AIDA Model ( Attention , Interest , Desire , Action ) in Amanda Luwak White Coffee Advertisement. *Jurnal HUMANIS (Humanties, Management, and Science Proceedings)*, 5(1), 269–276.
- Laluyan, W. N., Pangemanan, S. S., & Worang, F. G. (2020). the Effects of Advertising, Perceived Quaility and Brand Awareness on Consumer Purchase Intention. *Jurnal Emba*, 5(2), 73–82. <https://doi.org/10.4324/9780203158340-11>
- Leonalda, F., Reonald, N., & M. (2023). Pengaruh Viral Marketing, Influencer Marketing dan Referral Progam Terhadap Keputusan Pembelian Bussines To Bussines di Aplikasi Sosial Media Tiktok. *Jurnal POAC Fakultas Ekonomi Dan Bisnis*, 1, 58–73.
- Lin, C., Chuang, Y., & Lin, K. (2020). A study on the influence of reliability of female celebrity endorsement in sports brands on female consumers ' purchase intention. *IOSR Jurnal of Sport and Physical Education (IOSR-JSPE)*, 7(2), 30–35. <https://doi.org/10.9790/6737-07023035>
- Loestefani, V., Poan, R., Suwitorahardjo, B., & Wardhana, A. K. (2022). Service Quality and Product Quality as An Influence on Customer Loyalty at Naturalis Koffie. *FIRM Journal of Management Studies*, 7(2), 211–236.
- Lusianto, K. S., Ambarwati, D., & Zamzam, N. A. N. (2024). The Influence of Brand Image, Lifestyle, Promotion and Price on Purchasing Decisions for Oppo Mobile Phones. *Airlangga Journal of Innovation Management*, 5(1), 91–106. <https://doi.org/10.20473/ajim.v5i1.53735>
- Ma'ruf, M., Irawati, S. N., Fitriyanti, N., & Wardhana, A. K. (2025). SOROGAN VS BANDONGAN AS

METHOD OF ARABIC LANGUAGE TEACHING DAKWAH MODEL IN ISLAMIC BOARDING SCHOOL: A SYSTEMATIC LITERATURE REVIEW. *Tanfidziya: Journal of Arabic Education*, 4(02), 213–223.

- Mahardika, M. N. F., & Farida, S. N. (2022). Pengaruh Celebrity Endorse (Attractiveness, Trustworthiness, dan Expertise) terhadap Minat Beli pada Brand Erigo di Kota Surabaya. *Reslaj: Religion Education Social Laa Roiba Journal*, 5(2), 357–368. <https://doi.org/10.47467/reslaj.v5i2.1512>
- Marsudin, L. O., & Marbun, S. (2024). Pengaruh Top of Mind , Brand Recall , Dan Brand Recognition. *Journal Research of Management*, December 2023.
- Milatina, N., Wibowo, A. A., & Ariato, N. (2024). The Role of AIDA in Creating Social Media Narratives for Small Business Brand Building. *Humanities, Management and Science Proceedings*, 5(1), 309–319.
- Muhaimin, H., Herachwati, N., Hadi, C., Wihara, D. S., & Wardhana, A. K. (2023). Entrepreneurship Leadership: Fostering An Entrepreneurial Spirit In Students During Pandemic Covid-19 (Case Study In Tebuireng Boarding School East Java). *Journal of Namibian Studies: History Politics Culture*, 33, 5597–5610.
- Mustikasari, A. & Widaningsih, S. (2019). The Influence of Viral Marketing toward Brand Awareness and Purchase Decision. *Atlantis Press*, 65(Icebef 2018), 647–650. <https://doi.org/10.2991/icebef-18.2019.138>
- Mwaura, P., & Mang'ana, R. (2023). Influence of Brand Awareness on Growth of Market Share of Airtel Kenya. *Print International Journal of Social Science and Humanities Research*, 11(1), 246–256.
- Nurjannah, A., Kumalasari, F., & Ismanto, I. (2023). Pengaruh Celebrity Endorsement Dan Promosi Terhadap Keputusan Pembelian Produk Melalui Social Media Tiktok Shop. *Transformasi: Journal of Economics and Business Management*, 2(4), 79–95. <https://doi.org/10.56444/transformasi.v2i4.1115>
- Prabowo, R., E., Indriyaningrum, K., & Setyani, A., D. (2020). Pengaruh Citra Merek, Persepsi Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Olah Raga Merek Adidas (Studi Di Kota Semarang). *Solusi*, 18(4). <https://doi.org/10.26623/slsi.v18i4.2846>
- Pradika, V. W., & Hussein, A. S. (2023). Pengaruh Harga, Desain Produk, Dan Celebrity Endorsement Terhadap Keputusan Pembelian. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(4), 850–860. <https://doi.org/10.21776/jmppk.2023.02.4.01>
- Pratama, R. A., Mulyaningsih, H. D., & Rohandi, M. M. A. (2022). Pengaruh Viral Marketing dan Brand Image terhadap Keputusan Pembelian Konsumen pada Produk Sepatu. *Bandung Conference: Business and Management*, 1300–1307.
- Pratama, Y. B., Wardhana, A. K., & Nugroho, P. A. (2020). HUBUNGAN ANTARA ARTIKEL MENGENAI GAME DAN TEKNOLOGI INFORMASI PADA SCOPUS: STUDI BIBLIOGRAFI. *VISI PUSTAKA: Buletin Jaringan Informasi Antar Perpustakaan*, 22(1).
- Pratiwi, A. C., Wardhana, A. K., & Rusgianto, S. (2022). Application of Vector Error Correction Model on Macroeconomic Variables toward Changes in the Composite Stock Price Index. *Daengku: Journal of Humanities and Social Sciences Innovation*, 2(2), 219–229.
- Pujianto, O. Achsa, A., & Novitaningtyas, I. (2023). Pengaruh Brand Ambassador, Sales Promotion Dan Brand Awareness Terhadap Keputusan Pembelian Pada E-Commerce Shopee. *Airlangga Journal of Innovation Management*, 4(1), 60–73. <https://doi.org/10.20473/ajim.v4i1.45502>
- Putra, P. Y., & Soebandi, S. (2019). The Influence of Celebrity Endorser, Brand Image, and Brand Trust on Consumer Purchasing Decisions of Nike Brand Sport Shoes In Surabaya. *Journal of World Conference (JWC)*, 1(1), 208–218. <https://doi.org/10.29138/prd.v1i1.61>
- Qosim, N., Ratnasari, R. T., Wardhana, A. K., Fauziana, H., & Barkah, T. T. (2023). Eight Years of Research Related to the Green Sukuk in the Global Stock Exchange Market to Support the Implementation of SDG: A Bibliometric Review. *Journal of Islamic Economic and Business Research*, 3(2), 161–180.
- Rahman, I., Ratnasari, R. T., & Wardhana, A. K. (2022). Effect of Certificate of Bank Indonesia Sharia and Indonesian Bank Seven Days Repository Rate to Inflation Ratio in Indonesia During Covid-19 Pandemic. *Economic Education and Entrepreneurship Journal*, 5(1), 157–174.

- Ramadhani, I., & Nadya, P., S. (2020). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Fesyen Muslim Hijup. *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akutansi (KNEMA)*, 1177, 1–14.
- Ramadhani, S. W. V., Prabawani, B., & Purbawati, D. L. (2022). Pengaruh Brand Awareness, Brand Association, dan Perceived Quality Terhadap Keputusan Pembelian Produk Nike Basketball Shoes ( Studi pada Komunitas Bola Basket di Wonosobo ) Pendahuluan Perkembangan teknologi pada era globalisasi mengakibatkan perusahaan. *Jurnal Ilmu Administrasi Bisnis*, 11(2), 257–264.
- Rawi, A., A., & Aryani, L. (2023). Analisis Pengaruh Brand Image, Brand Trust dan Viral Marketing Terhadap Keputusan Pembelian Produk Sepatu “Converse” (Studi Kasus Remaja di Daerah Cinere). *Journal of Young Entrepreneurs*, 2(2), 63–77.
- Riduwan, R., & Wardhana, A. K. (2022). Effect of industrial digitalization on total halal meat production in Java. *Journal of Halal Product and Research*, 5(1), 24–31.
- Rois, D. I. N., Yudha, A., & Riftian, Y. R. (2020). Analisis Pengaruh Brand Association, Brand Awareness, Price, Dan Role Model Terhadap Purchase Intention (Studi Pada Sepatu Futsal Nike Cr7). *Jurnal Ilmiah Edunomika*, 4(01), 327–337. <https://doi.org/10.29040/jie.v4i01.719>
- Ryandono, M. N. H., Kusuma, A., Maryani, A., & Wijayanti, I. (2022). Factors influence online donation during COVID-19 pandemic. *Al-Uqud: Journal of Islamic Economics*, 6(1), 66–83.
- Ryandono, M. N. H., Permatasari, S. A., & Wijayanti, I. (2019). Business behavior in an islamic perspective: Case study of muslim woman entrepreneurs in Ikatan Wanita Pengusaha Indonesia (IWAPI). *12th International Conference on Business and Management Research (ICBMR 2018)*, 154–159.
- Ryandono, M. N. H., Wijayanti, I., & Kusuma, K. A. (2020). Determinants of Investment In Islamic Crowdfunding. *Muqtasid: Jurnal Ekonomi Dan Perbankan Syariah*, 11(1), 70–87.
- Ryandono, M. N. H., Wijayanti, I., Wardhana, A. K., Imron, M. A., & Miraj, D. A. (2025). Stock Market Valuation in Sharia Compliance Lens: An Evaluation of the Intrinsic Value of Sharia-Compliant Stocks. *Journal of Posthumanism*, 5(2), 1248–1265.
- Salsabillah, M., F., Syarieff, N., Nastiti, H. (2021). Pengaruh Celebrity Endorsment, Kualitas Produk, Dan Harga Terhadap Keputusan Pembelian Produk Biarnyaan. *Business Management, Economic, and Accounting National Seminar*, 2(1), 766–780.
- Santoso, T. B., & Kusuma, A. (2023). The Development of the Usage of Blockchain for Waqf and Zakat Globally: A Bibliometric Study. *International Journal of Mechanical Computational and Manufacturing Research*, 13(3), 83–91.
- Saputra, S. A., & E. F. (2022). Pengaruh Harga, Citra Merek, dan Celebrity Endorser Terhadap Keputusan Pembelian Produk Sepatu Futsal Specs. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 4(5), 585–596. <https://doi.org/10.32639/jimmba.v4i5.147>
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement. *Jurnal Manajemen Dan Kewirausahaan*, 9(2), 163–172. <https://doi.org/10.26905/jmdk.v9i2.6217>
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach. In *Leadership & Organization Development Journal* (Vol. 34, Issue 7). <https://doi.org/10.1108/lodj-06-2013-0079>
- Sera, V., A., P., S. (2022). Pengaruh Celebrity Endorsement, Kualitas Produk, dan Citra Merek terhadap Keputusan Pembelian pada Sepatu Specs di Surabaya Barat. *Jurnal Manajemen & Bisnis*, 1(1), 26–31. <https://doi.org/10.31316/ubmj.v1i1.2256>
- Sera, V., A., P., S. (2023). Pengaruh Celebrity Endorsement, Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian pada Sepatu Futsal Specs di Surabaya Barat. *AT-TAWASSUTH: Jurnal Ekonomi Islam*, VIII(I), 1–19.
- Setiawan, I. B. P. A., & Aksari, N. M. A. (2020). Peran Brand Awareness Dalam Memediasi Pengaruh Cebrity Endorser Terhadap Purchase Intention. *E- Jurnal Manajemen*, 9(4), 1572–1593.
- Sigar, D., Soepeno, D., & Tampenawas, J. (2021). Pengaruh Brand Ambassador, Viral Marketing Dan Brand Trust Terhadap Keputusan Pembelian Sepatu Nike Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Unsrat. *Jurnal EMBA*, 9(4), 841–850.

- Social, we are. (2024). *Digital 2024: 5 Billion Social Media Users*. We Are Social.
- Sodik, M., F., Welsa, H., & Cahyani, P., D. (2024). Pengaruh Electronic-Word Of Mouth dan Brand Image Terhadap Purchase Decision dan Buying Interest Sebagai Variabel Intervening Pada Sepatu Adidas di Daerah Istimewa Yogyakarta. *Jurnal Manajemen Terapan Dan Keuangan (Mankeu)*, 13(05), 1535–1547.
- Sofyan, M., A. (2021). *Pengaruh Brand Awareness, Brand Image, dan Perceived Quality Terhadap Keputusan Pembelian Produk Sepatu Olahraga Nike di Surabaya*.
- Sunartio, M., Goenawan, F., & wijayanti, C. A. (2022). Efektivitas Penggunaan Alan Walker Sebagai Celebrity Endorser PUBG Mobile Season 6. *Jurnal E-Komunikasi*, 10(1), 1–10.
- Suprayogi, N., Fianto, B. A., Febriyanti, A. R., Sukmaningrum, P. S., Filianti, D., & Wijayanti, I. (2025). PEMBERDAYAAN MASYARAKAT PESISIR DI DESA KWANYAR BARAT, BANGKALAN, MADURA: PERSPEKTIF KEBERLANJUTAN LINGKUNGAN, KESEHATAN, DAN EKONOMI DIGITAL. *Jurnal Terapan Abdimas*, 10(1), 1–10.
- Susanto, A. A., Suprayitno, A., Zulaikha, S., & Wardhana, A. K. (2025). How Islamic Leadership and Islamic Worldview Play a Role in Restoring a Country's Economic Glory: Bliibliometrical Analysis. *Jurnal Transformatif (Islamic Studies)*, 9(1), 40–56.
- Syahputra, H. A. (2020). Peran Inovasi Produk Dan Celebrity Endorser Terhadap Keputusan Pembelian Sepatu Nike Pada Pengunjung Outlet Nike Di Tunjungan Plaza Surabaya. *Jurnal Ilmu Manajemen*, 8(1), 1–9.
- Tampubolon, N. K. T., Roessali, W., & Santoso, S. I. (2024). An analysis of consumer behavior regarding green product purchases in Semarang, Indonesia: The use of SEM-PLS and the AIDA model. *Open Agriculture*, 9(1). <https://doi.org/10.1515/opag-2022-0407>
- Tristanto, T., A., Hurriyati, R., Dirgantari, P., D., & Elyusufi, A., M. (2023). AIDA Model as a Marketing Strategy to Influence Consumer Buying Interest in the Digital Age. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 1996, 12575–12586. <https://doi.org/10.33258/birci.v4i4.3319>
- Wardhana, A. S., Pudjoprasetyono, H., & Mandasari, V. (2024). The Influence Of Celebrity Endorser And Brand Image On Nike Shoe Purchase Decisions For Gen Z In Surabaya. *Journal Of Economic, Business and Accounting*, 7.
- Wardhana, A. K., & Ratnasari, R. T. (2022). Impact of Agricultural Land and the Output of Agricultural Products Moderated with Internet Users toward the Total export of Agricultural Product in Three Islamic South East Asian Countries. *Iqtishodia: Jurnal Ekonomi Syariah*, 7(2), 11–20.
- Wijaya, S. N. C. (2020). Pengaruh Celebrity Endorsement Terhadap Keputusan Pembelian Melalui Brand Image Pada Produk Sportwear Merek Under Armour. *Agora*, 8(2).
- Wulansari, R., Lukitaningsih, A., & Fadhillah, M. (2024). Analysis of Green Marketing and Viral Marketing on Purchasing Decisions Through Consumer Behavior as an Intervening Variable ( Case Study on Nike Shoes in Indonesia ). *Dinasti International Journal of Economics, Finance & Accounting*, 5(5), 5078–5089.
- Yadav, R., Tripathi. S., & Shukla, S., S. (2025). AIDA Model For Social Media Marketing. *Journal Of Data Analysis and Critical Management.*, 01(02), 1–4.
- Yudha, A. T. R. C., Huda, N., Maksum, M., Sherawali, S., & Wijayanti, I. (2024). The Moderating Effect of Religiosity on Fashion Uniqueness and Consciousness in Halal Fashion Purchase. *Indonesian Journal of Halal Research*, 6(2), 71–84.
- Zaki, I., Herianingrum, S., Hapsari, M. I., Bayuny, A. F. R., & Wijayanti, I. (2024). Diversifikasi Pengolahan Frozen Nugget, Pengemasan dan Pemasaran Google Bisnis. *JILPI: Jurnal Ilmiah Pengabdian Dan Inovasi*, 2(3), 1–10.
- Zakik, Z., Kamil, A., Prasetyo, A. S., Ryandono, M. N. H., & Wijayanti, I. (2022). Economic development on Madura Island through halal tourism: A business feasibility study. *Al-Uqud: Journal of Islamic Economics*, 6(2), 289–303.