

The Influence of Social Media Marketing and Social Influencers on Purchase Intention with Perceived Value as a Mediating Variable in the Use of Online Food Delivery Applications in Banda Aceh

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Abstract: Abstract Using perceived value as an mediating variable, This study aims to evaluate both the direct and indirect effects of social media marketing and social influencers on the purchase intentions of residents of Banda Aceh who use online food delivery services. 105 customers of online food delivery service providers operating in Banda Aceh were chosen as a sample for the research using census sampling technique. The respondents were subjected to a survey as one of the data gathering techniques used. Data analyses in this study were done using SEM-PLS. Some of the results obtained from the research include purchase intent being directly impacted by social media marketing. Purchase intent is impacted by social influencers. Perceived value is not impacted by social media marketing. Perceived value is impacted by social influencers. Buying intent is impacted by perceived value. The influence of social media marketing on purchase intention is not mediated by perceived value. The purchasing intention of customers to buy the product is reduced when social media marketing fails to communicate the value added of the product. On the other hand, the impact of social influencers on buying intent can be mitigated by perceived value. Customer perception of the product is likely to enhance in tandem with the increasing prominence of the social media influencer, since they will be more assured of the product being offered through the influencer and hence the purchasing tendencies will improve

Keywords: Social Media Marketing, Social Influencer, Purchase Intention, Perceived Value

Introduction

Indonesia is known for its rich culinary diversity, which is one of the fastest-growing industries. This growth is driven by the development of digital technology, particularly through the emergence of online food delivery apps that make it easy for consumers to order food from various restaurants using their smartphones. The presence of these apps has transformed consumer behavior in meeting food needs while helping culinary businesses expand their market reach without developing their delivery services [1].

The growth of the online food delivery business in Indonesia can be seen through the dominance of some prominent platforms such as GrabFood, GoFood, and ShpeeFood. Based on an online survey conducted by Snapcart Indonesia, GrabFood was noted as the highest in usage rate while GoFood and ShopeeFood follow respectively. This shows that the three platforms significantly influence consumer food delivery habits.



Figure 1.1 Percentage of Food Delivery App Users

Source : mix.co.id, Snapcart

The above three applications provide convenience in searching menus, ordering food, making payments, tracking orders, and posting ratings and reviews. Online food delivery apps, apart from offering advantages to consumers, play an

essential role in helping culinary MSMEs penetrate the market and promote their products effectively. The adoption of food delivery services like GrabFood, GoFood, and ShopeeFood in Banda Aceh is becoming increasingly popular as a result of rising internet connectivity, use of smartphones, and changes in lifestyle that emphasize convenience.

Moreover, this trend cannot be separated from the increasingly prominent influence of social media on consumer behavior. Social media marketing can help promote online food delivery services by increasing consumer awareness and influencing their purchase decisions. Various promotions, ranging from discounting, food recommendations, images of dishes, customer reviews, and social media campaigns on Instagram, TikTok, Facebook, and other media have been shown to generate positive consumer interest.

Moreover, the role of social influencers has become more prominent regarding influencing consumers' decisions. Promotion generated by social influencers can be defined as persuasive as it creates emotional proximity and positive attitude towards the product or service. In terms of online food delivery applications, social influencers often act as information sources chosen by consumers when selecting their menus, restaurants, and apps themselves.

Usage of the online food delivery apps has become an integral part of contemporary life for people living in the Banda Aceh region. At the same time, consumers' intentions to buy services through online applications depend not only on the price and quality of services provided but also on external factors including social media promotion and influence of social influencers. It is believed that this relation becomes more powerful under conditions when consumers have the high level of perceived value which is determined as a ratio between received and spent resources (time, effort).

It is important because consumers usually select apps with high perceived value which includes such aspects as attractive promotion campaigns, user-friendly interface, large number of merchants, speedy delivery, and reliability.



Figure 2. Customer Ratings and Reviews of Online Food Delivery Application Users

Source: Gojek Indonesia, 2024

In this case, the emergence of phenomena in Banda Aceh City suggests that the use of online food delivery applications like GrabFood, GoFood, and ShopeeFood still continues to rise amid shifts in lifestyle, including digitization and convenience. As a result, people, particularly students, workers, and even

young parents, tend to become more familiarized with using the apps to cater to their consumption demands. Nonetheless, while users of the application have grown significantly, there were clear differences found among their consumer intentions regarding each platform. Some users remain loyal to a certain app due to its promotion, convenience, and recommendation from influencers, whereas other users easily change platforms based on social media trends and recommendations for going viral.

However, the culinary enterprises operating in Banda Aceh encounter different problems. While several vendors have relied on GrabFood, GoFood, and ShopeeFood for delivering their products digitally, it has not been possible for all of them to grow in terms of sales steadily. There are some vendors who managed to increase their sales when they promoted their food products through social media platforms and collaborated with social influencers, whereas there were also vendors who could not perform satisfactorily despite engaging themselves with multiple platforms. This suggests that online food delivery apps rely not just on the popularity of these apps but also social media marketing efforts, social influencers, and perceived value.

Based on this phenomenon, this study is crucial because it provides an empirical understanding of the factors driving interest in using online food delivery apps among Banda Aceh residents. In addition to providing theoretical contributions to the development of digital marketing literature, the results of this study can also provide a strategic basis for platform companies and culinary MSMEs to develop more targeted marketing approaches tailored to local consumer behavior.

Literature Review

Purchase Intention

Purchase intention is defined as a consumer's conscious plan or willingness to purchase a specific good or service. Early consumer behavior studies have defined purchasing intention as the probability that customers will participate in buying behavior after evaluating available alternatives and expected benefits. According to [2], The most direct precursor to behaviour is intention, which is influenced by both external and internal elements, such as situational possibilities and contextual support, as well as emotions, attitudes, and personal talents. Similarly, [3] Purchase intention is conceptualized as a consumer's propensity to plan and exhibit willingness to acquire a product, influenced by individual preferences and marketing stimuli. This perspective is reinforced by [4], who argue that purchase intention emerges from prior experience, product usage, and the consumer's desire for a product or service.

Regarding online food delivery apps, purchase intention entails the likelihood of users choosing online apps such as

GrabFood, GoFood, and ShopeeFood whenever they need any services concerning food-related products. Contemporary research shows that this intention largely depends on digital marketing cues, perceived benefits, and social interaction in online platforms. [5] stresses that social influencer contact, perceived benefit, and social networking are critical for shaping purchase intention among consumers who use digital technology platforms. [6] similarly emphasizes the significance of social media marketing cues and perceived benefits in purchase intention in relation to platform characteristics, information quality, and promotion. Within the electronic commerce context, [7] indicates that consumer perception, trust, and attitude constitute significant factors influencing purchase intentions.

In this study, Purchase intention denotes consumers' willingness to continue utilising online meal delivery applications in Banda Aceh, recommend them to other people, and prefer them in their food ordering activities. The concept is similar to previous studies involving purchase intentions regarding food deliveries, which have defined this construct based on intentional ordering, future usage intention, and recommendations.

Perceived Value

The importance of perceived value in consumer choice models can hardly be disputed because, in essence, this concept is an indicator of how the consumers evaluate the usefulness of the offered good or service depending on their benefit/cost ratio. Perceived value was defined by [8] as a cost-benefit ratio where both monetary gains and non-monetary (emotional, social, and functional) gains are taken into account.

In recent empirical researches of online business, the significance of perceived value has been further emphasised. For instance, [7] sees perceived value as a critical determinant of customer behaviour, while [9] link perceived value to competitive advantages of the products/services purchased. Possible sources of such advantages for online food delivery applications might include convenience, discount rates, delivery speed, merchant diversity, reliability, and navigation quality.

The multi-dimensional character of perceived value can be illustrated well by using the concept of [10], which consists of Four categories of value: functional, emotional, social, and monetary worth. In the context of the online ordering platform for food, these values play an important role, since consumers consider their prices, food quality, waiting times, and social status derived from the trendiness or recommendation of restaurants. As a mediator variable, The perceived value contributes to amplifying the impact of digital marketing efforts on purchasing intentions.

Social Media Marketing

Social media marketing is characterized as the deliberate use of social media platforms to create, communicate, and deliver value to specific consumer groups. [11] Social media encompasses internet-based platforms that employ Web 2.0 technologies, allowing users to generate and disseminate content. Social media marketing encompasses the strategic use of platforms such as Instagram, TikTok, Facebook, and X to promote products or services, engage with consumers, and shape purchasing behaviors.

The importance of social media marketing in the digital economy lies in its ability to facilitate two-way communication, personalize content, and provide instant consumer interaction. Social media marketing is defined by [12] as " The use of online communities, blogs, and collaborative media platforms for the purposes of marketing, public relations, and customer service initiatives." In food delivery apps, social media marketing can be seen in various forms, such as promotions, food pictures, time-limited discounts, and customer reviews.

The success of social media marketing is often assessed using metrics such as interactivity, content sharing, accessibility, credibility, engagement, and recall of advertisements. In the context of Banda Aceh's online food delivery businesses, social media marketing plays an important role due to the high exposure of the local population to beautiful pictures of food, flash sales, and endorsements from influencers. It is anticipated that these will directly influence purchasing intention and perceived value.

Social Influencer

Social influencers are people who have the ability to affect the perception, attitude, and behavior of consumers through their presence on social media and credibility of content. According to [13], media influencers are third party actors who develop considerable relationship with the audience and have influence over them through the development of content, engagement, and personal image.

In digital consumption situations, influencers become highly efficient because they provide persuasive and experiential forms of communication that come across as much more credible than advertisements. As per [14], influencers acquire credibility because of their expertise in particular fields like food, travel, lifestyle, and technology, which makes them very relevant for marketing the services related to food delivery services like GrabFood, GoFood, and ShopeeFood.

The literature identifies several critical influencer attributes, including expertise, trustworthiness, attractiveness, credibility, congruence with the product, informative value, and entertainment value [15]. These characteristics are particularly important in the context of online food delivery because

consumers often rely on influencer content to reduce uncertainty about food quality, restaurant reputation, and promotional value. Consequently, social influencers are expected to influence purchasing intention through perceived value in both direct and indirect ways.

Research Methods

The respondents of this study were residents of Banda Aceh who used online food delivery services. The research sample consisted of 105 people, determined through a census. Questionnaires were distributed to the respondents to collect data.

This study used the SEM PLS to conduct data analysis. Variance-based statistical fields provide solutions to multiple regression difficulties with PLS. Very small sample sizes are a factor in causing these problems. PLS SEM analysis was performed using the SmartPLS software package. In the SEM PLS model, there are 2 (two) models that form the SEM PLS rules, especially the inner and outer models. The outer model is an external measurement model, whereas the inner model is a structural measurement model [16].

To ensure the accuracy of the indicators, validity and reliability were evaluated in this study. Loading factor values >0.7 and AVE values >0.50 were used to evaluate convergent validity. Alpha Cronbach and composite reliability are used for reliability testing. For Cronbach's alpha, the final value must be greater than 0.70. A composite reliability score of at least 0.70 was required.

The tests carried out on the Inner model consisted of R Square tests and hypothesis testing, which included both direct and indirect hypotheses. Therefore, the greater the value of R Square, the more superior the research model suggested here. For a straightforward hypothesis, can be seen from the significance of the output p-value, which is below 0.05, indicating a significant influence. While the indirect hypothesis can be seen from the statistical t-value and significance in the output p Value which is below 0.05

Results

Out of the 105 respondents in Banda Aceh who have used online food delivery applications, 53 are women. A total of 40 respondents are aged between 30 and 39, and 46 respondents earn between 2,000,000 and 2,900,000 rupiah. Meanwhile, in terms of their most recent educational background, the respondents are largely from the Strata 1 (S1) education group, which was 51 people.

The respondents' perception of each variable was obtained with a score of 4.17 for the social media marketing variable. This value can indicate that the majority of respondents respond very well to GoFood's social media ads better than similar competitors. The social influencer value is 4.05, which means that respondents have a very positive view of food products on

GoFood and influencers who promote products. The purchase intention value is 4.08, which means that respondents have a very positive tendency to choose food products on GoFood. And the perceived value is 3.99, which can indicate that the majority of respondents respond well to food choices that suit the respondent's preferences.

the results of the hypothesis testing are presented in the following table:

Table1: Direct Hypothesis Test

Hypothesis	OS	SM	SD	TS	PV
Ha1 : Social media purchase intention	0.332	0.325	0.067	4.956	0.000
Ha2 : social influencers purchase intention	0.663	0.670	0.066	10.003	0.000
Ha3: social media perceived value	-0.062	-0.068	0.064	0.969	0.333
Ha4 : social influencers perceived value	1.048	1.054	0.062	16.889	0.000
Ha5 : perceived value purchase intention	0.451	0.447	0.113	4.007	0.000

Source : primary data (processed 2025)

H_{a1} was accepted and H_{o1} was rejected based on Table 1 of the direct hypothesis test, The study demonstrated that social media marketing influences the purchase intentions of users of an online food delivery application in Banda Aceh. This is because the t-value of the statistics exceeds the t-table value ($4.956 > 1.659$), and the p-value is below the significance threshold (0.000 a_2 was accepted and H_{o2} was rejected, because the t-statistical value exceeded the t-table value ($10.003 > 1.659$) and the p-value was located below the significance threshold (0.000 a_3 was accepted, and the alternative hypothesis of H_{a3} was rejected. This conclusion is supported by a statistical value of t that is smaller than the value of table t ($0.969 < 0.05$). Social influencers had a considerable impact on the perception of the value of online food delivery applications in Banda Aceh, leading to the acceptance of H_{a4} hypothesis and the rejection of H_{o4} , as the t-statistic (16,889) exceeded the t-table value (1,659) and the p-value was located below the significance threshold (0.000 a_5 and the rejection of H_{o5} , because the t-statistics (4.007) exceed the value of the table t (1.659) and the p-value is located below the threshold of significance (0.000 < 0.05).

In Banda Aceh, consumers' perception of the value of online food delivery apps did not affect their purchase intentions, according to indirect hypothesis test results. Meanwhile, there is a significant impact of social influencer variables. These

results can be seen in the following table:

Table 2 Indirect Hypothesis Test

Hypothesis	OS	SM	SD	TS	PV
Ha6 : Social media marketing purchase intention perceived	-0.028	-0.032	0.032	0.871	0.384
Ha7 : social influencers purchase intention perceived value	0.473	0.472	0.128	3.695	0.000

Source : primary data (processed 2025)

As per Table 2 regarding the indirect hypothesis test, social media marketing does not have an effect on the purchase intention via perceived value with respect to online food delivery apps in Banda Aceh. Accordingly, H_{06} is accepted, while H_{a6} is rejected since the calculated t-value (0.871) is less than the tabulated t (1.659), and the p (0.384) is higher than the significance level (0.05). On the other hand, the effect of social media influencers on purchase intentions via perceived value regarding the use of online food delivery apps in Banda Aceh City is established. Thus, H_{a7} is accepted, while H_{07} is rejected since the t-value is higher than the tabulated value (3.695 > 1.659) and p-value is lower than the significance level (0.000 < 0.05).

Discussion

The utilization of social media marketing significantly impacts the purchase intentions of consumers regarding food delivery applications in Banda Aceh. Consequently, it can be inferred that there exists a positive correlation between social media marketing efforts of food delivery apps and consumers' purchase intentions in this region. This relationship may also explain why food delivery services leverage social media platforms for marketing, as these channels facilitate the creation and dissemination of informative content by consumers, thereby broadening the customer base. Effective and engaging social media content has the potential to attract consumer attention and subsequently influence their purchasing decisions.

Based on the earlier studies carried out by [17], this study asserts that social media marketing has an effect on purchase intention. Hence, there will be increased desire by the consumer to purchase a particular good (purchase intention) because of the growing trend of social media marketing (social media marketing). The results obtained from this study confirm the findings of [18] in which social media marketing was identified as affecting the purchase intention of consumers. This is due to the fact that individuals interested in purchasing a particular product may be affected by social media marketing.

Social influencers affect purchase intention in the use of online food delivery applications in Banda Aceh, Indonesia. So, it can be said that the better the social influencers are done, the purchase intention will increase. This is because the followers of these influencers believe that influencers are able to influence their enjoyment and use of what they do in advertising, so consumers also want to feel this pleasure. Thus, customers are more likely to buy the item.

The findings of this study are corroborated by [15] whose research revealed that social media influencers positively and significantly impact the purchase intention. According to their results, the features of social media influencers such as product compatibility, competence, trust, appeal, credibility, informational value, and entertaining value may lead to a greater customer purchase intention. In addition, the results of this paper align with [19], who state that purchase intention is impacted by social media influencers. This is explained by the reliability, competence, and knowledgeability of the latter, along with having information quality, which means complete, reliable, and relevant information for customers. Having social media influencers increases purchase intention.

There is no correlation between the perceived value of food delivery apps among customers in Banda Aceh and social media marketing. As a result, it can be said that the perceived value of food delivery apps in Banda Aceh has declined due to declining social media promotion efforts. Poor social media marketing may negatively impact the product experience, which in turn, may impact trust and hence, the perceived value.

The findings of this study are consistent with those of [6], who found no relationship between perceived value and social media marketing. This is due to the lack of profit or benefit that the user or customer derives from the information found in social media marketing. These findings are also consistent with those of previous research by [20], which found no association between perceived value and digital marketing. This shows that consumers' perception of value was not significantly affected by digital marketing. This is because consumers do not consider the components of digital marketing valuable.

Social influencers affect the perceived value of online food delivery applications in Banda Aceh. So, it can be said that the better the social influencer is done, the perceived value will increase. The content displayed by influencers can influence consumer perceptions of a product's value. Influencers can provide clear, easy-to-understand, fast, relevant, and precise information about products conveyed on social media, so that it is able to make consumers believe, because influencers have provided details about the quality and features of products or services, as well as reviews based on personal experience. Thus, it affects the consumer's perception of the product.

The outcomes of the study coincide with the findings of [14], that state that the influence of trust for influencer marketing content depends on its information value and affects brand awareness and purchase intent. The results of this research are also in line with those obtained by [21]. The scientist states that customer behavior depends on the credibility of influencers. Their credibility significantly impacts customer attitudes toward advertisement and products as well as purchasing decisions.

When using an online food delivery application in Banda Aceh, the purchase intention is influenced by perceived value. Thus, it can be concluded that buying intent increases with perceived value. In other words, the purchase intention of a product increases with perceived value.

The results of the present study align with previous research conducted [7], which established that perceived value plays a significant role in enhancing purchase intention. Similarly, [22] found that consumers' purchase intentions are predominantly influenced by the value they attribute to a product or service. This association is further corroborated by [23], who demonstrated that elevated levels of perceived value correspond to stronger purchase intentions. Taken together, these studies indicate that consumers are more inclined to form a robust intention to purchase when they recognize greater functional, emotional, or economic value in the product or service offered.

The current study demonstrates that perceived value does not serve as a mediating factor in the relationship between social media marketing and purchase intention, suggesting that social media marketing activities by themselves are inadequate in augmenting consumers' value perceptions to a degree that influences their purchasing intentions. Consequently, hypothesis H06 is supported. This outcome indicates that although social media marketing can enhance exposure and awareness, it does not inherently generate significant value perceptions that motivate consumers to advance to the purchasing phase. Therefore, consumers may exhibit limited motivation to buy products or services based solely on social media marketing initiatives.

This outcome aligns with the findings of [17], who observed that social media marketing did not have a significant indirect impact on purchase intention via perceived value. Similarly, [24], reported that factors related to social media marketing did not significantly affect purchase intention when mediated by perceived value. These consistent results imply that the efficacy of social media marketing may be contingent upon additional psychological or contextual factors beyond value perception, including trust, engagement, or brand attachment.

Conversely, the findings of the study substantiate that perceived value serves as a significant mediator in the

relationship between social media influencers and purchase intention, thereby providing empirical support for hypothesis H07. This suggests that the impact of social media influencers on consumers' purchasing intentions is facilitated through the augmentation of perceived value. Specifically, when influencers are regarded as credible, knowledgeable, and pertinent, consumers are more likely to attribute greater value to the products they endorse. This heightened perception of value subsequently enhances trust and confidence in the products promoted by influencers, which ultimately elevates consumers' likelihood of making a purchase.

These findings align with the research conducted by [25], which identified that social media influencers play a significant role in shaping purchase intentions through the mediation of perceived value, especially in the context of repeat purchases. Furthermore, the current results are corroborated by [26], who established that the perceived legitimacy and credibility of social media influencers substantially increase customer purchase intentions by enhancing perceived value. Collectively, these studies indicate that consumers exhibit a greater propensity to trust and purchase products endorsed by influencers who are regarded as authentic and credible sources of information.

Conclusions And Suggestions

Influencers in marketing and social media will have an impact on the intention to buy. Social media marketing won't have an impact on perceived value. Social considerations will have an impact on the perceived worth. The intention to buy will be influenced by the perceived value. The impact of social media marketing on purchase intention won't be lessened by perceived value.

Based on the research findings, this food delivery app is expected to increase and focus on the use of social media marketing factors to attract customers and enhance their likelihood of purchasing. This is done by continuing to use social media as a tool to build a community around their business products (online community), interact with customers because the information collected from them is always up-to-date and relevant, share content where people exchange ideas, distribute and receive content on social media that is easily accessible to customers, communicate messages clearly, build credibility, connect emotionally with the audience, and inspire buyers.

It is believed that future researchers can develop and test this research against other factors that might influence purchase intentions. Additional elements that may affect the impact of social media marketing and social influencers on purchase intention can be used by researchers in the future as substitutes for mediation variables.

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