



Endorsement of *Shari'ah* Label Product Influencers Through Social Media Efforts to Increase Interest in the Number of Muslim Consumers

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ABSTRACT

The ease of people accessing information about a product has given rise to a new shopping system that can be done online. One of the social media applications that is currently often used is the TikTok application. It can be proven that Tiktok is the No. 1 application that is often downloaded in Indonesia according to Data Reports. The TikTok application algorithm is different from other applications, making it easier for people to go viral and be recognized by many people. Thus, the term influencer emerged as someone who can influence others. This study aims to examine and analyze the endorsement of Muslim influencers of fashion products through TikTok Shop social media to increase consumer interest. This study also explored how support affects economic outcomes for supporters and evaluates the impact of influencer marketing and content creators. This study used a library research method coupled with a data analysis framework rooted in Islamic economics and supported by inductive reasoning and qualitative data. The research findings revealed that influencers and content creators with significant followers have been shown to increase product sales significantly. The key factor for the success of social media promotion lies in implementing effective advertising strategies and collaborating with influential figures or media that resonate with target consumers. The existence of influencer support for a product significantly affects the number and interest of consumers so that it can improve the quality of marketing and increase the reach of a wide market.

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INTRODUCTION

The current online shopping system is starting to shift to the conventional shopping system that requires consumers to come directly to the store. Companies create an e-commerce-based sales system to meet consumer needs, where buying and selling activities are carried out online or on other devices. Currently, e-commerce companies such as Tokopedia, Shopee, Lazada, Bukalapak.com, etc., have emerged. These companies provide online shopping services. Many factors influence consumer decisions in shopping online through applications or websites, namely, the prices offered are usually cheaper than offline stores because there are many promos provided, there is consumer trust that online shopping will be guaranteed security, ease of online shopping because it can be done anywhere and anytime without having to come to the store, e-promotions carried out by companies online which are part of digital marketing that are interesting to invite consumer interest (Menard et al., 2024).

The digital economy has reshaped how businesses operate and influence consumer behaviour. With the proliferation of internet access and the rise of social media platforms, consumers are now more informed and interconnected. Businesses, in turn, have had to adapt to these changes by embracing new marketing strategies that leverage the power of digital tools. The shift from traditional to digital marketing reflects a broader trend toward personalized, data-driven approaches that seek to engage consumers on a deeper level. In this context, the digital economy is not just a technological phenomenon but a cultural shift that redefines the relationship between businesses and consumers. Despite its many advantages, the digital economy also presents challenges. A significant issue is the digital divide, a disparity in access to technology between and within nations, exacerbating global inequality. In countries with low internet penetration, businesses and individuals face barriers to fully participating in the digital economy, limiting their economic opportunities. Moreover, the rise of technology has facilitated cybercrime, including identity theft, fraud, and money laundering. These threats undermine consumer confidence and pose significant risks to businesses and governments. Furthermore, automation in the digital economy has led to job losses in certain sectors, increasing unemployment rates. Addressing these challenges requires a coordinated effort from policymakers, businesses, and civil society to ensure that the benefits of the digital economy are equitably distributed (Rozendaal et al., 2021).

The development of technology, especially the use of the internet, currently makes it easier for people to carry out daily activities, from searching for information and communication media to shopping, which can now be done with the help of the internet. All sectors must finally adapt to the development of technology, where there are new things every day. This also applies to the business sector. Technological developments cause differences in communication patterns with consumers. Currently, consumers search for information about the products they buy and compare them with similar products using information technology. One proof of the difference in communication patterns with consumers is the increase in online sales profits. Online shopping activities are currently activities that can be done anywhere and anytime because of the ease of transactions. Online shopping in Indonesia can be done online by window shopping on the intended website or application. Consumers can click on the items they want to buy, then consumers will be directed to the agreed payment procedure page after which the consumer will transfer the nominal amount of money to the company. Usually, consumers will receive a confirmation notification that the funds transferred have entered the company. Next, the goods will be sent to the address that was previously written. Consumers can also monitor the process of sending goods because the company will always update the website or application (Solis, 2011).

Endorsements have emerged as a pivotal marketing tool within the digital economy. Acting as a brand communication channel, endorsements leverage the popularity, personality, and social status of celebrities or influencers to enhance brand awareness and embed brands in consumers' minds. These strategies benefit not only the economy of endorsers but also facilitate businesses in introducing their products to the digital market. The digital economy itself encompasses activities driven by information and communication technology (ICT), such as e-commerce, online services, and social media platforms, all of which simplify economic transactions and business interactions. The effectiveness of endorsements lies in their ability to establish a personal connection with consumers. Unlike traditional advertising, which often feels impersonal, endorsements tap into the trust and admiration that consumers have for influencers. This emotional connection enhances the credibility of the brand and increases the likelihood of consumer engagement. Moreover, endorsements allow for a more targeted approach, enabling businesses to reach specific demographics based on the follower profiles

of endorsers. This precision in marketing ensures that promotional efforts are not only cost-effective but also impactful (Setiawan et al., 2022).

According to Abbas & Salim, (2023), social media is considered to be able to influence its users because it has interesting features that can attract consumers to see the product. Due to the large number of social media users, digital marketing has also adjusted by creating a strategy through social media with the term Social Media Marketing (SMM). Social media marketing is a marketing strategy that uses social media as a means of promoting a product, specifically to build a target market for an online business. Companies get many advantages when using social media as a marketing medium, such as effectiveness. This is because managing social media almost does not cost a lot and only requires creativity and consistency in attracting consumer interest. However, the effects can be quite significant because they reach a wider market. Consumers will get complete information and can interact directly through social media. Currently, many social media implement Social Media Marketing strategies to attract consumers, namely Instagram, Facebook, Youtube, Twitter, and currently the trending TikTok application.

For other users, this is what makes someone more famous on the Tiktok application. Companies utilize this to create diverse, contemporary, and consistent video content by uploading their product videos on the TikTok application so that more users or potential consumers see it as an influence on purchasing decisions. Collaborate with Tiktok application users who have quite a lot of followers to influence their followers to expand the market. Nowadays, some users of social media have a large number of followers. The thing that can attract their followers to follow this user is their lifestyle, which is quite interesting. Therefore, users who have a large number of followers usually have a strong enough influence on their followers, which is why they are called influencers. Influencer Marketing focuses on utilizing someone on social media who has a large number of followers to influence their followers, in this case, providing product information to their followers because they have a close relationship. One proof of the success of social media marketing is the use of influencer marketing. So, currently, the marketing strategy using influencer marketing is a common thing to do and is even one of the most important strategies because everyone uses social media for their needs (Ramlan et al., 2023).

Recommendations, as a subset of endorsements, are an effective marketing strategy in the digital economy. They utilize influencers, celebrities, or experts to promote products or services through platforms like social media, blogs, and vlogs, increasing brand visibility and consumer trust. Unlike traditional advertising, endorsements are perceived as more genuine, especially when the endorser has a strong reputation and aligns with the promoted product. Furthermore, targeted marketing through endorsements allows businesses to reach specific demographics based on the followers of endorsers. However, challenges persist in implementing endorsements effectively. Consumers are becoming more critical of inauthentic recommendations, making trustworthiness essential. The prevalence of paid promotions has led some consumers to question the sincerity of endorsements, particularly when there is a lack of transparency about sponsorships. To address this, regulatory frameworks in many countries mandate openness and disclosure in endorsements. Violations of these regulations can harm a company's reputation and erode consumer trust. Thus, businesses must balance promotional goals with ethical considerations to maintain credibility in the eyes of their audience (Ghaly, 2023).

Digital marketing strategies have become indispensable for businesses. It includes blogs and social media platforms like Instagram, Twitter, Facebook, TikTok, Shopee, Lazada, and Tokopedia. In 2024, the survey of the Indonesian Internet Service Providers Association (APJII) revealed that Indonesia has 221,563,479 internet users, accounting for 79.5% of the total population. Java has the highest internet penetration at 83.64%, while Sulawesi records the lowest at 68.35%. These figures underscore the critical role of the Internet in driving economic activities and highlight its transformative impact on the digital economy in Indonesia. The rapid growth of internet usage in Indonesia has also fueled the rise of digital entrepreneurship. Small and medium enterprises (SMEs), in particular, have benefited from the accessibility of online platforms, which allow them to reach a wider audience without the need for significant capital investment. This democratization of access to markets has empowered individuals and businesses alike, fostering innovation and competition. However, it has also heightened the need for effective marketing strategies to stand out in an increasingly crowded digital landscape (Bil et al., 2022).

The purpose of this study is to analyze the application of endorsements as an effective marketing strategy in the digital economy, particularly within the Indonesian context. This

research is motivated by the growing reliance on digital platforms and the significant role influencers play in shaping consumer behaviour. The digital economy offers immense opportunities for businesses to expand their reach, but it also introduces new challenges, such as navigating consumer trust and adhering to regulatory frameworks. By focusing on endorsements and influencer marketing, this study seeks to address these challenges and provide insights into their implications for businesses, endorsers, and policymakers. In addition to addressing these challenges, this research aims to explore the ethical dimensions of endorsements in the digital economy. Ethical considerations, including transparency, authenticity, and fairness, are increasingly important in a landscape where consumers demand accountability from brands and influencers. By incorporating a moral perspective, this study seeks to provide a holistic understanding of the factors that influence the effectiveness of endorsements (Wielki, 2020)

According to Mert & Erkan (2023), influencers are required always to be active and consistent in updating their lives, interacting closely with their followers to maintain their existence. Influencers convey the brand meaning of product exposure to be told, which is connected to their life stories and goals expressed in a post containing emotional, cognitive, and behavioural terms, thus generating credibility, trust, and power. Word-of-mouth is the effect that influencer marketing wants to create through collaboration with social media users to influence the behaviour of a large number of their followers. The use of influencers can reduce marketing costs to reach a wider market and provide various benefits for the content or messages conveyed, and potential consumers also view what influencers convey as not something commercial or authentic. If not told or controlled by the company, they will choose according to their tastes.

Specifically, this study investigates how endorsements influence consumer trust and purchasing decisions in the digital marketplace and to what extent endorsements contribute to the economic outcomes of businesses and endorsers. By exploring these questions, the study aims to bridge gaps in existing literature and offer a nuanced understanding of endorsement strategies in the context of digital economic practices. Furthermore, this research contributes to the extant literature by incorporating an Islamic economic perspective into the analysis of endorsements, which has been largely overlooked in previous studies. The principles of Islamic economics, such as justice, transparency, and the prohibition of deceitful

practices, provide a valuable framework for evaluating the ethical dimensions of endorsements. By integrating these principles, the study offers insights that are not only relevant to businesses operating in Muslim-majority contexts but also applicable to the global digital economy.

METHOD, DATA, AND ANALYSIS

This research employed a qualitative approach, specifically library research to address the problem under investigation. A qualitative approach is well-suited for exploring complex phenomena like the role of endorsements in the digital economy, as it emphasizes understanding and interpreting underlying patterns, relationships, and contexts. By focusing on textual data, this method allows for an in-depth analysis of concepts, theories, and empirical evidence related to the research topic.

The method of literature review or literature study is integral to the study as it compiles and analyzes relevant theories and concepts from existing scholarly sources. The primary goal of a literature review in academic research is to develop both theoretical insights and practical benefits. Zed, (2004), defined a bibliography as the compilation of information from books, articles, and works by authors and experts across various fields and disciplines. Through this process, the study seeks to bridge gaps in existing knowledge by synthesizing diverse perspectives. Library research ensures access to a broad range of credible sources, enabling a thorough examination of the topic. Given the nature of the research, this study relied on library research, which involves gathering and analyzing secondary data from existing literature and documentation. Secondary data included published academic works, government reports, organizational case studies, and relevant online materials. These sources provide a rich foundation for contextualizing the role of endorsements in the digital economy. This research also utilized industry reports on influencer marketing trends and consumer behavior to capture real-world applications and implications.

A systematic literature study was used as the data collection in this study. This involves searching for and selecting data that is directly relevant to the research topic. The process began by identifying keywords and themes such as endorsements, influencer marketing, digital economy, and consumer behaviour to guide the search for sources. The sources included books, academic journal articles, internet resources, and other documented

materials. In addition to literature reviews, internet searches were conducted to gather up-to-date sources of information. To ensure the credibility and reliability of the data, this study adhered to strict inclusion and exclusion criteria. Only peer-reviewed articles, publications from reputable publishers, and data from authoritative industry sources were considered. Sources that lack citations, exhibit bias, or lack relevance were excluded. This meticulous process enhances the validity of the findings.

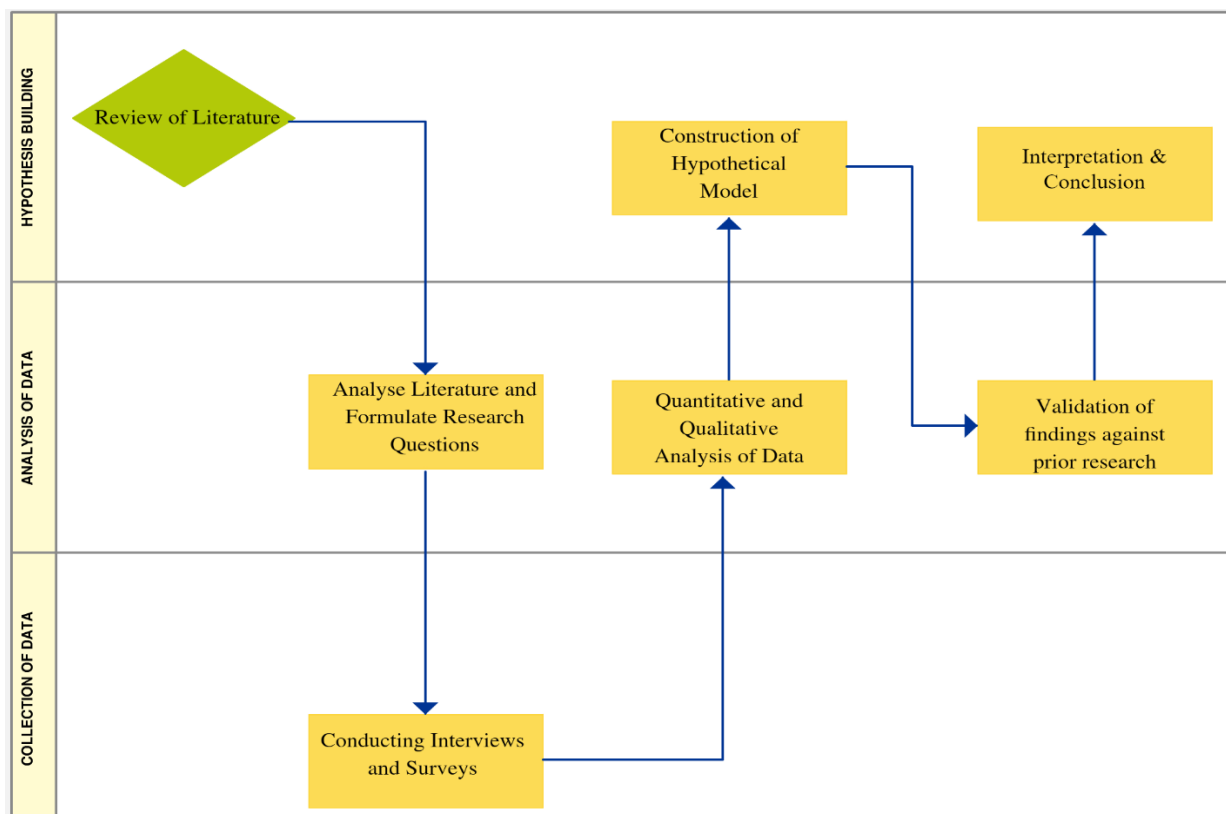


Figure 1

Library Research Method Flow

Data source: Wildemuth, (2016)

Figure 1 explains that this study applied qualitative data analysis using two primary approaches deductive and inductive reasoning. Deductive analysis begins with general theories and concepts to draw specific conclusions. For instance, established theories on economic development are used to analyze how endorsements contribute to market efficiency and business growth. On the other hand, inductive reasoning starts from particular observations or events, such as specific case studies of successful endorsement campaigns and generalizes them into broader conclusions. These methods allow for a comprehensive understanding of the research topic, ensuring that both theoretical and empirical perspectives

are considered in analyzing the role of endorsements in the digital economy. The integration of deductive and inductive approaches enables the research to balance theoretical rigor with practical relevance. For example, while deductive reasoning frames the study within established economic and marketing theories, inductive reasoning provides flexibility to explore emerging trends, such as the rise of micro-influencers and niche marketing strategies in the digital age (Wildemuth, 2016).

The research proceeded step-by-step to ensure a structured approach to data collection and analysis. The first step involved identifying and reviewing key literature on endorsements, influencer marketing, and the digital economy. This step included compiling seminal works and recent studies that form the theoretical and contextual basis of the research. The second step was synthesizing the information gathered to develop a comprehensive theoretical framework. This synthesis integrated findings from diverse sources to create a cohesive narrative that explains the relationship between endorsements and economic outcomes. Finally, the data was analyzed qualitatively through a deductive approach, starting with general theories and moving toward specific conclusions based on the collected literature. This process allows for a deeper understanding of how endorsements influence the digital economy and contribute to business success (Sugioyono, 2017).

RESULT AND DISCUSSION

Loyalty of Followers to Influencers on Social Media and Its Impact on Endorsement of Reviewed Products

The engagement between influencers and their followers is a key dynamic that shapes the digital marketing landscape. This phenomenon arises from the consistent and meaningful communication between influencers and their followers, where the influencer's reputation aligns with the products they promote. Influencers typically have three important aspects that determine their reach, resonance, and relevance. Reach refers to the size of an influencer's audience which normally measured by the number of followers they have (Ayu et al., 2024). A larger following implies a broader potential to spread brand messages. However, the number of followers alone does not guarantee effectiveness. Micro-influencers, with smaller but more targeted audiences, often achieve higher engagement rates compared to mega-influencers with millions of followers. This nuanced understanding of reach highlights

the importance of considering audience quality over quantity in influencer marketing strategies (Sahaf & Nazir, 2024).

Resonance refers to the degree of interaction followers have with the influencer's content. This includes likes, comments, shares, and other forms of engagement. High resonance indicates that the influencer's message resonates with their audience on a personal level, driving deeper emotional connections. These connections often translate into consumer trust, a crucial factor in influencing purchasing decisions. For example, content that sparks meaningful conversations or inspires followers to share their experiences with a product amplifies the impact of the influencer's message (Lasmiatun & Manteghi, 2025). The last is relevance, which describes the alignment between the values held by the influencer and the brand they are promoting. This alignment ensures that the influencer's audience perceives the endorsement as authentic and credible. For instance, an influencer who promotes eco-friendly products will have more relevance to an environmentally-conscious audience. Similarly, fashion influencers specializing in modest clothing are more likely to resonate with audiences interested in such styles this alignment between influencer values and brand image increases the credibility of the endorsement, making it more effective (Yuan et al., 2020).

According to Mufti, (2024,)those three aspects highlight the substantial power influencers hold in shaping opinions and behaviors. Through social media platforms, influencers can profoundly influence the attitudes and purchasing decisions of their followers, often steering product perception and brand image. The ability of influencers to guide consumer choices underscores their significant role in contemporary marketing. Influencers are no longer just content creators but key players in shaping public opinion. Influencer credibility is fundamental to the success of influencer marketing strategies. In general, influencers play three significant roles: informing, persuading, and entertaining. These roles combine to form a comprehensive approach to consumer engagement. Influencers often use their platforms to share information about products or services. By providing factual and insightful details, influencers help their audience learn about the benefits and features of a product.

This educational role is particularly effective in industries like e-commerce, where consumers often rely on influencers to simplify purchasing decisions. Therefore, reviews, unboxing videos, and tutorials are some of the formats used by influencers to educate their

audience. In addition, influencers also seek to persuade their audience to act, whether it's making a purchase, adopting a behavior, or aligning with a particular viewpoint. They achieve this through persuasive messaging that taps into the emotions, desires, and motivations of their followers. For example, an influencer advocating for a fitness lifestyle may inspire followers to purchase gym equipment or dietary supplements. The trust that influencers have built over time makes this persuasion more effective, as followers are more likely to believe and act on the recommendations of someone they trust (Kusuma, 2024).

The entertainment aspect ensures that the content is not only informative but also engaging. By incorporating humour, creativity, and captivating visuals, influencers make their content more appealing. This keeps followers interested and encourages them to interact, share, and comment. The entertainment feature serves a dual purpose: keeping followers engaged while reinforcing the influencer's message. Memes, skits, and visually striking content often go viral, expanding the reach and impact of the influencer's campaign. Lee, (2019), explained that influencer credibility is a crucial factor in increasing brand awareness. When influencers genuinely believe in the products they promote, their followers are more likely to develop trust in the brand, which in turn influences their purchasing behavior. Therefore, influencer marketing capitalizes on the personal connection between influencers and their followers to create more authentic and persuasive marketing campaigns (Setiawati & Alam, 2024).

According to Prayoga et al., (2019), one of the most significant effects of influencer marketing is its impact on consumer behavior. Social media influencers have transformed the way people make purchasing decisions. Through endorsements or reviews, influencers shape consumer behavior by promoting products and services that align with their lifestyles and values. Endorsement refers to the act of publicly supporting or recommending a product, which has been a longstanding strategy in marketing. In the context of influencer marketing, endorsements often come in the form of positive testimonials shared on social media, which carry a sense of authenticity and trustworthiness. Define consumer behaviour as the process by which individuals purchase products to satisfy desires, rather than needs. In today's digital age, influenced heavily by e-commerce and digital marketing, consumer behaviour has shifted toward impulsive buying driven by trends and external influences. This is especially evident

during the Industrial Revolution 4.0, where products are marketed through digital platforms that are easily accessible to consumers.

This change in the media industry towards digital has brought about a shift in relatively new types of jobs, some of which are even unknown. When social technology allows its users to reach such a broad audience with increasing market penetration, it allows the emergence of new start-up actors in the form of entrepreneurship. The use of the internet as a marketing medium can provide added value when facing competition. Effective digital marketing methods are becoming more common in technology, such as search engine optimization (SEO), search engine marketing (SEM), data-driven marketing, content automation, social media marketing, social media optimization, e-mail direct marketing, e-books, content marketing, and influencer marketing. One of the important impacts of using e-marketing is customer loyalty. In addition to providing benefits to the company, e-marketing also provides benefits to potential consumers, namely the convenience of customers ordering products 24 hours a day wherever they are (Fatmawatie, 2020).



Figure 2

E-Commerce Activities in Early 2023

Data source: We are Social. 2023 Q3 Global Digital Statshot

Figure 2 shows that as of January 2023, 41.1% of internet users searched for goods or services online, 3.59 of users visited online stores, \$873 of users visited online price comparison sites or services, 59.8% of users visited online auction sites, and 17.1% of users made online transactions via any device. It implies that the potential for online shopping activities has developed sufficiently in Indonesia, which must be balanced with digital marketing by business actors. In addition, the platforms that are often used in digital marketing are social media or social networks. The available social networks sometimes have different characteristics. The media industry is alive because there are people, especially those who are digital, where internet users increased by 23% or around 24 million users in 2023, placing Indonesia in third place as a country with active internet users in the world. Therefore, the average person in Indonesia spends 8.51 hours/day using the internet. This phenomenon indicates that using the internet and social media has become a behaviour in Indonesia. Furthermore, using the internet opens up many opportunities to build a business and can be used as a primary source of income. One of the activities that is most enjoyed by the millennial generation is becoming a YouTuber or celebrity who has high popularity and does not always come from artists or public figures but has an account with many followers.

The accessibility and visual appeal of digital marketing have cultivated a culture of excessive consumption. Influencers play a significant role in this phenomenon by showcasing aspirational lifestyles that often include luxury products, travel experiences, and exclusive services. Consumers are often influenced by external pressures, such as social media trends, leading them to purchase non-essential items they do not truly need because they are just trendy or recommended by influencers. This behaviour exemplifies a shift from purchasing based on necessity to consumption driven by social status and trends. For instance, limited-edition products endorsed by influencers often create a sense of urgency among consumers, prompting impulsive purchases. The phenomenon of fear of missing out (FOMO) is amplified by social media platforms, where users are constantly exposed to curated images of influencers enjoying the latest products or experiences. These consumption patterns are largely influenced by digital marketing, which makes products more visible and accessible. Consumers are regularly exposed to influencer content, which often includes persuasive messaging that encourages them to buy products (Sharabati et al., 2024).

Nadanyiova & Sujanska, (2023), suggested that the desire to follow trends and keep up with influencers leads consumers to buy products that may not align with their actual needs but rather their desire to conform to social expectations. It highlights a broader issue of overconsumption, where consumer behaviour is increasingly shaped by external influences rather than internal needs. Although this trend benefits sellers and e-commerce platforms through increased sales, it presents a negative consequence for consumers, leading to waste and unsatisfied needs. Consumers, driven by trends, may end up purchasing items they do not need, leading to financial strain or dissatisfaction with their purchases. To mitigate the adverse effects of this consumptive behaviour, experts suggest a shift toward more mindful consumption, focusing on saving, investing, and prioritizing essential goods. Cultivating a more informed and reflective approach to purchasing can help consumers avoid falling into the trap of excessive buying prompted by influencer marketing. Organizations promoting sustainability can collaborate with influencers to advocate for conscious consumption and eco-friendly products, thereby aligning marketing strategies with ethical values.

Marketing Relationship through Social Media and the Impact of Influencer Endorsement on the Number of Consumers

Digital marketing has revolutionized how businesses interact with their customers, offering numerous advantages for those seeking to establish a strong presence in today's competitive marketplace. One of the most significant benefits of digital marketing is its ability to provide a wider reach. Most people conduct their daily activities online, and businesses can target specific demographics, ensuring that their marketing campaigns are tailored to the right audience. This level of precision increases the effectiveness of advertising efforts and allows businesses to connect with potential customers more meaningfully. Beyond reach, the personalization capabilities of digital marketing stand out. Companies can deliver highly tailored content to individual users through advanced analytics and consumer behaviour tracking. For instance, targeted advertisements based on browsing history or purchase behaviour create a personalized shopping experience (Saputra & Sultan, 2024).

According to Lou & Yuan, (2019) personalization enhances user satisfaction and increases the likelihood of conversion, solidifying digital marketing's position as a preferred strategy for modern businesses. Another benefit of digital marketing is its role in accelerating

business growth. Argued that, unlike traditional marketing strategies that often limit the scope of expansion, digital platforms offer businesses the opportunity to scale their operations quickly. By leveraging tools like social media, email marketing, and search engine optimization (SEO), companies can tap into global markets and focus on key areas of development without incurring excessive costs. This scalability allows companies to grow efficiently while maximizing their return on investment.

Moreover, digital marketing fosters direct customer communication, breaking down barriers between businesses and their audiences. Social media platforms enable brands to engage with users through comments, messages, and interactive content, creating a two-way communication channel. This interaction builds stronger relationships and demonstrates a commitment to customer satisfaction. This direct connection enhances brand loyalty and trust, making consumers more likely to return for future purchases. A standout feature of digital marketing is its capability for real-time data analysis. Unlike traditional marketing methods, where results are often delayed, digital marketing enables businesses to monitor the performance of their campaigns instantly. It is suggested that metrics such as engagement, click-through, and conversion percentages provide actionable insights that help refine strategies. For example, if a campaign underperforms, adjustments can be made on the fly to ensure better outcomes, enhancing overall effectiveness (Lestarina et al., 2017).

Additionally, cost-effectiveness is a major advantage of digital marketing. Traditional advertising mediums, such as television, radio, and print, often require substantial financial resources, making them less accessible for smaller businesses. In contrast, digital marketing offers a more budget-friendly alternative that can still reach large audiences. Companies can choose strategies that align with their financial constraints, from pay-per-click ads to organic content marketing, while achieving significant reach and impact. However, the affordability of digital marketing does not negate the need for careful budgeting and resource allocation. Companies must identify which platforms and strategies yield the highest return on investment (ROI) and allocate funds accordingly. Misallocation can lead to wasted resources and missed opportunities, underscoring the importance of strategic planning in digital marketing campaigns. Another essential benefit is its role in building a brand identity. Through consistent content creation and interaction with customers on social media, businesses can cultivate a distinct personality and voice for their brand. This humanizes the

company, making it more relatable and fostering customer loyalty. Explained a strong online presence not only boosts brand recognition but also encourages customers to engage actively, creating a community around the brand (Hasbi et al., 2023).

Despite its many benefits, digital marketing has its fair share of challenges. One of the main internal obstacles is the need for well-thought-out strategic planning. Without a clear and focused approach, marketing efforts may become disorganized, leading to missed opportunities. Businesses may also face difficulties managing an overly broad target audience or implementing an optimized marketing mix due to limited resources or expertise (Wusqo et al., 2022). Another pressing challenge is the ever-changing nature of digital algorithms. Platforms like Google, Facebook, and Instagram frequently update their algorithms, impacting how content is ranked and displayed. Businesses must continuously adapt their strategies to maintain visibility and relevance in a dynamic digital landscape. Externally, businesses face intense competition in the digital landscape. With many companies vying for the same audience's attention, standing out requires creativity, consistency, and innovation. Moreover, issues related to intellectual property, such as trademarks and logos, can arise when competitors mimic successful branding elements, potentially diluting a business' unique identity. The threat of cybersecurity breaches also looms large in digital marketing. Cyberattacks, phishing scams, and data breaches can compromise customer trust and damage a brand's reputation. Implementing robust security measures and adhering to data protection regulations, such as GDPR, is essential for businesses to mitigate these risks (Chaidir & Aziz, 2022).

Another external challenge involves technical limitations, such as unreliable internet access, which can hinder businesses and consumers. Slow browsing speeds or technical glitches can frustrate users, reducing their likelihood of engaging with digital marketing campaigns. Businesses must also contend with the rapid pace of technological advancements, making it difficult to stay ahead of the curve and adopt new tools or strategies effectively. Finally, digital marketing demands a constant effort to balance opportunities and obstacles. While it provides unparalleled access to global markets and real-time feedback, success requires a combination of creativity, analytical skills, and adaptability. The technology contributes to creating media diversit (Octavia, 2022).

This is one of the characteristics of the new media environment, according to McNamus, that there is a shift from the availability of previously rare media with limited access to abundant media. From the industrial side, the cost of media production and, of course, the production tools that are increasingly cheap and sophisticated have led to the emergence of mass media. The establishment of an industry will have a multi-player effect on the growth and development of the economy and the welfare of the surrounding community, regardless of the dimensions of the industry as a place for job creation. The effect of job opportunities created is the same as that produced, so it will impact economic growth. By addressing challenges such as strategic planning, competition, and technological barriers, businesses can unlock the full potential of digital marketing, positioning themselves for long-term success in the ever-evolving digital landscape (Andhika et al., 2019).

The Impact of Influencer Endorsements on Market Competition in Social Media

Recommendations have become a cornerstone of modern marketing strategies in today's digital economy. These endorsements, often provided by influencers or celebrities, hold immense power to shape consumer perceptions and behaviours. They increase product visibility and establish a strong connection between brands and consumers. The influence of recommendations on the digital economy is far-reaching, touching on visibility, trust, and consumer engagement.

One of the most significant impacts of recommendations is increased visibility for products and services. Leveraging the large audiences of influencers and celebrities, brands can reach a broader market. This expanded reach plays a critical role in building brand awareness, making products more recognizable and desirable to potential customers. The ability to amplify visibility through digital platforms is especially vital in today's competitive landscape, where attention spans are limited. Beyond visibility, recommendations significantly enhance consumer trust. When a trusted influencer endorses a product, their followers often perceive it as a credible and reliable choice. Galdón, (2024), argued that influencers who have cultivated authenticity and rapport with their audience bring a sense of reliability to their endorsements, fostering confidence in the products they promote. This trust-building effect is particularly crucial in a marketplace where consumers are increasingly skeptical of traditional advertising methods (Jackson & Ahuja, 2016).

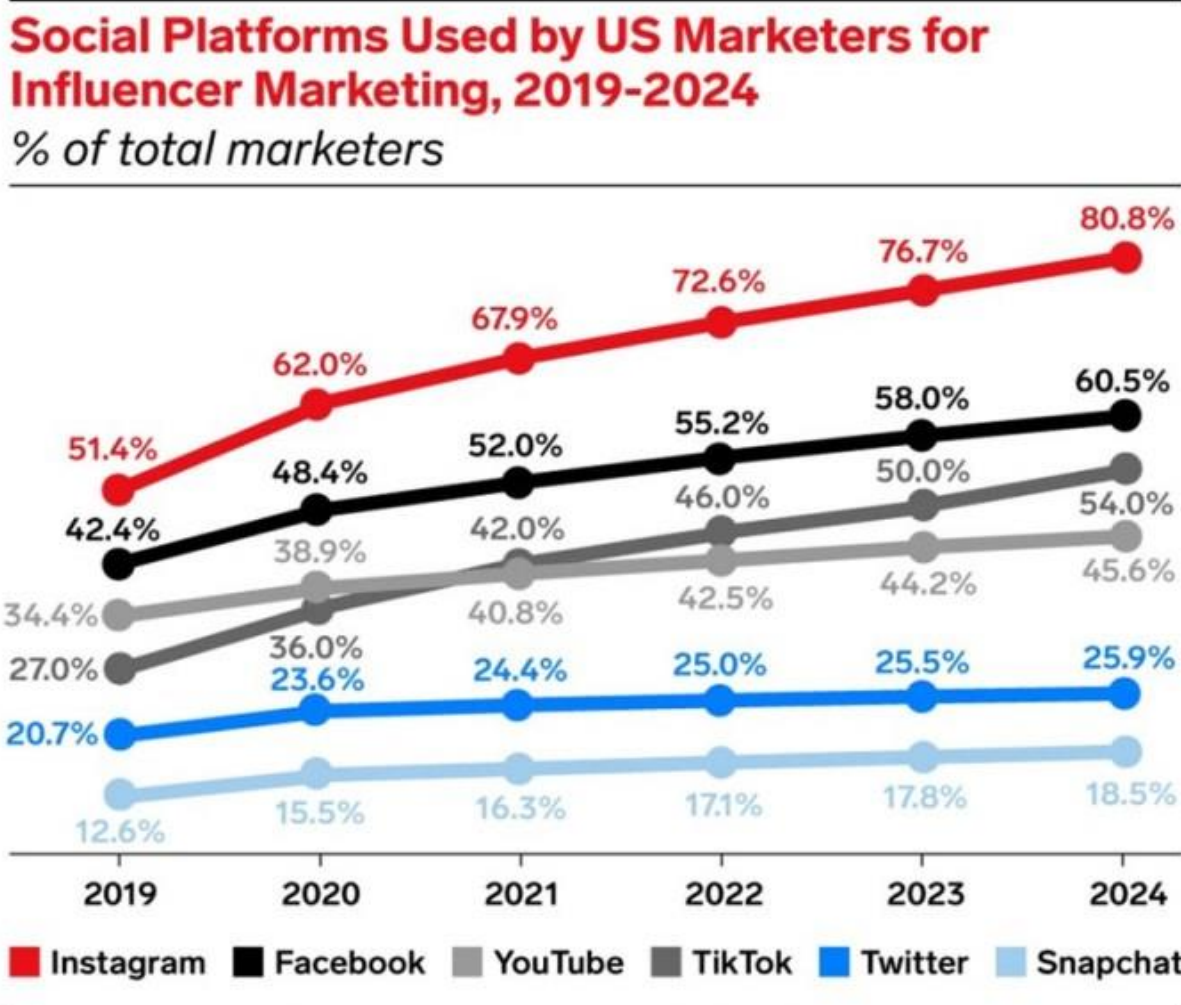


Figure 3

Influencer Income According to Social Media and Followers

Data source: Katadata Indonesia, Databox 2024

Figure 3 shows that the more followers they have, the higher the income level of the millennial influencers. YouTube is a social media that provides the highest income level compared to social media. Twitter is the lowest of the others, with several followers above 7 million accounts. The development of technology has brought about a shift in business models that has resulted in some jobs no longer being needed. However, many positive opportunities can be used and utilized optimally, which have economic value and directly impact society's welfare. The main driver of economic activity is work, a means for every human being to meet and fulfil their life needs individually and socially. Islam is a practical system that teaches everything good and beneficial for humans.

According to Hermawan, (2021), when a digital influencer makes a post on social media, how many followers engage with their posts through likes, shares, retweets, comments, clicks on links or URLs from ads, or further actions such as filling out forms/purchases. This engagement can occur if the digital influencers consistently build communication with their followers and have an image or reputation that matches the offered product. Reach refers to the number of followers of a digital influencer. However, a large number of followers does not always guarantee success. What is more important is knowing which fans match the brand's target audience. The emergence of various online celebrities can also be seen as a new phenomenon related to their influence on the socio-cultural context. Advertising is a non-personal promotion and presentation of ideas, services, and goods paid for by sponsors.

Digitalization is the main thing in business continuity, which is not converting old analogue processes to digital processes but rather about how manufacturers engage with customers in running a business and delivering products and services. Today's digital customer lifestyle influences people to choose to work and collaborate. The impact of digital trends is felt across all lines of business, from finance with the presence of fintech, HR, and marketing to sales. Thus, it is natural that no industry is affected by the changes in this digital industrial revolution. Every product, service, and business access will be affected, and now is the time for businesses to implement the digital revolution. Celebrity endorsers have credibility, which consists of three dimensions: attractiveness, objects that are assessed through sympathetic behaviour, ambition, intelligence, and other personality characteristics. Honest sources of information. Trustworthiness, where objects are evaluated as expertise, is assessed from sympathetic behaviour, ambition, intelligence, and other personality characteristics (Amalia & Murniawaty, 2020).

Advertising appeals move people, speak to their desires or needs, and arouse interest. In advertising appeal, there are two concepts: the appeal of rational advertising messages and the appeal of advertising based on emotions and feelings. The use of celebrities can influence attitudes and customers towards the products they support. One form of endorser is the Typical Person Endorser, which utilizes several people other than celebrities to convey messages about a product. As a popular social media platform today, marketers use Instagram to promote their products because it is a social media platform that shares photos with

followers. Marketers use celebrities as a means of promotional media on Instagram, which is called celebrity endorsement, where celebrities become a kind of brand ambassador not contracted with an online shop (Widiyanto et al., 2022).

Moreover, positive endorsements contribute to the enhancement of a brand's reputation. Associating a product with respected influencers or celebrities elevates the brand's status, making it more appealing to consumers. For instance, a brand that partners with an influencer known for promoting ethical and high-quality products can benefit from the influencer's positive image. This alignment strengthens the brand's identity and helps it stand out in a crowded market (Galdón-Salvador et al., 2024). Despite these benefits, the success of recommendations depends on several critical factors. One key element is the influencer's relevance to the brand and its target audience. An effective recommendation requires alignment between the influencer's content and the brand's values, ensuring authenticity and resonance with the audience. When this alignment is absent, the endorsement may appear insincere or fail to connect with consumers (Sabrina & Kartasasmita, 2021).

Recommendations also lead to a measurable boost in sales, making them a powerful tool for driving revenue. Influencers, through persuasive and engaging content, can influence purchasing decisions by presenting products in an appealing context. When influencers demonstrate how a product fits into their lifestyle or solves a particular problem, they create a compelling narrative encouraging their followers to purchase. Another benefit of recommendations is their ability to improve brand engagement. Influencers foster deeper connections between consumers and brands through interactive content such as reviews, tutorials, or social media posts. As followers interact with this content by liking, sharing, or commenting, they form a closer bond with the brand, leading to higher engagement and loyalty. This engagement is essential for businesses to establish lasting relationships with their audience (Ulayya & Andriani, 2023).

The authenticity of the content is another determining factor in the effectiveness of recommendations. Consumers quickly identify overly scripted or disingenuous endorsements, which can erode trust rather than build it. Influencers who integrate products into their content organically and transparently are likelier to create meaningful and lasting impressions on their audience (Blanche et al., 2021). Additionally, the influencer's values and image play a

crucial role in shaping the impact of recommendations. Consumers often evaluate whether an influencer's values align with their own and with the brand being promoted. An influencer who maintains a positive and consistent reputation can significantly enhance a brand's credibility, while one associated with controversy may have the opposite effect (Dadabaeva & Jamoliddinov, 2024).

While recommendations can drive significant positive outcomes for brands, they also require careful execution to maximize their effectiveness. Businesses must invest time in selecting influencers who align with their goals, creating authentic and relatable content, and continuously evaluating the impact of their endorsement strategies. Recommendations are a powerful force in the digital economy, offering unparalleled opportunities for brands to connect with their audiences (Akar & Topçu, 2011). By increasing visibility, fostering trust, boosting sales, and enhancing brand reputation, they serve as a dynamic tool for growth. However, their success depends on thoughtful planning, authenticity, and alignment, ensuring that the relationship between influencers, brands, and consumers remains impactful and mutually beneficial. In summary, the findings of this study reveal the critical role of influencer marketing in shaping consumer behaviour within the digital economy. The results indicate that influencers' credibility, engagement strategies, and content's nature profoundly impact consumer purchasing decisions (Adhikari, 2005).

These findings align with existing literature, confirming that influencer endorsements can enhance brand visibility, foster consumer trust, and drive sales. However, they also highlight the potential risks of overconsumption driven by persuasive marketing tactics. This study contributes to the growing body of research on digital marketing and consumer behaviour, offering valuable insights for businesses seeking to navigate the complexities of the digital economy (Prayoga et al., 2019). According to Mert & Erkan (2023), digital influencers greatly influence social media. These influential individuals have gained the trust of their online peers, and their opinions can have a tremendous impact on online reputation, including for products or brand names. Generally, influencers are anyone with many followers on social media and the opinions, suggestions and criticisms they express greatly influence public opinion.

According to BİL et al., (2022), the development of social media such as Facebook, Instagram, Twitter, and YouTube has become a great opportunity for influencers. The large

number of followers of these online celebrities has become a marketing target for big brands. The public's craze for social media has made many companies change their marketing strategies. If advertising budgets were mostly spent in the past through conventional media such as newspapers and television, now social media is the target. Based on a GetCraft survey of 43 brand owners, 16% plan to increase their budget for digital advertising to more than 50% of their total advertising spend. GetCraft estimates that 31% of brand owners' advertising budgets will switch to native advertising. Influencers work effectively, especially when introducing a new brand or product.

One of the advantages of cosmetic brands using influencers with beauty vlogger content is that they can educate the target market about the product's benefits more clearly. Beauty vloggers help brands provide makeup tutorials or how to use beauty products correctly. Beauty vloggers create video tutorials, offer makeup tips and tricks, and provide recommendations for choosing makeup that suits the consumer's skin type. Influencers who were initially just ordinary social media users have changed over time into one of the most effective marketing weapon (Kumar, 2024). Influencers can be easily found on various social media platforms like YouTube, Facebook, and Instagram. With the help of the social Blade site, statistics on the growth of personal and community social media such as YouTube, Twitter, and Instagram will be made known, specifically YouTube, and estimated income will be calculated from the number of subscribers. People's addiction to social media has made many companies change their marketing strategies to start making social media and millennial influencers into digital promotional media. In line with this study, it turns out that when someone's activity takes the time every day to look at and update, it becomes a lot of money, and technology captivates humans every day just from the work of a touch screen tab (Ravi Bosco, 2022).

CONCLUSION AND SUGGESTION

In today's digital era, the pervasive use of social media has significantly contributed to the growth of the digital economy, particularly through the implementation of endorsements by influencers and content creators. These endorsements are crucial in introducing products to a global audience, fostering consumer trust, and driving engagement. The use of prominent influencers enhances credibility, while creative and appealing content helps capture the

attention of social media users, supporting both product marketing and the economic success of endorsement participants.

Empirically, this study highlights that endorsements effectively increase consumer awareness, build trust, boost sales, foster brand engagement, and enhance reputation. Theoretically, it underscores the alignment between the influencer's profile and the brand as a key determinant of endorsement success. Economically, endorsements have proven to be a cost-effective strategy to enhance the digital economy by leveraging social media's extensive reach. However, the study acknowledges several limitations. First, the variability of endorsement outcomes may depend on factors such as the relevance of the influencer to the target audience, the quality of the endorsement content, and the alignment between the brand and the influencer's values. Second, the study does not extensively explore the potential ethical concerns or long-term implications of over-reliance on endorsements in digital marketing strategies. Future research should consider addressing these gaps by examining the longitudinal effects of endorsements on brand loyalty, exploring strategies to mitigate the risks associated with influencer scandals, and analyzing the economic impact of endorsements across different industries. By addressing these limitations, researchers can provide a more comprehensive understanding of the role endorsements play in shaping the digital economy.

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