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Influencer Marketing on Purchase Intention

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Abstract

The abstract should concisely inform the reader of the research gap, the manuscript's purpose, its methods, its findings, and conclusion. The abstract should stand alone, meaning that no citations in the abstract. The abstract should be relatively non-mathematical, yet clear enough for an informed reader to understand the manuscript's contribution. An abstract consists of no more than 250 words.

Keywords: *Times New Roman, 11pt, minimum 3 to maximum 5 words, 1st word's initial should be capital*

Delivered Article **Revised Article** **Accepted Article**

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INTRODUCTION

The introduction should include the problem statement, state of the art, conceptual framework, research significance, and relevant studies. The manuscript should be formatted in *Times New Roman, 18 pt & 12 pt*, with 1.15 line spacing and no additional spacing between paragraphs. Citations must follow *APA style, 7th edition*, and the use of Mendeley is mandatory. All citations must be indirect quotations and written in English. The article should be between 15 and 25 pages in length. The introduction should comprise approximately 30% of the total article length.[1] At the beginning of the first paragraph and each subsequent paragraph, a 1 cm tab indentation should be applied. The formatting of the second- and third-level subheadings should follow the provided form.

Second-Level Subheading

Subheadings should not exceed Level 2.

LITERATURE REVIEW [Times New Roman 12, Bold]

The literature review represents the theoretical and scientific concepts. In this section, we will discuss the purpose of a literature review. Citation refers to the author's last name or family name and the publication year without a page number. Subsections in this section are keywords, conceptual framework, and development of hypothesis.

METHODS [Times New Roman 12, Bold]

The methods section describes data resources, techniques of collection, processing, and analysis. From the data analysis, obtain the results of the research. No subtitles are required, such as research design, sample, and techniques of collection. Show the validity, reliability table, and goodness-of-fit model if using a structural equation model (SEM). Each table should be completed with an explanation.

RESULT AND DISCUSSION [Times New Roman 12, Bold]

This section contains the results of empirical research written in a systematic, critical, and informative analysis. The discussion is the result of interpretation of data analysis, if necessary to be associated with relevant theory in literature review. Results and discussion should address the problem formulation and impact new knowledge. Show the descriptive statistics and results of hypothesis testing table.

Tabel 1. Title Tabel

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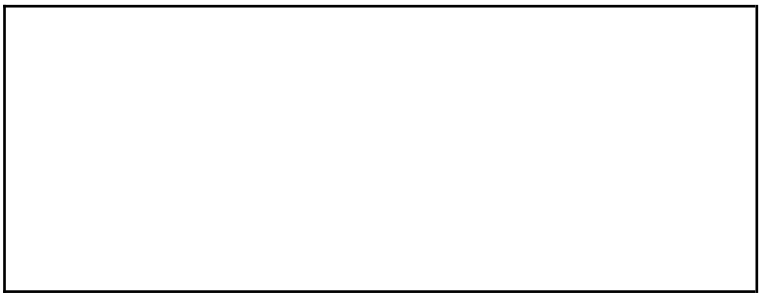

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In this section, the author presents brief conclusions from the results of the research and not in statistical sentences. A conclusion may review the main points of the paper; do not replicate the abstract as the conclusion, written in one paragraph in essay form and not in numerical form. The managerial implications of the study should be written in one paragraph in essay form and not in numerical form. Limitations require critical judgment and interpretation of their impact. The author also provides suggestions for advanced researchers or general readers.

ETHICS STATEMENT

Include a statement regarding the ethical approval of the research (if it involves human or animal subjects), including the ethics approval number, if applicable.

AUTHOR CONTRIBUTIONS

List each author's contributions, for example, using the credit taxonomy (conceptualization, methodology, analysis, manuscript writing, etc.).

FUNDING

List the sources of research funding. If there is no specific funding, state so.

CONFLICT OF INTEREST

Declare the presence or absence of any potential conflicts of interest related to the research and publication of this manuscript.

GENERATIVE AI STATEMENT

Please declare the use of generative AI tools in the writing and/or analysis process, if applicable, and specify the extent to which they were used.

ACKNOWLEDGMENT (IF ANY)

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REFERENCES

The references used are from the last 10 years, consisting of 80% primary sources (articles) and 20% secondary sources (books, newspapers, magazines, etc.). Reference writing uses the American Psychological Association (APA) and refers to the citation contained in the article and sort by alphabet. Citation and reference writing is recommended using reference applications such as Mendeley, Zotero and Reffwork.

Example for citation:

(Choudhury, 2013; Frank & Goyal, 2009; Gujarati & Porter, 2009; Hair, Black, Babin, & Anderson, 2010; Wagner, 2013)

Example for references:

Ali, S. A., Mujahid, K., & Umar, M. (2022). Feel like quitting the job? A causal attribution approach to social and work overload consequences. *Management Research Review*, *45*(11), 1431–1449. https://doi.org/https://doi.org/10.1108/MRR-03-2021- 0180

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Gautam, D. K., & Gautam, P. K. (2022). Occupational stress for employee turnover intention: mediation effect of service climate and emotion regulation. *Asia-Pacific Journal of Business Administration*, *16*(2), 233–255. https://doi.org/https://doi.org/10.1108/APJBA-02-2021-0056

Güney, S., & BAŞ, M. (2022). The Mediating Role of Work-Family Conflict in the Relationship between Work Overload Perception and Job Satisfaction Murat Ba ş. *Journal of Information and Organizational Sciences*, *46*(2), 345–360. https://doi.org/https://doi.org/10.31341/jios.46.2.5

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Johari, R. J., Ridzoan, N. S., & Zarefar, A. (2019). The Influence of Work Overload , Time Pressure and Social Influence Pressure o n Auditors ' Job Performance. *International Journal of Financial Research*, *10*(3), 88. https://doi.org/10.5430/ijfr.v10n3p88

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Yousaf, S., Rasheed, M. I., Hameed, Z., & Luqmah, A. (2020). Occupational stress and its outcomes: the role of work-social support in the hospitality industry. *Personnel Review*, *49*(3), 755–773. https://doi.org/https://doi.org/10.1108/PR-11-2018-0478