

Product Quality, Ambassador Brand and Advertisement on the Decision to Purchase Wardah Facial Cleansing Soap in Ambon City

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ABSTRACT

This study aims to determine the effect of product quality, brand ambassadors and advertising on purchasing decisions to purchase Wardah facial cleansing soap in Ambon City. This research is a quantitative descriptive research. The population in this study were consumers of Wardah facial cleansing soap and the number of samples was 106 respondents. By using a questionnaire as a data collection tool. Sampling using non probability sampling technique with purposive sampling method. The data analysis method used is Multiple Linear Regression. Based on the results of the multiple regression test, it shows that the product quality variable has a positive and significant influence on the purchasing decision variable. Furthermore, the brand ambassador variable has a positive and significant influence on purchasing decisions and the advertising variable has a positive and significant influence on purchasing decisions.

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1. INTRODUCTION

Seeing people's interest in facial care, many companies produce these products and develop unique marketing strategies. From using public figures to social media to word of mouth marketing. A marketing strategy is a plan that describes a company's expectations regarding the impact of various marketing initiatives or plans on the demand for a product or product line in a particular target market. A company may use two or more marketing programs simultaneously because each program, such as advertising, sales promotion, personal selling, consumer service, or product development, affects demand in a different way.

Therefore, a mechanism is needed that can coordinate marketing programs so that they can be targeted and integrated synergistically. This mechanism is called marketing strategy. In general, the best marketing opportunities come from increasing primary demand, while the best growth opportunities come from expanding selective demand. (Kotler and Armstrong, 2012).

In the process of delivering products to consumers and achieving company goals, namely by selling as many products as possible, the company must be able to attract consumer attention and create buying interest which leads to purchasing decisions. According to Sumarwan (2014) Wati (2020), purchasing decisions are consumer decisions that occur when the consumer's desire to buy

a product is unanimous, which includes which product to buy, whether to buy or not, when to buy, where to buy, payment methods and so on. Therefore, consumer purchasing decision making is the process of selecting one of several alternative solutions to a real tracking problem.

The products released and produced under the Wardah brand by PT Paragon Technology and Innovation consist of four categories, namely skin care products, especially facial care products, body care, hair care and make-up. Wardah skin care products include toner, serum, facial cleanser, facial soap, moisturizer, micelle, facial mask, facial cream, face cream, eye cream and essence. Therefore, researchers want to study one of the cosmetic/beauty products, namely Wardah face cleanser/face wash, Wardah face wash is one of the many beauty products available in Indonesia. The main reason for launching Wardah face wash is the belief that all women are beautiful, therefore Wardah presents innovative and safe face wash products. There are many Wardah's series and types of facial cleansing products are widely used in society, especially nowadays by women. The Wardah facial cleansing product range is divided into several categories, namely Wardah C-Defense Energizing Creamy Wash 60ml and 100ml, Wardah Lightening Gentle Wash 60ml and 100ml, Wardah Nature Daily Mineral+Clarifying Facial Foam 60ml and 100ml, Wardah Perfect Bright Creamy Foam Brightening Oil Control & Smoothing 60ml and 100ml, and Wardah Lightening Milk Cleanser 150ml.

Wardah facial cleansing soap products have different product qualities depending on the type of product and are adapted to each person's facial skin. The quality of each type of Wardah product makes consumers interested in choosing and trying different Wardah products according to their needs and skin type. Wardah does not provide just any product to consumers. The quality has been tested and guaranteed, so you don't need to hesitate to choose Wardah as your daily skin care product. In Indonesia, Wardah received BPOM approval and halal certification from the MUI. This product is very popular among young people and is a popular brand because of its quality.

Product quality influences consumer purchasing decisions. This is in accordance with the opinion of Citra and Santoso in Fitriana et al (2019) that companies with good product quality can make consumers trust the products the company produces. When consumers know a company, it becomes easier for the company to research products which are made with high quality so as to improve decisions product purchase.

Apart from focusing on product quality, companies must market these products with advertising stars or what are usually called Brand Ambassadors. According to Lea Greenwood (2012) (Wardani and Santosa, 2020), Brand Ambassadors are a tool that companies use to communicate and connect with the public in the hope of increasing sales. Brand Ambassadors are familiar to hear because many brands or companies use Brand Ambassadors to introduce their products to the wider public.

Brand Ambassadors are people who endorse the brands of several popular public figures (Shimp, 2010). Apart from being the face of a product, a Brand Ambassador embodies the company's identity in appearance, attitude, values and ethics. Using the right Brand Ambassador is one of Wardah's strategies to survive in the very volatile Indonesian market, and has criteria in selecting Brand Ambassadors for Wardah products, such as: artists/public figures who are inspirational, smart, clever, popular, clean, and are much popular, have clean skin in accordance with the recommended product requirements.

Wardah has Brand Ambassadors such as: Marissa Haque (2001-2002), Inneke Koesharawati (2002-2018, March 2002-April 2018) Since 2002, Wardah appointed Inneke Koesharawati as Brand Ambassador until 2018, Natasha Rizki, Tatjana Saphira, Amanda Rawles, Ayana Jihye Moon (2018-present), replacing Inneke Koesharawati, Dewi Sandra (2015-present), Raline Shah, Hanggini, Yasmin Napper, and Cut Syifa (2021-present).

Apart from that, Wardah uses the public figure Dewi Sandra with a very long contract period because Dewi Sandra is an artist/public figure who has been very famous for a long time and is very influential in society, different from Cut Syifa who is a new artist. So brand ambassadors can influence purchasing decisions for a product. And also creative advertising will attract the attention of people who see it. Creative advertising is advertising that is considered original or genuine and does not imitate anyone else, advertising that is surprising, unexpected, unexpected, full of meaning and affects emotions. Creative advertising makes the audience pay attention to the advertisement

in detail and detail. The idea that creative advertising is effective. Therefore, for a brand to be accepted by society, advertising must be made as effective, creative and attractive as possible so that it has a positive impact. Wardah is a pure and safe cosmetics. Holy because the product has a halal certificate from the LP POM MUI institution and is safe because it uses high quality raw materials and of course has a registration number issued by the Ministry of Health. So with the emergence of facial cleansing soap products in Ambon City which offers various facial cleansing soap products to attract consumers, this has resulted in a decrease in the sales volume of Wardah facial cleansing soap in Ambon City. This decline can be seen from the value of Wardah Facial Cleansing Soap which can be caused by various factors such as a decrease in product quality, the brand ambassador of Wardah products, namely Cut Syifa, which is less recognized by the people in Ambon city and advertisements for facial cleansing soap in Ambon city are still little promoted, so it can influence purchasing decisions.

2. RESEARCH METHODS

Quantitative descriptive research. According to S. Margono in Samsu (2017), This research uses data, namely by using a questionnaire. Quantitative data is a process of building knowledge that uses data in the form of numbers as a tool to find information about what you want to know.

The descriptive method is a research method that aims to describe the object or subject being studied according to what it is (Samsu, 2017). This research took research subjects as consumers of Wardah Facial Cleansing Soap in Ambon City.

This research uses a non-probability sampling method, namely that each element in the population does not have the same opportunity or opportunity to be selected as a sample, in fact the probability of a particular member being selected is unknown. As well as using a convenience sampling technique, the sampling technique used was 106 samples, the population was consumers who had already used it Wardah facial cleansing soap in Ambon city. that the researcher meets and is willing to become a respondent to be used as a sample or the researcher only chooses the people closest to him (Siregar, 2013). The method used in this research uses multiple linear regression, which is a development of simple linear regression, which is the same tool that can used to predict future demand based on past data to determine the influence of one or more independent variables on one dependent variable.

3. RESULTS AND DISCUSSION

Reliability Test

According to Ghozali (2011) reliability testing is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if the research instrument produces a consistent measure even though it is used repeatedly. The reliability test was carried out using the Cronbach alpha statistical test (α). If a variable is 0.06 then the variable data is declared to have good reliability (Ghozali, 2011).

Table 1. Reliability Test Results

Variable	Cronbach's Alpha value	Cronbach's Alpha Criteria	Number of items	information
Product Quality (X1)	0.203	≥ 0.06	5	Reliable
Brand Ambassadors (X2)	0.613	≥ 0.06	4	Reliable
Advertising (X3)	0.620	≥ 0.06	4	Reliable
Decision Purchases (Y)	0.925	≥ 0.06	4	Reliable

Source: Data processed 2023

Based on the table, it is known that the reliability test results show that the Cronbach's Alpha value for Product Quality (X1) is 0.203, the Cronbach's Alpha Brand Ambassador (X2) value is 0.613, Advertising (X3) is 0.620 and the Cronbach's Alpha value for Purchase Decisions (Y) is 0.925. Based on these results, it can be concluded that all variables in this study are declared reliable or reliable because the Cronbach's Alpha value is greater than the required criteria, namely 0.06.

Classic assumption test

Normality test

According to Ghozali (2011), the normality test is carried out to see whether in the regression model, the dependent variable and the independent variable both have a normal distribution or not. The testing technique used in this research is the one-sample Kolmogorov Smirnov test. This test is carried out by comparing the probabilities obtained with a significance level of 0.05. If the calculated significant value is > 0.05 then the data is normally distributed (Ghozali, 2006). Below is a table of normality test results.

Table 2. Normality Test Results

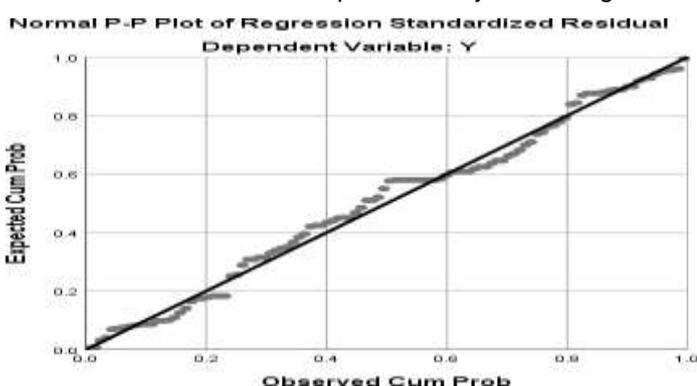
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		106
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	.69404403
Most Extreme Differences	Absolute	.078
	Positive	.056
	Negative	-.078
Statistical Tests		.078
Asymp. Sig. (2-tailed)		.122 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed 2023

The test results show that the significant value in this research is 0.122. So it can be concluded that the research data is normally distributed because the significant value results are greater than 0.05.

Apart from the normality test with the Kolmogorof-Smirnov test, the normality test can also be done by looking at the p-plot graph looking at the following image:

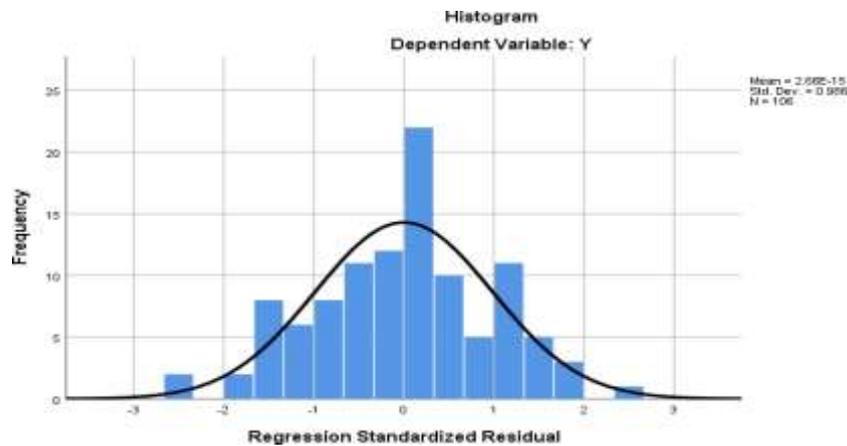
Table 3. P-Plot Graph Normality Test Image



Source: Data processed 2023

In the p-plot graph above, you can see that the dots are spread out around the diagonal line so that it can be concluded that the research data for the product quality variable (X1), the brand ambassador variable (X2), the advertising variable (X3) and the purchasing decision variable (Y) are distributed normally.

Apart from testing normality with a p-plot graph, normality testing can be done by looking at the histogram graph which can be seen in the following image:

Table 4. Histogram Graph Normality Test Image

Source: Data processed 2023

The histogram graph shows a normal distribution pattern, meaning it does not tilt to the right or left so that the data in this study meets the assumption of normality.

Multicollinearity Test

This multicollinearity test aims to test whether a regression model has a correlation between the independent variables. Multicollinearity testing is seen from the magnitude of VIF (Variance Inflation Factor) and Tolerance. Tolerance measures the variability of a selected independent variable that is not explained by other independent variables. So a low tolerance value is the same as a VIF value = $1/\text{tolerance}$. Common cut off values used to indicate the presence of multicollinearity is a tolerance value < 0.10 or the same as a VIF value > 10 (Ghozali, 2011).

Table 5. Multicollinearity Test Results

Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,981	1,019
	X2	,907	1,103
	X3	,898	1,114

a. Dependent Variable: Y

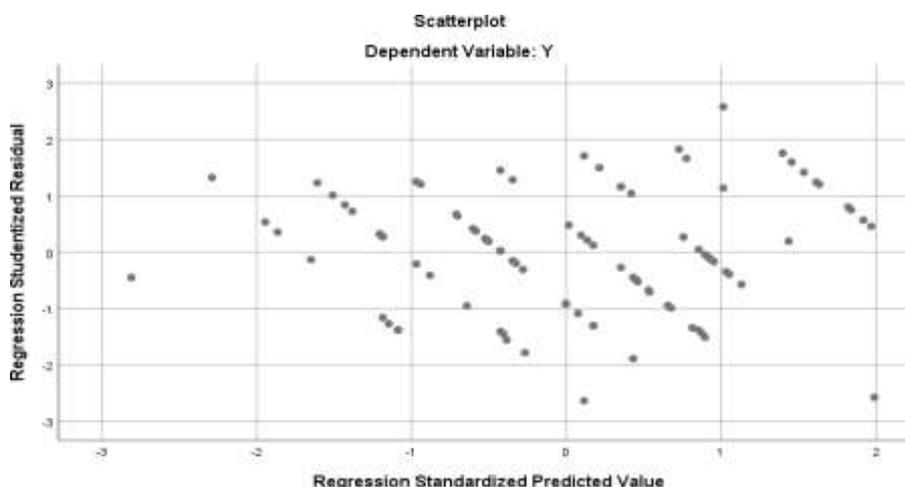
Source: Data processed 2023

The results of the multicollinearity test show that the tolerance value for the product quality variable (X1) is 0.981, the Brand Ambassador variable (X2) is 0.907 and the advertising variable (X3) is 0.898. The tolerance value for these three variables is more than 0.10. Apart from that, the VIF value of the product quality variable (X1) is 1.019, the Brand Ambassador variable (X2) is 1.103 and the advertising variable (X3) is 1.114. The values for these three variables are less than 10. So it can be concluded that there are no symptoms of multicollinearity.

Heteroscedasticity Test

The Heteroscedasticity Test aims to test the inequality of variables. To detect whether there is heteroscedasticity in a model, you can use Scatterplot.

Table 6. Image of Heteroscedasticity Test Results



Source: Data processed 2023

Heteroscedasticity test results show that there is no clear pattern from these points. This shows that the regression mode does not have any symptoms of heteroscedasticity, which means that there is no interference in this regression model.

Hypothesis testing

Multiple Regression Analysis

This analysis is used to determine the influence of the dependent variable using 1 (one) equation. The results of the equation are described as follows:

Table 7. Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,041	1,221		3,310	,001
	X1	.123	,047	.108	2,637	,000
	X2	.153	,044	,148	3,488	,001
	X3	1,053	,047	,953	22,301	,000

a. Dependent Variable: Y

Source: Data processed 2023

In the table above, the regression equation formed from this test is:

$$Y = 4.041 + 0.123 X1 + 0.153 X2 + 1.053 X3 + e$$

From this equation it can be seen that all independent variables (product quality, brand ambassador and advertising) have a positive effect on purchasing decisions. Based on the equation, it can be seen that the independent variable with the most influence is the advertising variable with a coefficient value of 1.053, followed by the brand ambassador variable with a coefficient value of 0.153 and the variable. The lowest influence is the product quality variable with a coefficient value of 0.123.

Partial Test (t Test)

The t statistical test shows how far one independent variable is partially able to explain the dependent variable. An independent variable is said to have a positive effect if t count > t table and the significance value is smaller than α (0.05). (Mahfudz and Jaya Sakti 2018).

Table 8. Hypothesis Test Results (T)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,041	1,221		3,310	,001
	X1	.123	,047	.108	2,637	,000
	X2	.153	,044	,148	3,488	,001
	X3	1,053	,047	,953	22,301	,000

a. Dependent Variable: Y

Source: Data processed 2023

The calculation analysis table for the T test is as follows:

1. The t-count value for the Product Quality variable is 2.637 with a significance level of 0.000. Because the significance value is $0.000 < 0.05$, it can be stated that the product quality variable can be stated that the product quality variable has a significant influence on purchasing decisions. Thus, the first hypothesis proposed in this research can be accepted.
2. The t-count value for the Brand Ambassador variable is 3.488 with a significance level of 0.000. Because the significance value is $0.000 < 0.05$, it can be stated that the Brand Ambassador variable has a significant influence on purchasing decisions. Thus, the second hypothesis proposed in this research can be accepted.
3. The calculated t value for the Advertising variable is 22.301 with a significance level of 0.000. Because the significance value is $0.000 < 0.05$, it can be stated that the advertising variable has a significant effect on purchasing decisions. Thus, the third hypothesis proposed in this research can be accepted.

Analysis of the Coefficient of Determination (R²)

Coefficient of determination analysis is used to determine the percentage contribution of the influence of the independent variables together on the dependent variable (Priyatno, 2016). The results of the determination test in this research are as follows:

Table 9. Coefficient of determination test results

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,913 ^a	,833	,828	.70418

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Data processed 2023

From the test results in the table above, it can be seen that the coefficient of determination (R Square) obtained is 0.833. This shows that the variables of product quality, brand ambassador and advertising influence purchasing decisions by 83.3%.

Based on the results of the discussion, product quality variables have a positive effect on purchasing decisions. Where the product quality variable has a significant level obtained from the results of the regression calculation, namely 2,637 with a significant value of 0.000. These results show that Wardah facial cleansing soap has a prominent difference so that consumers are loyal to this product.

The results of research on the product quality of Wardah's facial cleansing soap itself are quite good as perceived by consumers. The product quality of Wardah facial cleansing soap is that it can make the face cleaner and look shinier. However, the company must also be able to maintain this quality or even improve product quality in order to increase and maintain purchasing decisions for Wardah facial cleansing soap products.

Likewise, research conducted by (Hana 2013) entitled "The influence of products on purchasing decisions for Bango soy sauce products in Sukabungah sub-district, Bandung" stated

that there was an influence of product differentiation on consumer loyalty of Bango soy sauce in Sukabungah sub-district, Bandung.

Furthermore, the brand ambassador variable has a positive influence on purchasing decisions. Where the brand ambassador variable has a significant level obtained from the results of the regression calculation, namely 3,488 with a significance level of 0.000. This means that the higher the brand ambassador, the greater the purchasing decision for a product/service being offered.

This indicates that if a product's Brand Ambassador has fame and popularity, it can lead to purchasing decisions. A brand ambassador is someone who has a passion for the brand, wants to introduce it, and even volunteers to provide information about the brand (Doucett 2008).

In this research, the advertising variable has a positive effect on purchasing decisions. Where the advertising variable has a significant level of 22,301 with a significance level of 0.000. This means that advertising is very important for every company to introduce or promote the products it produces, so that consumers will make decisions in purchasing the products offered. According to (Rhenald Kasali 2000) advertising is a message from a product, service or idea that is conveyed to the public through a medium that is directed at attracting consumers. consumers who are interested in the advertisements presented, have positive attitudes towards a product, are willing and willing to buy the product and it is hoped that consumers will become potential buyers in the future.

The results of research conducted on consumers of Wardah facial cleansing soap in Ambon City, it is known that advertising influences purchasing decisions. It can be seen in the respondent's statement that the advertisement carried out by Wardah facial cleansing soap needs to be improved. As with the indicator of attracting attention, the majority of respondents disagreed. It can be concluded that the advertisement for Wardah facial cleansing soap has been able to attract the attention of consumers, both readers, listeners and viewers. In this case, the presentation displayed starts from using headlines, slogans that are easy to remember, highlighting letters about the product (price if it is an important element), highlighting selling points, and using subtitles must be as attractive as possible so that consumers who watch and hearing can be interested.

After the potential buyer's attention has been successfully captured, the advertisement that is broadcast must also be able to attract the consumer's purchasing decision to buy the product being advertised. It can be seen that for indicators of attracting buying interest, the majority of respondents agree. Therefore, the advertisements broadcast by the company must be able to stimulate readers to be able to follow the messages conveyed. It is best to use opening words or sentences able to stimulate consumers to find out more about a product.

Furthermore, advertising must also be able to move people to own or enjoy the product. On this indicator, the consumer's desire/need to buy (desire), the majority of respondents agree. It can be concluded that the Wardah facial cleansing soap advertisement is able to move the audience to own the advertised product. Their desire or need to have, wear, or do something must be aroused. The way that companies need to do is to prioritize advertising that emphasizes or informs through advertising the superior aspects of Sunsilk shampoo compared to its competitors. That way consumers will know about a product.

The results of this research are supported by previous research conducted by (Samroatun Fuadiyah 2018) entitled "The influence of advertising, brand image and customer satisfaction on purchasing decisions for fragrant shoot tea" stating that the variables of advertising, brand image and customer satisfaction influence purchasing decisions fragrant shoot tea.

4. CONCLUSION

From the results of the discussion previously stated, the following conclusions can be drawn: The product quality of Wardah facial cleansing soap itself is quite good as perceived by consumers. Where the product quality of Wardah facial cleansing soap is that it can make the face cleaner and look shinier and maintain this quality and can even improve product quality in order to increase and maintain purchasing decisions for Wardah facial cleansing soap products.

Brand ambassadors must be able to generate purchasing decisions. The use of celebrities as brand ambassadors for Wardah facial cleansing soap products is with the hope that their

popularity and fame can influence consumers in buying Wardah facial cleansing products. Advertisements for Wardah facial cleansing soap have been able to attract the attention of consumers, both readers, listeners and viewers. In this case, the display displayed starts from using headlines, slogans that are easy to remember, highlighting letters about the product (price if it is an important element), highlighting that consumers

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