

Does Using Korean Brand Ambassadors Affect Purchase Intention?

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Abstract

This study aims to determine how strong the influence of brand awareness, marketing strategy, halal label, and price on purchase intention of Scarlett whitening x exo body lotion products in salatiga Muslim communities with religiosity as a moderating variable. This study used quantitative methods by taking primary data and distributing questionnaires to 100 respondents using purposive sampling techniques. Based on the tests: 1) Brand awareness has no positive and insignificant effect on purchase intention. 2) marketing strategy has a positive and significant effect on purchase intention. 3) Halal labels have a positive and significant effect on purchase intention. 4) price has a positive and insignificant effect on purchase intention. 5) religiosity moderates the relationship between the influence of brand awareness and purchase intention. 6) religiosity moderates the relationship between the influence of marketing strategy and purchase intention. 7) religiosity moderates the relationship between the influence of halal labeling on purchase intention. 8) religiosity moderates the relationship between the effect of price and purchase intention.

Introduction

Scarlett Whitening is a local Indonesian brand founded in 2017 and owned by Felicya Angelista, an Indonesian artist and celebrity. Scarlett Whitening is manufactured, owned, and distributed by PT. Opto Lambung Sejahtera, a product that has received permission from BPOM, focuses on body, skin, and facial care products that are guaranteed safe for daily use. Body care products include shower scrubs, body lotions, and body scrubs. For hair care products, including sea salt, shampoo, and conditioner. As for facial care products, namely facial wash, serum, moisturizer, sunscreen, night cream, face mask, and day cream (Misnanto & Istiyanto 2021).

Durianto et al. (2003) also mentioned that purchase interest is related to consumer choices in buying certain products and the number of units needed in a certain period (Halim & Iskandar, 2019).

Brand Awareness, according to Aiker (2018), explains the ability of potential consumers to remember or recognize a brand that is a product in a specific category. So, the better potential consumers have a sense of awareness of a brand that potential customers

remember; it will provide agreement to potential consumers to purchase a product repeatedly (Rachmawati & Andjarwati, 2020).

Marketing Strategy is the stage of goals and objectives, policies, and rules that lead to the company's marketing efforts over time, at every level, reference, and allocation, including company analysis in the face of dynamic market competition (Karinda et al., 2018).

the ministry of religious affairs of the republic of indonesia (1997 and 2003) stated that the halal label includes halal writing or statements given on a product's packaging to show that the product has the status of a halal product.

Consumers often use prices as a benchmark for the value between the benefits obtained and the product's benefits. Therefore, the level of customer satisfaction can decrease and vice versa. If the value obtained by consumers is higher, customer satisfaction will be guaranteed (Abdul Gofur, 2019)

(Fanani & February, n.d.) Religiosity is a universal phenomenon; religiosity exists in humans whose inner life aims to find the meaning of life's purpose, including work (Saputri & Ratno, 2023).

Table 1. Top brand award hand body lotion, 2023

Brand	TBI	
Citra	29.70%	Top
Vaseline	17.10%	Top
Marina	15.90%	Top
Nivea	7.20%	
Body Shop	3.20%	
Viva	0.70%	

Source: topbrandaward.com

Based on table 1 shows that the TOP Brand Award placed Citra products as the populist body lotion brand in 2023. Scarlett Whitening, which was founded in 2017, has not been included in the TBI ranking category. However, in sales, price, and quality, the brand is able to compete with other brands. This encourages producer Scarlett Whitening to try to improve its brand image in the hearts of consumers. One of the things that need to be done in improving the brand image is to always improve product quality and adjust to product prices (Jumeneng, Hermana, and Rosmayanti 2023).

To face these challenges, one of the marketing strategies carried out by the company to compete in the cosmetics and skincare market is to collaborate with celebrities and Korean idols as brand ambassadors for the brand. The Scarlett Whitening brand is collaborating with EXO as a brand ambassador starting June 17, 2023. Scarlett Whitening launched a body lotion with a convenient tube packaging for travel. Reporting from Jurnal Sociolla, Scarlett Whitening offers a special bundle including a full set of body care and exclusive EXO merchandise. The collaboration with EXO made EXO-L fans in Indonesia very enthusiastic, so the bundle sold out in a short time. The difference in this study is with the previous research with the addition of variables and brand ambassadors. Previous research by (Kicky Camallya Arista and Khusnul Fikriyah 2022) also examined scarlet whitening body lotion using brand ambassadors from Korean artists as well as halal label and price variables. The difference between this study and the previous study is the use of a different brand ambassador, namely Song Joong Ki in the previous study and in this study using Korean Idol EXO. The product packaging used is also different when EXO brand ambassador Scarlett Whitening updated the product by issuing a tube variant body lotion that is practical for traveling and traveling. The differences in the research variables on brand awareness,

marketing strategy, and purchase intention are different from previous studies that used brand ambassadors and purchase decisions.

The phenomenon is mentioned above, that the researcher is interested in conducting research in Salatiga because the majority of the population is Muslim with a total of 156,101 according to the Central Statistics Agency (BPS), in 2021. Therefore, it is necessary to ensure that halal products are used every day. This affects the demand for halal products, especially products such as body lotion that is used every day. One of the government's efforts to protect the public regarding the products consumed is the certification of halal products contained in these products.

Scarlett Whitening X EXO brand body lotion is the latest body lotion product in the form of a tube that already has its halal certification contained in the product packaging. Therefore, the researcher is interested in conducting a thesis research entitled as follows The Influence of Brand Awareness, Marketing Strategy, Halal Label, and Price on Purchase Intention for Scarlett Whitening.

Based on the background explanation, the problem in this study can be formulated as follows: 1) How does brand awareness affect the purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community? 2) How does the marketing strategy affect the purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community? 3) How does it influence halal labels on the purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community? 4) How does price affect the purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community? 5) How does religiosity affect brand awareness on purchase intention for Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community? 6) How does religiosity affect marketing strategy on the purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community? 7) How does religiosity affect halal labels on purchase intention for Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community? 8) How does religiosity affect the price and purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community?

Literature Review

Brand awareness has a definition, according to Kotler (2016), which states that brand awareness is a driver of a person's ability to remember or recognize the brand in enough detail to make a purchase. The study results (Saputra & Budiarti, 2020) stated that the brand awareness variable has a positive influence and significance on the variable of buying interest.

Marketing Strategy is the stage of goals and objectives, policies and rules that lead to the company's marketing efforts over time, at every level, reference, and allocation, including company analysis in the face of dynamic market competition. Research (Rahayu, 2021) shows that marketing strategy variables positively and significantly influence buying interest.

As Muslims, it is highly recommended to use products that contain halal ingredients and avoid products that are not labeled halal. Research conducted (by Anisa and Samarinda (2021) states that halal labels positively and significantly affect purchase intention. Price, according to Kotler & Armstrong (in Japriyanto & Adelia 2020), is the quantity buyers release to get benefits or use a product or service. Research conducted by (Andriyanti & Farida, 2022) found that price variables positively and significantly affect buying interest variables.

Religiosity refers to the level of attraction to someone with religious values adhered to. The tendency towards religious knowledge inherent in consumer behavior makes consumers

more careful in choosing products to be purchased. According to research (Himawan & Tanjungsari, 2018), religiosity could moderate health awareness and food product buying interest. Research conducted by (Fadillah et al., 2020) stated that religiosity could moderate the digital promotion of wasteful behavior. Research conducted by (Imamuddin et al., 2020) shows that religiosity can moderate halal labels on purchasing decisions. Research conducted by (Matondang et al., 2023) stated that religiosity moderates prices for purchasing decisions, as evidenced by the T-test and F-test conducted.

With the research statement above, hypotheses can be formulated, namely:

- H1: Brand Awareness has a positive and significant effect on purchase intention
- H2: Marketing strategy has a positive and significant effect on purchase intention
- H3: Halal label has a positive and significant effect on purchase intention
- H4: Price has a positive and significant effect on purchase intention
- H5: Religiosity moderates brand awareness of purchase intention
- H6: Religiosity moderates marketing strategy toward purchase intention
- H7: Religiosity moderates halal labels against purchase intention
- H8: Religiosity moderates price against purchase intention

Research Methods

Quantitative research methods are used in this study to test certain theories by looking at how variables relate to each other (Creswell, 2009). Quantitative research aims to create and use mathematical models, theories, and hypotheses regarding natural phenomena to measure variables and analyze data consisting of numbers using research instruments.

The location of the study is the Salatiga Muslim community. The research will be carried out in October until it is completed. In this study, researchers took a population, namely the Muslim community in Salatiga, who used the Scarlett Whitening X EXO body lotion tube variant product. In this study, the sample selection was determined by purposive sampling; the sample used was the number of Salatiga Muslim communities. In order to take the necessary samples, use the Slovin formula. The number of samples obtained in this study was 100 respondents.

Table 2. Respondent Characteristics Information

Characteristics Respondent	Presented
Gender	
Man	10%
Woman	90%
Age Of Respondent	
16-25 Years	90%
26-35 Years	8%
36-50 Tahun	2%
Respondent's Occupation	
Student	61%
Private employees	28%
Self-employed	7%
Housewife	3%
Civil servants	1%
Product Purchase Interest	
Yes	62%
No	38%
Know Product Brand Ambassadors	

Yes	74%
No	26%

Source: Author,2024

Based on table 2 above contains information on the characteristics of respondents used in this study with a total of 100 respondents. It can be concluded that the female sex is dominant in this study, as much as 90%, while men are 10%. The age of respondents based on the table above is dominated by 16-25 years old, as much as 90%, 26-35 years old, 8%, and 36-50 years old, 2%. Based on the table above, the respondents' jobs are dominated by students/students as much as 61%, private employees 28%, self-employed 7%, IRT 3%, and civil servants 1%. Interest in purchasing Scarlett Whitening products is dominated by interest in products as much as 62% while those that are not as much as 38%. Of those who know the Scarlett whitening body lotion tube Korean idol EXO brand ambassador, 74% do not know 26%.

The data collection method uses primary data, data obtained through questionnaires. Data analysis used Research Instrument Validity and Reliability Tests. Classical assumption tests include the multicollinearity, Heteroscedasticity, Normality, and Linearity Tests. Hepotesis tests include R2 Test, F Test, T Test and MRA Test.

Results and Discussion

A. Analysis Data

1. Validity and Reliability Test

Table 3. Validity and Reliability Test

Variable	Validity		Reliability
	Item	R count	
Brand Awareness	Item 1	0.638	0.852
	Item 2	0.808	
	Item 3	0.770	
Marketing Strategy	Item 1	0.783	0.903
	Item 2	0.846	
	Item 3	0.743	
	Item 4	0.809	
Halal Label	Item 1	0.886	0.957
	Item 2	0.824	
	Item 3	0.882	
	Item 4	0.871	
	Item 5	0.865	
	Item 6	0.864	
	Item 7	0.779	
Price	Item 1	0.754	0.901
	Item 2	0.786	
	Item 3	0.815	
	Item 4	0761	
Purchase Intention	Item 1	0.869	0.931
	Item 2	0.858	
	Item 3	0.824	
	Item 4	0.826	
Religiusitas	Item 1	0.786	0.930
	Item 2	0.819	

Item 3	0.873
Item 4	0.904
Item 5	0.730

Source: Author,2024

Based on Table 3 above, it is known that the calculated r-value of each statement of 6 variables is greater (>) than the r value of the table known r table is 0.361 from the questionnaire (n) = 30, df = n-2 = 30 – 2 = 28 then the value of r table is 0.361. So, it can be stated that all statements of the six variables are positive, so all items on the six variables are valid. Based on the table above, it can be concluded that the variables of brand awareness, marketing strategy, halal label, price, purchase intention, and religiosity have a more significant alpha Cronbach value (>) 0.7. So, all statements in the variable are reliable.

2. Hypothesis Test

a. R² Test

Tabel 4. R2 Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.485	.457	2.234

a. Predictors: (Constant), Religiosity, Brand Awareness, Price, Marketing Strategy, Halal Label

Source: Author,2024

Based on the table above, the value of the correlation coefficient is 0.696 or 69.6%. So, the relationship between brand awareness, marketing strategy, halal label, price, and religiosity is strong. The value of termination (R²) is 0.457, while 48.5% is a purchase intention variable that can be described by brand awareness, marketing strategy, halal label, price, and religiosity. In other words, the remainder of (100% - 45.7% = 54.3%) is described by other variables not included in the study.

b. F Test

Tabel 5. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	441.083	5	88.217	17.677	.000 ^b
	Residual	469.107	94	4.991		
	Total	910.190	99			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Relig, Brand Awareness, Price, Marketing Strategy, Halal Label

Source: Author,2024

Based on the table above, the significance value is 0.000 (<) of 0.05, The value of Fcalculate is 17.677 greater (>) than the value of Ftable, which is 2.311; it can be said that the independent variables of brand awareness, marketing strategy, halal label, price, and religiosity simultaneously have a positive and significant influence on purchase intention.

c. T Test

Tabel 6. T Test

		Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.133	2.019		-.066	.948
	Brand Awareness	.134	.142	.080	.948	.346
	Marketing Strategy	.349	.100	.336	3.499	.001
	Halal Label	.198	.067	.300	2.972	.004
	Price	.146	.074	.162	1.970	.052
	Religiosity	.028	.084	.027	.332	.741

a. Dependent Variable: Purchase Intention

Source: Author, 2024

The table above shows that $Y = -0.133 + 0.134X_1 + 0.349X_2 + 0.198X_3 + 0.146X_4$. The constant has a value of -0.133, indicating that the constant has a negative influence or decreases on purchase intention. While the Brand awareness variable (X_1) has a value of Tcalculate 0.948 (<) Ttabe11.661 and a significance value of 0.346 (>) 0.05 indicates that the brand awareness variable has no positive and insignificant influence on the purchase intention variable. Marketing strategy (X_2) has a value of Tcalculate 3.449 (>) T-table 1.661 and a significance value of 0.001 (<) 0.05, indicating that the marketing strategy variable has a positive and significant influence on the purchase intention variable. Halal label (X_3) has a Tcount value of 2.972 (>), T-table 1.661, and a significance value of 0.004 (<) 0.05, so it can be concluded that the halal label variable has a positive and significant influence on the purchase intention variable. Price (X_4) has a calculated value of 1.970 (>) Table 1.661 and a value of significance of 0.052 (>) 0.05, so it can be concluded that the price variable has a positive and insignificant influence on the purchase intention variable. Religiosity (Z) has a value of Tcalculate 0.332 (<) Ttabe11.661 and a significance value of 0.741 (>) 0.05, so it can be concluded that the variable of religiosity has no positive and insignificant influence on the variable purchase intention.

d. MRA Test

Tabel 7. MRA Test

Variable	R Square	R Square di Religiosity Moderation
Equation I		
Brand Awareness	0.118	0.191
Equation II		
Marketing Strategy	0.361	0.396
Equation III		
Halal Label	0.360	0.387

Equation IV		
Price	0.168	0.225

Source: Author,2024

Based on the table above, equation I, the value of R square before the moderating variable is 0.118, and after the moderating variable, the value of R square becomes 0.191 so that it can be concluded that the moderating variable of religiosity strengthens the relationship between the brand awareness variable and the purchase intention variable. In the table above, equation II, the value of R square before the moderating variable is 0.361, and after the moderating variable, the value of R square becomes 0.396 so that it can be concluded that the moderating variable of religiosity strengthens the relationship between the marketing strategy variable and the purchase intention variable.

In equation III, the value of R square before the moderating variable is 0.360. After the moderating variable, the value of R square becomes 0.387, so it can be concluded that the moderating variable of religiosity strengthens the relationship between the halal label variable and the purchase intention variable. Based on the table above, equation IV, the value of R square before the moderating variable is 0.168, and after the moderating variable, the value of R square becomes 0.225 so that it can be concluded that the moderating variable of religiosity strengthens the relationship between the price variable and the purchase intention variable.

Conclusion

Based on the analysis of data that has been carried out in this study by analyzing the purchase interest of Scarlett Whitening X EXO body lotion tube products in the Salatiga Muslim community, the results of this study can be concluded as follows:

- a. Brand awareness does not have a positive and insignificant effect on the purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community. This can happen because there is a diverse selection of brands that offer superior product quality compared to Scarlett Whitening, resulting in a decrease in brand awareness experienced by consumers. Good brand awareness will have an impact on consumers in the interest of a product in their buying interest. So, it must be noted for Scarlett Whitening to discuss the brand awareness that exists in the company to increase the ability of brand awareness owned by consumers in recalling a product.
- b. Marketing strategy positively and significantly affects the purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community. With the high marketing strategy carried out by Scarlett Whitening in promoting her products by utilizing social media, marketing places, celebrity endorsements, influencer endorsements, and also making Korean actors and Korean idols become brand ambassadors, there is a high purchase interest in Scarlett Whitening products.
- c. Halal label positively and significantly affects the purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community. This can happen because the high awareness of the Salatiga Muslim community about the importance of halal labels on a product results in high purchase interest in the product. So the importance of halal labels is one of the influencing factors for the Salatiga Muslim community in buying Scarlett Whitening X EXO Body Lotion Tube products. The Halal label on a product has been regulated by the Indonesian government through Law Number 33 of 2014 concerning Halal Product Assurance, business actors must include a Halal label in an effort to ensure the safety and comfort of the Indonesian Muslim community in consuming or using a product. This is the basis for companies in marketing

- a product that must be labeled halal because the halal label on a product is the main factor in influencing consumer buying interest.
- d. Price has a positive and insignificant effect on the purchase intention of Scarlett Whitening X EXO body lotion products in the Salatiga Muslim community. The price in this study does not have a significant influence on buying interest because the high marketing strategy carried out by Scarlett Whitening in marketing a product causes high buying interest in the Salatiga Muslim community. So, the Muslim community of Salatiga is influenced by the marketing strategy carried out by Scarlett Whitening such as being influenced by Scarlett Whitening's brand ambassador who uses Korean Actor and Korean Idol, reviews from Celebgram, Selebtok, reviews from beauty vloggers such as Tasya Farasya who are already famous for their honesty in reviewing a beauty product and reviews from Scarlett Whitening's old consumers, which makes Scarlett Whitening's buying interest even higher so that Consumers no longer consider the price but the quality of Scarlett Whitening products.
 - e. Religiosity as a moderating variable strengthens the relationship between brand awareness variables and purchase intention. In H1, brand awareness of purchase intention was rejected. However, in H5 where Brand awareness of purchase intention is moderated by religiosity, it is accepted. So it can be interpreted that religiosity affects the relationship between the brand awareness variable to purchase intention which initially has no influence on the driver. So, the stronger a person's religion or faith, the more interest in buying will increase. A religious individual can be described to the recipient of the symbol, name, and language he adheres to so that the use of Islamic brands in a product can increase consumer buying interest. Consumers are increasingly able to recognize and remember the Scarlett Whitening brand which is labeled halal so that the halal of the product is guaranteed, then the interest in purchasing the product is even greater. Considering that most of the people of Salatiga are mostly Muslims, the interest in buying in Salatiga is getting higher.
 - f. Religiosity as a moderating variable strengthens the relationship between marketing strategy variables and purchase intention. An individual having a strong level of religion or a strong faith of a person consciously or unconsciously makes a person's personality more directed, then it can control what they will do. A person's religious attitude can control the Islamic branding carried out by the company in carrying out a marketing strategy toward product purchase interest.
 - g. Religiosity as a moderating variable strengthens the relationship between halal label variables and purchase intention. Religiosity is one of the commitments that an individual has to the religious beliefs he adheres to through one's behavior. Religious behavior in a person in the interest of buying must be wise in paying attention to the product to be consumed. Before making an interest in purchasing a product, consumers must pay attention to whether the content in the product is labeled halal or not. Halal labels are the basis for companies in marketing a product because the halal label on a product is the main factor in influencing consumer buying interest.
 - h. Religiosity as a moderating variable strengthens the relationship between price variables and purchase intention. Price is the overall amount released by consumers to get a benefit from having or using a product or service. Meanwhile, in buying products to be consumed, usually, the person has religiosity and careful behavior in consuming a product. The nature of religiosity is not only careful in consuming a product but also careful in the price of the product. The religious attitude in paying attention to the price is caused because the price of the product must be in accordance with the quality given to consumers. A religious attitude avoids a redundant attitude when you want to buy a

product at a high price but the product is not in accordance with the quality provided. So religiosity strengthens the relationship between price variables and purchase intention.

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