

The Influence of Brand Ambassadors, Promotions, Product Quality, Brand Image on Purchasing Decisions

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ABSTRACT

This research was conducted at the Nature Republic Mall Citraland Store, Semarang City, aiming to determine and analyze the influence of Brand Ambassadors, Promotions, Product Quality, Brand Image on Purchasing Decisions among Nature Republic Mall Citraland Consumers, Semarang City. The population in this study were consumers who purchased Nature Republic Mall Citraland Products, Semarang City. The sample in this study was 100 respondents. The analytical method used is Quantitative which includes: Validity and Reliability Test, Ordinal Logistic Regression model, Parameter Significance Test via Partial Test, Simultaneous Test, Model Suitability Test, and Model Determination Parametary Significance Testing using the Partial Test shows that the Brand Ambassador Variable (X1) has a Positive and Significant Influence with a significance value of 0.002, the Promotion Variable (X2) has a Positive and Significant Influence with a Significance value of 0.000, The Product Quality Variable has no Influence and is Not Significant with the value The significance is 0.731, and the Brand Image variable has no influence and is not significant with a significance value of 0.262. Then, through the Simultaneous Test, it can be seen that the Brand Ambassador, Promotion, Product Quality, Brand Image variables simultaneously have a positive influence on purchasing decisions. This is proven by the -2 Log Likelihood value from Intercept Only to Final, namely 502,908 to 339,8722 with a significance value at P of 0.000

Keywords: Brand Ambassador, Promotion, Product Quality, Brand Image, Purchase Decision.

INTRODUCTION

Competitions take place in various industries, companies including technology, culinary arts, fashion, and more. Today, the fashion industry is one of the most prominent in this competition. The cosmetic industry is one of the fields that is also included in this field, providing fashion. Cosmetics have an important role in women's lives. A woman's attractiveness and radiance can be measured in part by her cosmetics. In a news written by Marketers (2017) entitled "describing the use of facial / skin care in millennial women in Indonesia" said: the company always strengthens beauty products or cosmetics from year to year because women need facial / skin care to display and give a good impression.

According to Lukihardianti and Murdaningsih (2018), many consumers are starting to move from international cosmetic brands to Korean cosmetics. This is due to the popularity of Hallu or Korean culture which is rampant throughout the world, including in Indonesia (Bella, 2018). Hallu lovers not only admire K-Pop or K-Drama celebrities, they are also fascinated by the beauty or good looks of their idols and desire to emulate their looks. This is what makes the Korean beauty trend known as K-Beauty so popular (Pratama, 2018).

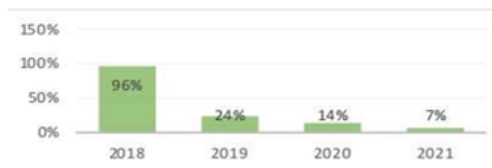
The Hallyu phenomenon, especially the uniqueness and potential of K-Beauty in Indonesia, certainly makes many Korean Skincare Brands want to try their luck by expanding the market in our country, homeland and the cosmetic industry has become a rapidly growing industry and has increased by up to 70% during that period. Women in Indonesian society in particular seem to have received daily skin care training. According to Euromonitor, Indonesia's skincare market is likely to reach nearly US\$ 6 Billion in 2019 and potentially increase to US\$ 8 Billion by 2022, this shows that the Indonesian market is now focusing on caring for skin is very important because having healthy skin will increase confidence (Media Indonesia, 2021).

Beauty products from South Korea have recently become popular among Indonesian women. Nature Republic is one of the most popular cosmetic brands today. Nature Republic is a natural brand that aims to discover and develop life energy from pristine nature around the world. The company was founded in 2009 in South Korea and produces products made from natural ingredients, one of which is aloe vera which is used as the main ingredient.

Saturday, September 5, 2020, the first store of the South Korean beauty brand Nature Republic has been officially opened in Semarang City, namely at Mall Citraland. Among fans of this beauty product, Nature Republic's first store that sells cosmetics is very well known, opened at Mall Citraland which is in the middle of Semarang City and is in a very strategic location. Mall Citraland Semarang is the 35th Nature Republic outlet in Indonesia (Jateng.Net News, 2020). It chose Semarang as its sales center as more and more people interested in beauty bought South Korean goods. Consumer enthusiasm is quite high, especially among Semarang residents, according to Dedy Logianto, business development manager of Nature Republic. We finally spread our wings to Semarang to meet the needs of product users because so far Semarang residents usually have to go to Jakarta, Yogyakarta, or Surabaya to shop for Nature Republic goods (Beauty Dream, 2020).

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residents usually have to go to Jakarta, Yogyakarta, or Surabaya to shop for Nature Republic goods (Beauty Dream, 2020).



Pada gambar 1.2 grafik penjualan

Nature Republic sales reached 96% in 2018, but fell 24% in 2019, 14% in 2020, and 7% in 2021. Therefore, before many South Korean products entered the Indonesian market and encouraged consumers to switch to using products from other companies, Nature Republic products were in demand by the Indonesian people in 2018 (Adinda Miftakhurrohmah, 2022).

No	Nama Brand	Total penjualan
1.	Innisfree	8.100
2.	Cosrx	5.100
3.	The Saem	5.000
4.	Some By Mi	3.700
5.	Nacific	3.000

Table 1.2 shows that in 2022 data was found that showed that Nature 5 Republic was not among the best sold, Even when viewed from the 5th rank only obtained total sales of 3,000/pc, it can be interpreted that because Nature Republic is not included in the ranking, the total sales of Nature Republic Products are less than 3,000/pc so that when viewed from Table 1.1, the total sales of Nature Republic Products have decreased greatly many (digstraksi.com,2022)

The decline in sales shown by the graph above may indicate that some Indonesian consumers are switching to other brands. This led to a decline due to the large number of competitors, counterfeit products carried out by untrue people and imitations of other companies at cheaper prices. then Nature Republic needs to focus more on plans to attract customers and increase revenue. As a manufacturer, businesses must understand what customers want and need in contemporary times. Choosing the ideal marketing approach is one step in understanding consumer behavior. Make substantial marketing efforts to get consumers to buy the products provided. Miftakhurrohmah,2021)

LITERATURE REVIEW

How Brand Ambassadors Influence Purchases

In everyday life, celebrities or trendsetters may have an impact on certain decisions. These trendsetters are often recruited to represent brands in the marketing world. A person who is passionate about a brand and can persuade customers to buy or use a product is known as a Brand Ambassador. In his book, Doucett (2008) states that a

Brand Ambassador is someone who has an interest in a brand, wants to present it, and even voluntarily shares information about the company. Companies use Brand Ambassadors to persuade customers to use their products or ask them to do so (Royan, 2004). Usually, famous celebrities play the role of Ambassador Firmansyah, 2019). as a Brand (Dr.M.Anang Based on research showing that Brand Ambassadors influence the Purchase Decisions of Citra Wulandari (2018) and Mawar Sharon Kolinug (2022), Brand Ambassadors have a good and significant influence on Purchasing Choices.

H1: Brand Ambassadors Have a Positive and Significant Influence on Purchasing Decisions

The Effect of Promotions on Purchase Decisions

Promotion according to Kotler and Armstrong (2013: 180) "means activities that communicate the benefits of the product and persuade target customers to buy it". In other words, promotion is an activity that communicates the benefits of a product and influences the target customer to buy the product. Rangkuti (2010: 50) defines promotion as sales and marketing activities that inform and stimulate demand for company goods, services, and ideas by persuading customers to buy company goods and services. according to Kotler (2009: 172) Promotion is a strategy used by business actors to directly or indirectly convince, inform, and remind consumers about the goods and brands they sell (Ela Hulasoh, 2022). Based on research by Riyanto Setiawan Suharsono (2019) and Maulina Br Marbun (2022), it is believed that Promotion has a positive effect on consumer purchasing decisions. Promotions have a good and significant influence on purchasing decisions.

H2: Promotion Has a Positive and Significant Effect on Purchasing Decisions

The Effect of Product Quality on Purchasing Decisions

Given that the quality of a product is closely related to consumer satisfaction, which is the company's goal in carrying out marketing operations, the company or manufacturer should pay special attention to this issue. Quality describes the extent to which a particular brand or product can perform certain tasks. According to Oentoro (2012: 127), the quality of a product can be determined by how long the product can last, how reliable the product is, how accurate the product is, how easy the product is to use and maintain, and other important characteristics. According to Kotler and Armstrong (2014: 231), product quality is the characteristic of products and services that support their capacity to satisfy stated or implied customer needs. In other words, product quality is a characteristic of products and services that support its capacity to satisfy consumer needs (Dr.Rosnaini Daga, 2017). According to research by Rosita (2017) and N.L.K.D Pratami (2020), Product Quality affects Purchasing Decisions positively and significantly.

H3: Product Quality Has a Positive and Significant Effect on Purchasing Decisions

The Influence of Brand Image on Purchasing Decisions

Understanding Brand Image according to Kotler & Keller (2009: 288) Brand is a name, word, sign, symbol, design or combination of several components that is used to identify the products and services of one or more sellers and distinguish them from competitors. According to Keller (2008: 51) Brand Image is a consumer's view of a merek as a representation of brand association. Consumer opinions of a brand are a reflection of brand associations that exist in the minds of consumers. As stated by Rangkuti (2004: 43), "Brand Image is a collection of brand associations formed in the minds of consumers" everything related to the memory of a brand is associated with the brand. One of the characteristics of brands is this relationship. The set of beliefs that people hold about a particular brand is referred to as brand image, according to Kotler and

Armstrong (2014:233). Therefore, the phrase on the previous page refers to a set of ideas or perceptions about a brand known as brand image. Brand image is the desired outcome of effective marketing, according to Schiffman and Wisenblit (2015: 105). Positioning refers to the different "positions" (or images) that a brand occupies in the minds of its customers. brand recognition among consumers. While brand image, according to Kotler and Lane (2012: 272), is the vision and belief that customers have as a reflection of associations embedded in the minds of consumers (Dr. Meithiana Indrasari, 2019). According to research by Iis Miati (2020) and Cornelia Dumarya Manik (2020) regarding Brand Image, influencing Purchasing Decisions is strongly and significantly influenced by Brand Image.

H4: Brand Image Has a Positive and Significant Effect on Purchasing Decisions

The Influence of Ambassadors, Brand Promotion, Product Quality, Brand Image on Purchasing Decisions

Based on this theory, it can be concluded that the Brand Decision, it can be concluded that with the increase in Brand Ambassadors, Promotion, Product Quality, and Brand Image, the Purchase Decision will also increase. These four factors have the potential to influence purchasing decisions. Based on the description above, the following is a research hypothesis:

H5: Brand Ambassador, Promotion, Product Quality, Brand Image together Have a Positive and Significant Influence on Purchasing Decisions.

RESEARCH METHODS

Population and Sample

The population in the research line is all consumers who buy Nature Republic Products at Citraland Mall Semarang City. In this study the number of population is not clearly known, so using the Lemeshow Formula, the number of samples to be used is as many as 100 respondents. In this study, Non probability sampling techniques were used. The nonprobability sampling method used in this study is Incidental Sampling, where the selection of sample members is based on the presence of people or objects that happen to be found.

Data Analysis Methods

The data analysis method used in this study is the Statistical Analysis Method using Ordinal Logistic Regression Analysis and using the SPSS (Statistical Package for the Social Sciences) 25 Software system. Ordinal Logistic Regression is a statistical technique used to evaluate response variables that have an Ordinal Scale with three or more categories (Purnami, et al., 2015).

RESULT

Validity Test

The results of the Validity test show that the r value of each question is greater than the r value of the table. The sample in this study amounted to 100, the r value of the table of 100 is: 0.195. with this result, the question items Brand Ambassador Variables, Promotion, Product Quality, Brand Image and Purchase Decisions are declared Valid as a measurement tool for Research Variables.

Reliability Test

Variabel	Cronbach's Alpha	><	Standar Reliabilitas	Keteran gan
Brand Ambassador	0,763	>	0,60	Reliabel
Promosi	0,668	>	0,60	Reliabel
Kualitas Produk	0,633	>	0,60	Reliabel
Citra Merek	0,720	>	0,60	Reliabel
Keputusan Pembelian	0,843	>	0,60	Reliabel

The results of Cronbach's Alpha Variable Brand Ambassador, Promotion, Product Quality, Brand Image and Purchase Decision are greater > than 0.60 so that questions from the Variable are declared Reliable.

Partial Test

Variabel	Sig	alpha
X1	0,002	0,005
X2		0,005
X3		0,005
X4		0,005

1. From the table above it can be seen that the variable X1 (Brand Ambassador) has a significant value of 0.002, the value is smaller than alpha ($0.002 < 0.005$). meaning that X1 (Brand Ambassador) has a positive and significant influence on Y (Purchase Decision).
2. From the table above it can be seen that the variable X2 (Promotion) has a significant value of 0.000, the value is smaller than alpha ($0.000 < 0.005$). means that X2 (Promotion) has a Positive and Significant effect on Y (Purchase Decision).
3. From the table above it can be seen that the variable X3 (Product Quality) has a significant value of 0.731, the value is greater than alpha ($0.731 > 0.005$). this means that partially X3 (Product Quality) has no effect on Y (Purchase Decision)
4. From the table above, it can be seen that the X4 Variable (Brand Image) has a significant value of 0.262, the value is greater than alpha ($0.262 > 0.05$). this means that partially X4 (Brand Image) has no effect on Y (Purchase Decision).

- From the results above, only X1 (Brand Ambassador) and X2 (Promotion) can be interpreted against Variable (Y) of Purchase Decisions.

Simultaneous Test

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	502.908			
Final	339.872	163.036	4	.000

Link function: Logit.

- The Model Fitting Information table provides information on whether with the Independent Variable in a model the results of Fitting Information are better than models that only intercept.
- The basis for decision making is to see if there is a decrease in the value of -2 Log Likelihood from Intercept Only to Final, if there is a decrease in the value then the Multinomial Logistic Regression Model results better.
- From the table above, it can be seen that there is a decrease in the value of -2 Likelihood from Intercept Only to Final, which is 502,908 to 339,872 with a significance level at $p = 0.000$. This means that a Model with an Independent Variable is better than a Model with only an Intercept.
- So it can be concluded that the Model Fit (Fit)

Model Conformity Test

Construct	Min.	Max.	M	SD
Transformational	1.25	5.00	3.56	.78
Transactional	1.33	4.67	2.97	.77
Organizational commitment	2.13	4.73	3.38	.63

Note. M = Mean, SD = Standard Deviation.

- The basis for decision making is to look at the Chi-Square value, where if the Sig value is large from alpha ($\text{Sig} > 0.05$) then the Ordinal Logistic Regression Model is in accordance with the observational data
- Based on the suitability of the test model results above shows that the Chi – Square value of the Pearson Test is 918,395 and the Sig value is 1,000. Chi – Square Test Deviance value of 335.713 and Sig value of 1.000
- It can be concluded that the Ordinal Logistic Regression Model matches the observational data

Model Determination

Pseudo R-Square

Cox and Snell	.804
Nagelkerke	.809
McFadden	.322

Link function: Logit.

- The Pseudo R-Square table provides information on how much the Independent Variable is able to explain the Dependent Variable

2. From the table above, it can be seen that there are 3 models produced, namely Cox and Snell, Nagelkerke and McFadden
3. The results of the Coefficient of Determination calculation above show the approach of the R-Square value using various methods. Nagelkerke's method gives a value of 0.809. thus it can be interpreted that the Dependent Variable is able to explain the 80.9% Variable

DISCUSSION

The Influence of Brand Ambassadors on Purchasing Decisions

The results showed that the Brand Ambassador Variable obtained a Wald Test value of 9,803 with a Significance value of 0.002 ($0.002 < 0.05$), then this study succeeded in proving the first hypothesis stating that "Brand Ambassador Has a Positive and Significant Effect on Nature Republic Purchasing Decisions (on Citraland Mall Consumers in Semarang City)". In everyday life, celebrities or trendsetters may have an impact on certain decisions. These trendsetters are often recruited to represent brands in the marketing world. A person who is passionate about a brand and can persuade customers to buy or use a product is known as a Brand Ambassador. The Company uses the Brand. Ambassadors to persuade customers to use their products or ask them to do so (Royan, 2004). Usually, famous celebrities act as Ambassadors (Dr.M.Anang Brand Firmansyah, 2019).

Based on the results of the questionnaire, the majority of respondents answered Agree to the Brand Ambassador Indicators, namely Attractiveness, Trust and Expertise in Nature Republic Products, Mall Citraland Semarang City This proves that Nct 127 as the Brand Ambassador of Nature Republic Products is very popular and makes people interested in purchasing Nature Republic Products. And based on the number of answers Respondents who answered Agree as much as 45% for the Attractiveness Indicator, 28% for the Trust Indicator, 45% for the Expertise Indicator. The results of this research are in line with Prasetyo, 2018) research (Brand Banner that Eka Ambassador Has a Positive and Significant Effect on XL Axiata Consumer Purchasing Decisions, this is evidenced by the Significance value of $0.000 < 0.05$.

The Effect of Promotions on Purchase Decisions

The results showed that the Promotion Variable obtained a Wald Test value of 95,506 and a Significance value of 0.000 ($0.000 < 0.05$). then this study proves the second hypothesis states that the Promotion Variable is positive and significant for Nature Republic Purchasing Decisions (for Consumers at Citraland Mall Semarang City)". Rangkuti (2010: 50) defines promotion as sales and marketing activities that inform and stimulate demand for company goods, services, and ideas by persuading customers to buy company goods and services. according to Kotler (2009: 172) Promotion is a strategy used by business actors to directly or indirectly convince, inform, and remind consumers about the goods and brands they sell (Ela Hulasoh, 2022).

Based on the results of the questionnaire that I got, the majority of respondents answered Agree to the Promotion Indicators, namely Advertising, Sales Promotion and Personal Sales on Nature Republic Mall Citraland Semarang City Products This proves that the Promotion carried out Nature Republic Products is very attractive to Consumers in making purchases And based on the number of answers Respondents who answered Agree as much as 50% for Advertising Indicators, 32% for Sales Promotion Indicator and 23% for Individual Sales Indicator The results of this study are in line with research conducted by (Diah Ernawati, 2019) Positive and Significant Promotion Variables for Hi Jack Sandals Bandung Product Purchase Decisions. This is evidenced by the value of the promotion variable (X3) having a positive effect on purchasing decisions (Y). This is

supported by the t-count value, where the t-count value of the promotion is 3.160 with a significance level of $0.002 < 0.05$ and a regression coefficient value of 0.365

The Effect of Product Quality on Purchasing Decisions

The results showed that the Product Quality Variable obtained a Wald Test value of 0.118 with a Significance value of 0.731 ($0.731 < 0.05$). then this study proves the third hypothesis shows that Product Quality Variables have no effect and are not significant on Nature Republic Purchasing Decisions (on Consumers at Citraland Mall Semarang City). Given that the quality of a product is closely related to consumer satisfaction, which is the company's goal in carrying out marketing operations, the company or manufacturer should pay special attention to this issue. According to Kotler and Armstrong (2014: 231), product quality is the characteristic of products and services that support their capacity to satisfy stated or implied customer needs. In other words, product quality is a characteristic of products and services that support its capacity to satisfy consumer needs (Dr. Rosnaini Daga, 2017). Based on the results of the questionnaire, the majority of respondents answered Doubts about Product Quality Indicators, namely Product Durability, Specialty.

Product, Product Reliability, Conformity with Product Specifications and Aesthetics in Nature Republic Mall Citraland Semarang City Products This can happen because most K-Pop fans tend to make purchases with the excuse of supporting their idol group as Brand Ambassadors, rather than choosing the Quality of the Product itself. This is according to the Data in Databox, 2022 Cosmetics most remembered by Korean fans And based on the number of answers Respondents who answered Doubt as much as 33% for Product Indicators, 30% Power for Durability Product Specialty Indicators, 25% for Product Reliability Indicators, 32% for Conformity Indicators to specifications and 27% for Product Aesthetic Indicators.

The results of this research are in line with research conducted by (Farisha Hasna Nadiya, Susanti Wahyuningsih 2020) Product Quality has no effect and is not significant on Purchasing Decisions. This means that if the Product Quality decreases, it will reduce the Purchase Decision but not significantly.

The Influence of Brand Image on Purchasing Decisions

The results showed that the Brand Image Variable obtained a Wald Test value of 1,260 with a Significance value of 0.262 ($0.262 > 0.05$) then this study proves the fourth hypothesis states that the Brand Image Variable is Negative and Insignificant to Nature Republic Purchasing Decisions (on Consumers at Citraland Mall Semarang City)". According to Keller (2008: 51) Brand Image is a consumer's view of a merej as a representation of brand association. Consumer opinions of a brand are a reflection of brand associations that exist in the minds of consumers. As stated by Rangkuti (2004: 43), "Brand Image is a collection of brand associations formed in the minds of consumers" everything related to the memory of a brand is associated with the brand. One of the characteristics of the brand is this relationship (Dr. Meithiana Indrasari, 2019).

Based on the results of the questionnaire that I got, the majority of respondents felt doubtful about the Brand Image Indicators, namely Recognition, Reputation, Affinity and Domain on Nature Republic Mall Citraland Semarang City Products, this could happen because the Respondents in this study did not prioritize brand image on Nature Republic Products, because Respondents used these Products as a result of the phenomenon that is currently rife, Therefore, many Consumers or Respondents in this study only try to use Nature Republic Products regardless of their Brand Image. And based on the number of answers Respondents who answered Doubtful as much as 26% Recognition, 26% for the Reputation Indicator Indicator, 37% for the Affinity Indicator and 19% for the

Domain Indicator. The results of this study are in line with research conducted by (Anggita Dian Setyani 2020) Brand Image Variables are negative and insignificant to Purchasing Decisions because more and more consumers buy Adidas Brand sports shoes and there could be many imitations of Adidas Brand sports shoes.

The Influence of Brand Ambassadors, Promotions, Product Quality, Brand Image on Purchasing Decisions

There was a decrease in the value of -2 Log Likelihood from Intercept Only to the final which was 502,908 to 339,872 with a Significant level at P is 0.000 meaning that the Model with the Independent Variables: Brand Ambassador, Promotion, Product Quality and Brand Image is better than the model with only intercept. The results of the calculation of the coefficient of determination show the approach of the R-Square value using various methods. Nagelkerke's method gives a value of 0.809. thus it can be interpreted that the Dependent Variable: Purchasing Decision is able to explain the Dependent Variable by 80.9%. The results of this study show that "The Influence of Brand Ambassador, Promotion, Product Quality and Brand Image simultaneously has a positive effect on purchasing decisions (On Consumers of Nature Republic Mall Citraland Semarang City)

CONCLUSION

1. Brand Ambassadors have a positive and significant influence on Purchasing Decisions as evidenced by a Wald value of 9,803 with a Significance value of 0.002.
2. Promotion has a positive and significant effect on Purchase Decisions as evidenced by a Wald value of 95,506 with a Significance value of 0.000.
3. Product Quality has no effect and is not significant on the Purchase Decision as evidenced by a Wald value of 0.118 with a Significance value of 0.731
4. Brand Image has no effect and is not significant to the Purchase Decision as evidenced by a Wald value of 1,260 with a Significance value of 0.262
5. Brand Ambassador, Promotion, Product Quality, Brand Image simultaneously have a positive influence on purchasing decisions (To Nature Republic Consumers at Mall Citraland Kota Semarang) . this is evidenced by the value of 2 Log Likelihood from Intercept Only to the final which is 502,908 to 339,872 with a Significant level at P is 0.000

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