

Increasing Purchasing Decisions Through Creating Purchase Interest on Xiaomi Consumers in Semarang

Moh Arif Iskandar Ardien¹, Nurhayati Nurhayati², Firdaus Firdaus³, Shalma Febriana⁴

^{1,2}Departement of Management, University Muhammadiyah Semarang
Correspondence author: fir@unimus.ac.id

ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Ardien, M.A.I., Nurhayati, N., Firdaus, F & Febriana, S., (2024). Increasing Purchasing Decisions Through Creating Purchase Interest in Xiaomi Consumers in Semarang. Economics and Business International Conference Proceeding, 1 (2), 884-897.



This is an open-access article.
License: Attribution-Noncommercial-Share Alike (CC BY-NC-SA)

Received: July 20, 2024
Accepted: July 25, 2024
Published: August 1, 2024

ABSTRACT

Technological developments are growing every day, this can be seen from the emergence of more and more cellphone brands on the market, but this makes consumers increasingly confused about their choices. This research aims to describe the role of Brand Ambassadors in increasing purchasing decisions through consumer purchasing interest. The population of this research was Xiaomi consumers in the city of Semarang and in determining respondents used purposive sampling with criteria, so that the number of respondents selected was 100. The data collection technique used a 1-5 scale questionnaire and was processed using smart PLS. The results of this research suggest that Brand Ambassadors can influence the decision to purchase Xiaomi products both directly and through purchase interest. To survive in the world of technology business, hard work and smart (innovation) are needed to attract consumers' attention, and in this research, consumers also turned out to be very selective in choosing the cellphone products consumers need.

Keywords: Brand Ambassador, Purchase Decisions, Purchase Interest,

INTRODUCTION

Technological developments are growing every day, this can be seen from the increasing number of cellphone brands on the market, but this makes consumers increasingly confused about their choices. In the modern era of Industry 4.0, all human activities depend on smartphones, resulting in humans being unable to escape the use of smartphone technology. Various conveniences obtained make smartphones a daily necessity that is owned by almost all Indonesian people. Indonesia ranks seventh as the country with the most smartphone users, with a total of 73 million users or number 3 in Asia after China and India (Goodstats.id, 2023). Seeing the great market opportunity in Indonesia, smartphone brands are competing to develop and compete for smartphone consumers in Indonesia, resulting in competition and the abundance of smartphone brands with the latest and sophisticated technology, making consumers face many choices of similar smartphone products (Shintia Devi & Jatisidi, 2020).

With the emergence of this trend, smartphone brands attract consumer attention by utilizing brand ambassadors. Although previous research has investigated the relationship between Brand Ambassadors and purchasing decisions, the results of the research are still varied. Research by (Habsari, 2023) shows that brand ambassadors have a positive and significant impact on purchasing decisions. This finding is supported by research by Herawati & Putra (2023) who also found that brand ambassadors positively and significantly influence purchasing decisions. In line with the research (Amelia et. al., 2022) which confirms that brand ambassadors have a positive and significant impact on purchasing decisions. However, research by (Rohmatul Ummat & Kristina, 2022) reveals that brand ambassadors have no influence on purchasing decisions.

In addition to the role of brand ambassadors, communicating product information to consumers through advertising is also important. Although previous research has evaluated the influence of advertising on purchasing decisions, there is still variation in the findings. The results of a study by (Setiawan & Rabuani, 2019) show that advertising has a positive and significant impact on purchasing decisions. Research by (Ilaisyah & Sulistyowati, 2020) supports this finding by stating that advertising has a positive influence on purchasing decisions. In line with the research (Viela Tusanputri A., 2021) which confirms that advertising has a positive and significant impact on purchasing decisions. However, research by (Serina O, Moloku, 2019) reveals that advertising has no negative impact or does not influence purchasing decisions.

According to data released by [bloombergtechnoz.com](https://www.bloombergtechnoz.com), Xiaomi specifically managed to sell 1.1 million units in 2023 below Samsung, Oppo, and Vivo. Sales declined by 0.2 million units compared to the previous year of 1.3 million units or a decrease of 17.2% year on year. Xiaomi has basically chosen JKT 48 as a Brand

Ambassador to increase sales. The selection of Brand Ambassadors aims to communicate the products they represent, strengthen the company's identity, and broaden consumer understanding of a product (Haerunisa, 2022). Brand Ambassadors also have the potential to influence consumers to immediately make a purchase or be interested in or want to use the product being promoted (Herawati & Angga Sanita Putra, 2023). Furthermore, the purchase decision of a product is also determined through advertising (Hanivah et al., 2022). As previously stated, Xiaomi advertisements also feature JKT48 as a Brand Ambassador. An individual makes a decision to buy a good or service because of its suitability, which creates a feeling of wanting to own or use the good (Osak and Pasharibu, 2020), so there is strong suspicion of a connection between purchase interest and purchase decision.

In promoting its products, Xiaomi chooses a unique Brand Ambassador, namely JKT48. The uniqueness of this Brand Ambassador is that it has a loyal fan base and creates new strategies to reach a wider segment, especially young people. Specifically, this research was conducted in Semarang City as one of the major cities in Indonesia and is the capital of Central Java Province, which has the potential to sell smartphones with a large number of young and marginal residents. With several statements that have been explained above, the researcher conducted research as stated in the title that has been given.

The background of this research is very important considering the intense competition in the consumer electronics market, where brands like Xiaomi must develop innovative strategies to influence consumer purchasing decisions in Semarang. In this context, the use of brand ambassadors becomes crucial as one of the methods to increase consumer purchase interest. This research aims to explore the contribution of the effectiveness of brand ambassadors in creating purchase interest that can increase the purchasing decisions of Xiaomi consumers in Semarang. Based on this, the formulation of this research is how to create purchasing decisions for Xiaomi products by increasing consumer purchase interest with the JKT48 brand ambassador.

LITERATURE REVIEW

Purchasing Decision

According to (Verlina, 2021), customer purchase intention is influenced by the internal relationship that is created between consumers and producers after consumers use the goods and services offered by the company and find that these goods and services bring added value. According to (Kotler et al., 2008), purchasing decisions have several indicators, namely, Needs, Information, Purchase, Alternatives, and Post.

Brand Ambassador

The idea put forward by (Brestilliani, 2020) states that Brand Ambassador is an effort by a company to increase sales and a tool to communicate and interact with consumers. Companies need to be able to understand customer demands so that companies are able to choose the right Brand Ambassador to promote their goods. From the right choice of Brand Ambassador, it will influence and become a product with the latest innovations offered or sold by the Company. Research conducted by (Herawati & Putra, 2023) shows that Brand Ambassadors have a positive influence on purchasing decisions, findings that are in line with research by (Pratiwi, 2023) which also confirms that Brand Ambassadors have a positive and significant impact on purchasing decisions. The VisCAP theory model, developed by (Rossiter and Percy, 2005), is used as the basis for measuring the influence of Brand Ambassadors, considering the elements of Visibility, Credibility, Attraction, and Power. Previous research by (Pratiwi, 2023) has also shown the positive and significant impact of Brand Ambassadors on purchasing decisions. Based on this, this research formulates hypothesis H1:

H1: Brand Ambassadors have a positive and significant effect on purchasing decisions

In addition, other research on brand ambassadors is also linked to purchase interest. In the research (Habsari, 2023) says that brand ambassadors have a positive and significant influence on purchase interest. Therefore, this research formulates hypothesis H2:

H2: Brand Ambassadors have a positive and significant effect on purchase interest

Purchase Interest

According to (Chadjah Fitriahningsih, 2020), purchase interest is an important step that needs to be considered by marketers. This is because purchase interest is a state that precedes a person's decision or consideration to buy a product in the form of goods or services. Research from (Febiyati & Aqmala, 2022) shows that purchase interest has a positive and significant impact on purchasing decisions. Agreeing with (Kurniasari & Budiarmo, 2018), the interest to buy produces a positive and significant impact on purchasing decisions. According to (Afrianty, 2020), there are four dimensions that reflect purchase interest, namely Transactional, Referral, Preferential, and Exploratory. Previous research on purchase interest towards purchasing decisions was also conducted by (Febiyati & Aqmala, 2022) that purchase interest has a positive and significant influence on purchasing decisions. Therefore, this research formulates hypothesis H3:

H3: Purchase Interest has a positive and significant effect on purchasing decisions

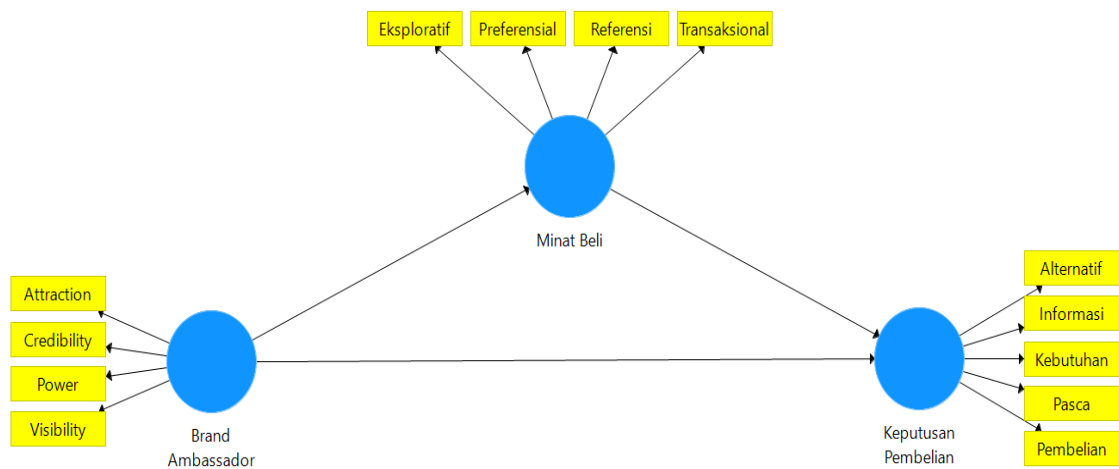


Figure 1. Theoretical Framework

RESEARCH METHOD

In this study, the approach used is a quantitative method, with quantitative descriptive analysis. Data collection was carried out through primary data and used purposive sampling techniques for sample selection. As explained previously, the subjects of this research were Xiaomi users in the city of Semarang, with a total sample of 100 respondents selected based on the criteria of having purchased Xiaomi products at least twice. Data was collected through a questionnaire with a scale of 1-5 which was distributed via Google Form. For data analysis, this research uses path analysis with the help of SMART-PLS software. by identifying the values of the outer and inner models, namely Reliability Validity: Outer Loading, Outer Weight: Construct Reliability, Construct Validity, Discriminant or Convergent Validity. For Inner Model: R Square, Adjusted R Square, F Square, Direct Effects, Indirect Effects, Total Effects. The reason for using PLS SEM is due to Flexibility and Reliability: PLS is a more flexible method and requires less stringent assumptions compared to traditional SEM methods based on Covariance-based SEM (CB-SEM). This makes PLS more suitable for use when the data does not meet the normal distribution assumption or when the sample size is relatively small and in accordance with the circumstances of this research (Ma'rifat et al.,2023 (the sample is relatively limited and calculated to be small or standard).

RESULTS

Table 1 Description of Respondents

No		Description	Amount %	Total (%)
1	Gender	Male	55	100 %
		Female	45	
2	Age	15-20 Years	15	100 %
		21-25 Years	29	
		26-30 Years	15	
		31-35 Years	14	
		36-40 Years	18	
		>40 Years	9	
3	Job	Student	44	100 %
		Entrepreneur	9	
		Civil Servants	9	
		Private Employees	37	
		Household	1	

Based on the results, it can be described that there are two gender categories: Male and Female. The percentage of men (Male) is 55%, while the percentage of women (Female) is 45%. Conclusion: The majority of the respondent population is male, with a ratio of about 1.2:1 compared to women. Data based on age is divided into several groups: 15-20 years, 21-25 years, 26-30 years, 31-35 years, 36-40 years, and over 40 years. The largest age group is 21-25 years (29%), followed by 36-40 years (18%) and 15-20 years (15%). The smallest age group is >40 years (9%). Conclusion: The majority of respondents are in the age range of 21-40 years, with a significant majority being 21-25 years old. For jobs, there are several job categories: Student, Entrepreneur, Civil Servants (PNS), Private Employees, and Household. The largest job category is Student (44%). Private workers (Private Employees) follow with 37%, while Civil Servants (PNS) and Entrepreneur each have 9%. Household jobs only contribute 1% of the total respondents. Conclusion: The majority of respondents are students (Student) or private workers (Private Employees), with a significant number from each of these groups. The majority of respondents are men aged 21-40 years, with the majority being 21-25 years old. In terms of occupation, the majority of respondents are students or private workers. This data provides an overview of the respondent demographics that can be used to create more focused strategies or policies in accordance with the profile of the majority of users or customers.

Table 2 Convergen Validity Test

	Brand Ambassador	Purchasing Decision	Purchase Interest
Attraction	0.789		
Credibility	0.852		
Power	0.829		
Visibility	0.822		
Alternative		0.706	
Information		0.804	
Needs		0.812	
Post		0.827	
Purchase		0.866	
Exploratory			0.782
Preferential			0.751
Referral			0.762
Transactional			0.851

Based on the table 2, it can be interpreted that the data analysis provided appears to have two separate data sets: one related to the attributes of Brand Ambassador (Attraction, Credibility, Power, Visibility) and the other related to the variables Purchasing Decision and Purchase Interest (Alternative, Information, Needs, Post, Purchase, Exploratory, Preferential, Referral, Transactional). The existing values of each existing indicator show quite good results, this indicates that the higher the value, the greater the benefit.

Table 3. Result of Convergent Validity Test Using AVE

	Cronbac h's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Ambassador	0.841	0.843	0.894	0.678
Purchasing Decision	0.863	0.873	0.902	0.648
Purchase Interest	0.797	0.806	0.867	0.620

Data analysis from Table 3 which contains the results of the convergent validity test using AVE can be done by interpreting the values of Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE) for each measured

construct variable. Thus, the results of the convergent validity test show that the measurement instruments used in this study can be considered valid and reliable for measuring the constructs being investigated.

Table 4. Discriminant Validity Test Results

	Brand Ambassador	Purchasing Decision	Purchase Interest
Attraction	0,565	0,706	0,449
Credibility	0,852	0,540	0,498
Power	0,829	0,516	0,455
Visibility	0,822	0,633	0,486
Alternative	0,565	0,706	0,449
Information	0,492	0,804	0,649
Needs	0,561	0,812	0,695
Post	0,555	0,827	0,659
Purchase	0,641	0,866	0,720
Exploratory	0,474	0,753	0,782
Preferential	0,440	0,511	0,751
Referral	0,431	0,530	0,762
Transactional	0,459	0,675	0,851

From table 4, it can be presented that the cross loading value of each item in the construct or its variable is higher than the cross loading value in other constructs. Therefore, discriminant validity has been fulfilled. Furthermore, the results of the Reliability Test examination are as follows:

Table 5. Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Brand Ambassador	0,841	0,894
Purchasing Decisions	0,863	0,902
Purchase Interest	0,797	0,867

The analysis results from Table 5 indicate that the values of Cronbach's alpha and composite reliability for all variables have exceeded 0.70, thus meeting the standard threshold values required. Therefore, the external model evaluation in the Reliability Test has been fulfilled.

Inner Model

The following table presents the results of the Inner Model testing in this study:

Table 6 Results of R-Square Test

	R Square	R Square Adjusted
Purchase Decision	0,723	0,717
Purchase Interest	0,329	0,323

From the analysis results in Table 6, which show the R-square values, the following conclusions can be drawn:
 a) For the Purchase Decision variable, it resulted in an R-Square value of 0.723 or 72.3%, indicating that the Brand Ambassador can explain 72.3% of the purchase decision. The remaining 27.7% is influenced by factors or variables outside the study. With an R-square value of 0.723, this value falls into the strong category.

b) For the Purchase Interest variable, it resulted in an R-Square value of 0.329 or 32.9%, indicating that the Brand Ambassador can explain 32.9% of the purchase interest. The remaining 67.1% is influenced by factors or variables outside the study. With an R-square value of 0.329, this value falls into the moderately sufficient category.

Hypothesis Testing

The following table presents the results of hypothesis testing in this study:

Table 7 Results of Direct Influence Test

	Original Sample (O)	Sample Mean (M)	Standard Dev (STDEV)	T Statistics (O/STDEV)	P Value	Conclusion
Brand Ambassador -> Purchasing Decision	0,360	0,353	0,079	4,580	0,000	Hypothesis accepted
Brand Ambassador -> Purchase Interest	0,574	0,579	0,076	7,586	0,000	Hypothesis accepted
Purchase Interest -> Purchase Decision	0,591	0,593	0,071	8,294	0,000	Hypothesis accepted

From the analysis of the Direct Influence Test in Table 7, the following conclusions can be drawn:

- a) The path coefficient of the Brand Ambassador to Purchase Decision yielded a p-value of $0.000 < 0,05$. Thus, the hypothesis (H1) that the Brand Ambassador significantly influences the purchase decision is accepted.
- b) The path coefficient of the Brand Ambassador to Purchase Interest yielded a p-value of $0.000 < 0,05$. Thus, the hypothesis (H2) that the Brand Ambassador significantly influences the purchase interest n is accepted.
- c) The path coefficient of purchase interest to Purchase Decision yielded a p-value of $0.000 < 0,05$. Thus, the hypothesis (H3) that purchase interest significantly influences the purchase decision is accepted.

Next, the results of testing the indirect influence hypotheses are presented as follows:

Table 8 Results of Indirect Influence Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusions
Brand Ambassador -> Purchase Decisions	0,339	0,341	0,053	6,452	0,000	Hypothesis accepted

From the analysis of the Indirect Influence Test in Table 8, the following conclusion can be drawn:

1. The path coefficient of the Brand Ambassador to Purchase Decision yielded a p-value of $0.000 < 0.05$, indicating that the (H6) that the Brand Ambassador significantly influences the purchase decision is accepted.

DISCUSSION

The Influence of Brand Ambassador on Purchase Decision

The analysis results indicate that the first hypothesis, which is the variable of the brand ambassador, has a positive and significant impact on the purchase decision with a path coefficient value of 0.360 and a p-value of 0.000. This suggests that the more suitable the brand ambassador chosen by Xiaomi to represent its product, the higher the purchase decision. The appropriate selection of a Brand Ambassador by Xiaomi plays a crucial role in influencing consumer Purchase Decisions. The suitability of the Brand Ambassador in presenting Xiaomi products can make it easier for consumers to choose the product, ultimately leading to increased sales. Specifically, this research shows that JKT48 is perceived to have

a significant appeal to consumers in the role of Brand Ambassador for Xiaomi.

These research findings are supported by a study by (Habsari, 2023) affirming that Brand Ambassadors have a positive and significant impact on Purchase Decisions. Similar findings are also supported by research by (Chasanah and Kurniyawati, 2022) indicating that Brand Ambassadors have a positive and significant influence on Purchase Decisions.

The Influence of Brand Ambassador on Purchase Interest

The analysis results show that the second hypothesis, which is the brand ambassador variable, has a positive and significant impact on purchase interest with a path coefficient value of 0.574 and a p-value of 0.000. This indicates that the brand ambassador has a positive and significant influence on purchase interest. The better or more suitable the brand ambassador chosen by Xiaomi, the significantly higher the purchase interest. It can be assumed that consumers who are interested in Xiaomi's brand ambassador, JKT48, will be interested in buying Xiaomi products. This study proves that JKT48 as a brand ambassador has a strong appeal and can increase consumer interest in Xiaomi products. These research findings are reinforced by a study by (Fajarudin Isnani & Rubiyanti, 2021) confirming that brand ambassadors have a positive and significant impact on purchase interest. Similar findings are also supported by research by (Faradilla & Andarini, 2022) showing that brand ambassadors have a positive and significant influence on purchase interest.

The Influence of Purchase Interest on Purchase Decision

The analysis results indicate that the third hypothesis, which is the purchase interest variable, has a positive and significant impact on the purchase decision with a coefficient value of 0.591 and a p-value of 0.000. This suggests that the higher the consumer's Purchase Interest, the decision to purchase Xiaomi products will increase. Xiaomi successfully attracts consumer interest in various aspects such as Transactional, Reference, Preferential, and Exploratory. Purchase interest towards Purchase Decisions is a crucial aspect in shaping consumer behavior. Purchase interest reflects the level of desire or intention of consumers to buy the products they want, while Purchase Decision is the final stage in the consumer's

purchasing transaction process. If purchase interest is high, it can directly increase Purchase Decisions. These analysis results are supported by research from (Habsari, 2023) affirming that consumer purchase interest positively and significantly influences Purchase Decisions. Similar findings are also supported by (Mumtahanah Nurlestari et al., 2022) indicating that purchase interest has a positive and significant impact on Purchase Decisions.

CONCLUSION

The research results conclude that the brand ambassador variable has a positive and significant impact on Purchase Decisions. The brand ambassador variable also has a positive and significant impact on Purchase Interest, and Purchase Interest has a positive and significant impact on Purchase Decisions. This can be interpreted that the selection of a brand ambassador that aligns with consumer preferences can increase Purchase Interest and Purchase Decisions. Here are suggestions for Xiaomi:

1. The marketing department should pay more attention to the selection of the right brand ambassador.
2. Enhance a more comprehensive approach to Xiaomi products for consumers.
3. Focus marketing strategies on increasing consumer purchase interest, as it has been proven that purchase interest significantly influences purchase decisions.

REFERENCES

- Adisty, N. (2023, November 2). Mengulik Perkembangan Penggunaan Smartphone di Indonesia. Goodstats.id, <https://goodstats.id/article/mengulik-perkembangan-penggunaan-smartphone-di-indonesia-sT2LA>
- Afrianty, N. (2020). Pengaruh Islamic Branding dan Product Ingredients Terhadap Minat Beli Produk PT. HNI HPAI Kota Bengkulu. 1(2), 121.
- Ardiantoro, F. (2021). Model Peningkatan Keputusan Pembelian Melalui *Brand Ambassador*, Iklan dan Promosi Penjualan (Studi Pada Pengguna Smartphone OPPO di Wilayah Cibitung Kota Bekasi).
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). Principles of marketing. Pearson Australia.
- Brestilliani, L. (2020). Pengaruh Brand Awareness, *Brand Ambassador*, dan Harga Terhadap Keputusan Pembelian Online Pada Marketplace Shopee (Studi Pada Mahasiswa Stiesia).
- Chadijah Ftriahningsih, A. S. (2020). Pengaruh *Brand Ambassador* Terhadap Minat Beli Dengan Citra Merek Sebagai Variabel Intervening (Studi Kasus Pada Pengguna Aplikasi Shopee Di Kota Makassar)

- Chasanah, U., & Kurniyawati, V. (2022). Pengaruh JKT48 dan BCL Sebagai *Brand Ambassador* dan Brand Image Xiaomi Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening di Yogyakarta
- Creswell, J. W. (2009). *Research design : qualitative, quantitative, and mixed methods approaches*. Sage.
- Derby Juliana Osak, & Yusepaldo Pasharibu. (2020). Pengaruh *Brand Ambassador* dan Tagline Terhadap Keputusan Pembelian Online Dengan Mediasi Brand Awareness.
- Fajarudin Isnaini, M., & Rubiyanti, R. N. (2021). PENGARUH BRAND AMBASSADOR TERHADAP MINAT BELI TIKET.COM DI JAWA BARAT THE EFFECT OF BRAND AMBASSADOR TOWARDS BUYERS INTEREST TIKET.COM OF WEST JAVA. *Proceeding of Management* , 7(2).
- Faradilla, M. A., & Andarini, S. (2022). Pengaruh Brand Ambassador Terhadap Minat Beli Produk Maybelline New York Melalui Sikap pada Iklan Sebagai Variabel Mediasi. *Jurnal Administrasi Bisnis (JAB)*, 12(1). www.fda.gov,2016
- Febiyati, L., & Aqmala, D. D. (2022). Pengaruh E-wom, Brand Image, Kualitas Produk dan Persepsi Harga Terhadap Keputusan Pembelian Pada Pengguna Grab Melalui Minat Beli Sebagai Variabel Intervening. *JMDB*, 1(1), 28–39
- Habsari, W. E. (2023). Pengaruh Iklan dan *Brand Ambassador* Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada Produk Mie Sedaap Korean Chesse Buldak Di Kabupaten Sragen
- Haerunisa, A. (2022). Komparasi Minat Beli Tokopedia Antara *Brand Ambassador* BTS Dengan Blackpink Menggunakan Mann Whitney U-Test
- Hanivah, R., Suryono, J., & Sri Kusumawati, H. (2022). Representasi Imperialisme Budaya Korea Dalam Iklan Mie Sedaap K-Spicy Series “I Challenge You.” *Media and Empowerment Communication Journal*, 1(2), 38–46. <http://journal.univetbantara.ac.id/index.php/mecomm>
- Herawati, & Angga Sanita Putra. (2023). Pengaruh *Brand Ambassador* dan Brand Image Terhadap Keputusan Pembelian Azarine Cosmetic.101
- laisyah, H. L., & Sulistyowati, R. (2020). Pengaruh *Brand Ambassador* dan Iklan Terhadap Keputusan Pembelian Konsumen Pada Marketplace Tokopedia. *Jurnal Pendidikan Tata Niaga (JPTN)*, 8. <https://www.winnetnews.com/>
- Kotler Philip dan Amstrong Garry, 2008. *Prinsip-Prinsip Pemasaran*, Jilid 1. Jakarta: Erlangga
- Kurniasari, M., & Budiarmo, A. (2018). Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J.CO Donuts & Coffee Semarang.
- Kuspriyono, T. (2018). Pengaruh Iklan Terhadap Keputusan Pembelian Apartemen Meikarta
- Mumtahanah Nurlestari, D., Purwanto, H., & Sidanti, H. (2022). Pengaruh Brand Ambassador dan Brand Image Terhadap Keputusan Pembelian Produk Scarlett Whitening Dengan Minat Beli Sebagai Variabel Intervening (Studi

- Empiris Pada Konsumen Produk Scarlett Whitening di Kota Madiun).
Seminar Inovasi Manajemen Bisnis Dan Akuntansi (SIMBA) 4.
- Pratiwi, H. (2023). Pengaruh BTS (Bangtan Boys) Sebagai *Brand Ambassador*, Brand Image, dan Promosi Terhadap Keputusan Pembelian di Tokopedia.
- Percy, L. (2001). John R. Rossiter. Understanding Consumer Decision Making: The Means-end Approach To Marketing and Advertising Strategy, 185.
- Setiawan, B., & Rabuani, C. C. (2019). Pengaruh Iklan dan Endorser terhadap Brand Awareness Serta Dampaknya pada Keputusan Pembelian. *Riset*, 1(1), 001–015. <https://doi.org/10.35212/277621>
- Shintia Devi, M., & Jatisidi, A. (2020). Pengaruh *Brand Ambassador* Terhadap Keputusan Pembelian Produk Vivo Smartphone Pada Komunitas Facebook Viva Smartphone.
- Sugiyono.(2022). Metode Penelitian Kuantitatif Kualitatif dan R&D.
- Verlina. (2021). Pengaruh *Brand Ambassador* dan Tagline “Gratis Ongkir” Shopee Terhadap Keputusan Pembelian