

THE INFLUENCE OF STRAY KIDS AS BRAND AMBASSADOR AND BRAND IMAGE ON INTENTION TO BUY ULTRA MILK

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Abstract: *The aim of this research is to determine the influence of brand ambassador and brand image variables on the purchase intention of Ultra Milk. The method of this research is a quantitative approach with associative research. The population used is followers of Ultra Milk's instagram account. The respondents used were 400 respondents obtained from non-probability sampling technique with purposive sampling. Multiple linear analysis was used to analyze the data in this study. The brand ambassador and brand image variables have a significance value of $0.000 < 0.05$ so they partially influence intention to buy Ultra Milk. Brand ambassador and brand image also simultaneously influence the intention to buy Ultra Milk with a significance value of $0.000 < 0.05$.*

Keywords: *Brand Ambassador, Brand Image, Purchase Intention*

Introduction

The food and beverage industry in Indonesia is currently developing rapidly. One product that is experiencing increased consumption among the public is ready-to-drink liquid milk. According to data from the Public Expose of PT Ultrajaya Milk Industry & Trading Company (2023), there is volume growth in the liquid milk market share from 2020 to 2023. In Figure 1, it shows that from year to year the volume of the liquid milk market share is increasing.

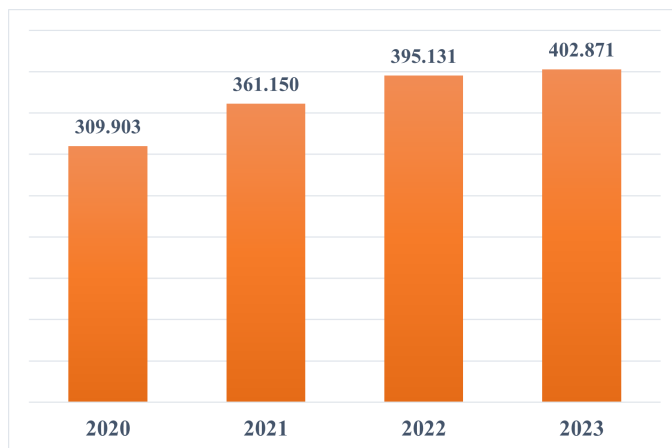


Figure 1 Volume Growth in Liquid Milk Market Share (liters)

Source: Public Expose of PT Ultrajaya Milk Industry & Trading Company (2023)

One of the famous brands of ready-to-drink liquid milk in Indonesia is Ultra Milk. Ultra Milk is a liquid milk product produced by PT Ultrajaya Milk Industry & Trading Company. According to the official website of PT Ultrajaya Milk Industry & Trading Company, this liquid milk product is the first to use UHT technology (Ultra High Temperature) and aseptic packaging in Indonesia. The production process using UHT technology aims to eliminate pathogenic bacteria, maintain the nutritional content and freshness of milk. After the production process is complete, milk products are packaged in aseptic packaging to protect them from ultraviolet light, air and bacteria that might contaminate the milk. This good combination of production and

packaging processes makes Ultra Milk products more hygienic and also lasts a long time without any external damage before consumption.

According to data from the 2023 Public Expose of PT Ultrajaya Milk Industry & Trading Company, Ultra Milk has a larger market share than other liquid milk brands, namely 34%. PT Ultrajaya Milk Industry & Trading Company has an extensive distribution network throughout Indonesia. There are 22 representative offices and 87,500 sales points on the island of Java, as well as 65 distributors outside Java.

In order to maintain the existence of Ultra Milk, the company needs to develop its marketing strategy so that it can attract consumers. One of the efforts made by Ultra Milk is to use brand ambassadors. There is a Korean Wave phenomenon in Indonesia, Ultra Milk took advantage of this by making South Korean celebrities, Stray Kids brand ambassadors for the product. On October 27, 2023, Ultra Milk announced Stray Kids as brand ambassador The latest is through a promotional video uploaded on social media.

Besides brand ambassador, brand image is a very important instrument to develop a company brand. According to Wardhana, et al. (2022), brand image can be defined as a perception of brand in the consumers' mind which forms consumer and customer trust in something brand. In the promotional video for Ultra Milk with Stray Kids, the side of young people who are energetic and free to express themselves is shown. Since 2010, Ultra Milk has launched a campaign called 'Make Your Move'. The aim of this campaign is to invite and inspire young Indonesians to be actively creative. With the collaboration between Ultra Milk and Stray Kids, it is hoped that it can reach the younger generation and fans of K-pop widely to increase awareness of drinking milk and intention to buy Ultra Milk products.

The brand ambassador and brand image are important to research Ultra Milk because it can provide useful information for Ultra Milk and other companies when they want to develop marketing strategies. The aim of this study is to determine the effect of the brand ambassador and brand image variables on purchasing intention of Ultra Milk.

In previous research by Oktavia (2023) stated that brand ambassadors and brand image can affect purchasing intention of Scarlett Whitening. In research by Haryanti, et al. (2023) produces that brand ambassador and brand image can affect purchase intention on Tokopedia. According to research by Rahma & Setiawan (2022), brand ambassadors cannot affect purchase intention sunscreen Azarine. Previous research by Rosita & Tahmat (2021) found that brand image cannot affect purchase intention in Tong Tji Tematik.

Based on several previous studies, it appears that several previous studies had different results. Researchers are interested in taking a different research object, but with the same variables. Therefore, the researcher decided to take the research title "**The Influence of Stray Kids as Brand Ambassador and Brand Image on Intention to Buy Ultra Milk**".

Literature Review

Brand Ambassador

Lea Greenwood in Rahma & Setiawan (2022) defines that brand ambassador is an equipment used by companies and has a role in communicating and establishing relationships

with the public regarding increasing sales figures. In general brand ambassadors use public figures who are famous and have a big influence in branding a product. Rahma & Setiawan (2022) stated that a brand ambassador is considered a representative of a brand or product. The indicator of brand ambassador according to Religia in Devi, et al. (2023):

1. Popularity, this is determined by how many fans a person has as a brand ambassador and what is the level of frequency brand ambassadors are appearing in public.
2. Credibility, this is related to expertise and trust. Expertise relates to knowledge and suitability as brand ambassador with the product being promoted. Trust is related to the ability of a brand ambassador to give consumers' confidence in a product.
3. Attraction, meaning brand ambassador will succeed in changing consumer opinions and behaviour through attractiveness mechanisms.
4. Strength, which is the extent of ability as a brand ambassador to be able to affect consumers in buying or using the products being promoted.

Brand Image

According to Kotler and Armstrong in Firmansyah (2019), brand image is a consumer's belief or image about something brand certain. Keller in Firmansyah (2019) stated that brand image is a point of view regarding a brand that is depicted by brand associations that exist in consumers' mind. The indicator of brand image according to Kotler and Keller in Devi, et al. (2023), namely:

1. The strength of brand associations, this refers to how information enters consumers' memories and how that information remains as part of the brand image.
2. Brand association excellence, this refers to brand's capability in making consumers depend that the attributes and benefits given can meet consumer needs and desires, thereby creating a positive attitude.
3. The uniqueness of brand associations, a brand has to be unique and attractive so that it can be a reason for consumers to prefer one of the brands.

Purchase Intention

According to Kotler in Hartanto & Indriyani (2022) purchase intention is a feeling of attraction that arises when someone is motivated to buy and own a product after seeing it. Kurnia in Astuti, et al. (2023) explain that consumer purchase intention is the output of consumers' demand for a product to see, learn, and as a result of their own feelings about buying that product. purchase intention is related to consumer purchasing decisions. If purchase intention is higher, consumer purchasing decisions will also be higher (Sari, 2020). Indicators of purchase intention, namely (Schiffman & Kanuk in Astuti, et al., 2023):

1. Have an intention in finding information about products
2. Considering to buy
3. Have an intention in trying
4. Have a curiosity about the product
5. Desire to own the product.

Conceptual Framework

According to Sudaryana & Agusiady (2022), the conceptual framework is a temporary explanation of the symptoms that are the object of the problem in the study. The conceptual framework in this study is as follows.

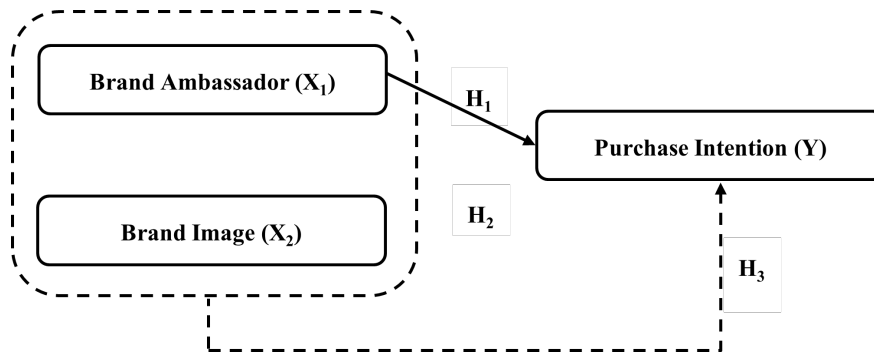


Figure 2 Conceptual Framework

Source: Processed data (2024)

Hypothesis

According to Kusumastuti, et al. (2020), hypothesis can be interpreted as a temporary answer to the problem being studied. A hypothesis will become an opinion or theory if it has been tested with collected data and using scientific methods (Restu, et al., 2021). The hypothesis in this study is as follows:

Ho₁: *Brand ambassador* has no effect on intention to buy Ultra Milk

Ha₁: *Brand ambassador* influence on intention to buy Ultra Milk

Ho₂: *Brand image* has no effect on intention to buy Ultra Milk

Ha₂: *Brand image* influence on intention to buy Ultra Milk

Ho₃: *Brand ambassador* and *brand image* has no effect on intention to buy Ultra Milk

Ha₃: *Brand ambassador* and *brand image* influence on intention to buy Ultra Milk

Research Methods

A quantitative approach with associative methods was used in this research. Associative research is research on the relationship of influence between two or more variables (Kusumastuti, et al., 2020). The influence relationship examined in this study is influence Stray Kids as brand ambassador and brand image on intention to buy Ultra Milk (Y).

The population in the study is the whole followers or followers of the Ultra Milk's instagram account @ultra_mym, which as of April 6 2024 was 62,754 accounts. Due to the large population size, so Slovin's formula is used to calculate the number of samples (Nurdin & Hartati, 2019):

$$n = \frac{N}{N(d)^2 + 1}$$

Information:

n = number of samples required

N = total population

d = sample error rate 5% of 95% confidence level

According to this formula, determining the sample size can be done through the following calculation:

$$n = \frac{62.754}{62.754 (0.05)^2 + 1} = 397,46$$

According to this formula calculation, the total sample was 397.46 respondents. Researchers rounded the sample to 400 respondents. Technique purposive sampling used as a basis for sampling. In this research, the sample’s criteria are: followers The Ultra Milk Instagram account @ultra_mym knows brand ambassador Ultra Milk, Stray Kids.

Questionnaires were used in data collection in this study. While the Likert scale is used as a measurement scale. Data was analysed using several tests, including:

1. Instrument test (validity test and reliability test).
2. Classic assumption test (normality, multicollinearity and heteroscedasticity tests).
3. Hypothesis testing (t test and F test).
4. Multiple linear regression analysis.

Results

Validity Test

In this research, the Pearson correlation test was used to do the validity test. According to Duli (2019), data is stated to be valid if it meets the requirements for a significance value (Sig) < 0.05. Validity test output is shown in Table 1.

Table 1 Validity Test Output

Variable	Item	Sig
Brand Ambassador (X ₁)	X1.1	0,000
	X1.2	0,000
	X1.3	0,000
	X1.4	0,000
	X1.5	0,000
	X1.6	0,000
	X1.7	0,000
Brand Image (X ₂)	X2.1	0,000
	X2.2	0,000
	X2.3	0,000
	X2.4	0,000
	X2.5	0,000
Purchase Intention (Y)	Y1	0,000
	Y2	0,000
	Y3	0,000
	Y4	0,000
	Y5	0,000

Source: Data Processing Output (2024)

Based on Table 1, the output of the validity test was found that all items in this research had a significance value (Sig) < 0.05. It means that all items were declared valid. So, all statement items are in accordance with the accuracy for measuring brand ambassador, brand image, as well as purchase intention.

Reliability Test

In this research, Cronbach's Alpha > 0.6 is used as the basis for reliability testing. According to Duli (2019), a measuring equipment can be declared reliable if it meets these requirements. The output of reliability testing is shown in Table 2.

Table 2 Reliability Test Output

Variable	Cronbach's Alpha
Brand Ambassador (X_1)	0,752
Brand Image (X_2)	0,661
Purchase Intention (Y)	0,716

Source: Data Processing Output (2024)

According to Table 2, it found that the Cronbach's Alpha's value of brand ambassador is 0.752, brand image is 0.661, and purchase intention is 0.716. Due to all Cronbach's Alpha's values are > 0.6 , so the measuring tool is declared reliable.

Normality Test

This research uses the Kolmogorov Smirnov test to testing normality. According to Duli (2019), data is stated normally distributed if it meets the requirements for a significance value (Sig) > 0.05 . The output of normality testing is shown in Table 3.

Table 3 Normality Test Output

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	0,72019945
Most Extreme Differences	Absolute	0,041
	Positive	0,031
	Negative	-0,041
Test Statistic		0,041
Asymp. Sig. (2-tailed)		.098 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Processing Output (2024)

According to the output in Table 3, it can be obtained that the significance value (Sig) is 0.098. It can be said that the value is $0.098 > 0.05$. Therefore, the data used in this research is normally distributed.

Multicollinearity Test

In this research, the multicollinearity test is based on the tolerance value > 0.10 and the VIF value < 10 . According to Duli (2019), if these conditions are met, it means that there is no multicollinearity problem. The output of multicollinearity test is shown in Table 4.

Table 4 Multicollinearity Test Output

Variable	Tolerance	VIF
Brand Ambassador (X_1)	0,873	1,145

Brand Image (X₂)	0,873	1,145
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Source: Data Processing Output (2024)

According to Table 4, it obtained that the tolerance value of brand ambassador and brand image is 0.873, which means the tolerance value of each variable is > 0.10. Meanwhile, the VIF value of brand ambassador and brand image are 1.145, which means the VIF value of each variable is < 10.00. Therefore, there is no multicollinearity problem.

Heteroscedasticity Test

In this research, Spearman’s rho test was used to test heteroscedasticity. According to Nugroho & Haritanto (2022), in a regression model there is no heteroscedasticity problem if it meets the requirements for a significance value (Sig) > 0.05. Table 5 shows the output of heteroscedasticity testing.

Table 1 Heteroscedasticity Test

Variable	Sig
Brand Ambassador (X₁)	0,421
Brand Image (X₂)	0,185

Source: Data Processing Output (2024)

According to Table 5, it shows that the significance value (Sig) of the brand ambassador variable is 0.421 and the brand image variable is 0.185. The test output for all independent variables show that the significance value is > 0.05, which means that heteroscedasticity problems do not occur.

Partial Test (t Test)

The partial test is seen according to a comparison of the significance value (Sig) with the α value (0.05). According to Qomusuddin & Romlah (2022), if the significance value (Sig) meets the requirement < 0.05 then the independent variable can partially affect the dependent variable. Table 6 shows the output of the partial test.

Table 6 Partial Test (t Test)

Model		Coefficients ^a		t	Sig.	
		Unstandardized				Standardized
		B	Std. Error			Coefficients
1	(Constant)	.986	.101		9.725	.000
	Brand Ambassador	.191	.044	.216	4.393	.000
	Brand Image	.255	.047	.269	5.473	.000

a. Dependent Variable: Minat Beli

Source: Data Processing Output (2024)

According to the partial test output in Table 6, it is known that the test output for each variable are as follows:

1. The brand ambassador variable’s significance value is $0.000 < 0.05$. Then, it can be said to be H_{a1} accepted and H_{o1} rejected. Thus, the brand ambassador partial effect on intention to buy Ultra Milk.
2. The brand image variable’s significance value is $0.000 < 0.05$. Then, it can be said to be H_{a2} accepted and H_{o2} rejected. Thus, the brand image partial effect on intention to buy Ultra Milk.

Simultaneous Test (F Test)

According to Qomusuddin & Romlah (2022), the F test can be according to a significance value (Sig) < 0.05. If these conditions are met, the independent variables can jointly affect the dependent variable. The F test output is shown in Table 7.

Table 7 Simultaneous Test Output (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,636	2	19,818	38,017	.000 ^b
	Residual	206,956	397	0,521		
	Total	246,592	399			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Image, Brand Ambassador

Source: Data Processing Output (2024)

According to Table 7, it is obtained that the significance value (Sig) is 0.000 < 0.05. It can be said that H_{a3} accepted and H_{o3} rejected. Thus, the brand ambassador and brand image affect together the intention to buy Ultra Milk.

Multiple Linear Analysis

In Table 8, the output of multiple linear regression analysis is shown. The general multiple linear regression equation used in this study is as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.986	.101		9.725	.000
	Brand Ambassador	.191	.044	.216	4.393	.000
	Brand Image	.255	.047	.269	5.473	.000

a. Dependent Variable: Minat Beli

Source: Data Processing Results (2024)

According to the analysis output in Table 8, it is obtained that the regression equation in this study is:

$$Y = 0,986 + 0,191X_1 + 0,255X_2 + e$$

According to the output of the multiple linear regression equation, it can be interpreted as follows:

1. α (constant) = 0.986 which means if the variable brand ambassador and brand image value is 0, then purchase intention will be worth 0.986 units.
2. Regression coefficient of brand ambassador (X_1) is 0.191. It means that if brand ambassador variable upgraded by 1 unit or 1%, it will upgrade intention to buy Ultra Milk by 0.191 units.
3. Regression coefficient of brand image (X_2) is 0.255. it means that if brand image variable upgraded by 1 unit or 1% it will upgrade intention to buy Ultra Milk by 0.255 units.

Discussion

Influence Stray Kids as Brand Ambassador on Purchase Intention of Ultra Milk

According to the output of the test, brand ambassador can affect purchase intention. This can be proven by the test output where the significance value for the brand ambassador variable is 0.000, it means the value obtained is < 0.05 . Regression coefficient values for brand ambassador variable is 0.191.

Previous research that supports the outputs of this study was conducted by Kusuma & Hasanah (2023). In the research, it was stated that brand ambassadors have a significant impact on purchase intention. Meanwhile, other study conducted by Malihah & Meilania (2023) also stated that brand ambassadors influence buying intention.

Influence Brand Image on Purchase Intention of Ultra Milk

According to the output of the test, brand image can affect purchase intention. This can be proven by the test results where the significance value for brand image variable is 0.000, it means the value obtained is < 0.05 . Regression coefficient values for brand image variable is 0.255.

Previous research that supports the output of this study was conducted by Gunawati, et al. (2022). In the study, it was stated that brand image can affect purchasing intention. Meanwhile, other study conducted by Hutabarat & Malau (2022) also shown that brand image influences purchasing intention.

Influence Stray Kids as Brand Ambassador and Brand Image on Purchase Intention of Ultra Milk

According to the F test, it is found that the significance value is $0.000 < 0.05$. The brand ambassador (X_1) and brand image (X_2) have a simultaneous or joint impact on the purchase intention (Y). Previous research that supports the outputs of this study was conducted by Herawan, et al. (2022). In the research, it was stated that the brand ambassador and brand image can affect buying intention.

Conclusion and Suggestions

Conclusion

Based on the description of the research output, some of the conclusions obtained by researchers are as follows:

1. The significance value brand ambassador $0.000 < 0.05$ and the regression coefficient value is 0.191. So, Stray Kids as brand ambassador influences intention in buying Ultra Milk.
2. The significance value brand image $0.000 < 0.05$ and the regression coefficient value is 0.255. So, brand image influences intention in buying Ultra Milk.
3. The significance value based on the F test is $0.000 < 0.05$. So, Stray Kids as brand ambassador and brand image also have influence together or simultaneously on the intention in buying Ultra Milk.

Suggestion

Based on the output of the study, some suggestions that can be put forward are as follows:

1. For PT Ultrajaya Milk Industry & Trading Company

The research results can be used as a reference in choosing brand ambassadors and building brand image for Ultra Milk products in the future. Companies can collaborate with local and international celebrities who are suitable and have great popularity in Indonesia to serve as brand ambassador. Companies are expected to maintain a positive image that is consistently built to gain consumer trust.

2. For Further Researchers

It is trusted that this study can be used as a reference for advance study. Future researchers are anticipated to be able to extend the scope of research by adding or using other variables that can influence purchasing intention.

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