

## The Influence of Lifestyle, Brand Ambassador, and Electronic Word of Mouth on Consumer Purchase Decisions on Somethinc Products in The Special Region of Yogyakarta

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### ABSTRACT

The purpose of this study is to examine how lifestyle, brand ambassador, and electronic word of mouth on purchasing decisions for Somethinc products in Yogyakarta. Using questionnaires and the non-probability sampling approach, 100 respondents made up the study's sample. The research findings demonstrate that: (1) Lifestyle does not significantly impact the purchasing decisions for Somethinc products. (2) Brand ambassador positively and significantly impacts the purchasing decisions for Somethinc products. (3) Electronic word of mouth positively and significantly impacts the purchasing decisions for Somethinc products. (4) Lifestyle, brand ambassador, and electronic word of mouth collectively have a significant impact on the purchasing decisions for Somethinc products.

## INTRODUCTION

With the development of the world and the advancement of technology, the awareness of the importance of skincare is increasing, especially among women. They now pay more attention to skincare to improve their appearance, feel more confident, and maintain healthy skin. Many local brands are competing to attract customers by releasing new skincare products (Fatimahtu Zahra et al., 2024). Skincare products are popular for making skin glow without makeup and reducing signs of aging, so women tend to buy the best skincare products.

Since the beginning of the 20th century, only a few multinational companies have controlled cosmetics production. The global cosmetics industry consists of six major categories, with skincare dominating 41% of the global market in 2022. In 2023, the face sector recorded the highest sales in the global cosmetics market with US\$31.14 billion in revenue, while the nail segment had the lowest revenue of US\$12.05 billion. The projected revenue of the global skincare industry is expected to increase significantly between 2024 and 2028, with the total revenue of the skincare segment expected to reach US\$210.7 billion in 2028, up 12.88% from the previous year (Dominique Petruzzi, 2023).

Indonesia's cosmetics industry is growing rapidly, with a 21.9% increase in skincare, cosmetics and personal care products. The national market is expected to reach USD 473.21 million by 2028, fuelled by the increasing use of halal products and online shopping. Indonesia's potential is huge due to its strong economy and cultural heritage (www.ekon.go.id, 2024).

The cosmetics category in Indonesia experienced significant growth from 16-30 September 2023 with sales reaching Rp38 million. Skintiific ranked eighth with a market share of 8.5%, while Make Over ranked second with a market share of 8.4%. Somethinc ranked third with a market share of 7.9%. Other brands such as O Two O, ESQA, Luxcrime, and Focallure also ranked in the top 7 cosmetic stores on Shopee and Tokopedia. Irene Ursula, a local skincare manufacturer, is known for its innovative formulas, high-quality ingredients, halal certification, competitive prices, and various recommendations from cosmetic makers. Somethinc's products are highly recommended for makeup and skincare, and the high level of customer satisfaction contributes to their success.

A skincare brand must provide clear information to its customers if it wants good recommendations from the public. Brand ambassadors can increase product sales and influence customers' perception of product quality. Positive, neutral and negative feedback can help customers choose the right skincare product. In modern society, the quality and choice of cosmetic products are very important.

Brand lifestyles also influence customer preferences and how they spend money on products. The study by Rachmawati et al., (2020) found that lifestyle has a positive effect on purchasing decisions for Nadiraa Hijab Yogyakarta. A close relationship with the brand, such as the use of the brand in everyday life, can significantly influence customers' decisions to purchase products. Factors such as lifestyle can play an important role in determining customer preferences and purchasing decisions.

Brand ambassadors significantly influence consumer decisions, as they are an important factor in decision making. Brand Ambassadors have a positive

impact on consumer decisions as shown by Rahmawati et al., (2022) research. When a brand is selected as a brand ambassador, the promotion carried out by the ambassador will also influence consumer decisions.

Electronic word of mouth significantly influences consumer behaviour and purchasing decisions, especially in the business sector due to technological advances and information overload. With the internet, businesses can reach a wider audience and interact directly with potential customers, making electronic word of mouth essential in contemporary marketing strategies to influence consumer preferences and decisions. According to Amin & Yanti, (2021), Electronic Word of Mouth refers to positive or negative feedback from the internet about a product.

The decision to accept something is a complex process influenced by various factors such as personal preferences, environmental factors, and available data, according to research by Saputri et al., (2024) which allows individuals to make various choices based on their needs and interests.

This research will explore the factors that influence consumer purchasing decisions for Somethinc products in the Special Region of Yogyakarta. Previously, it has been discussed that purchasing decision is a crucial aspect that needs to be considered by companies. Thus, this study will detail these factors, namely lifestyle, brand ambassadors, and Electronic Word of Mouth (E-WOM). Through this research, it is expected to reveal the significant role of these three factors in influencing consumer purchasing behaviour in the region. This is in line with the need to understand local market dynamics and devise appropriate strategies to win the competition in this industry. Therefore, this study is titled 'The Influence of Lifestyle, Brand Ambassador, and Electronic Word of Mouth on Consumer Purchasing Decisions for Somethinc Products in the Special Region of Yogyakarta'.

## **THEORETICAL REVIEW**

### ***Lifestyle***

According to Setiadi (2013), as stated in Ulza et al., (2019), lifestyle is an important component that influences customer behaviour in various situations. Lifestyle is one of the behaviours that has become a routine in everyday life. Consumers make lifestyle a consideration in making decisions regarding product selection.

As described by Pratiwi et al., (2015) Activity, Interest, and Opinion (AIO) are terms often used in psychographics. Activity includes concrete actions such as watching a movie, shopping, or talking about a new experience with a neighbour. Interest, which means interest, refers to a desire for an object, event or topic that can indicate a person's level of passion and interest. However, opinion also known as opinion is a spoken or written response to a stimulus or question posed. It indicates an individual's attitude and perception of the circumstances. Therefore, the concept of AIO helps to understand in describing the psychological aspects of individuals in psychological research or analysis.

Lifestyle refers to a person's spending patterns and time management strategies (Arif, 2021). Previous research by Ulza et al., (2019) and Inayati et al.,

(2022), revealed that lifestyle has a positive and significant impact on purchasing decisions. The study shows that a person's lifestyle influences purchasing decisions.

H1: Lifestyle has a positive and significant effect on purchasing decisions for Somethinc products.

### ***Brand Ambassador***

According to Lea-Greenwood (2012) in Amin & Yanti, (2021), Brand Ambassador is an approach strategy used by companies to interact directly with the public and increase sales of their products. In this case, they act as intermediaries who help companies inform consumers about the value of their products, thereby increasing company sales.

Lea-Greenwood (2012), in research conducted by Rusli et al., (2020), there are several criteria that are important indicators in selecting brand ambassadors, including:

1. Transference, which is hiring celebrities to promote a business because of the connection with their work.
2. Congruence, which shows the relationship between the brand and the celebrity used.
3. Credibility, where consumers can rely on celebrities to convey information because of their expertise, knowledge and experience.
4. Attractiveness, which shows an attractive immaterial appearance, and is able to influence consumers to be interested in buying or using the product being sold.

A brand ambassador is a company's strategy for introducing its products to the general public (Halija et al., 2024). Previous research by Ningrum et al. (2024) and Rahmawati et al. (2022), found that brand ambassadors have a positive and significant influence on purchasing decisions. Based on this data, it can be concluded that people who represent brands play an important role in shaping consumer choices.

H2: Brand Ambassadors have a positive and significant effect on purchasing decisions for Somethinc products.

### ***Electronic Word Of Mouth***

In the view of Amin & Yanti, (2021), Electronic word of mouth is an advancement of word of mouth, which initially occurred directly between people when they met in person, but along with the times it is now turning into communication that occurs on the internet through internet media.

Indicators of electronic word of mouth, as described by Mahaputra & Setiawan (2019) cited by Apriastuti et al., (2022), consist of the following aspects:

1. Information, which refers to online information sources offered by e-commerce or about e-commerce to general consumers.
2. Knowledge, which emphasises the importance of social media as a source of online information to educate consumers about e-commerce.
3. Answer, which refers to the ability of social media as an online knowledge source to answer e-commerce-related questions from consumers.

4. Reliability, which refers to the consistency between data collected by consumers using social media on the internet and reliable facts related to e-commerce.

According to Kotler & Armstrong (2018), as cited by Lestari et al., (2023), electronic word of mouth is a type of advertisement that is spread by word of mouth that occurs via the internet. Previous research by Rahmawati et al., (2022) and Aropah et al., (2022), showed that electronic word of mouth has a positive and significant influence on purchasing decisions. This data indicates that internet reviews and recommendations have a major influence on purchasing decisions.

H3: Electronic Word of Mouth has a positive and significant effect on purchasing decisions for Somethinc products.

#### ***Purchase Decision***

Based on Tjiptono (2018), as mentioned in Mardiana & Sijabat (2022) research, purchasing decisions are a process where consumers find problems and seek information about goods or brands that are expected to answer these problems, evaluate them and ultimately decide to buy them.

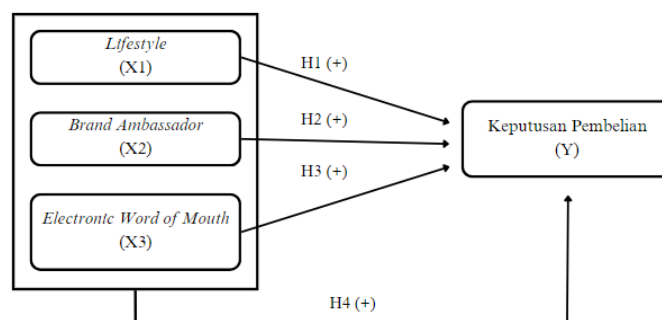
Kotler and Armstrong, (2016) state, which is mentioned in the research of Aropah et al., (2022), there are various indicators that can be used to determine purchasing decisions, including:

1. Needs and desires for a product.
2. Confidence in product quality.
3. Habit to buy certain goods.
4. Giving advice or recommendations to others.
5. Making repeat purchases to show satisfaction with a product.

Ningrum et al., (2024) found that Lifestyle, Brand Ambassadors, and electronic word of mouth influences purchasing decisions both partially and simultaneously. this study shows that these three variables contribute significantly to consumer purchasing decisions.

H4: Lifestyle, Brand Ambassador, and Electronic Word of Mouth have a positive and significant effect on purchasing decisions for Somethinc products.

According to the theoretical study that has been described, the research framework for this study therefore includes three independent variables, namely Lifestyle, Brand Ambassador, and Electronic Word of Mouth and one dependent variable, namely purchasing decisions. The research framework presented below is based on previously formulated hypotheses.



***Figure 1. Conceptual Framework***

## METHODOLOGY

This research is associative in nature which relates two or more variables through the use of quantitative approach methods. Quantitative research requires data collection from the natural environment of the researcher as the main instrument. This approach is descriptive and uses inductive analysis. The emphasis is on measuring and assessing cause-and-effect interactions among many variables, with research conducted within a value-free framework (Priadana & Sunarsi, 2021).

This study aims to explore the behaviour of consumers who buy and use Somethinc products in the Special Region of Yogyakarta. Although the consumer population is the focus of the study, the exact number is unknown. Therefore, in this study the non-probability sampling approach was employed in conjunction with the purposive sampling methodology to determine the. The sample size determination was carried out using Hair's approach, which ultimately resulted in a sample of 100 respondents. In the data collection process, a 5-level Likert scale was used as a measurement tool. This research relied on questionnaires as the main instrument to gain the required insights into consumer behaviour and preferences towards Somethinc products in the region.

## RESULTS

### *Validity Test*

*Table 1. Validity Test Results*

<b>Lifestyle</b>	<b>r count</b>	<b>r table</b>	<b>Information</b>
X1.1	0.756	0.1654	Valid
X1.2	0.767	0.1654	Valid
X1.3	0.657	0.1654	Valid
X1.4	0.763	0.1654	Valid
X1.5	0.811	0.1654	Valid
X1.6	0.573	0.1654	Valid
X1.7	0.761	0.1654	Valid
X1.8	0.668	0.1654	Valid
X1.9	0.600	0.1654	Valid
<b>Brand Ambassador</b>	<b>r count</b>	<b>r table</b>	<b>Information</b>
X2.1	0.811	0.1654	Valid
X2.2	0.789	0.1654	Valid
X2.3	0.722	0.1654	Valid
X2.4	0.792	0.1654	Valid
X2.5	0.744	0.1654	Valid
X2.6	0.701	0.1654	Valid
X2.7	0.667	0.1654	Valid
X2.8	0.690	0.1654	Valid
X2.9	0.785	0.1654	Valid

<b>Electronic Word of Mouth</b>	<b>r count</b>	<b>r table</b>	<b>Information</b>
X3.1	0.674	0.1654	Valid
X3.2	0.713	0.1654	Valid
X3.3	0.639	0.1654	Valid
X3.4	0.750	0.1654	Valid
X3.5	0.802	0.1654	Valid
X3.6	0.769	0.1654	Valid
X3.7	0.751	0.1654	Valid
X3.8	0.701	0.1654	Valid

<b>Purchase Decision</b>	<b>r count</b>	<b>r table</b>	<b>Information</b>
Y1.1	0.586	0.1654	Valid
Y1.2	0.751	0.1654	Valid
Y1.3	0.704	0.1654	Valid
Y1.4	0.782	0.1654	Valid
Y1.5	0.728	0.1654	Valid
Y1.6	0.776	0.1654	Valid
Y1.7	0.646	0.1654	Valid
Y1.8	0.693	0.1654	Valid

Overall, the items in the variable questionnaire used in this study had a computed r value more than the r table of 0.1654, as shown in Table 1. All of the questionnaire instruments are judged valid and fit for use, as inferred.

**Reliability Test**

*Table 2. Reliability Test Results*

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Critical Value</b>	<b>Information</b>
<i>Lifestyle (X1)</i>	0,874	0,6	Reliable
<i>Brand Ambassador (X2)</i>	0,900	0,6	Reliable
<i>Electronic Word of Mouth (X3)</i>	0,868	0,6	Reliable
<i>Purchase Decision (Y)</i>	0,852	0,6	Reliable

The results of the reliability test showed that all variables were reliable, The Cronbach's alpha value is greater than the minimum threshold required to be considered reliable, which is 0.6. This indicates that variable measuring tools accurately measure the idea in question.

## Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	2.89184438	
Most Extreme Differences	Absolute	.091	
	Positive	.059	
	Negative	-.091	
Test Statistic		.091	
Asymp. Sig. (2-tailed)		.040 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.359 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	.346
		Upper Bound	.371

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Table 3 displays significance values greater than 0.05 in the normality test findings. Since the significance value is greater than 0.05, it is concluded that the data follows a normal distribution.

## Multicollinearity Test

Table 4. Multicollinearity Test Results

Model	Coefficients <sup>a</sup>	Collinearity Statistics	
		Tolerance	VIF
	(Constant)		
1	Lifestyle	.352	2.845
	Brand Ambassador	.343	2.913
	Electronic Word of Mouth	.735	1.360

a. Dependent Variable: Keputusan Pembelian

As shown in table 4, according to the results of the tolerance value calculation, the independent variables have a tolerance greater than 0.10 ( $X_1 = 0.352$ ;  $X_2 = 0.343$ ;  $X_3 = 0.735$ ), this suggests that there is no correlation between the independent variables.

Similarly, the results of the VIF calculation demonstrate the same thing, which is that no one independent variable has a VIF of greater than 10. ( $X_1 = 2.845$ ;  $X_2 = 2.913$ ;  $X_3 = 1.360$ ), as a result, it is possible to conclude that the regression model's independent variables are not multicollinear.

### Heteroskedasticity Test

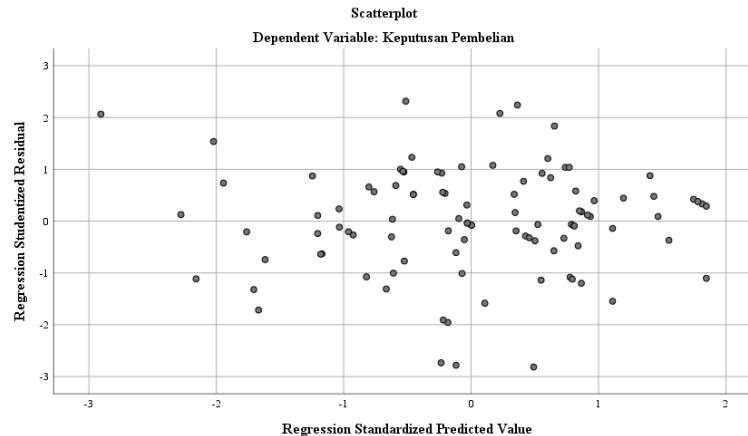


Figure 1. Heteroskedasticity Test Results

Based on Figure 1 leads to the conclusion that there is no heteroscedasticity in the data. This can be seen from the pattern of dots that are evenly distributed around the number 0, without any tendency for the dots to be above or below the reference line. As a result, it is possible to conclude that the variance of the regression model error does not differ considerably among the projected values. This implies that the assumption of homoskedasticity is met in this analysis, thus making the regression results more credible.

### Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis Results

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.480	2.510		1.785	.077
	Lifestyle	.126	.082	.161	1.532	.129
	Brand Ambassador	.434	.087	.528	4.975	.000
	Electronic Word of Mouth	.238	.081	.212	2.927	.004

a. Dependent Variable: Keputusan Pembelian

Table 5 shows the multiple linear regression equation as follows:

$$Y = (4,480) + 0.038X_1 + 0.434X_2 + 238X_3 + e$$

From the multiple linear regression model that has been presented, it can be described as follows:

1. The constant value (a) has a positive value of 4.480. This positive number indicates that when all independent variables (lifestyle, brand ambassador, and electronic word of mouth) are zero, the value of the purchase decision for Somethinc products is expected to be 4,480.
2. The regression coefficient for the lifestyle variable (X<sub>1</sub>) is 0.038. This value is positive, but not statistically significant (t sig > 0.05). This proves

That lifestyle does not have a large influence on purchasing selections for Somethinc products..

3. The regression coefficient for the brand ambassador variable (X2) is 0.434. Positive and statistically significant results ( $t \text{ sig} < 0.05$ ), indicating that brand ambassadors have some effect over Somethinc product purchases. This indicates that the higher the perception of the brand ambassador, the more likely it is to purchase Somethinc products.
4. The coefficient for electronic word of mouth (X3) is 0.238. Positive and statistically significant results ( $t \text{ sig} < 0.05$ ), indicating that electronic word of mouth has a considerable influence on the purchase of Somethinc products. This explains that the more positive the perception of electronic word of mouth, the more likely it is to purchase Somethinc products.

### Coefficient of Determination ( $R^2$ )

Table 6. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 <sup>a</sup>	.629	.617	2.93668

a. Predictors: (Constant), Electronic Word of Mouth, Lifestyle, Brand Ambassador

Table 6 shows the results of the coefficient of determination test, and the corrected R-square value is 0.617 (61.7%). This demonstrates that the ability of the independent factors has a 61.7% influence on the dependent variable in this study, while the remaining 38.3% ( $1 - 0.617$ ) is explained by other variables besides the independent variables in the study.

### F-Test

Table 7. F-Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1403.246	3	467.749	54.237	.000 <sup>b</sup>
	Residual	827.914	96	8.624		
	Total	2231.160	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Electronic Word of Mouth, Lifestyle, Brand Ambassador

Based on table 7, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, as shown by the Fcount which is 54.23. The significance value achieved is 0.000, which is less than 0.05. As a result, the multiple linear regression model is viable to employ, and the independent variables, such as lifestyle, brand ambassadors and electronic word of mouth, have a simultaneous influence on purchasing decision variables.

**T-Test**

**Table 8 T-Test Results**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	4.480	2.510		1.785	.077
	Lifestyle	.126	.082	.161	1.532	.129
	Brand Ambassador	.434	.087	.528	4.975	.000
	Electronic Word of Mouth	.238	.081	.212	2.927	.004

a. Dependent Variable: Keputusan Pembelian

The results of hypothesis testing (t test) in the table above reveal that the influence of independent variables (lifestyle, brand ambassadors, and electronic word of mouth) on the dependent variable (purchasing decisions) are as follows:

1. The t-count value for the brand ambassador and electronic word of mouth variables is significant (t sig < 0.05), indicating that the two variables partially influence consumer decisions to buy Somethinc products. Thus for these two variables, H0 is refused while H1 is approved, indicating that brand ambassadors and electronic word of mouth have a positive influence on purchasing decisions.
2. However, for the lifestyle variable, the t-count value is not significant (t sig > 0.05), which implies that lifestyle does not have an important influence on the purchase of Somethinc products. As a result, H0 is accepted and H1 is rejected for the lifestyle variable, which indicates that lifestyle has no partial influence on the purchase of Somethinc products.

**DISCUSSION**

***The Effect of Lifestyle on the Purchase Decision of Somethinc Products***

The results of this study revealed an important relationship between lifestyle variables and the purchase decision of Somethinc products. However, when the data was further evaluated using multiple linear regression, it was found that the regression coefficient values for lifestyle variables had no statistical relevance in the purchase decision. Although the lifestyle variable is recognised as a valid measure for the concept of consumer lifestyle, in the context of this study, it has little impact on the purchase decision of Somethinc items.. Thus, although there is a considerable correlation, there is no strong relationship or statistically significant influence between lifestyle and the purchase decision of Somethinc products. Lifestyle variables can be considered to have no significant effect on purchasing decisions in the context of this study.

***The Effect of Brand Ambassadors on the Decision to Purchase Somethinc Products***

The results of the study indicate that brand ambassadors have a considerable influence on the purchase of Somethinc products. The positive and statistically significant regression coefficient value, the finding of the t-test results, reveal that brand ambassadors have a partial effect on purchasing

decisions. Thus, it can be concluded that the more positive the consumer's perception of the brand ambassador, the greater the consumer's tendency to buy Somethinc products. brand ambassadors are considered as one of the important influences on consumer perceptions and purchasing decisions.

### ***The Effect of Electronic Word of Mouth on the Decision to Purchase Somethinc Products***

The electronic word of mouth variable is also proven to have a major influence on purchasing decisions for Somethinc products. The regression coefficient of the electronic word of mouth variable is statistically significant, and the t test findings show that electronic word of mouth has a partial effect on purchasing decisions. this shows that testimonials or good reviews received through electronic word of mouth have a significant impact in influencing consumers' positive attitudes towards Somethinc products, thereby increasing their likelihood of buying the product.

### ***The Effect of Lifestyele, Brand Ambassador, Electronic Word of Mouth on the Decision to Purchase Somethinc Products***

Overall, the finding of the multiple linear regression test imply that simultaneously the lifestyle, brand ambassador, and electronic word of mouth variables have a substantial influence on the decision to purchase Somethinc products, with an adjusted R-square of 61.7%. This shows that the combination of the three variables explains most of the variation in consumer purchasing decisions. But partially, only brand ambassadors and electronic word of mouth have a big influence, while lifestyle does not.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the findings of the data analysis and discussion, the authors conclude that study on the influence of lifestyle brand ambassadors and electronic word of mouth on purchasing decisions for Somethinc products is as follows:

1. The results indicate that the lifestyle variable has a positive but statistically insignificant regression coefficient value in the purchase decision of Somethinc products. Therefore, lifestyle does not have a significant positive impact on purchasing decisions for Somethinc products.
2. The results of the research study indicate that the brand ambassador variable has a positive and statistically significant influence on the purchase decision of Somethinc products. This shows that brand ambassadors have a positive and significant effect on purchasing decisions for Somethinc products.
3. The results of this study also indicate that the electronic word of mouth variable has a positive and statistically significant coefficient value on the purchase decision of Somethinc products. Therefore, electronic word of mouth has a positive and significant influence on purchasing decisions for Soemthinc products.
4. Lifestyle brand ambassador variables, and electronic word of mouth have a major influence on purchasing decisions for Somethinc products, as

evidenced by the significant F test results. This shows that the three variables simultaneously influence the decision to purchase Somethinc products.

### FURTHER STUDY

Although this study has provided useful information, several limitations should be noted. Firstly, the use of a limited sample in the Special Region of Yogyakarta does not represent the entire consumer population. In addition, other variables capable of influencing purchasing decisions, such as economic and social issues, were not fully explored in this study. In addition, the questionnaire-based data collection approach may not be able to capture the more complex aspects of the influence of these variables.

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