

The Influence of Celebrity Endorsements, Brand Image and Price Perceptions on Erigo Product Purchase Decisions by Students of the Faculty of Economics and Business UPN "Veteran" East Java

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ABSTRACT

Muhammad Sadad launched the local clothing brand Erigo in 2011. Erigo manufactures a variety of goods, including apparel, purses, jeans, and coats. This research attempts to ascertain how celebrity endorsers, brand perception, and pricing perception affect students at the Faculty of Economics and Business UPN "Veteran" East Java's choices to buy Erigo products. In this work, structural equation modeling (SEM) and the analytic program partial least squares (PLS) were used for data analysis. According to the study's findings, celebrity endorsements, brand image, and pricing perceptions all have a favorable and substantial impact on consumers' decision-making.

INTRODUCTION

At this time people live in modern times with very rapid technological developments. In the current era of globalization, competition between clothing products is growing rapidly and getting tougher. The role of technology and information triggers various kinds of clothing manufacturers to find ways to develop and introduce their products. Clothing is one of the primary needs needed by humans. Not only as a need for clothing, but today's modern people make clothes as a place to follow fashion trends, especially among young people. Therefore, every company must have a strategy that they use to attract the attention of consumers so that they succeed in attracting the attention of consumers to buy their products. There are several things that a purchase decision by consumers including promotion, brand image and price of the item.

Erigo is a local fashion brand founded by Muhammad Sadad in 2011. Erigo produces several types of products such as clothes, bags, pants and jackets. In the beginning, Erigo was just a studio room in an apartment in the Depok area without any employees or team. 2013 was the beginning of Sadad giving birth to the name Erigo as a fashion brand identity. At this time Erigo has 2.4 million followers on Instagram. To maintain its existence, Erigo is always required to always develop its marketing strategy. Erigo is one of five local fashion brands that has successfully expanded its wings to the international market.

One of the marketing strategies implemented by the Erigo brand is to promote its products using celebrity endorsers. Erigo uses celebrity figures as advertisement stars for their products on various social media. Arief Muhammad is one of the celebrities used as an endorser for Erigo products. There are several Indonesian celebrities are endorsers for the Erigo brand, including Omar Daniel, Feby Rastanty, Enzy Storia, Rachel Vennya, Gading Martin, and other top celebrities.

Table 1. Erigo Sales Turnover 2017-2020

No.	Turnover	Year (Rp)
1.	2017	72.361.000.000
2.	2018	80.000.000.000
3.	2019	87.000.000.000

Source: <http://repository.radenintan.ac.id>

According to internet sales figures received, Erigo's sales are doing quite well, growing by 22%. Erigo is more aggressively marketing online and offline and the result is that Erigo turnover has increased dramatically. In 2017 Erigo joined the, then sales of Erigo products in the following year increased significantly after joining Shopee with a turnover of around Rp.72,361,000,000. In fact, in 2020, Erigo managed to record an increase in sales compared to 2019, namely Rp. 87,000,000,000. Then from January 2020 to January 2021 sales at Erigo jumped very significantly and even reached Rp. 100,000,000,000 more.

Not only celebrity endorsers, another factor that can influence the decision to buy a product is brand image. Brand image can act as a reference for

consumers in purchasing products. Products with the strongest brand image in consumer memory will be the choice for consumers.

Apart from celebrity endorsers and brand image, price perception can also influence a consumer's purchase decision. The majority of consumers are often somewhat price sensitive since perceptions of product quality are frequently impacted by price, per (Tjiptono & Fandy, 2008).. The price of Erigo as a local product can be considered standard or affordable. With this, it can be a plus for Erigo so that Indonesian people can choose him to fulfill his lifestyle.

Table 2. Comparison of Prices for Ergo and Other Fashion Brands

Clothing Brand	Lowest Price (Rp)	Highest Price (Rp)
Erigo	65.000	399.000
Sreamous	79.000	275.000
3Second	87.000	559.000
Bloods	72.000	385.000

Source: <http://repository.radenintan.ac.id>

From the table above, we can see that Erigo's prices are arguably superior to compete in the market, this is because Erigo can provide stable prices. This means that Erigo can present quality products at low prices, as well as high prices. This can lead to the perception of a good price in the minds of consumers. Especially for teenagers and the millennial generation who are Erigo's main target market. Repurchasing will take place if a brand has successfully cultivated a favorable pricing perception in the eyes of customers.

The process of choosing between two or more viable alternatives is known as the purchasing choice, and it is impacted by a number of variables, including price, quality, location, promotion, and others. It is important to pay attention to purchasing choices since they undoubtedly affect how the business will implement its marketing plan moving forward. The company's attempts to develop communication with customers through creating brands with marketing tactics underpin its effectiveness in influencing consumers' purchase choices. The choice to make a purchase has an impact on brand image and celebrity endorsing elements.

LITERATURE REVIEW

Celebrity Endorsement

A Celebrity is someone who has popularity or notoriety for the things he has done that make him famous in the eyes of the public. Celebrity endorsers are one of the strategies used by a company, namely by utilizing celebrities to advertise or promote the products/services they offer. Celebrity endorsers are supporters in the form of advertisements or can be said to be advertisement stars who can help advertise products to make them more attractive (Suhardi & Irmayanti, 2019). Furthermore, according to Ramdhani (2016), Celebrity endorsers can form consumer beliefs which then influence subjective norms and their buying behavior. According to Intan & Harjanti (2020), indicators of

celebrity endorsers are: (1) Trustworthiness, (2) knowledge, (3) attractiveness, (4) respect, and (5) similarity are the first three qualities. The use of a well-known person to promote a product by leveraging their celebrity status or other type of public awareness is clearly referred to as celebrity endorsement. If the celebrity endorser strategy chosen by this company can attract consumer interest in the products offered by the company, then the company will experience a high increase in sales so that it will get more and more profits.

Brand Image

As a result, it can be said that celebrity endorsement is a kind of advertising that involves using a famous person or someone who has a strong public profile and may draw customers in to the advertised goods. Based on (Kotler et al., 2016) brand is a key element in the relationship between companies and customers. The potential for purchasing decisions will increase along with the creation of a positive brand image for a product (Kotler & Keller, 2018). If a brand can present a good image, it will have more potential to be chosen by consumers. A company must be able to maintain a brand image for its products so that they always have a positive value in the minds of consumers. Products or brands that have their uniqueness will encourage consumers to glance at these products more quickly. The uniqueness of the brand association is the uniqueness of the product. According to (Kotler & Keller, 2018) there are several brand image indicators, namely: (1) The advantages of brand associations (2) The strength of brand associations (3) The uniqueness of brand associations.

Price Perception

Price perception is a mental process that individuals use to select, arrange, and interpret data in order to create an impression of the amount of value priced for a product or service, or the amount of value exchanged between customers, for the benefits of owning or using the product or service, according to Kotler et al. (2015). Price, according to (Rosad & Suparyanto, 2015), is the quantity of anything of value that must be given up in order to get a good. Typically, this value takes the shape of money. Price impressions are influenced by three factors: selective attention, the propensity for individuals to interpret information personally, and selective memory. Indicators of price perception, according to Kotler as cited in Krisdayanto & Haryono (2018), include: (1) Product price affordability; (2) Price compatibility with product quality; and (3) Price compatibility with advantages. (4) Capabilities for price-by-price competition.

Buying Decision

A decision is a selection of two or more choices, meaning that if a person before making a decision, several alternative supporting options must be available, where the one that best suits the person's needs and desires will be the final choice. According to Hoyer (Yayan, 2019), Purchasing decisions means making decisions that involve determining a choice to purchase a product or service from a stage in a problem-solving approach process consisting of

identifying problems, seeking information, several alternative values, making buying decisions, and consumer buying behavior. The primary players in the purchasing process are consumers. Furthermore, according to (Budiarto & Indrawati, n.d.), purchase decisions may also be seen as the consumer's step in selecting among the many possibilities that emerge. (Kotler & Philip, 2012) state that there are various factors that influence buying choices, including: (1) Product stability; (2) Buying habits; (3) Recommending items to others; and (4) Repurchasing.

The Relationship of Celebrity Endorsers to Purchasing Decisions

According to Belch (Sugilar et al., 2019) states that a celebrity has a target audience in the form of fans or fans who can create a target market with a wide enough scope. According to (Ikawati et al., 2021), using a positive celebrity figure as an endorsement would lead to more customer purchases. According to studies (Mahendra & Putri, 2022) celebrity endorsements, brand image, and brand trust have a large and favorable impact on purchase choices, either alone or concurrently. According to a number of studies already conducted, celebrities with desirable attributes may effect how customers see the things they are promoting and how likely they are to make a purchase.

H1: It is suspected that celebrity endorsers have a positive effect on the decision to purchase Erigo products for students of the Faculty of Economics and Business UPN "Veteran" East Java.

Relationship Brand Image to Purchase Decision

According to (Fitrianna & Aurinawati, 2020), a brand's image is the consumer's recall of a certain brand in relation to the ideas they have about it. According to Ernawati's study from 2018, brand image may indicate a product's brand strength and can have a positive and substantial influence on a consumer's choice to buy. According to studies (Mahendra & Putri, 2022) celebrity endorsements, image brands, and brand trust have a large and favorable impact on purchase choices, either alone or concurrently.

H2: It is suspected that brand image has a positive effect on the decision to purchase Erigo products for students of the Faculty of Economics and Business UPN "Veteran" East Java.

Price Perceived Relationship to Purchasing Decisions

The right price perception, according to (Nagle & Hogan, 2006), is subjective. Consumers determine whether or not the price perception is reasonable by comparing their perceptions of how much profit was made in the past for a product or by comparing the price perceptions made by other people for the same product. also the same. Some rates are set and non-negotiable, while others are, according to Lupiyoadi (2008). According to research by Hernikasari et al. (2022), (Rombe, 2021), and (2021), brand image, product quality, and perceived price all have a substantial impact on buying choices, both alone and together.

H3: It is suspected that brand image has a positive effect on the decision to purchase Erigo products for students of the Faculty of Economics and Business UPN "Veteran" East Java.

METHODOLOGY

The population in this study, which used the quantitative technique and included 4,292 students from the Faculty of Economics and Business UPN "Veteran" East Java, was composed of those who were enrolled during the 2022–2023 academic year. 100 students made up the sample for this investigation. The study's non-probability sampling approach and the purposeful sampling method, which employs the Slovin formula and a 10% error rate, are employed to make the determinations. A questionnaire was employed as the primary tool for gathering data for this investigation. Structural Equation Modeling (SEM) and analytic tools for partial least squares (PLS) were employed in this study's data analysis procedure. Using a Likert scale, which ranges from strongly disagree to disagree, the indications on the questionnaire were measured.

RESEARCH RESULT

Table 3. Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- CELEBRITY ENDORSER (X1)	0,631442	0,612763	0,082992	0,082992	7,608501
X1.2 <- CELEBRITY ENDORSER (X1)	0,707090	0,699469	0,062857	0,062857	11,249251
X1.3 <- CELEBRITY ENDORSER (X1)	0,739588	0,736142	0,048405	0,048405	15,279185
X1.4 <- CELEBRITY ENDORSER (X1)	0,529478	0,530009	0,080455	0,080455	6,581080
X1.5 <- CELEBRITY ENDORSER (X1)	0,817977	0,817256	0,027691	0,027691	29,539448
X2.1 <- BRAND IMAGE (X2)	0,800542	0,791067	0,050324	0,050324	15,907781
X2.2 <- BRAND IMAGE (X2)	0,536952	0,513031	0,149691	0,149691	3,587066
X2.3 <- BRAND IMAGE (X2)	0,799788	0,801264	0,046673	0,046673	17,136057
X3.1 <- PRICE PERCEPTION (X3)	0,782438	0,777580	0,049234	0,049234	15,892131
X3.2 <- PRICE PERCEPTION (X3)	0,664562	0,653898	0,082818	0,082818	8,024328
X3.3 <- PRICE PERCEPTION (X3)	0,797001	0,791094	0,039388	0,039388	20,234868
X3.4 <- PRICE PERCEPTION (X3)	0,740782	0,741269	0,044781	0,044781	16,542436
Y1.1 <- PURCHASE DECISION (Y)	0,698327	0,693052	0,060810	0,060810	11,483798
Y1.2 <- PURCHASE DECISION (Y)	0,799565	0,797285	0,035012	0,035012	22,836689
Y1.3 <- PURCHASE DECISION (Y)	0,844905	0,843758	0,026131	0,026131	32,333059
Y1.4 <- PURCHASE DECISION (Y)	0,860787	0,861521	0,021770	0,021770	39,539602

Source: Data Processed by SmartPLS

It is said that the indicators' validity is sufficient when the Factor Loading Value of the variable to the indicator is more than 0.5 and/or the T-Statistic value is greater than 1.96 (Z value at = 0.05). The data in the table above

is used to create this sentence. Factor loading, or the correlation between indicators and variables, is measured. If it is more than 0.5, validity is considered to be met, and significance is considered to be met if the T-Statistic value is greater than 1.96.

Every reflective indicator for the Celebrity Endorser variable (X1), Brand Image (X2), Perceived Price (X3), and Purchase Decision (Y) exhibits a factor loading (original sample) greater than 0,50 and/or significant (the T-Statistic value is greater than the Z value = 0.05 (5%) = 1.96), indicating that the results of all indicator estimations meet convergent validity or good validity.

Another device for assessing the reliability of indications is the cross loading table. The factor loading is considered to be legitimate if each indicator's loading factor value on each variable is larger than 0.6 and is higher than each indicator's loading factor on other variables; if not, it is said to be invalid.

Table 4. Cross Loading

BRAND IMAGE	INDICATORS (X2)	ENDORSER CELEBRITY (X1)	PURCHASE DECISION (Y)	PRICE PERCEPTION (X3)
X1.1	0,307452	0,631442	0,346862	0,280192
X1.2	0,424489	0,707090	0,445818	0,411043
X1.3	0,552310	0,739588	0,471765	0,426715
X1.4	0,353840	0,529478	0,307650	0,308617
X1.5	0,538719	0,817977	0,592203	0,506598
X2.1	0,800542	0,552437	0,524376	0,476671
X2.2	0,536952	0,379519	0,237497	0,424291
X2.3	0,799788	0,461705	0,527848	0,548630
X3.1	0,462707	0,463848	0,420193	0,782438
X3.2	0,611658	0,393741	0,337704	0,664562
X3.3	0,598625	0,517723	0,496965	0,797001
X3.4	0,343458	0,339952	0,490384	0,740782
Y1.1	0,453373	0,507727	0,698327	0,550638
Y1.2	0,441424	0,431130	0,799565	0,407827
Y1.3	0,589186	0,548099	0,844905	0,446405
Y1.4	0,520252	0,565684	0,860787	0,488967

Source: Data Processed by SmartPLS

The results of cross-loading data processing show that all of the loading factor values (shaded) for each indicator are good for the Celebrity Endorser variable (X1), the Brand Image variable (X2), the Price Perception variable (X3), and the Purchase Decision variable (Y). This indicates that the loading value factors are greater than 0.6 and greater than the loading of indicator factors from other variables. As a result, it is possible to assert that all of the indicators included in this research are either completely genuine or have a sufficient amount of validity.

Table 5. Average Variance Extracted (AVE) and Composite Reliability

	Composite Reliability	AVE
BRAND IMAGE	0,761440	0,522949
ENDORSER SELIBRITI (X1)	0,818342	0,579024
PURCHASE DECISION (Y)	0,878590	0,645446
PRICE PERCEPTION (X3)	0,834865	0,645446

Source: Data Processed by SmartPLS

The value of the composite reliability is what is utilized to measure the dependability of the construction. When the total dependability value of an indicator is more than 0.70, we say that the indicator is consistent in the way that it measures its hidden variables. The value of the Celebrity Endorser variable (X1) in terms of Composite Reliability is 0.818342, the value of the Brand Image variable (X2) in terms of Composite Reliability is 0.761445, the value of the Price Perception variable (X3) in terms of Composite Reliability is 0.834865, and the value of the Purchase Decision variable (Y) in terms of Composite Reliability is 0.878590. Because each of these four variables has a value for the Composite Reliability that is more than 0.70, it can be concluded that all of the variables included in this research may be trusted.

The following measurement model is used to determine the value of the Average Variance Extracted (AVE), which measures the magnitude of the indicator variance that is contained by the latent variable. Convergent AVE values that are more than 0.5 are indicative of a good sufficient level of validity for latent variables. The value of the average variance extracted, abbreviated as AVE, for each construct (variable) offers insight into the reflecting indicator variable. If the AVE of any construct is more than 0.5, then it is vital to have a decent model. The results of the AVE test show that the variables in this study have good validity. The Celebrity Endorser variable (X1) has a result of 0.579024, the Brand Image variable (X2) has a result of 0.522949, the Price Perception variable (X3) has a result of 0.559455, and the Purchase Decision variable (Y) has a result of 0.645446.

Table 6. Latent Variable Correlations

	BRAND IMAGE (X2)	ENDORSER CELEBRITY (X1)	PURCHASE DECISION (Y)	(PRICE PERCEPTION (X3)
BRAND IMAGE (X2)	1,000000			
ENDORSER CELEBRITY (X1)	0,643161	1,000000		
PURCHASE DECISION (Y)	0,629204	0,684888	1,000000	
PRICE PERCEPTION (X3)	0,660476	0,572832	0,592782	1,000000

Source: Data Processed by SmartPLS

According to the table of latent variable correlations above, exogenous and endogenous variables as well as exogenous and endogenous variables may be correlated with one another in PLS to describe the connection between

variables or constructs. The greatest correlation value between two variables is 1, and the closer the number is to 1, the greater the correlation.

The average correlation value between one variable and another may be seen in the table of latent variable correlations above as being sufficient and moderate. The relationship between the Celebrity Endorser variable (X1) and the Purchase Decision (Y) shows a stronger relationship than the relationship between the other variables in the research model, which can also be interpreted as meaning that in this research model, the level of purchasing decisions is more influenced by the Celebrity Endorser variable (X1) than by the other variables. The highest correlation value is between the Celebrity Endorser variable (X1) and the Purchase Decision (Y), which is 0.684888.

Table 7. R-Square

	R Square
BRAND IMAGE (X2)	
ENDORSER CELEBRITY (X1)	
PURCHASE DECISION (Y)	0,520115
PRICE PERCEPTION (X3)	

Source: Data Processed by SmartPLS

R2 is equal to 0.520115. It may be inferred that the model, with a variance of 52.01%, can describe the phenomena of purchase choices that are influenced by independent variables such as celebrity endorsers, brand image, and price perception. While factors other than celebrity endorsements, brand image, and price perception account for the remaining 47.99% of the variance (not included in this analysis).

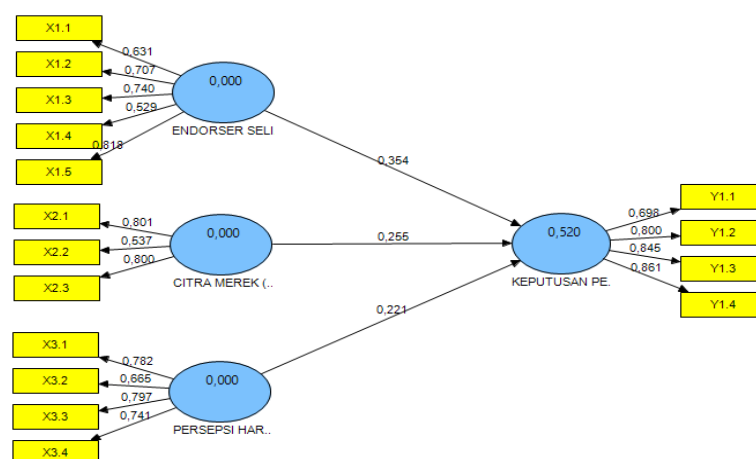


Figure 1. Figure Outer Model with factor loading, Path Coefficient and R-Square

Source: Data Processed by SmartPLS

In the PLS output graphic that can be seen further up on this page, the magnitude of the factor loading value for each indicator is shown directly above the arrows that link the variables and the indicators. You may also view

the magnitude of the route coefficients, which are situated above the arrows that link exogenous variables and endogenous variables. This information is shown in this area. In addition, the amplitude of the R-Square may be found to fall precisely inside the circle of endogenous factors (variables pertaining to the purchasing decision).

Endogenous elements, such as purchase decisions (Y), are accounted for in this study's measurement model. Exogenous variables, such as celebrity endorser variables (X1), brand image variables (X2), and pricing perception variables (X3), are also accounted for. As a result of the fact that all of the indicators included in this modeling are reflective, the output outer loading table is utilized to assess the validity of one of the indicators by analyzing the magnitude of the component loading value.

Table 8. Path Coefficients (Mean, STDEV, T-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
CELEBRITY ENDORSER (X1) -> PURCHASE DECISION (Y)	0,353765	0,344851	0,085795	4,123368	0,000
BRAND IMAGE (X2) -> PURCHASE DECISION (Y)	0,255426	0,260480	0,095999	2,660731	0,009
PRICE PERCEPTION (X3) -> PURCHASE DECISION (Y)	0,221431	0,234065	0,091596	2,417475	0,017

Source: Data Processed by SmartPLS

The Influence of Celebrity Endorsers on Purchase Decisions

Based on the findings of the study, it can be concluded that endorsements by famous people have a positive (substantial) impact on consumer choices. Therefore, a product is promoted using the celebrity endorser's influence in order to grab customers' attention and influence their purchase choices. Comparing the other four indicators, the likeness indicator with the statement "Erigo Endorser has a level of similarity and conformity with the advertised product" has the highest value (factor loading). This demonstrates that customers are more likely purchase a product if the person endorsing it has certain traits with them. According to studies (Hamdan & Kartika, 2022) celebrity endorsers have a large and favorable impact on purchase choices, either simultaneously or in part.

The Influence of Brand Image on Purchase Decisions

Based on the findings of the study, it can be concluded that Brand Image has a favorable (substantial) impact on purchasing decisions. Therefore, brand image has an impact. These are used to help customers establish favorable opinions of items and the businesses that produce them in order to persuade them to make purchases. When compared to the other two indicators, the brand association advantage indicator with the statement "I feel confident and at ease

using Erigo products" has the highest value (factor loading). This demonstrates that people choose items that are pleasant to use. The findings of a study done (Hamdan & Kartika, 2022) that claims brand image has a large and favorable influence both partly and concurrently on purchase choices further corroborate this.

The Influence of Price Perception on Purchase Decisions

Based on the findings of the study, it can be concluded that Price Perception has a favorable (substantial) impact on purchasing decisions. So that the business may leverage the effect of price perception to establish the appropriate price and foster a favorable price perception in the eyes of customers. Compared to the other three indicators, the price-benefits appropriateness indicator with the statement "The price offered by Erigo is by the benefits provided" has the highest value (factor loading). This demonstrates how buyers often choose goods whose costs are comparable to the advantages they provide. The findings of Hernikasari et al.'s (2002) study, which indicate that pricing perceptions have a major impact on purchase choices both partly and concurrently, confirm this.

CONCLUSIONS AND RECOMMENDATIONS

The following can be said about the influence of celebrity endorsing companies, brand perception, and pricing perceptions on consumers' choices to buy ergo goods for students at the Faculty of Economics and Business at UPN "Veteran" East Java: buy choices are influenced by celebrity endorsing brands; the better the delivery marketing by an Erigo endorser, the greater the buy decision. This information was presented to students at the Faculty of Economics and Business at UPN "Veteran" East Java. Brand image has a significant impact on consumer purchasing decisions; a more positive decision will result from a better Erigo brand image. The price has an impact on the buyer's decision, and the more significant the purchase, the more accurate Erigo's price perception becomes.

The researcher might provide some recommendations offered in light of the aforementioned results. The recommendations that may be made include: It is hoped that Erigo will pay attention to the qualities and benefits of an endorser used to promote their product as well as the benefits contained in that product. These benefits can be in the form of the comfort and safety of a product when used because the benefits of a product can be used to meet and satisfy the needs of a consumer who can form a positive attitude towards a brand. Erigo should also provide prices for products that are by the benefits provided by the product. Because buyers often prefer goods that give higher advantages than the asking price. Erigo has to focus on the look and feel of its items if it wants customers to be happy with their purchases and want to return for more.

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Widiyan, Aminah

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