

## **Analysis of The Influence of Korean Wave, Brand Ambassador, and Brand Image on Purchasing Decisions for Korean Skincare Products in The Beauty Industry**

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### **ABSTRACT:**

This study aims to examine the effect of the Korean Wave, Brand Ambassador, and Brand Image on Purchasing Decisions for Korean Skincare Products in the Beauty Industry on the background of the Korean Wave or Hallyu is a global phenomenon that describes the spread of Korean pop culture, including music, drama, and fashion which has increased consumer buying interest in Korean products. With the research variables Korean Wave (X1), Brand Ambassador (X2), and Brand Image (X3) Against Purchasing Decisions (Y) Korean skincare products in the Beauty Industry. The method used is quantitative, the population of this study was conducted in the user section of skincare products totaling 100 people who were sampled. The sampling technique uses the Lemeshow formula. Data collection using a Likert scale asks for the respondent's statement regarding the respondent's level of agreement with the questionnaire statement. The data obtained was analyzed using multiple linear regression techniques to identify the relationship and influence of the three dependent variables, namely purchasing decisions. The results of the study can be seen from the value of the multiple correlation level of 0.837, this shows that the correlation level has a very strong influence. The coefficient of determination of 0.837 means that the Korean Wave, Brand Ambassador, and Brand Image variables on purchasing decisions for Korean Skincare products in the Beauty Industry are 70.1%, and the remaining 29.9% is influenced by other variables not examined in this study. Meanwhile, the results of the hypothesis test simultaneously show a significant effect because  $F_{count} > F_{table}$   $74,953 > 2,699$  with a Sig value of  $0.000 < 0.05$ , there is a significant influence between the Korean Wave (X1), Brand Ambassador (X2) and Brand Image (X3) variables on Purchasing Decisions (Y).

**Keywords: Korean Wave, Brand Ambassador, Brand Image, Purchase Decision, Beauty Industry**

### **I. INTRODUCTION**

The beauty and skincare industry has undergone significant changes in recent decades, especially with the emergence of Korean skincare products known as Korean Skincare. This phenomenon has not only affected the domestic market in South Korea but has also spread to various parts of the world including Indonesia, this phenomenon is known as the "Korean

Wave" or "Hallyu" which includes the spread of Korean pop culture such as music, movies, dramas and beauty products.

Hallyu or Korean Wave is a global phenomenon that includes the spread of Korean pop culture such as music (K-Pop), drama (K-drama), movies, and lifestyle including beauty products. This phenomenon has influenced many aspects of life including how people view beauty and skincare. Through media content, audiences are exposed to Korean beauty standards that often influence preferences and purchasing decisions (Yuliawan & Subakti, 2022).

The influence of the Korean Wave is not only limited to the consumption of beauty products but also includes the adoption of Korean culture and lifestyle. Many consumers are interested in trying Korean skincare products after seeing them used by idols or characters in Korean dramas this shows that the Korean Wave has had a direct impact on increasing the demand for Korean beauty products. Korean Wave also plays a role in shaping positive perceptions of Korean products. Korean beauty products are often perceived as innovative, effective, and using natural ingredients that are safe for the skin. This perception is reinforced by the popularity and influence of K-pop and K-dramas that spread positive images of Korean beauty standards and product quality.

Beauty trends popularized by the Korean Wave often become global standards. For example, the use of face masks, BB creams, and products with innovative active ingredients such as centella asiatica extract became popular worldwide thanks to the influence of the Korean Wave. This shows how Korean pop culture can change consumption patterns and beauty preferences globally. The Korean Wave also facilitated international market access for Korean beauty products. With the popularity of Korean culture, more distributors and retailers in various countries are interested in importing Korean skincare products. This opens up wider market opportunities and increases the availability of these products outside of South Korea.

The role of Brand Ambassadors in the beauty industry is very significant, especially using famous Korean celebrities, celebrities who are known for their healthy and glowing skin often become effective brand ambassadors because they can attract consumer attention and increase product appeal through the image they build. Brand Ambassadors play an important role in shaping consumer perceptions of skincare products and influencing purchasing decisions (Lailiya, 2020).

Korean celebrities who become Brand Ambassadors usually have a large and loyal fan base both domestically and abroad. Fans tend to follow the lifestyle and product choices of their idols. When a Korean celebrity promotes a skincare product, fans feel encouraged to try the product in the hope of getting similar results to their idol. This shows the significant influence that Brand Ambassadors have in influencing consumer preferences and purchasing decisions.

Celebrities who become Brand Ambassadors are often considered beauty icons they represent the beauty standards that many people want, when these celebrities associate themselves with certain products the product gains legitimacy and trust from consumers. This trust is an important factor in the beauty industry where trust in product claims is very influential (Purwati & Cahyanti, 2022).

Brand Ambassadors can increase product visibility and appeal through a variety of media including television commercials, social media, and public events. Their presence in marketing campaigns helps increase brand awareness and attract the attention of more consumers (Astuti, Widhyadanta, & Sari, 2021). Marketing campaigns involving well-known celebrities are often more effective in attracting attention and increasing consumer interest compared to

campaigns that do not use celebrities. Choosing the right brand ambassador can improve the overall brand image (Fernando, Melinda Syahbani, et al., 2021; Winanti & Fernando, 2024). For example, a celebrity having a positive reputation and being considered a role model when it comes to healthy lifestyle and skincare can help strengthen the brand image. This is important because a strong and positive brand image can drive customer loyalty and increase purchase decisions.

Collaborations between brands and ambassadors often result in authentic and engaging marketing content. The content generated from these collaborations can be in the form of tutorials, product reviews, or personal stories about the experience of using the product. This authentic content is more easily accepted by consumers and can increase their trust and interest in buying products.

Brand Image is a consumer's perception of a brand based on experience, advertising, and other brand communications. In the context of Korean skincare products, a positive brand image is often associated with high quality, innovation, and effectiveness. A strong brand image can encourage consumer confidence and the desire to try and buy the product and play an important role in purchasing decisions (Arianty & Andira, 2021).

Korean Skincare is often associated with innovation and the use of advanced technology in product formulation. Many Korean skincare brands are known for their innovations in skincare ingredients and methods. These innovations create a progressive and modern brand image that appeals to consumers looking for high-quality and effective products.

The use of natural and unique ingredients in Korean skincare products also strengthens the brand image, many Korean skincare products use natural ingredients such as plant extracts, snail mucin, and fermentation. The use of these ingredients gives the impression that the products are safe and effective and offer additional benefits for skin health. A brand image that emphasizes the safety and effectiveness of natural ingredients can increase consumer trust. Strong brand image is also built through packaging design and product presentation, Korean skincare products often have attractive and aesthetic packaging that gives the impression of premium and luxury. Attractive packaging design can increase the visual appeal of the product and provide a positive experience for consumers which in turn strengthens the brand image.

Consistent and effective marketing campaigns also play an important role in building brand image. Campaigns that emphasize product quality, innovation, and effectiveness can help create and strengthen consumers' positive perceptions of the brand. In addition, collaborating with the right Brand Ambassador can enhance the brand image and attract the attention of more consumers. Positive reviews and testimonials from other consumers also contribute to the brand, consumers often look for reviews and testimonials before deciding to buy a product. Positive reviews and positive experiences from other consumers can strengthen brand image and increase trust and interest in buying products.

Consumer purchasing decisions are influenced by various factors including social influence, perceived quality, and emotional appeal built through Brand Ambassadors and Brand Image plays an important role in shaping beauty norms that influence consumer preferences for skincare products (Sri Wdyanti Hastuti & Anasrulloh, 2020). The social influence of the Korean Wave is very strong in influencing purchasing decisions, consumers are often influenced by beauty trends popularized by K-dramas and K-pop, and beauty standards displayed in Korean

media influence consumers' perceptions of what is considered attractive and encourage them to try Korean skincare products that are believed to help them achieve these beauty standards.

The perceived quality of Korean Skincare products greatly influences purchasing decisions. Consumers tend to choose products that they consider to be of high quality and effective, positive brand image and support from Brand Ambassadors who believe that certain products are of good quality and effective they are more likely to buy these products.

The emotional appeal built through Brand Ambassadors also influences purchasing decisions, Korean celebrities who become Brand Ambassadors often have a strong emotional connection with their fans. Fans who are emotionally connected to the brand ambassador are more likely to purchase the product promoted by the celebrity. This emotional appeal is an important factor in shaping purchasing decisions. Positive experiences from using Korean Skincare products also play a role in purchasing decisions. Consumers who are satisfied with the results of Korean skincare products tend to do repeat research and recommend the product to others, this positive experience strengthens customer loyalty and encourages sustainable purchasing decisions. The price factor also cannot be ignored in purchasing decisions, even though Korean Skincare products are known for their high quality.

Based on the research background above, the problem formulations in this study can be identified:

- a. How does the Korean wave influence purchasing decisions for Korean skincare products in the beauty industry?
- b. How does the brand ambassador influence purchasing decisions for Korean skincare products in the beauty industry?
- c. How does brand image influence Korean skincare product decisions?
- d. How does the influence of Korean skincare, brand ambassador, and brand image on purchasing decisions for Korean skincare products in the beauty industry?

The research aims to find out, analyze, and prove:

- a. To determine the effect of the Korean wave on purchasing decisions for Korean skincare products in the beauty industry.
- b. To determine the effect of brand ambassadors on purchasing decisions for Korean skincare products in the beauty industry.
- c. To determine the effect of brand image on Korean skincare product decisions.
- d. To determine the effect of Korean skincare, brand ambassador, and brand image on purchasing decisions for Korean skincare products in the beauty industry.

## **II. LITERATURE REVIEW**

### **A. Marketing**

Marketing is the analysis of planning implementing and controlling programs designed to create build and maintain profitable exchanges with target markets to achieve organizational goals (Herawati & Putra, 2023).

### **B. Korean Wave**

The Korean Wave is a phenomenon of popular culture in South Korea whose popularity has spread through mass media to Asia. Korean Wave is a term that refers to the spread of Korean popular culture to various countries in the world since the 1990s (Fahirra & Andjarwati, 2022).

## **C. Brand Ambassador**

A brand ambassador is a medium used by companies to communicate and connect with the public to increase and expand sales (Purwati & Cahyanti, 2022).

## **D. Brand Image**

Brand image is consumers' perceptions of a brand as a reflection of the associations that exist in consumers' minds (Fernando, Melinda Syahbani, et al., 2021; Hariyanto & Wijaya, 2022).

## **E. Purchase Decision**

Purchasing decisions are an activity of choosing a strategy or action to solve a problem. The purpose of the decision is to achieve a certain target or action that must be taken (Fernando, Ikhsan, et al., 2021; Hidayat, Fernando, & Pangaribuan, 2022; Kamanda, 2024).

## **F. Empirical Studies**

Empirical research is an approach used to collect and analyze real data from the field to gain a better understanding of certain phenomena.

This study has similarities with research conducted by Hadiyati et al., (2022), namely both using marketing independent variables consisting of brand ambassadors, brand image, and Korean wave on purchasing decisions. The fundamental difference between the two is that the object of research was conducted by Hadiyanti et al., namely on Nature Republic (2022) while this research was conducted on Korean wave products in 2024.

## **G. Hypothesis**

Hypotheses can be expressed as theoretical responses to the problem formulation in a study. In the description of the problem, the conditions for this research hypothesis can be raised as follows.

H01:  $P = 0$ : It is suspected that there is no effect of the Korean wave on purchasing decisions for Korean skincare products in the beauty industry.

Ha1:  $P = 0$ : It is suspected that there is an influence of the Korean wave on purchasing decisions for Korean skincare products in the beauty industry.

H02:  $P = 0$ : It is suspected that there is no influence on purchasing decisions for Korean skincare products in the beauty industry.

Ha2:  $P = 0$ : It is suspected that there is an influence on purchasing decisions for Korean skincare products in the beauty industry.

H03:  $P = 0$ : It is suspected that there is no effect of brand image on Korean skincare product decisions in the beauty industry.

Ha3:  $P = 0$ : It is suspected that there is an influence of brand image on Korean skincare product decisions in the beauty industry.

H04:  $P = 0$ : It is suspected that there is no effect of Korean skincare, brand ambassador, and brand image on purchasing decisions for Korean skincare products in the beauty industry.

Ha4:  $P = 0$ : It is suspected that there is an influence of Korean skincare, brand ambassador, and brand image on purchasing decisions for Korean skincare products in the beauty industry.

Based on the results developed by experts and previous researchers, the hypotheses formulated by researchers are as follows:

- a. There is an influence of Korean skincare (X1) on purchasing decisions (Y) Korean skincare products in the beauty industry.
- b. There is an influence of brand ambassador (X2) on purchasing decisions (Y) of Korean skincare products in the beauty industry.
- c. There is an influence of brand image (X3) on purchasing decisions (Y) of Korean skincare products in the beauty industry.

- d. There is an influence of Korean skincare (X1), brand ambassador (X2), and brand image (X3) on purchasing decisions (Y) of Korean skincare products in the beauty industry.

### III. METHODS

This research method uses a quantitative approach, focusing on discoveries through analysis or other measurements. This study uses linear regression analysis to examine the effect of Korean Wave, Brand Ambassador, and Brand Image on purchasing decisions for Korean Skincare products. The F-test will be used to see the effect of the independent variables simultaneously, while the t-test will be used to see the effect of each variable partially (Goestjahjanti et al., (2023). The population of this study were users of Korean skincare products totaling 100 respondents with the Lemeshow formula. Data were collected through interviews, questionnaires, and observations with questionnaire questions that had been tested for validity and reliability. Data collection is continued with analysis using SPSS version 26.

### IV. RESULTS

#### A. Reliability Test of Korean Wave Brand X1

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.807	10

Based on the results of the reliability test for the Korean Wave X1 variable, the overall Cronbach's Alpha value is 0.807 so it can be said that the results of the Korean Wave variable reliability test are reliable or reliable.

#### B. Reliability Test of Brand Ambassador X2

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.815	.815	10

Based on the results of the reliability test for the Brand Ambassador variable, the overall Cronbach's Alpha value is 0.815 so it can be said that the results of the brand loyalty variable reliability test are reliable or reliable.

#### C. Reliability Test of Brand Image X3

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.751	.751	10

Based on the results of the reliability test for the Brand 751 X3 variable, the overall Cronbach's Alpha value is 0.751 so it can be said that the results of the reliability test for the brand associations variable are reliable or reliable.

#### D. Reliability Test of Purchase Decision Y

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.831	.831	10

Based on the results of the reliability test for the Y Purchase Decision variable, the overall Cronbach's Alpha value is 0.831 so it can be said that the results of the reliability test for the purchasing decision variable are reliable or reliable.

**E. Multiple Correlation Test of Korean Wave, Brand Ambassador, and Brand Image on Purchasing Decisions**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 <sup>a</sup>	.701	.691	3.080

a. Predictors: (Constant), BRAND IMAGE, KOREAN WAVE, BRAND AMBASSADOR

b. Dependent Variable: PURCHASING DECISIONS

Based on the calculation of the SPSS version 26 program above, it can be seen in the R column. The R-value obtained is 0.837, which can be concluded that the relationship between Korean Wave (X1), Brand Ambassador (X2), and Brand Image (X3) to Purchasing Decisions (Y) is stated to be very strong because it is at the interval level (0.80 -1.000).

**F. Simultaneous Determination Coefficient Test of Korean Wave, Brand Ambassador, and Brand Image on Purchasing Decisions**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 <sup>a</sup>	.701	.691	3.080

a. Predictors: (Constant), BRAND IMAGE, KOREAN WAVE, BRAND AMBASSADOR, PURCHASING DECISIONS

Based on the results of the simultaneous determination coefficient test, the coefficient of determination of Korean Wave (X1), Brand Ambassador (X2), and Brand Image (X3) on Purchasing Decisions (Y) is obtained, or the R Square value of 0.701. This means that the contribution of Korean Wave (X1), Brand Ambassador (X2), and Brand Image (X3) to Purchasing Decisions (Y) is 70.1%, and the remaining 29.9% comes from other factors not examined in this study.

**G. Multiple Linear Regression Test of Korean Wave, Brand Ambassador, and Brand Image on Purchasing Decisions**

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.1246	3.245		.384	.702
KOREAN WAVE	.467	.091	.384	5.121	.000
BRAND AMBASSADOR	.268	.062	.322	4.288	.233
BRAND IMAGE	.222	.065	.268	3.405	.001

a. Dependent Variable: PURCHASING DECISIONS

Based on the results of multiple regression tests of Korean Wave (X1), Brand Ambassador (X2), and Brand Image (X3) variables on Purchasing Decisions (Y), it can be concluded that the equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 1.246 + 0,467X_1 + 0,268X_2 + 0,222X_3$$

Purchase Decisions = 0.878 + 0.591 (Korean Wave) + 0.111 (Brand Ambassador) + 0.284 (Brand Image).

- 1) The constant value of 1.246 states that Korean Wave X1, Brand Ambassador X2, and Brand Image X3 are 0 (zero), then the Purchase Decisions Y will be 1.246.
- 2) The Korean Wave X1 regression coefficient value is 0.476, meaning that with every addition of one unit of Korean Wave X1, there will be an increase in Purchase Decisions Y by 0.467.
- 3) The regression coefficient value of Brand AmbassadorX2 is 0.268, meaning that each addition of one unit of Brand LoyaltyX2 will increase the Purchasing Decisions Y by 0.268.
- 4) The regression coefficient value of Brand Image X3 is 0.222, meaning that each addition of one unit of Brand Image X3 will increase the Purchasing Decisions Y by 0.222.

**H. Korean Wave Hypothesis Test (X1) on Purchasing Decisions (Y)**

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.476	2.356		1.900	.060
KOREAN WAVE	.871	.058	.833	14.933	.000

a. Dependent Variable: PURCHASING DECISIONS

Based on the calculation of the table above, the t-count value is 14,933 with a Sig value of 0.000. Then when compared to the t-table value with an error rate of 5%. So it can be concluded that Ho is rejected and Ha is accepted, meaning that there is a significant positive influence between Brand Image X3 and Purchase Decisions Y.

**I. Brand Ambassador Hypothesis Test (X2) on Purchasing Decisions (Y)**

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.119	3.311		4.566	.000
BRAND AMBASSADOR	.614	.083	.598	7.386	.000

a. Dependent Variable: PURCHASING DECISIONS

Based on the calculation of the table above, the t-count value is 7.386 with a Sig value of 0.000. Then when compared to the t-table value with an error rate of 5%. So it can be concluded that Ho is rejected and Ha is accepted, meaning that there is a significant positive influence between Brand AmbassadorX2 and Purchase Decisions Y.

**J. Hypothesis Test Brand Image (X3) on Purchasing Decisions (Y)**

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.561	3.505		3.298	.001
BRAND IMAGE	.702	.088	.628	7.989	.000

a. Dependent Variable: PURCHASING DECISIONS

Based on the calculation of the table above, the t-count value is 7,989 with a Sig value of 0.000. Then when compared to the t-table value with an error rate of 5%. So it can be concluded that Ho is rejected and Ha is accepted, meaning that there is a significant positive influence between Brand Image X3 and Purchase Decisions Y.

**K. Simultaneous F Test of Korean Wave, Brand Ambassador, and Brand Image on Purchasing Decisions**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2133.768	3	711.256	74.953	.000 <sup>b</sup>
	Residual	910.982	96	9.489		
	Total	3044.750	99			

a. Dependent Variable: PURCHASING DECISIONS

b. Predictors: (Constant), BRAND IMAGE, KOREAN WAVE, BRAND AMBASSADOR

Based on the test results above, it is known that the F test using SPSS produces an Fcount value of 74.953, then compared to the Ftable obtained by and the determination of df: (n-k-1) where n is the respondent and k is the number of independent variables (100-3-1 = 96), the Ftable value of n 88 is 2.699). The results of the above calculations show that Fcount > Ftable is 74.953 > 2.699 with a Sig value of 0.000 < 0.05, so Ho is rejected and Ha is accepted, thus there is a significant influence between the Korean Wave variable (X1), Brand Ambassador (X2) and Brand Image (X3) on Purchasing Decisions (Y).

**V. DISCUSSION AND CONCLUSION**

Based on the research that has been done, the conclusions are as follows: Korean Skincare has a significant influence on purchasing decisions for Korean skincare products in the beauty industry. The Hallyu phenomenon has succeeded in increasing consumer interest and interest in Korean products including skincare by 69.2%, the remaining 30.8% comes from other factors not examined in this study. Brand Ambassadors play an important role in purchasing decisions for Korean skincare products in the beauty industry. Consumers tend to believe that the products used or recommended by these public figures are of good quality, thus influencing their purchasing decisions by 38.8%, the remaining 61.2% comes from other factors not examined in this study. Positive and strong brand image in the eyes of consumers can form a good perception of the quality and effectiveness of the product where every 1% increase in positive brand associations will also increase purchasing decisions by 0.702. The contribution of brand associations (X3) partially to the purchase decision Y is 38.8%, the remaining 61.2% comes from other factors not examined in this study. Overall, Korean Skincare, brand ambassadors, and Brand Image on Purchasing Decisions have an effect of 70.1%, the remaining 29.9% comes from other factors not examined in this study.

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