

**THE INFLUENCE OF PRICE, CO-BRANDING, AND VIRAL MARKETING
ON THE PURCHASE DECISION FOR HMNS X TSANA RINTIK SEDU PERFUME**Widya Adesti Sriningsih¹, Lia Julacha²

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Abstract: This research aims to analyze the effect of price, co-branding, and viral marketing on the purchase decision of HMNS x Tsana Rintik Sedu perfume. The analysis method in this research uses quantitative primary data with data collection techniques through questionnaires to 100 respondents. Data analysis techniques use multiple linear regression with the help of SPSS. The results of the research show that the variables of price and viral marketing have a partial and significant effect, while the variables of co-branding does not have a partial and significant effect on the purchase decision of HMNS x Tsana Rintik Sedu perfume. In addition, price, co-branding, and viral marketing have a simultaneous effect on the purchase decision of HMNS x Tsana Rintik Sedu perfume.

Keywords: Purchase Decision, Price, Co-Branding, Viral Marketing

INTRODUCTION

The perfume industry in Indonesia has shown rapid development, especially in the *lifestyle* and *personal fragrance sectors*. This market is no longer a monopoly of international brands. exclusive, but has enriched by brand in country Which Offering unique qualities, affordable prices, and relevance to the tastes of the younger generation. According to Radar Lawu, HMNS was the best-selling perfume product on Shopee during the first quarter of 2025, with six variants being the most popular among consumers, confirming HMNS x Tsana Rintik Sedu's leading position in the Indonesian online perfume market. (Radar Lawu, 2025). In market Which increasingly competitive, collaboration HMNS And Tsana Rintik Sedu is an effective way to stand out through a uniquely scented perfume that is full of stories and added value.

Decision purchase is a consumer evaluation process to various alternatives before making a final choice. One factor influencing purchasing decisions is price. Price is the amount of money used to acquire goods or services in the buying and selling process. Similar research conducted by Al-Djufrie (2022) examined the effect of price on purchasing decisions for products. perfume Artfresh And study Which done by Hardiman, Alwany, And Nur (2024) found out the influence of price on purchasing decisions for Rajawangi Makassar Perfume.

Besides price, *co-branding* played an important role in the launch of this perfume. *Co-branding* is agreement Work The same between two company with hope can increasing market share. Research conducted by Budiarti & Wijayanti (2023) to determine the effect of *co-branding* on purchasing decisions for make-up products and research conducted by Cahyani, Ahmad, Krissanya (2025) to determine brand collaboration strategies on purchasing decisions.

Another equally important factor is *viral marketing*. *Viral marketing* mimics the mechanism of viral transmission, where marketing messages spread rapidly through active consumer engagement and digital social networks. Similar research was conducted by Fadhillah & Hermawan (2024) to determine the impact of *viral marketing* on social media on perfume purchasing decisions, and by Nurhafizah, Kusuma, and Sukmono (2025) to determine the influence of *viral marketing* on consumer purchasing decisions.

However, no research has examined price, *co-branding*, and *viral marketing* simultaneously in the context of a perfume collaboration between a brand and an *influencer*, specifically the HMNS x Tsana Rintik Sedu product. Therefore, this study aims to analyze the influence of price, *co-branding*, and *viral marketing*, both partially and simultaneously, on the purchase decision of the HMNS x Tsana Rintik Sedu perfume.

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Price

Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements of the mix (product/quality, distribution) And promotion) cause emergence expenses (Tjiptono & Chandra, 2019). Research conducted by Al-Djufrie (2022) found that price had a significant influence on consumer purchasing decisions for Artfresh perfume products, and research conducted by Hardiman, Alwany, and Nur (2024) which show price No influential in a way partial to decision purchase at Rajawangi Perfume Makassar.

Collaboration Branding

Co-branding is two brand Which do cooperation for the sake of interest And better and more profitable goals for consumers and the company itself (Prasetyo & Febriani, 2020). Study Which done by Budiarti & Wijayanti (2023) found a significant influence of *co-branding* on purchasing decisions for make-up products. up whereas study Which done by Cahyani, Ahmad, Krissanya (2025). shows that brand collaboration strategy does not have a significant influence on purchasing decisions.

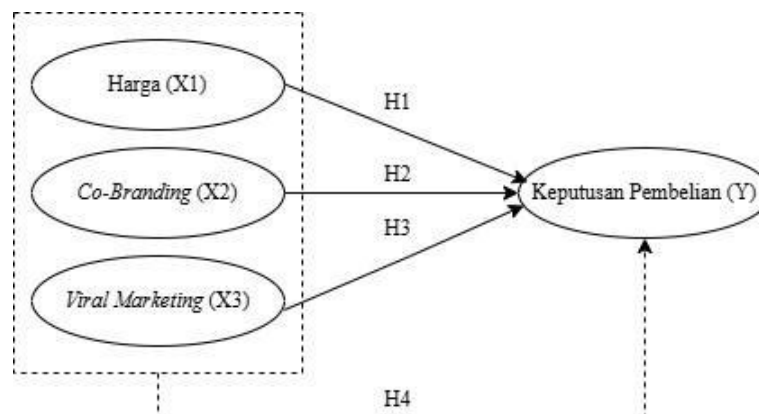
Viral Marketing

Viral marketing is derived from the word "virus," referring to the image of someone being "infected" by a marketing message and then spreading it to others like a virus (Maharani, Salim, & Slamet., 2024). Research conducted by Fadhillah & Hermawan (2024) showed that *viral marketing* on social media had no impact on perfume purchasing decisions, while research by Nurhafizah, Kusuma, and Sukmono (2025) showed that *viral marketing* had a positive and significant influence on consumer purchasing decisions.

Decision Purchase

Purchasing decisions are consumer decisions regarding preferences for brands in a set of choices (Kotler & Keller, 2015).

Research Framework



Picture 1 Framework Study
Source: Study Theory

Hypothesis:

H₁: Price influential in a way partial to decision purchase.

H₂: *Co-branding* has a partial effect on purchasing decisions. H₃: *Viral marketing* influential in a way partial to decision purchase.

H₄: Price, *co-branding*, And *viral marketing* influential in a way simultaneous on purchasing decisions.

RESEARCH METHODS

Type And Source Data

This study uses primary data, which is data obtained directly through questionnaires containing a list of statements related to the research title. In this study, primary data was obtained by distributing questionnaires to respondents interested in HMNS perfume products and residing in Depok City.

Population and Samples

Population is region generalization Which consists of on object or subject Which has certain quantities and characteristics that researchers determine to be studied and then conclusions drawn (Sugiyono, 2023).

A sample is a portion of the number and characteristics of a population (Sugiyono, 2023). The sampling technique in this study was *purposive sampling* with a *non-probability sampling method*. According to Sugiyono (2023), *purposive sampling* is a sampling technique based on certain considerations, namely having purchased or intending to purchase HMNS x Tsana Rintik Sedu perfume. And domiciled in City Depok. Study This use formula Lemeshow where the population is not known with certainty, with the following equation:

$$\begin{aligned}
 &= \frac{Z^2 (1 - \alpha)}{2} \\
 &= \frac{(1.96)^2 \cdot 0.5 (1 - 0.5)}{(0.1)^2} \\
 &= 96.04 \sim 100
 \end{aligned}$$

Information:

n : Number of samples

Z : Score Z For trust 95% = 1.96

P : Maximum estimate = 0.5 or 5%

d : Alpha (0.10) or *sampling error* = 10%

Based on the calculation results of the formula above, the sample size that can be taken from the population is 96.04. To simplify the calculation, the researcher took a sample of 100 respondents, which is expected to be representative of the existing population.

Method Analysis Instrument

Test Data

Validity Test

Validity testing is used to determine whether the data obtained is truly valid or accurate. Validity testing can be conducted using the following criteria:

- 1) If $r \text{ count} > r \text{ table}$, so research instruments said to be valid.
- 2) If $r \text{ count} < r \text{ table}$, then research instruments said to be invalid.

Reliability Test

Reliability testing is the extent to which measurement results using the same object will produce the same data. Reliability testing can be conducted using the following criteria:

- 1) If *Cronbach's Alpha* > 0.60 , then questionnaire is reliable.
- 2) If *Cronbach's Alpha* < 0.60 , so questionnaire it is not reliable.

Test Assumptions Classic

Normality Test

The normality test aims to determine whether the residuals in a regression model have a normal distribution pattern. The normality test can be performed using the following criteria:

- 1) If mark probability > 0.05 , so data statement normally distributed .
- 2) If mark probability < 0.05 , so data stated No normally distributed .

Multicollinearity Test

Multicollinearity testing uses the VIF, or *Variance Inflation Factor*. Multicollinearity testing is used to determine whether there is a correlation between independent variables in a regression model. Multicollinearity testing can be performed using the following criteria :

- 1) If tolerance value ≤ 0.10 and $VIF \geq 10$, so there is multicollinearity.
- 2) If mark tolerance ≥ 0.10 And $VIF \leq 10$, then No there is multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the regression model exhibits unequal variances from one observation's residuals to another. The heteroscedasticity test can be performed using the Glejser method, which involves regressing the absolute value of the residuals against the independent variables.

- 1) If mark significance > 0.05 , so heteroscedasticity does not occur .
- 2) If mark significance < 0.05 , so heteroscedasticity occurs .

Analysis Regression Linear Multiple

Analysis regression linear multiple is method statistics Which used For knowing how independent variables influence dependent variables both in direction and magnitude of their influence . The multiple linear regression model can be expressed in the form of the following equation:

$$= + 1 \ 1 + 2 \ 2 + 3 \ 3 + \dots + +$$

Information:

Information:

Y = Dependent Variable (*Dependent Variable*)

A = Mark Constant (*Constant*) $\beta_1 - \beta_n$ = Mark Coefficient Regression $X_1 - X_n$

= *Independent Variable*

e = Standard Error

Test T (Partial)

The T-test (partial) is used to determine the influence of each *independent variable*. to variables

dependent . Test T (partial) can done with the following criteria:

- 1) If t count > t table And number probability significant < 0.05, so H0 rejected and H1 accepted.
- 2) If t count < t table and the significant probability figure > 0.05, then H0 is accepted and H1 is rejected.

Test F (Simultaneous)

The F test (simultaneous) aims to test whether the regression model used is suitable in estimate influence variables *independent* to variables *dependent* simultaneously. The F test (simultaneous) can be performed with the following criteria:

- 1) If the significance value is <0.05, then there is a simultaneous influence of the *independent variable (X) on the dependent variable (Y)*.
- 2) If mark significant > 0.05, so No there is influence *independent* variables (X) in a way simultaneous to variables *dependent* (Y).

Test Coefficient Determination (r^2)

The coefficient of determination test (r^2) is used to measure the extent to which the model is able to explain the variation in the dependent variable . *Usually* the number obtained will be changed into the form percent Which will show influence variables *independent* to variables *dependent* . Test coefficient determination can carried out with the following criteria:

- 1) If the R value is smaller or closer to 0, then the *independent variable* has limited ability to explain the *dependent variable*.
- 2) If the R value is greater or closer to 1, then the *independent variable* has good ability to explain the *dependent variable*.

RESULTS AND DISCUSSION

Test Instrument Validity Test

Data

Table 1
Test Validity

Variables	Statement	r count	r table	Information
Price (X1)	X1.1	0.794	0.196	Valid
	X1.2	0.868	0.196	Valid
	X1.3	0.778	0.196	Valid
	X1.4	0.835	0.196	Valid
Co-Branding (X2)	X2.1	0.775	0.196	Valid
	X2.2	0.712	0.196	Valid
	X2.3	0.660	0.196	Valid
	X2.4	0.710	0.196	Valid
Viral Marketing (X3)	X3.1	0.848	0.196	Valid
	X3.2	0.846	0.196	Valid
	X3.3	0.857	0.196	Valid
	X3.4	0.775	0.196	Valid
Decision Purchase (Y)	Y.1	0.830	0.196	Valid
	Y.2	0.793	0.196	Valid
	Y.3	0.853	0.196	Valid
	Y.4	0.830	0.196	Valid

Source: Results Output SPSS, 2025

Based on Table 1, it can be concluded that all statements are valid because each calculated r value is greater than the table r, which is 0.196 with a significance level of 0.05.

Test Assumptions
Classic Normality
Test

 Table 3 Test
Normality

Unstandardized Residual		
N		100
Normal Parameters	Mean	.0000000
	Standard Deviation	1.54883564
Most Extreme Differences	Absolute	.083
	Positive	.053
	Negative	-.083
Test Statistics		.083
Asymp. Sig. (2- tailed)		.087

Source: Results Output SPSS, 2026

Based on results test normality show that Asymp.Sig.(2-tailed) as big as 0.087 is greater than 0.05. Based on this, it can be concluded that the data in this study is normally distributed.

Multicollinearity Test

 Table 4
Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.186	1,505		.123	.902		
	Price	.578	.099	.542	5,844	<.001	.320	3,317
	Co-branding	.044	.091	.027	.481	.631	.851	1,176
	Viral Marketing	.349	.092	.350	3,786	<.001	.304	3,290

Source: Results Output SPSS, 2026

Based on the results of the multicollinearity test, it is known that in the regression model there is no multicollinearity or perfect correlation between the *independent variables*, because the price, *co-branding*, and *viral marketing variables* have a VIF value of less than 10 and a tolerance value of more than 0.10.

Heteroscedasticity Test

 Table 5
Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,048	.907		3,359	.001
	Price	-.035	.060	-.107	-.587	.559
	Co-branding	-.102	.055	-.201	-1,856	.066
	Viral Marketing	.030	.056	.098	.539	.591

Source: Results Output SPSS, 2026

Based on the results of the heteroscedasticity test, it shows that the price variable has a value significant $0.559 > 0.05$, variables *co-branding* own mark significant $0.066 > 0.05$, and the *viral marketing variable* has a significance value of $0.591 > 0.05$. Based on this, it can be concluded that the data in this study do not exhibit symptoms of heteroscedasticity.

Analysis Linear Regression Multiple

Table 6
Analysis Regression Linear Multiple

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.186	1,505		.123	.902
	Price	.578	.099	.542	5,844	<.001
	<i>Co-branding</i>	.044	.091	.027	.481	.631
	<i>Viral Marketing</i>	.349	.092	.350	3,786	<.001

Source: Results Output SPSS, 2025

Based on the results of multiple linear regression analysis, the multiple regression equation for price, *co-branding* and *viral marketing* on purchasing decisions is as follows:

$$Y = 1,186 + 0.578 \text{ Price} + 0.044 \text{ Co-branding} + 0.349 \text{ Viral Marketing} + e$$

Results equality regression linear multiple can known that:

1. Mark constant (α) as big as 1,186 It means If variables *independent* namely variables price (X1), *co-branding* (X2), And *viral marketing* (X3) worth zero (0), then the decision to use (Y) is 1.186.
2. The regression coefficient value of price (X1) on purchasing decisions (Y) is 0.578 And worth positive. Matter This show that there is one-unit increase as big as 0.578 on variables decision purchase (Y) with assuming other variables are constant.
3. The regression coefficient value of *co-branding* (X2) on purchasing decisions (Y) is 0.044 and is positive. This indicates that there is a one-unit increase of 0.044 in the purchasing decision variable (Y) assuming other variables are constant.
4. Mark coefficient regression *viral marketing* (X3) to decision purchase (Y) is 0.349 and is positive. This indicates that there is a one-unit increase of 0.349 in the purchasing decision variable (Y) assuming other variables are constant.

Test T (Partial)

Table 7 Test
T (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.186	1,505		.123	.902
	Price	.578	.099	.542	5,844	<.001
	<i>Co-branding</i>	.044	.091	.027	.481	.631

	<i>Viral Marketing</i>	.349	.092	.350	3,786	<.001
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Source: Results Output SPSS, 2026

Based on results test T (partial) can known that:

1. Influence variables price to decision purchase
On the price variable (X1), the calculated t value is 5.844 and the significant value is <0.001, so the calculated t value is $5.844 > t \text{ table } 1.984$ and the significant value is $<0.001 < 0.05$. The results show that there is a significant influence between mark variables price (X1) to decision purchase (Y).
2. Influence *co-branding* variables to decision purchase
co-branding variable (X2), the calculated t value was 0.481 and the significant value was as big as 0.631, so t count $0.481 < t \text{ table } 1.984$ And mark significant $0.631 > 0.05$. The results show that there is no significant influence between the value of the *co-branding variable* (X2) on purchasing decisions (Y).
3. Influence variables *viral marketing* to decision purchase
On variables *viral marketing* (X3) obtained mark t count as big as 3,786 and value significant as big as < 0.001, so t count $3,786 > t \text{ table } 1.984$ And significant value $< 0.001 < 0.05$. The results show that there is a significant influence between the value of the *viral marketing variable* (X3) on purchasing decisions (Y).

Test Coefficient Determination ()

Table 9
Test Coefficient Determination (²)

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.866	.751	.743	1.57285

Source: Results Output SPSS, 2026

Based on results coefficient determination (²) obtained mark *Adjusted R Square* of 0.743, so matter This show that as big as 74.3% variables price, *co-branding* and *viral marketing* has an influence on purchasing decisions and the remaining 25.7% is influenced by other factors, such as product quality, brand image, consumer trust, preference personal, other promotions, as well as psychological factors And consumer social.

Discussion

Influence Price To Decision Purchase

T-test results show that the calculated t value of $5.844 > t \text{ table } 1.984$ and the significant value $<0.001 < 0.05$, it can be concluded that partially the price variable has a significant effect on the purchasing decision of HMNS x Tsana Rintik Sedu perfume. This shows that consumers of HMNS x Tsana Rintik Sedu perfume really consider the price. in the decision making process. Price competitive and appropriate value for money allows consumers to feel their purchases are rational And satisfying. Strategy determination price Which appropriate give signal quality while facilitating market penetration, especially in the younger segment that prioritizes financial efficiency.

The results of this study are in line with those conducted by Muhammad Agil Al-Djufrie (2021) who stated that price has a significant effect on purchasing decisions for Artfresh products and in the research of Tasyam, Nurhadi, and Hadi (2025) who stated that price has a significant effect on purchasing decisions for Saff & Co. perfume products.

Influence Co-Branding To Buying decision

The t-test results show that the calculated t value is $0.481 < t \text{ table } 1.984$ and the significant value is $0.631 > 0.05$, it can be concluded that partially *the co-branding variable* does not have a significant effect on the purchase decision of HMNS x Tsana Rintik Sedu perfume. This shows that although the collaboration succeeded in increasing the perception of product quality and attractiveness, this factor is not strong enough to encourage purchasing decisions. in a way actual. Matter This Possible Because consumer Still more influenced by price considerations and other functional factors, so that the

The results of this study are in line with Cahyani, Ahmad, and Krissanya (2025) who stated that *co-branding* does not have a significant effect on purchasing interest or purchasing decisions.

Influence Viral Marketing To Buying decision

T-test results show that the calculated t value of $3.786 > t$ table 1.984 and the significant value $<0.001 < 0.05$, it can be concluded that partially the *co-branding variable* does not have a significant effect on the purchasing decision of HMNS x Tsana Rintik Sedu perfume. This is in line with the behavior of young generation consumers who are highly exposed to social media and tend to be influenced by online trends. *Viral marketing* facilitates the rapid dissemination of information and creates social proof that strengthens purchasing decisions, especially through *peer-to-peer interactions, reviews*, and *influencer content*.

The results of this study are in line with Nurhafizah, Kusuma, and Sukmono (2025) who stated that *viral marketing* has a positive and significant influence on consumer purchasing decisions.

The Influence of Price, Co-Branding, and Viral Marketing on Purchasing Decisions

Based on results study Which has done show that f count $96,376 > f$ table 2.70 And mark significant $<0.001 < 0.05$. Matter This show that price, *co-branding* And *viral marketing* in a way simultaneous influential significant to HMNS x Tsana Rintik Sedu perfume purchasing decision. Price provides a rational basis, *viral marketing* creates social proof and popularity, while *co-branding* increases image And Power pull emotional. Combination This effective form Consumer perception of total value. This means that no single variable is sufficient to maximize purchasing decisions, requiring an integrated and appropriate marketing strategy.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of data processing and analysis in the research conducted, then the following conclusions can be drawn:

1. Price has a partial and significant influence on perfume purchasing decisions. HMNS x Tsana Drizzle Sedu. It means price Which given HMNS assessed according to the perception of value by consumers in making purchasing decisions for HMNS x Tsana Rintik Sedu perfume.
2. *Co-branding* has no effect in a way partial and significant effect on the purchase decision for HMNS x Tsana Rintik Sedu perfume. This means that *co-branding* can lead to a weak perception of added value in the eyes of consumers, so that collaboration is not a primary factor in determining purchase decisions.
3. *Viral marketing* has a partial and significant influence on the purchase decision for HMNS x Tsana Rintik Sedu perfume. This means that *viral marketing* can spread information to a global audience in a short time, which encourages interest consumer Which on Finally influence decision to purchase HMNS x Tsana Rintik Sedu perfume.
4. Price, *co-branding*, and *viral marketing* simultaneously significantly influence the purchasing decision for HMNS x Tsana Rintik Sedu perfume. This means that price, *co-branding*, and viral marketing significantly influence the purchasing decision for HMNS x Tsana Rintik Sedu perfume. and *viral marketing* in a way together each other complement in forming consumer perceptions, so that the combination of these three variables is able to encourage and strengthen the decision to purchase HMNS x Tsana Rintik Sedu perfume.

Suggestion

Suggestion practical

Results from study This show that variables Which own influence And not have a big influence, namely price, *co-branding*, and *viral marketing*, therefore the company prioritizes competitive pricing strategies and conducts regular evaluations through short surveys or social media to ensure prices remain in line with the expectations of key market segments (teenagers and young adults), as well as strengthening *viral marketing strategies* continuously through more interactive content such as TikTok challenges, *unboxing videos*, and collaborations with *micro-influencers* Which relevant. Monitor metric involvement (like, share, comment) For assess the effectiveness of each campaign and make improvements in real-time.

Co-branding indicates that collaboration brand Not yet capable create optimal added value, so it is

necessary to re-evaluate the focus on the form of collaboration that more relevant for consumer. For example, choose partners Which own audience in harmony with target market HMNS And highlight story unique in come back collaboration For increasing perceived value. These three elements should be integrated more strategically to improve future consumer purchasing decisions.

Suggestion academic

It is expected Also study This as material reference researchers And can This research can be expanded by adding other variables not examined in this study. Future researchers can explore other factors that may influence purchasing decisions, such as distribution. Research can also be conducted by expanding the scope of the research area.

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